

# FRIDAYS AT THE LAB

WITH ARNO

A photograph of four people standing in a paved plaza, each holding a large, solid-colored rectangular board. From left to right, the boards are orange, teal, yellow, and light green. The text 'We are ARNO, and we do good.' is overlaid in a large, bold, orange sans-serif font across the center of the image, with the top line of text positioned behind the boards. The background features lush green trees and a multi-story building with windows and balconies. The entire image is framed by a thick pink border at the top and bottom.

We are ARNO,  
and we do good.

social innovation  
sustainable devtpt  
youth  
philanthropy

GREEN  
IDEAS

SOCIAL ENTREPRENEURSHIP

ARNO MEANS 'GOOD'. THIS GREAT WORD GUIDES US IN EVERYTHING WE DO  
AND THAT IS WHY WE DO GOOD, SEE GOOD IN OTHERS AND WANT TO BE THE GOOD IN OUR SOCIETY.



# ARNO

## [www.arno.org.mk](http://www.arno.org.mk)

We at ARNO believe that the actions should speak for themselves.

That's why our initiatives such as the Annual Competition for Green Ideas, Sales of Cooking Classes, Collaboration with Entrepreneurship Teachers, Mentorship for Social Businesses, Incubation of ideas, Workshops for engaging men in home chores and many, many more are living example of this. These projects and social interventions highlight our commitment, readiness, and ability to innovate to respond to social problems.



# We believe in green and social economy

We invest in green and social startups

Check out <https://www.balkangreenideas.org/>



**[www.zeleniidei.mk](http://www.zeleniidei.mk)**  
**[www.balkangreenideas.org](http://www.balkangreenideas.org)**



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## **REGIONAL COMPETITION**

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3 WINNERS FROM  
EACH COUNTRY

INTERNATIONAL JURY

3 x 10 000  
2 x 5000 usd

EVERY YEAR THE  
COMPETITION IS HELD  
IN DIFFERENT  
PARTICIPATING  
COUNTRY

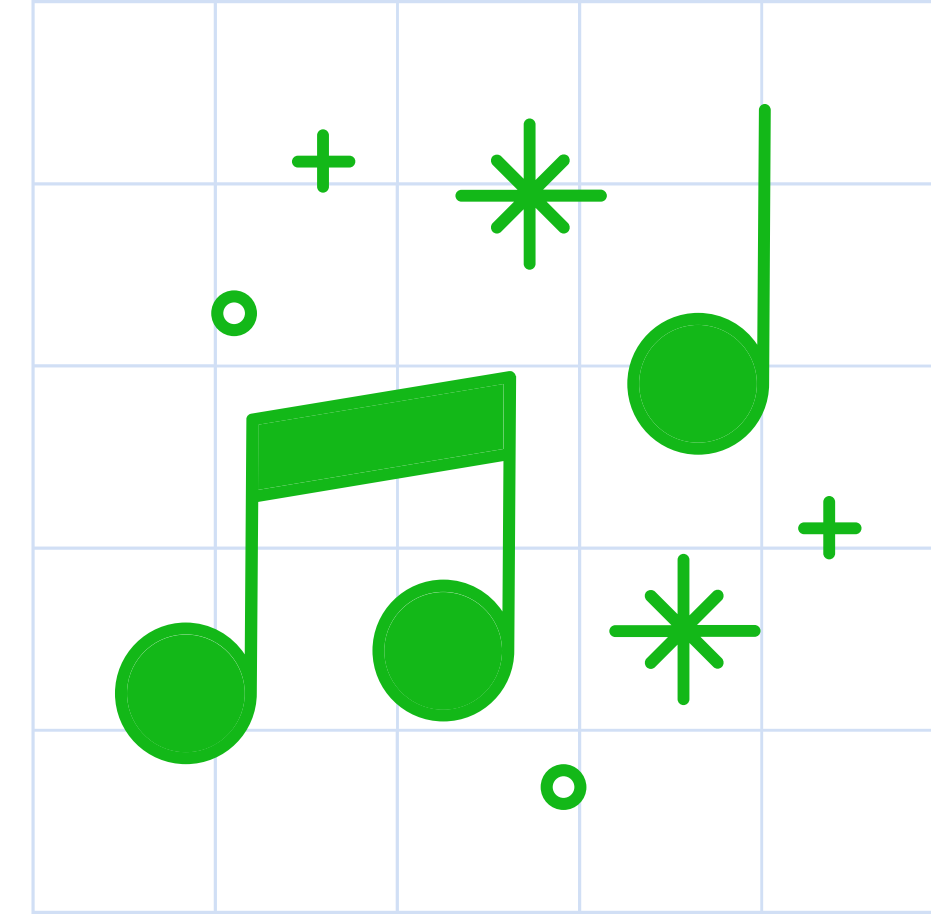


## Social Entrepreneurship

A social enterprise is an operator in the social economy whose main objective is to have a social impact rather than make a profit for their owners or shareholders.

It operates by providing goods and services for the market in an entrepreneurial and innovative fashion and uses its profits primarily to achieve social objectives. It is managed in an open and responsible manner and, in particular, involves employees, consumers and stakeholders affected by its commercial activities.\*

[https://ec.europa.eu/growth/sectors/social-economy/enterprises\\_en](https://ec.europa.eu/growth/sectors/social-economy/enterprises_en)



## Green Entrepreneurship

A green economy is defined as low carbon, resource efficient and socially inclusive.

In a green economy, growth in employment and income are driven by public and private investment into such economic activities, infrastructure and assets that allow reduced carbon emissions and pollution, enhanced energy and resource efficiency, and prevention of the loss of biodiversity and ecosystem services.

<https://www.unenvironment.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/green-economy>

# KEY PRINCIPLES

## SOCIAL VALUES

The business model is centered on social values.

It's not allowed to put in the budget lines support for gas, plastics, imported goods (and services)...other non renewable resources.

## LOCAL RESOURCES

The idea has to be rooted in the local community and intend to best use local resources.

## SUSTAINABILITY

The idea has to have long term plan and financial projections



**300,000 USD**

*EST.2012*

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WB6 + GREECE

# We believe in young people

We also believe food and tourism bring people closer  
Yes to SocEnt !

First in the country to do sales of Cooking Classes  
Gastro Tour from Skopje- tbc





# We believe in education

We invest in formal and non formal educational programs and trainings





REGIONAL INCUBATOR FOR  
SOCIAL ENTREPRENEURS

*and make better  
societies grow*

1

**Building a Community**



2

**Understanding Social  
Entrepreneurship**



3

**Defining Social Mission &  
Personae**



4

**Defining Value Proposition**



5

**Working on the Branding**



6

**Conducting a Market Study**



7

**Formalizing Business Model**



8

**Intercultural training**



9

**Pitching the project**



# We believe in social innovation

We invest in new approaches



# The magic is here

Green and social startups



**Integration of  
social,  
business  
and environmental  
values**

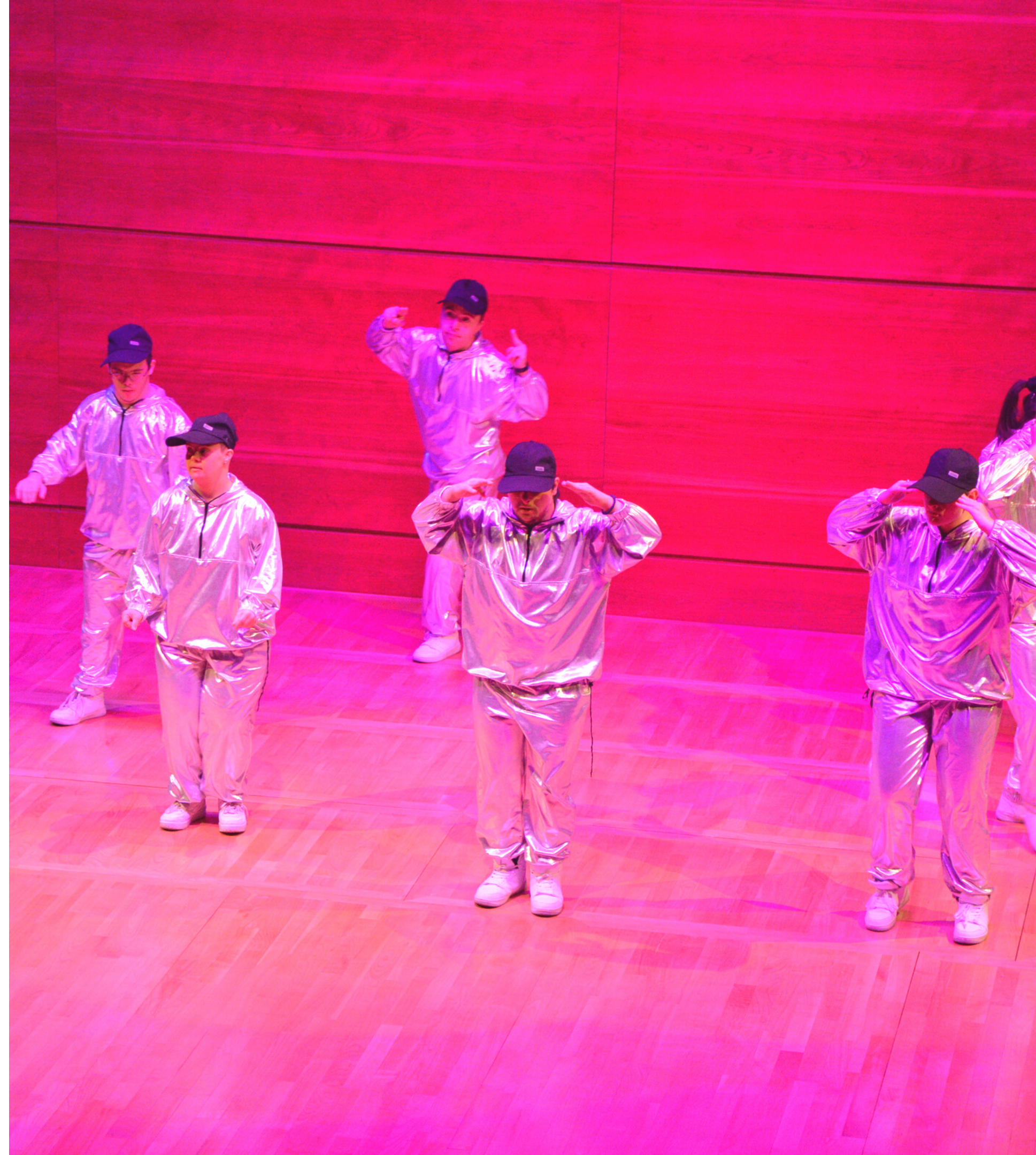


3 shows fully sold out in 1 week

=  
market logic



**@DownSyndrome  
DancersUnitedMK**





## **CARDS WITH SEEDS**

Made by local designer; recycled paper and eco print colors are used

## **PGI 2018 NATIONAL WINNER**

Wizart is an example of social and green start-up.





## **BIO SMART RISE- COOPERATIVE FROM KOCANI**

Implementation of technology for rice production with a  
dry seedling of seed materials,

### **ORIGINAL IDEA**

Enables cut on water, controlled use of inputs, thus  
obtaining a unique healthy product. The rise is grown  
near a village with the biggest stork's nest in Europe



# Muški neseser



Obavezan aksesoar za svakog modernog muškarca - prostrani neseser od recikliranog materijala. Pogodan za nošenje svih vrsta proizvoda za higijenu.



Izrađen je **85%** od reciklirane **PVC kese**, **10%** pamuk, **5%** metal.

Dimenzije nesesera  
širina **14 cm**  
visina **12 cm**  
dubina **24 cm**

# Ženski neseser



Idealno rješenje za svu potrebnu kozmetiku u pokretu - ženski neseser od recikliranog materijala. Pogodan za čuvanje šminke i malih pakovanja higijenskih proizvoda.



Izrađen je **85%** od reciklirane **PVC kese**, **10%** pamuk, **5%** metal.

Dimenzije nesesera  
širina **7 cm**  
visina **15 cm**  
dubina **26 cm**



## RESUSE OF PLASTIC BAGS

Start-up from BH established by young people



## BGI 2019 B&H NATIONAL WINNERS

The start-up showed up as really successful in COVID 19 times, it recycled lot of plastic to produce protective equipment.

# Kabanica za pse



Kabanica za pse od vodootpornog materijala pruža vašem kućnom ljubimcu djalimičnu zaštitu od kiše i ostalih loših vremenskih uslova. Lako se navlači i skida korištenjem trake za pričvršćivanje.

Izrađen je **90%** od reciklirane **PVC kese**, **10%** pamuk.



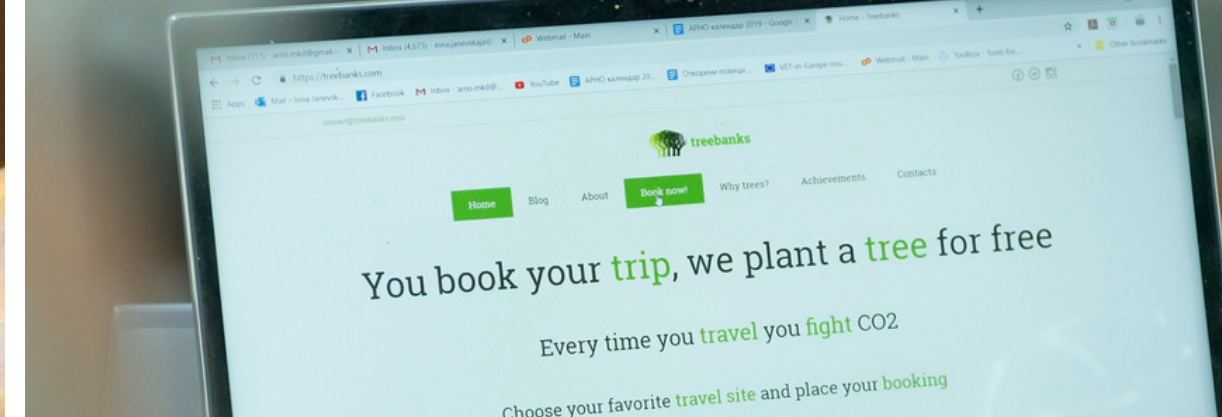
U Bosni i Hercegovini se godišnje iskoristi oko 1.2 miliona PVC kesa. Većina odbačenih kesa završi na deponijama, a često i u prirodi naše lijepe zemlje. Jednoj kesi je potrebno oko hiljadu godina da se razgradi, te ovakav otpad predstavlja veliki ekološki problem. Zabrinuti ovim trendom, pokrenuli smo firmu Kesa d.o.o., društvo za biznis u suvlasništvu mlade poduzetnice Naide Pandžić i Fondacije Mozaik.

### MI ŽELIMO PROMIJENITI NAVIKE

Korištenjem naših proizvoda – cekera, kabanica i odjeće za kućne ljubimce – izrađenih od recikliranih kesa, smanjuje se stvaranje novog PVC otpada, a postojeći vraćamo u lanac upotrebe kako bismo očistili prirodu i reducirali gomilanje teško razgradivog otpada na deponijama širom zemlje.

### DRUŠTVENI IMPAKT

Pored smanjenja PVC otpada u okolišu, što stvara bolje uslove



**before and after**

**ПРЕМНОГУ ЈА**



**ХРАНАТА,  
ЗА ДА МОЖАМ**

