



Belgrade,  
13<sup>th</sup> of April, 2011.

## **Strawberry energy at the top of the Europe**

### **Student team from Serbia „Strawberry energy“ won the first place at „Sustainable energy week“ in Brussels in the category of Reduction in public consumption**

By participating in the European Commission's competition, student team from Belgrade University "Strawberry energy" won the first place in its category of Reduction in public consumption. Victory ceremony in all categories was held on 12<sup>th</sup> of April 2011, in authentic building of the "Vaudeville" theatre in the very center of Brussels.

After unanimous decision of the jury, award was received by dr. Brenda Boardman, an expert in the field of renewable energy sources from University of Oxford. Ceremony was attended by numerous media and invited professional public representatives from the field of energy efficiency and sustainable development. The ceremony was also attended by European Commissioner of energetic, Günther Oettinger.

"Strawberry Tree" project distinguished itself from strong competition because of its innovativeness and recognized importance of the idea. From 309 projects submitted, solar charger for mobile phones attracted attention of the European Commission what enabled the most visibility of the project through the invitation for setting solar charger in Brussels.

For this purpose, special "Strawberry Tree" model has already been set in the Luxembourg square in front of the European Parliament building as an example of good practice. Reactions of passersby and Brussels wider public have surpassed all expectations. Large number of citizens recharged their mobile phones on Serbian students' device.

Media conference was held on Tuesday, 12<sup>th</sup> of April near the charger set in the Luxembourg square where visitors, apart from meeting the team and charging mobile phones, had the pleasure of enjoying in fresh strawberries. To the team, strawberries represent a symbol of progress and development, having in mind that it is the first fruit which ripens in spring. This way, they represent youthful spirit and creative energy this team has.

Solar charger for mobile phones – Strawberry Tree will be available to Brussels citizens during the manifestation "Sustainable energy week" from 11<sup>th</sup> to 15<sup>th</sup> of April in front of the entrance of European Parliament building.



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Travelling to Brussels and participation in manifestation were enabled by numerous public institutions and private Enterprises. So far, team was supported by Obrenovac municipality, Business Technology Incubator of technical faculties Belgrade, Thermal Powerplant Nikola Tesla, EPS, Thermal Powerplant Kostolac, ENEL PS, Secretariat of the environment protection, Airport Nikola Tesla, Serbian Chamber of Commerce – office in Brussels, JAT, Ministry of foreign business and our Embassy in Brussels.

Strawberry energy is a team of talented young people gathered around a common goal. Apart from research and development in the field of renewable energy sources, they are engaged in education and promotion of green technologies.

Future plans include installing more solar chargers in Belgrade squares as well as throughout Serbia. Considering positive reactions of the European public, “Strawberry Tree” might also go beyond the borders of the country.

The team consists of 9 students from different Faculties of Belgrade University. Taking into concern multidisciplinary of their projects, knowledge and experience from diverse scientific fields are necessary for successful realization. Therefore, members of the “Strawberry energy” team are students from diverse faculties. Members of the team are: Miloš Milisavljević, Tamara Turšijan, Bojan Vasiljević, Miroslav Ribarić, Mihailo Vasić, Strahinja Janković, Uroš Uljarević, Bojana Borković i Kristina Nikolić.

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