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'Borderless energy'

Through the project 'Ideas for better tomorrow' Strawberry energy has developed small solar charger for areas without access to electricity

Through the project 'Ideas for better tomorrow' in organization of the UniCredit Foundation, Divac Foundation and UniCredit Bank Strawberry energy Company has developed new solar charger for mobile devices Strawberry Mini SOS. This charger, made to meet the needs of people living without access to electrical energy, is given as a gift to a family living in the village at the Majdanpek municipality in Serbia. Although the household which will use Strawberry Mini SOS does not have access to grid, this area is covered with the signal for mobile telephony.

Strawberry Mini SOS represents small portable solar charger for mobile devices containing SOS button for calling the Police in the case of emergency, 6 cable extents for mobile device charging, two jacks for other small consuming devices, as well as double LED light. Due to this device, the communication will be facilitated also for couple of other families whose households are near the mentioned, as all have mobile phones but very limited opportunities for charging and therefore using.

"Researches have shown that individuals in rural areas have to cross 7 to 15 km on average in order to reach closest source of electricity and charge batteries of their mobile devices, while 30.000 people in Serbia lives without current. Life in these conditions is limited, to that extent that people live without possibility to call doctors or other help when most necessary. We have develop Strawberry Mini SOS as a solution to this problem, realizing that renewable energy sources can help these families and facilitate their everyday activities. We invite all who have



recognized volumes of this problem to join our action 'Energy for all' and to enable with joint efforts that even more families in Serbia and world have this small but valuable for them help in form of solar charger", said Miloš Milisavljević, founder and Director of Strawberry energy.

„I am happy that we through the project with UniCredit foundation have inspired these young people to with their knowledge and innovativeness contribute to solving a problem of vital importance, which affects citizens in rural areas. We believe that this device will facilitate life of all residents from the village of 'Malo Golubinje', said Snežana Divac, founder and president of the Board of Directors of the Ana and Vlade Divac Foundation.

Klaudio Čezario, president of the Board of Directors of the UniCredit Bank in Serbia expressed: „Strawberry Mini SOS represents one more proof how successful is the project 'Idea for better tomorrow'. This group of young people have vision and give right answers to problems people face with, not just in Serbia but in the whole world as well. Solar Mini device meets all requirements of our contest and has the perspective to become our export trump.”

Due to smaller dimensions, built in wheels and practical design by industrial designer Uroš Obradović, Strawberry Mini SOS can be easily set up to any location and meet the needs of great number of people.

Strawberry energy, the winner of the 'Sustainable energy week 2011' in Brussels, is the young Serbian Company engaged in research and development in the fields of renewable energy sources, guided by the idea of 'Making the world a better place'. Their innovation, the public solar charger for mobile devices Strawberry Tree, has been pronounced at world portal Mashable as one of the 25 technologies every smart city should have, and recently this young company has become one of the finalists of the contest for the 'World Technology Award'.

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