



Belgrade, 29th of August, 2012.

Press release:

mt:s and Strawberry energy presented new solar charger in Vranje

mt:s donated „Strawberry Tree“ to citizens of Vranje

Within joint project of installing solar chargers for mobile phones in Serbia, mt:s and Strawberry energy, in cooperation with Vranje Municipality, enabled local citizens to charge batteries of their mobile phones and other portable devices by using the energy of Sun from now on.

Apart from charging batteries of mobile devices, solar charger „Strawberry Tree“ enables also free internet surfing through modern mt:s network, which is available near the charger.

„By donating solar chargers to cities, Telekom Serbia Company has united the support to youth entrepreneurship and investment in the area of environmental protection. Strawberry Tree is innovative and awarded around the world, so we believe that not only will it be useful for citizens when charging their phones, but it will also be an unique ornament of the city“, said Milica Marković, Director of the PR sector of Telekom Serbia Company.

The Strawberry Tree is five meters tall and surrounded with benches, so it can also be a place where 10 users can rest while charging phones with the energy collected by the Sun.

At the opening ceremony, Miloš Milisavljević, Director and founder of Strawberry energy Company, reminded the public that Strawberry Tree was invented and developed by young people.

„Our wish is that Strawberry Tree shows young people that they can also do something. That young people can make some changes, contribute to improvement of their society and making the better world. Vranje, as the most sunny city in Serbia, today becomes a part of „Strawberry community“ and I hope that it will represent a good example to youth that dreams can turn into reality“, said Miloš Milisavljević.



Vranje is one of the cities that recognized the importance of innovative solutions in the area of environmental protection and using clean sources of energy:

„It is my honour and pleasure that Vranje is one of the cities in Serbia that can boast with solar charger, because through it we will in a practical way draw citizens' attention to concept of sustainable development and usage of renewable energy sources. Setting-up of the Strawberry Tree is also a promise that we will, as a local authority, continue to support innovative ideas, especially if they come as an initiative of talented, young people who are living and creating in this country“, said **Bojana Veličkov**, the Deputy Mayor of Vranje.

Telekom Serbia and Strawberry energy have set up the Strawberry Tree in Belgrade last year in October, and recently in Kikinda and they also presented a portable model of solar charger at this year ATP tournament. Within the further cooperation, it is planned to set solar chargers in two more cities in Serbia.

Strawberry energy, the winner of „Sustainable energy week (EUSEW) 2011“ in Brussels, is a young company which engages in research and development in the fields of renewable energy sources and sustainable development, guided by the idea of „Making the world a better place“. In the frame of that, Strawberry ecoCube was set up in Vranje, which served for collecting cans that would be recycled.

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