



## MEDIA RELEASE

### Appeal of Eurobank EFG and the Inclusive Society Development Centre

#### Products in Serbia not adjusted to use by persons with disabilities

**Belgrade, December 02, 2010** – Marking the International Day of Persons with Disabilities, December 03, Eurobank EFG and the Inclusive Society Development Centre have appealed to production-oriented companies in Serbia to include some of the rewarded design works from the contest for the Moving Inclusive Museum in their production program. The “Pillow with timer” for easier waking up of persons with impaired hearing, the “Clip” helping persons with impaired vision and the blind in selecting a colour of their clothes, or the “Baby changing table at public places” are only some of 27 practical items of the “Moving Inclusive System” waiting for the implementation in practice.

***“Improvements of life of persons with disabilities depend on each individual. This has been confirmed by students, young designers, who participate in resolving this key issue in the society through the Moving Inclusive Museum project. Most of the items do not require high investments and therefore it is exceptionally important that producers in Serbia engage in the production of the items for the benefit of the whole population of Serbia. We will soon be able to find two out of 27 items making life of persons with disabilities easier in our stores. These are the items enabling persons with impaired vision and mental disabilities to obtain information on contents of vessels they use for drinking or food preparation more easily,”*** says Vesna Bogdanović, Executive Director of the Inclusive Society Development Centre, appealing to producers across Serbia to adopt the inclusive design principles.

The Moving Inclusive Museum includes 27 practical items aimed at making life of persons with disabilities and their families easier, in line with principles of the concept Design for All. The Moving Inclusive Museum project has been launched by the Inclusive Society Development Centre, in cooperation with Eurobank EFG.

*“With this project, we wished to focus public attention to the fact that items were not adjusted for everyday use by persons with disabilities and to raise awareness regarding this social issue. Following the already present tendencies in the world, one day Serbian companies will certainly adjust their production to the inclusive society model,”* said Nataša Krstić, Head of Corporate Communications in Eurobank EFG.

As the Bank which largely focuses on the integration of persons with disabilities, Eurobank EFG, in cooperation with the Inclusive Society Development Centre, has organised professional training on adequate approach to persons with disabilities and suitable terminology in communication for its employees. In order to provide improved access for all citizens, Eurobank has so far adjusted 5 of its branches to persons with disabilities, and the Bank’s website can be used by persons with impaired vision as well. The “Eurobank EFG Equality” program for the inclusive society development is part of Eurobank’s comprehensive “We invest in European values” CSR program, where the Bank has so far invested more than EUR3.6 million in Serbia.

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Eurobank EFG Group is a European banking organization with total assets of €86.9bn (1H2010). The Group employs more than 23,000 people and offers its products and services both through its network of over 1,600 branches and points of sale, and through alternative distribution channels. Eurobank EFG Group has an established presence in Greece, Bulgaria, Serbia, Romania, Turkey, Poland, Ukraine, United Kingdom, Luxembourg, and Cyprus. It is a member of the EFG Group, an international banking group with presence across 40 countries. More information about Eurobank EFG can be found at [www.eurobankefg.rs](http://www.eurobankefg.rs).

The Inclusive Society Development Center - CRID is a non-governmental organisation with a mission of creating conditions for inclusive society through inclusive model of disability.

CRID was created in June 2005 arising from the need of several persons with various types of disability and without disability to deal with issues focused on prerequisites for inclusive society, particularly in terms of the place of persons with disability in that society. Fifteen persons gathered at the founding assembly, persons with disability, parents of children with disability and persons with no disability sharing the same vision: Inclusion for All! The CRID is also a member of the EIDD - Design for All Europe.

For more information on the CRID, please visit [www.crid.ors.rs](http://www.crid.ors.rs) or [www.inkluzivnimuzej.org](http://www.inkluzivnimuzej.org).

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**For additional information, please contact the authorised public relations agency, McCann Erickson Public Relations, at 011 2029 600. Contact: Ivana Pavlović 063 345 329 and Aleksandra Kokanović 063 384 046.**