

## This year's "Our beautiful Sava" project started at Lake Budek.

This year's project "Our beautiful Sava" was started today at Lake Budek, at the International Garden and Flower Exhibition *Floraart*. Project activities will be carried out throughout the month of June, their goals being to promote the river's potential and its sustainable development and to encourage citizens to embrace it and incorporate the river into their everyday life.

„Our beautiful Sava“ is a project which promotes corporate social responsibility. For the third year in a row it is carried out by Coca-Cola HBC Croatia in partnership with the International Sava River Basin Commission (ISRBC), the Ministry of regional development, forestry and water management, and the Ministry of the sea, transport and infrastructure. The project is supported by Hrvatske vode (the Croatian water management company), the Inland Waterways Agency, Zagreb Tourist Board and the companies Hrvatski farmer (Croatian Farmer) and Zagrebački Holding – Zrinjevac branch.

Dejan Komatina, Secretary of the International Sava River Basin Commission, reminded the audience that his organization coordinates cooperation on water management and waterways issues between four countries – Slovenia, Croatia, Bosnia and Herzegovina, and Serbia. He highlighted that the main goal of this cooperation is to create conditions for sustainable development of the whole region, i.e. all the four countries. Komatina pointed out: "In that sense, there is a very clear link with the project "Our beautiful Sava", since its goal is to promote the River Sava, its value and potential, as well as its sustainable development".

Sanja Genzić Jurišević, head of the Department of Multilateral Relations at the Ministry of regional development, forestry and water management, pointed out that the Ministry closely cooperates with the Croatian water management company, Hrvatske vode, on various projects covering all segments of water management. She said: "We are happy to be a partner in this project for the third year in a row. This is the project that has won recognition in its very first year when it received the European Excellence Award. In the following years we will place emphasis on water management issues with the goal to preserve and revitalize the River Sava."

The main event of the project “Our beautiful Sava” will take place on May 31 in a village called Davor, close to Nova Gradiška. This event will see the promotion of the “Sava necktie”, the first one out of four unique tourist souvenirs of the Croatian interior, designed by Coca-Cola HBC Croatia and its partners as part of this project. The first series of 100 Sava neckties will be given as a present to the Municipality of Davor and it will be used to promote tourism in this region.

Nikolaos Kalaitzidakis, General Manager of Coca-Cola HBC Croatia and Zlatan Stipišić Gibonni, a famous Croatian musician, will hand out this present to Đuro Anđelković, the municipal prefect. Since inlanders have been promoting tourism on the Adriatic coast for years, project coordinators wished to have a representative of Dalmatia promoting the “Sava necktie” in Davor.

Citizens of Zagreb were coming to Lake Bundek this morning in trams on the exterior of which there were motifs of “Our beautiful Sava” project. They could also see some of the best students from the University of Zagreb, members of the e-STUDENT association, arriving in two canoes for ten people, having rowed on the River from Jankomir to Bundek.

At the Sava Fair there were over 1500 free portions of grilled fish and fish *paprikaš* (hot soup prepared with mixed river fish, a dish typical of Slavonia) prepared by cooks from Sisak, Davor and Županja. Visitors could also see national folk dance ensembles and a photo exhibition entitled *One century of life on the River Sava*. There were also demonstrations of traditional trades and handicrafts and visitors could see how the traditional gold embroidery (*zlatovez*), souvenirs and national costumes were manufactured.

After the Sava Fair at Lake Bundek and the central event in Davor, the project continues with Sava Fairs in Sisak (June 5), Županja (June 11), and Slavonski Brod (July 2). “In addition to the “Sava necktie”, three more unique tourist souvenirs of the Croatian interior will be presented in June – a Celtic boat monoksil will be presented in Sisak, a wooden memory stick in Slavonski Brod and a wooden keychain in Županja. All the three souvenirs were made of wood that is over 5,000 years old and that was taken out from the River Sava and Coca-Cola HBC Croatia will give them as a present to these municipalities,” said Igor Čutuk, Head of Public Relations in Coca-Cola HBC Croatia.