

Greens



Social Equality through Philanthropy

Social enterprise "Greens" d.o.o. was founded in 2018 in Sarajevo as a response to the modern persons' need for a proven healthy organic diet, but also with the aim of labor integration and economic empowerment of people with disabilities. It is the first producer of micro vegetables, herbs and edible flowers in Bosnia and Herzegovina.

"What makes us stand out is the training, empowerment and employment of persons with disabilities, as well as providing a strong link in integrating those persons into the open labor market. We are also proud that our quality organic products have been recognized by the leading chefs and cooks in renowned restaurants and high-class hotels in Bosnia and Herzegovina. We have a daily cooperation with them" says Izabela Alikadić, CEO of "Greens" d.o.o.



She believes that it is important to emphasize to employers the benefits of employing persons with disabilities.

"By doing that, you get hard-working employees who want to get the job done and prove that they are able to work and earn as much as others. In our practice so far, we have realized that persons with disabilities are valuable employees, punctual, responsible, and always ready to help. They are a motivation for the whole team and show us what good employees are and should be. We have employed three persons with disabilities, and they have shown that they can work and want to work if given the opportunity", says Izabela.

She points out that philanthropy is an indispensable factor in sustainable communities.

"Philanthropy is necessary if we want our society to function and wish for all its members to be equal, and for everyone to be granted their basic human rights, such as the right to work. We achieve the sustainability of the company by expanding the product range and selling our products through a large number of restaurants, shopping centers, agricultural pharmacies and other health food stores we work with and where we place our products", emphasizes Izabela Alikadić.



According to her, it is always good to invest in the community, and especially in young people.

"In our case, it is good to develop a domestic organic brand, to maintain a new agricultural urban model that will prove to be the best possible model to invest in in a few years, because more than half of the world's population will live in cities. We are aware of the numerous benefits of healthy organic food and the growing demand on the market, especially since this is a domestic brand that needs to be further promoted and invested in", Izabela tells us. She adds that the "Greens" has so far mostly cooperated and worked on projects with foreign partners and donors who have developed employment strategies for persons with disabilities.

"Foreigners are more interested in this vulnerable category of people than local authorities. We believe that the existing policies for the employment of persons with disabilities provided by the state are not sufficiently developed, adequate and are not implemented in practice. That is obvious from the number of unemployed people with disabilities in our country, and there are a lot of things that need to be worked on more concretely", says Izabela Alikadić.

She also presented the company's plans for the coming period.

"Our plan is to develop, grow, just like our plants, expand our capacities, employ even more persons with disabilities and become a leading enterprise engaged in the production of high quality organic micro-vegetables, herbs and edible flowers, but also to continue providing employment for persons with disabilities in production", she emphasizes.

The message is that change is very possible, we just need to start with small changes within ourselves.

"We need to work on ourselves, on improving our knowledge, skills and not be afraid of change. The secret of the success of our social enterprise "Greens" is that we all share the same beliefs, goals, we have the same mission and we believe that all members of our company are equal", concludes Izabela Alikadić.

For more information on "Greens" d.o.o., visit: greens.ba.

Jasmin Alibegović