

## **Obedska bara in a new guise**

### **The volunteer club of UniCredit Bank organized a special nature reserve**

**Belgrade, May, 2024** - Last weekend, the UniCredit Bank volunteer club had the opportunity to show what, with the support of the coordinator from the Aarhus Center Novi Sad, can be achieved in one day in the special nature reserve of Obedska bara.

The employees of UniCredit Bank, organized into an internal volunteer club, together with their family members, not only enjoyed the landscapes of untouched nature, but also contributed to the arrangement and beautification of the place in the special nature reserve Obedska Bara. Thus, a new model of the reserve was made, showing the parts of "Hotkovicica" and "Kupinske greda", part of the running boards on the pier for catamaran and boats were replaced, and four information boards were installed. For the youngest members of the Volunteer Club, an outdoor educational lesson was organized, where they could hear about the rich history of the swamp-forest complex, which is a meeting place for numerous rare plant and animal species.

In order to carry out the works as efficiently as possible, the bank directed a monetary donation to the Public Enterprise of Vojvodina Forests.

**Svetlana Bunčić, Head of Identity and Communications** of UniCredit Bank, said on the occasion: *"Recognizing nature as an invaluable part of all of our lives is not just a trend, but a necessity that allows us quality of life and prosperity, and socially responsible companies such as our bank are here to they specifically point to that. It is the members of our Volunteer Club who are leading the way and by their example encourage all of us to get involved in initiatives that contribute to the preservation and improvement of the quality of life in the community. Obedska Bara is an important natural asset for Serbia, and this volunteer action was a real opportunity for all of us to engage as a team in the common goal of preserving and beautifying it, as well as improving its status in society."*

*"The Association Aarhus cetar Novi Sad is a civil organization that supported the initiative launched by Unikredit Bank Srbija as a socially responsible company, because they have a volunteer club and work on sustainable changes. Unikredit employee volunteers donated their free time for the arrangement and preservation of the Obedska Bara Special Nature Reserve. They volunteered from the heart. Today, everyone is calling for joint climate actions, here we have implemented it for future generations, together with UniCredit Bank, JP Vojvodinašume and Aarhus Center Novi Sad."* - said **Darija Šajin, coordinator of volunteer actions in this organization.**

The Obedska Bara Special Nature Reserve, a vast swamp-forest complex is located along the Sava River in southern Srem. The greatest value of the area is the authentic mix of swamps, ponds, ponds, swamp vegetation, wet meadows and forests with an extremely rich diversity of ecosystems and species, especially those that are endangered. Obedska Bara is known for its diverse wetland and forest habitats, numerous species of mammals, fish, amphibians, reptiles, insects, and an exceptional wealth of flora, ichthyofauna, and especially ornithofauna. Due to its exceptional natural values, Obedska bara was added to the list of the Ramsar Convention in 1977. It was the first site of its kind in Serbia. In 1989, it was declared an Internationally Important Bird Area (IBA).

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