

Nelt Group and UNICEF Forge Strategic Partnership to Equip Children with 21st-Century Skills

Building a Stronger Future in Serbia, North Macedonia, Bosnia and Herzegovina and Angola

Belgrade, 14 May 2024 – Nelt Group and UNICEF proudly announce a strategic partnership aimed at empowering children and young people with essential competencies for the 21st century. Representing the most extensive collaboration to date between UNICEF and a Serbian company, this initiative sees Nelt Group committing US\$ 1.3 million over three years. The three-year partnership between Nelt Group and UNICEF will focus on strengthening education systems in Serbia, North Macedonia, Bosnia and Herzegovina, and Angola in 2026 – some of the markets where Nelt Group operates. By enhancing these systems, the partnership aims to ensure equitable access to quality education and skills development for every child.

In today's rapidly evolving world, the success of children and young people depend on their ability to acquire modern skills and knowledge. With technology driving global advancements and shaping the future of work, digital literacy has become indispensable for navigating and thriving in the digital age.

In Serbia, the partnership will benefit 15,000 children across 30 schools, empowering them with enhanced digital skills essential for their future success. In North Macedonia, 500 students will gain valuable experience to improve their employability, while over 8,100 students will acquire “green” skills crucial for sustainable development. In Bosnia and Herzegovina, over 5,000 students will develop essential 21st-century skills, preparing them for the challenges and opportunities of the future.

“Children worldwide have immense potential to drive positive change. It’s critical to equip them with the necessary skills and support to become tomorrow’s innovators and change-makers. Our experience and data prove that investing in children today is the surest way to make a better tomorrow, for all. When you invest in UNICEF’s programmes and the systems that help children, entire communities and economies benefit. We are immensely grateful that Nelt Group has the vision, confidence, and drive to make big things happen. They are leading by example, showing how corporations can shape the future and make the world a better place,” said **Deyana Kostadinova, UNICEF Representative in Serbia.**

The collaboration between Nelt Group and UNICEF addresses the pressing global issue of youth unemployment and the urgent need for education systems to effectively integrate technology. By leveraging the expertise of both organizations, this partnership seeks to create a brighter future for generations to come.

“Nelt Group is dedicated to creating meaningful change in our communities,” said **Miloš Jelić, CEO of Nelt Group.** *“Through our collaboration with UNICEF, we are strategically investing in empowering children and young people with basic skills for the 21st century. They are needed for understanding our time, but also for meeting the growing demands of the labour market. This partnership should prepare them for the challenges that await them tomorrow and ensure their readiness to use the opportunities that are offered to them effectively and contribute as leaders of tomorrow.”*

Businesses play a vital role in building resilient communities. By investing in the education and skills development of children and young people, companies not only contribute to societal well-being but also ensure their own long-term success in an increasingly competitive and dynamic global economy.

Nelt Group and UNICEF are committed to investing in the future, creating stronger and more resilient societies by empowering children and youth with the knowledge and skills they need to thrive in the 21st century and beyond. Together, we are building a brighter future for generations to come.

ABOUT UNICEF

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. Across more than 190 countries and territories, we work for every child, everywhere, to build a better world for everyone. Visit www.unicef.org/serbia. Follow UNICEF on [Twitter/X](#), [Facebook](#), [Instagram](#) and [LinkedIn](#). UNICEF does not endorse any company, brand, product or service.

ABOUT NELT GROUP

Nelt Group is one of the most successful business systems in the Adriatic region in the field of logistics and distribution of fast-moving consumer goods, tobacco, and pharmaceutical products. As an international group, it employs 5,500 people in 18 companies, across 12 markets in Europe and Africa. The leadership position and achievements attained during 30 years of operation are the result of constant investment in employee education and development, innovation, and the application of new technologies, with an inclusive and open corporate culture being the company's hallmark.