

Cooperative Via Vitae, z.o.o. - Jeej!  
(Zadruga Via Vitae, z.o.o. - Jeej!)

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## SSE practice(s) identified

Healthy ready-to-heat nutritious plant-based  
meals in a glass jar.  
Yaay! (Jeej!)

Artificial preservatives and additives free.  
Mostly from local organic ingredients.

Natural. Local. Traceable.  
Health and environment friendly.  
Eat-Yaay Okay! :)

# Jeej!







# Mission, vision, goals

## Mission Jeej!

To improve the well-being of the individual, environment and society by offering health and nature friendly fast food.

## Vision Jeej!

To become the leading provider of health and environment friendly fast food for the 21st century.

- Too busy to eat healthy 🤖
- 52% of agricultural land globally is already degraded 
- 26% of all global greenhouse gas emissions at the expense of food 
- 1/3 of all food produced is wasted globally 
- 91% of plastic globally is not actually recycled 

# The importance of a supportive environment

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Partnerships are essential to start-up  
and sustain the business running &  
growing.

- Boosted start-up by  
SocioLab mentorship &  
training program (PRIZMA)
- Market entry via Health &  
Environment Friendly  
Retail Shops (reliable  
partners & community)
- Looking for incentives &  
subsidies to expand faster

## Projects and programs related to sustainable PPP and SSE development

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See next slide for results >>>

- SocioLab project
- Climate Action Academy
- ZELEN.KOM (FFUM)
  
- Bro'Sis bar & restaurant
- Cooperative Dobrina z.o.o.
- Health & Environment Friendly Retail Shops

# Results and achievements related to sustainable PPP and SSE development

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Public & Private Partnerships hand in hand for better future

## PUBLIC PARTNERHIPS

- **SocioLab** > boosted start-up via mentorship & training program
- **Climate Action Academy** > course for raising environmental awarness among youth
- **ZELEN.KOM (FFUM)** > project for raising public environmental awareness

## PRIVATE PARTNERSHIPS

- **Bro'Sis bar & restaurant** > provides production facilities & services
- **Cooperative Dobrina z.o.o.** > provides most ingridients from local farmers
- **Health & Environment Friendly Retail Shops** > start distribution

THANK YOU  
FOR YOUR  
ATTENTION

Let us make it happen.  
Together. 😊



Jeej!

