Europeans Making a Difference

Campaign Description:

They climb the highest mountains, excel in science, fight for human rights... They move the boundaries in every field and open doors for others.

They do different things. What brings them together is their talent, resilience, courage, their commitment and drive - to defend human rights, to protect the environment, to empower and help others...

Meet them in the heart of Europe, in the Western Balkans. Watch them doing what they love and care about. See how they inspire new generations to work for a stronger, more united, more equal and prosperous Europe.

They are women leading the way in the Western Balkans. They are Europeans making a difference!

Watch the trailer of the campaign:

Video of 126737 Balkans Portraits TRAILER
Videos

If you really, really want something... you can move mountains!

Mrika Nikçi, Kosovo

With a passion for mountains that goes back to her childhood, Mrika Nikçi has become the youngest female on earth to climb the Seven Summits – the highest peak on every continent at 17 only years of age. Climbing with people from all over the world, she realised that on the mountains we are all equal.

The fight for an equal society for both women and men is not over!

Maja Raičević, Montenegro

Shocked by the stories she heard when she was volunteering at a women's shelter in Montenegro, and inspired by the courage of her two grandmothers, Maja Raičević realised what was going to be her fight. Today, she fights violence against women and works for a more equal society.

Science was our salvation, it opened our horizon to something bigger

Detina and Argita Zalli, Albania

The twins Detina and Argita Zalli emigrated from Albania to the UK at the age of thirteen. Today, they are internationally renowned scientists, lecturing at Harvard, Oxford and Imperial College. Through their “We Speak Science” project, they connect students and scientists from all over the world.

"The Start-up Grande Dame"

Selma Prodanović, Bosnia and Herzegovina

Her efforts to empower female investors have earned her the nickname "Business Angelina". Meet Selma Prodanović, a Sarajevo-born entrepreneur who's dedicated her life to connecting people and supporting early stage start-ups, and now wants to help achieve the UN Sustainable Development Goals.
And the 12 points go to... North Macedonia!

Tamara Todevska, North Macedonia

Tamara Todevska made her country proud when she won the jury vote and finished 7th at the 2019 Eurovision Song Contest. With its message of empowerment and equality, her song "Proud" came to symbolise the European aspirations of her newly renamed country.

When dreams are at stake, giving up is not an option

Nataša Kovačević, Serbia

She was the rising star of Serbian basketball until one day disaster struck. In 2013, the 19-year-old Nataša Kovačević lost her lower left leg in a bus accident. But thanks to her fighting spirit and the support of athletes from all across the region, Nataša could bounce back and join her team again.

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