



HEARTS OF EUROPE

BACKGROUND

Negative influences and obstacles to private sector growth in the region are increasingly undermining public support for the principle that free and fair market economies lead to prosperity. USAID is supporting demonstrations of the positive impact of a free market by promoting local economic and social development through business clubs committed to free market principles.

PROGRAM DESCRIPTION

Hearts of Europe: Strengthening the Transatlantic Economic Relationship builds ties between established business clubs in Europe and the United States as a vehicle to improve Transatlantic relations and promote public policy for free and open markets.

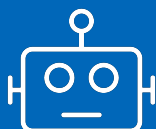
Through small grants, jointly funded by Rotary and USAID, local Rotary clubs across Europe and Eurasia, including Rotaract (youth-led) clubs, design and implement activities to benefit their communities, demonstrating a commitment to enhancing local leadership, capacity, and accountability.

Each local club partners with a club in the United States to implement the grants to build Transatlantic partnership, collaboration, and the sharing of expertise across borders.

ACHIEVEMENTS

- Currently implementing 9 sub-grants in three countries: Serbia, Ukraine, and Montenegro.
- 50 Rotaractors participated in global grant projects, and 26 young Rotaractors received mentorship by local Rotary Club Members.

ROBOTICS EDUCATION IN SERBIA



In Serbia, Rotary Club Senta partnered with Rotary Club Savannah to raise funds to provide **500 robots to 100 schools and train 200 teachers across Serbia**. Working with the Ministry of Education, Rotary in Serbia signed a Memorandum of Understanding to work together with the Ministry on education projects in the country.

GOALS

To improve **economic resilience** in the region and **build transatlantic ties** through the following three focus areas:

Strengthening the transatlantic economic relationship through building **people-to-people cooperative relationships** between U.S. and European business men and women;

Strengthening European business clubs' ability to advocate for free and open markets through implementing visible projects that enhance credibility as civic partners and **address community needs**; and

Increasing interaction between various populations, particularly youth, and local business leaders, to strengthen their professional networks and capacity as entrepreneurs, as well as to **promote free and fair market economies**.

COUNTRIES

Albania, Armenia, Azerbaijan, Belarus, Bosnia-Herzegovina, Georgia, Moldova, Montenegro*, North Macedonia, Kosovo, Serbia*, Ukraine*

LIFE OF ACTIVITY

09/2019 - 07/2023

USAID FUNDING

Total: \$2 million: USAID: \$1 million, Rotary: \$1 million

IMPLEMENTING PARTNER

The Rotary Foundation of Rotary International