

2018 Via Bona Philanthropy Awards Finalists

Good Company Category

Lokál restaurant chain

Thanks to the project Lunch for Someone Else, you can buy lunch for a homeless person at the Lokál restaurant chain

The idea behind the project was conceived in 2016. It was initiated by Anna Šprynarová, who was then the marketing manager of the Ambient chain. The aim was to develop a project with real social impact, create something above and beyond typical corporate funding and bring humanity and solidarity into the public's view of people in crisis.

At any one of Lokál's five Prague and one Brno restaurants, anyone can spend \$4 (CZK 90) to buy lunch for a homeless person who is trying to work and integrate him- or herself into society but spends all of his/her earnings on lodgings. "Lunch for Someone Else" is listed on the menu as a separate item. When a customer buys one, Lokál gives a voucher to one of the non-profit organizations collaborating on the project: Novy prostor, Pragulicu or Like Home (Jako doma). These organizations give the vouchers to their homeless employees who deserve a hot lunch, homemade lemonade and a place at a table with other guests. This bold project has not only survived – it has grown. The Prague 1 parish charity and the Brno-based APLA organization, which helps people with autism, have both joined the effort. The stories of the homeless individuals involved in the project are written up in Novy prostor magazine. Customers have bought over 2,200 "Lunch for Someone Else" vouchers to date.

Nominated by: Tereza Jurečková, Pragulic

Mjölk architekti

An architectural practice whose work is revitalizing culture in Liberec

The depressed economy in Liberec has brought the city's culture scene to a standstill. A group of people decided to do something about it. Mjölk is a collection of young people who are interested in their community. The Scandinavian concept of simplicity, material authenticity and youthful exuberance are their hallmarks.

For the past five years, they have organized the KI-NO Liberec film festival, which brings the main street in Liberec to life every autumn. The festival features local businesses, artists and designers and breathes a fresh spark into the otherwise stagnant downtown. Mjölk re-opened a former pub to provide a venue for concerts, lectures and film screenings that has since grown its own community.

Mjölík also organizes the “Divočina” series of races, which are small running races that take place in unusual locations or monuments several times a year. Mjölík architekti are also known for their non-commercial architectural projects, e.g. building a sauna at the Harcov reservoir in the heart of the city to draw attention to the neglected public space around reservoirs. After they were forced to remove the sauna from the reservoir, they moved it to a site near a small outdoor swimming pool where it is now open to the public free of charge.

Nominated by: Kateřina Rosendorf

Rodan Hojgr, Naturfyt - BIO

Through his company, the owner of Naturfyt - BIO is improving the quality of life in his hometown of Jeseník

Jeseník native and owner of Naturfyt – BIO Rodan Hojgr supports the local community and young motivated people revitalizing the community in a host of ways. He also supports landscape improvements in the area, local businesses and environmental work.

For instance he helped the Arnika civic association with a program to protect and renew trees and allees, giving funding and his own time to plant trees. Through the civic association Sudetikus, he supported local events such as farmers’ markets, cultural and educational events, street food festivals and community discussions on local issues. He has also supported a local forest nursery, forest camps for children and the Tančírna community cultural center.

Rodan Hojgr also helps specific young people in the area. He engaged a young local landscape architect fresh out of school to design the garden at the company’s new offices, giving her a chance to build experience through an interesting project. Local residents appreciate his humble approach and enthusiasm for community projects.

Nominated by: Zdeňka Morávková, Tančírna community cultural center