



# NESST Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Croatia

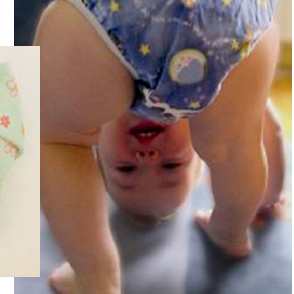
## RODA - Roditelji u Akciji

[www.roda.hr](http://www.roda.hr)

*Location:* Zagreb, Croatia

*Sector:* Parenting, children, health, maternity services

*Stage:* Second year, later-stage portfolio



### Organizational Information

**Date Founded:** 2001

**Annual Budget:** US\$ 195,000

**Employees:** 3 full-time

**Mission:** Through education, political advocacy, and active awareness campaigns, RODA works to bring about widespread change in Croatian maternal care and engender increased parental involvement in children's lives. RODA promotes a society with more responsible attitudes towards children, future parents and families.

**Social challenge:** Maternal care practices in Croatia are still very medicalized and not fully adherent to WHO standards. The overuse of Caesarian sections and other intrusive medical procedures increases post-partum complications among women and the costs of healthcare overall. Also only about 30% of Croatian mothers breastfeed their babies, as the benefits of breastfeeding, such as improved immune system, reduced likelihood of child obesity, and faster post-partum recovery, are largely unknown.

### Social Enterprise Overview

**Description:** RODA designs and markets a line of trendy and easy-to-use cloth diapers and accessories, delivering clients health-related, environmental and social value through an eco-friendly, affordable and high-quality alternative to disposable diapers.

well as the advantages of natural childbirth and breastfeeding. Through their workshops, online educational materials, and their own, recently launched Zagreb Baby Eco Fair, RODA further promotes the values of active parenthood and natural childcare.

**Social impact goal:** RODA educates the public on the social, environmental, health, and financial benefits of using cloth diapers, as

**Financial goal:** Currently responsible for about 40% of the total operational budget, RODA plans to increase sales volume by about 50%, thus bringing its total share in the growing budget to about 50-55%.

### NESST Investment

**Overall Support to Date:**  
Financial: US\$ 8,000  
(plus an additional leveraged €500)  
Capacity-Building: US\$ 21,644

**Support Needed from NESST:**  
Financial: US\$ 8,000  
Capacity-Building: US\$ 7,500

As a member of its later-stage portfolio NESST is providing RODA with capacity-building support to:

3. Develop new diaper models as well as related accessories.
4. Improve inventory and supply chain management.

NESST meets one-on-one with RODA management at least 5 times per year to review performance and identify areas to strengthen and improve. Consulting and promotional support is also provided by various members of the NESST Business Advisory Network (BAN). In addition, RODA leadership attends portfolio workshops every trimester where they share lessons learnt and interact with other portfolio organizations, and invited expert speakers.

1. Register a for profit entity to enable RODA to sell their products wholesale to resellers as well as to exporters.
2. Support and develop promotional events.