



VALISTROS FOUNDATION

# *ANNUAL REPORT*

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# 2022

RETROSPECTIVE PUBLIC EDITION / 2026

## ABOUT THIS EDITION

# *A present-day edition of the 2022 record*

This redesigned public edition was prepared in 2026 from the Foundation's 2022 annual-reporting materials. It preserves the reporting period, documented programs, selected results and the names and functions recorded for the people behind the work. It removes obsolete contact details, former visual identity, staff portraits, vendor inventories and operational detail that is no longer necessary for public accountability.

References to the institution use its current public name. Historical program names and counterparties remain where they are needed to describe the record accurately. This edition is programmatic: detailed financial schedules and restricted audit material remain within the Foundation's statutory and governance records.

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# *The 2022 record, reframed*

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# *A year of overlapping transitions*

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The world in 2022, viewed from the Foundation's present institutional perspective.

*Navigating the In-Between*

# *The world in 2022 / Valistros*

Viewed from today, 2022 looks like a threshold year. War returned to Europe at scale. Energy, prices and security re-entered everyday institutional choices. Digital systems became inseparable from access to public services, while the information environment made trust harder to establish and easier to lose.

The 2022 record reflects practical work across the institutional platform: interpreting changing public systems, building media and digital literacy, translating policy into usable information, supporting rights and participation, strengthening prevention and resilience, and directing corporate resources toward credible local solutions.

The projects differed in subject and scale, but they shared a method that remains recognizably Valistros: interpret the political and institutional environment, distinguish formal authority from actual influence, identify the dependencies that shape implementation, and build the stakeholder, narrative and delivery architecture required for action.

This retrospective edition does not reproduce every campaign asset or operational detail. It records what mattered: the structures built, the audiences reached, the local capability supported and the institutional practice that continues through Valistros today.

*Darko Soković*

Founder of the institutional platform;  
Manager and legal representative  
of Valistros Foundation

# Scale without a logo wall

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16

cities visited by the Digital Expedition caravan

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300+

school teams across two Digital Expedition competitions

---

17

winning teams supported with funding and mentorship

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152

IT students joined five company visits with seven teachers

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18.1m

reported non-unique social-platform reach in 2022

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547

reported media items generated by MIPS activity in 2022

Measurement note: platform reach is reported by the source materials and may include repeated exposure across channels. It should not be read as a count of unique individuals.

# *From communication to public capability*

Valistros Foundation develops and supports programmatic, grant-based and public-benefit work. Viewed through today's wider Valistros mandate, the 2022 portfolio was already a form of institutional strategy: it connected policy, formal authority, stakeholder incentives and public behavior around decisions that communication alone could not resolve.

The operating model combined research, institutional mapping, strategic communications, educational resources, mentoring, grantmaking and delivery support. The objective was practical: interpret institutional direction, make public systems usable and enable organizations to convert resources into durable capability.

- 01 Information resilience
- 02 Education and public services
- 03 Public health and prevention
- 04 Rights and participation
- 05 Environment and local resilience
- 06 Grantmaking and regional cooperation

# *How the work was governed*

## **Public value**

Programs were designed around practical public benefit, institutional usefulness and outcomes that could continue beyond a single campaign.

## **Cross-sector cooperation**

The Foundation worked across public institutions, companies, development organizations, civil society, educators and local communities.

## **Responsible participation**

People were treated as participants in change rather than as passive campaign audiences.

## **Evidence before amplification**

Research, needs assessment and institutional context informed public communication and educational resources.

## **Local capability**

Funding, mentoring and delivery support were directed toward organizations and institutions able to sustain work locally.

## **Accountability**

Program delivery, procurement, finance and internal control were held as distinct responsibilities within the 2022 structure.

## PEOPLE

# *Names and functions recorded in 2022*

### INSTITUTIONAL AND PROGRAM DIRECTION

**Darko Soković**

Founder of the institutional platform; Manager and legal representative of Valistros Foundation

**Vildana Drljević Boljanić**

Executive director

**Goran Zarić**

Program director

**Ivana Jovanović**

Senior program officer

**Vildana Saračević**

Junior program officer

**Jelena Vasiljević**

Program officer

### CREATIVE, COMMUNICATIONS AND PRODUCTION

**Ivo Matejin**

Art director

**Katarina Šašović**

Graphic designer

**Danijel Rakić**

Photographer and videographer

**Miljan Spasić**

Senior creative

**Dušan Jurić**

Copywriter

**Vanja Banković**

Analyst and content creator

### CREATIVE / CONTINUED

**Vanja Ratković**

Community manager

**Teodora Miljković**

Public relations

### FINANCE, ADMINISTRATION AND CONTROL

**Dušan Matić**

Finance and administration director

**Vera Ivković**

Internal control and procurement officer

**Boris Čukić**

Finance and administration officer

**Aleksandar Vilus**

Finance and administration assistant

Functions are presented as recorded for the reporting period, except Darko Soković's title, which reflects this current public edition. The list does not state current employment or governance.

# *Information resilience*

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Media and digital literacy as public infrastructure.

*Navigating the In-Between*

# *Media literacy as institutional infrastructure*

The Media Initiatives and Partnerships Support activity worked to help people navigate a complex information environment, demand better content and participate more effectively in economic, social and political life.

The program combined research, curricula, practical handbooks, public-administration learning, school competitions, creator engagement and national public communication. The 2022 emphasis was on translating media and digital literacy from an abstract policy objective into resources that institutions, teachers, parents, students and businesses could use.

## REPORTING FRAME

Program period  
2019-2023

Institutional support  
United States Agency for International  
Development

2022 focus  
Research, educational infrastructure,  
public engagement and institutional  
adoption

# *From research to reusable tools*

01

## **University learning**

A media and digital literacy course was developed for the Faculty of Dramatic Arts within a new undergraduate program.

02

## **Teaching practice**

A handbook supported pedagogical use of a learning-management system in online and hybrid teaching.

03

## **Families**

A parent handbook translated research about children, screens and media habits into practical guidance.

04

## **Public administration**

Curricula and learning materials connected media literacy with the responsibilities of civil servants.

05

## **Business**

Research and guidance examined the digital skills needed in the labor market and responsible business practice.

06

## **Evidence base**

Research covered youth and short-video platforms, student perceptions, business skills needs and public-administration competence.

# *Participation beyond publication*

## *16 cities*

The Digital Expedition caravan connected public institutions, educators and creators around e-services, safe internet use and practical digital skills.

**300+**

school teams entered two Digital Expedition competitions.

**17**

winning teams from ten cities received funding and mentorship in the reported cycle.

**5**

visits to three technology companies connected 152 students and seven teachers with future-of-work skills.

**Top three**

A supported educational escape-room project ranked among 800 submissions from more than 50 countries.

# *Evidence, distribution and public attention*

**18,148,063**

reported account reach across two Facebook pages and one Instagram profile

**236,019**

reported post interactions

**463,794**

reported video views

**547**

reported media items across 2022 program activity

Recognition recorded in the source: the parent-handbook campaign received sector recognition; the educational escape-room project was selected by the European Training Foundation; and media-literacy activity received national broadcast recommendations.

# *Institutional systems and public resilience*

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Programs translated political, regulatory and institutional complexity into practical public participation.

*Navigating the In-Between*

# *Systems people can understand and use*

## **Digital public services**

A regional public-administration assignment supported clearer public understanding and adoption of digital services.

## **School learning conditions**

Four secondary-school equipment donations reported for 2022 supported digital classrooms and vocational learning.

## **Digital future**

A multi-country education initiative developed curricula and learning formats designed to support digital transformation in schools.

## **Institutional learning**

Training and educational resources connected formal institutions with practical digital and media competence.



# *Prevention built through institutions and culture*

## **Mission: Oxygen**

A multi-year prevention platform combined school activity, public narrative and institutional engagement around smoking prevention and healthy habits.

## **Regional adaptation**

The approach was adapted for Croatia and accompanied by engagement with institutions, schools and public-health actors.

## **Prodišimo**

A Western Balkans campaign connected tobacco-demand reduction with public advocacy and institutional action.

## **Health communication**

Program work treated prevention as a system of behavior, public information and policy rather than as a single media campaign.



# *Institutions become credible through inclusion*

## **Equality at work**

Regional work documented the economic position of LGBTI people and supported evidence-based public discussion.

## **Anti-discrimination learning**

Webinars translated legal protections and institutional mechanisms for civil society, citizens and future legal professionals.

## **Women in public life**

A national initiative supported women's political participation, local leadership and democratic responsibility.

## **Institutional conventions**

Regional forums supported practical implementation of standards concerning violence against women and inclusive policy.



# *Local systems for visible, measurable change*

## **Air-quality monitoring**

Community support expanded access to affordable air-quality devices and open environmental data.

## **Rain gardens**

A 2022-2023 initiative advanced nature-based responses to urban rainfall and surface-water pressure in cooperation with academic expertise.

## **Mobility and climate**

Regional networking linked sustainable urban mobility with recovery, transport policy and municipal capability.

## **Community ecology**

Grantmaking supported local environmental action, wildlife rehabilitation, waste remediation and public awareness.



# *Coordination across contested environments*

## **Shared Futures**

Youth-led reconciliation work supported dialogue, regional participation and public narratives around peace and cooperation.

## **Resonant Voices**

Regional creator networks challenged extremist narratives and strengthened credible local communication.

## **Imagine2030**

Participatory foresight helped institutions and communities discuss Sustainable Development Goals through structured scenario work.

## **Preparedness and migration**

Regional assignments translated institutional cooperation, mobility and preparedness into public-facing formats and professional dialogue.



# *Breadth, without reproducing the archive*

## Information and resilience

MIPS / Nova pismenost  
Resonant Voices  
Mijenjam igru  
Global Media and Information Literacy Week

## Institutions and public systems

Digitalisation and e-Services  
Body-worn-camera public information  
Sustainable Urban Mobility  
Programme Migration for Development

## Rights and participation

Uključite se!  
Be in the First League!  
Regional Istanbul Convention Forum  
ERA economic-position research

## Health and environment

Mission: Oxygen  
Prodišimo  
Niklo kao ja  
Community environmental grants

## Education and local capability

GEN-D  
Škola kao nacrtana za vas  
Digital Expedition Challenge  
The World You Dream Of

## Regional cooperation

Shared Futures  
Imagine2030  
DPPI anniversary record  
International labor-standards communication

This page is a thematic record, not a client list. Programs span different reporting periods and legal contracting arrangements; inclusion does not imply a current relationship or endorsement.

# *Foundation and local capability*

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Grantmaking connected institutional resources with organizations able to act locally.

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# *Resources, mentoring and local ownership*

The Foundation worked with companies, development partners, schools and local organizations to connect resources with ideas capable of producing practical public benefit. Funding was paired with selection, mentoring, communications and accountability support.

The source report records a 2022 grantmaking portfolio across education, public health, ecology, digital literacy, early-childhood development and community initiatives. Detailed financial schedules are not repeated in this public programmatic edition.

## OPERATING LOGIC

- 01 Open or partner-led selection
- 02 Program and feasibility review
- 03 Funding and mentoring
- 04 Public communication
- 05 Delivery and accountability

# *Selected forms of local capability*

## **01 Environment**

Affordable air-quality monitoring, local environmental remediation and wildlife protection.

## **02 Maternal and early-childhood support**

Confidential peer support, parent services, play-based development and practitioner learning.

## **03 Education**

Digital classrooms, vocational learning equipment, educational games and open teaching resources.

## **04 Digital and media literacy**

Safe internet use, critical evaluation of information, student-created media and teacher support.

## **05 Health and wellbeing**

Prevention, mental-health literacy and community-based support for vulnerable groups.

## **06 Local organizations**

Mentoring, visibility and institutional capability for initiatives able to respond to specific community needs.

## PLACES

# *Local work across Serbia*



Locations are reproduced from the source report's 2022 grantmaking map. They indicate program presence, not an office network.

# *Governance and accountability*

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Current legal identity and governance, clearly separated from the historical delivery record.

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CURRENT GOVERNANCE

# Governance at the date of this edition

Valistros Foundation is governed by a three-member Governing Board. The manager and legal representative is responsible for operation in accordance with the Board's decisions and the Foundation's statute.

|    |                                      |                                                                                                 |
|----|--------------------------------------|-------------------------------------------------------------------------------------------------|
| 01 | Iva Nedeljković                      | President of the Governing Board                                                                |
| 02 | Andrea-Dara Premate                  | Member of the Governing Board                                                                   |
| 03 | Ana Vučković Denčić                  | Member of the Governing Board                                                                   |
| 04 | Darko Soković                        | Founder of the institutional platform; Manager and legal representative of Valistros Foundation |
| 05 | Centar za nove komunikacije Dokukino | Founder of Valistros Foundation                                                                 |

The current governance shown here does not retroactively alter the functions held by people named in the 2022 delivery roster.



VALISTROS FOUNDATION

# Public benefit. Institutional continuity.

*Navigating the In-Between*

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