



VALISTROS FOUNDATION

ANNUAL REPORT

2023

RETROSPECTIVE PUBLIC EDITION / 2026

ABOUT THIS EDITION

A present-day edition of the 2023 record

This public edition was prepared in 2026 from the 2023 annual-reporting material. 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, portraits, former executive framing, client inventories, project-budget detail and promotional repetition.

The source combined activity undertaken through different organizations in the institutional platform. This edition does not retroactively assign every engagement to Valistros Foundation. Historical program names and counterparties are retained only where needed to identify the record accurately. Detailed financial schedules and restricted governance material remain in the relevant statutory records.

PUBLISHER

Valistros Fondacija
Svetozara Radića 7
11102 Belgrade
Republic of Serbia

foundation@valistros.com
+381 11 3343 999

SEPARATE ADVISORY ENTITY

Valistros, s. r. o.
Karadžičova 8/A
821 08 Bratislava
Slovak Republic

advisory@valistros.com
+421 2 3307 0890

The 2023 record, reframed

- | | | |
|----|--------------------------------------|----|
| 01 | A year of institutional acceleration | 04 |
| 02 | Information and learning systems | 10 |
| 03 | Institutional resilience in practice | 16 |
| 04 | Foundation and local capability | 23 |
| 05 | Governance and accountability | 27 |

A year of institutional acceleration

The world in 2023, viewed from the Foundation's present institutional perspective.

Navigating the In-Between

REFLECTION

The world in 2023 / Valistros

In 2023, institutions had to absorb overlapping pressure rather than wait for normality to return. War, energy and inflation continued to shape public choices. Generative artificial intelligence moved from technical novelty into the everyday information environment. Climate risk became visible as a question of local infrastructure and institutional capacity.

The 2023 record shows a practice moving further upstream. Work on media literacy, health prevention, digital participation, responsible business, sustainable investment and local resilience increasingly required interpretation of policy, incentives, formal authority and the relationships that determine whether an initiative can be implemented.

Viewed from today, the common thread is not a campaign format. It is the architecture around a decision: evidence, institutions, stakeholders, sequencing, public legitimacy and delivery. That wider institutional mandate now defines Valistros.

Darko Soković

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

Selected evidence, clearly bounded

40

educators joined the regional Digital Literacy Forum

8

participating Western Balkan and neighboring markets recorded

17

schools hosted online-safety learning sessions

3,586

secondary-school students reached by those sessions

10

cities developed rain gardens through a nature-based initiative

RSD 4.6m

Foundation fund reported for 2023

Measurement note: platform reach, views and engagement figures in the source are not treated as unique-person counts. They are used only on the relevant program pages and retain their original reporting boundaries.

INSTITUTIONAL PURPOSE

From public communication to institutional capability

PROGRAMMATIC PRACTICE

Valistros Foundation develops public-benefit, grant-based and institutional work. The 2023 portfolio combined research, learning systems, strategic communication, stakeholder coordination, program design and local support.

TODAY'S WIDER MANDATE

Viewed through today's mandate, the record demonstrates how formal authority, institutional incentives, public legitimacy, cross-border context and delivery capacity combine around decisions that communication alone cannot resolve.

Interpret

Read policy direction, institutional incentives and implementation constraints.

Structure

Build stakeholder, narrative and delivery architecture around a defined objective.

Enable

Translate strategy into usable tools, learning, local capability and accountable action.

How the 2023 work was governed

Public value

Program objectives were tied to practical institutional or social usefulness.

Evidence first

Research, needs assessment and operating context preceded public amplification.

Cross-sector work

Public institutions, companies, civil society, educators and communities were connected around defined outcomes.

Local capability

Funding and support favored organizations able to act credibly in their own settings.

Responsible participation

Audiences were treated as participants in implementation rather than passive recipients.

Boundary discipline

This edition separates the programmatic record from present legal identity, governance and advisory services.

PEOPLE

Names and functions recorded for 2023

DIRECTION AND PROGRAMS

- 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
Program officer

CREATIVE AND COMMUNICATIONS

- Ivo Matejin**
Art director

Katarina Šašović
Graphic designer

Danijel Rakić
Photographer and videographer

Miljan Spasić
Senior creative

Dušan Jurić
Copywriter

Lazar Smilić
Community engagement expert

Teodora Miljković
Public relations

FINANCE 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 reproduced as a reporting-period record, except Darko Soković's title, which reflects the current public edition. The list does not state current employment or governance.

Information and learning systems

The 2023 portfolio treated media, digital and institutional literacy as operating infrastructure.

Navigating the In-Between

A four-year information-resilience platform

The Media Initiatives and Partnerships Support activity concluded its 2019-2023 cycle with an integrated record of research, learning resources, public-sector cooperation, school programs, creator engagement and national communication.

Its institutional contribution was to move media and digital literacy beyond awareness: into curricula, public-administration learning, practical handbooks, educational formats, research indices and partnerships capable of carrying the work forward.

REPORTING FRAME

Program period
2019-2023

2023 significance
Closure, synthesis and institutional legacy

Primary record
Serbia, with regional and international
exchange

From research to repeatable public capability

01 Research

Evidence on citizens, students, public servants, businesses and digital behavior.

02 Curricula

Learning structures for universities, schools and public administration.

03 Guidance

Handbooks for parents, educators, businesses and institutional users.

04 Public formats

Caravans, conferences, competitions and creator-led learning.

05 Partnerships

Government, education, business, media and civil-society cooperation.

06 Legacy

Seven program brands and reusable resources carried beyond the reporting period.

Reach recorded as exposure, not population

1,799+ traditional-media appearances reported across 2019-2023

45m cumulative social-platform reach reported across program brands

6 campaigns recommended by the national media regulator as being of public interest

7 distinct program brands established during the activity

Measurement boundary: the source also describes a combined 90 million reach. Because this aggregates traditional and social exposure across four years, it is not republished as a count of people or unique users.



REGIONAL LEARNING

Digital Literacy Forum

A regional initiative brought educators and institutional partners together to co-create a practical toolkit for learning environments across the Western Balkans and neighboring markets.

40

educators

8

markets represented

4

online preparation sessions

4

experiential learning modules

Participation designed around behavior

BALKAN YOUTH LEADERS

A national recruitment and engagement campaign connected young people with a leadership network and local partners. The source reports more than 800,000 accounts reached and more than 2,500 young people engaged.

Delivery structure

38 youth partner organizations

9 youth cooperatives in 9 cities

Broadcast through more than 30 local television stations

POKAŽI RESPEKT - REAGUJ NA HEJT

An online-safety program combined an educational platform, school workshops and public communication concerning digital violence and responsible online conduct.

Direct learning record

17 schools

3,586 secondary-school students

Serbia and Bosnia and Herzegovina

Social-platform exposure figures are preserved in the source archive but are not treated here as unique-person outcomes.

Institutional resilience in practice

Health, environment, responsible business and public systems viewed as connected institutional questions.

Navigating the In-Between

Prevention through institutions and culture

MISSION: OXYGEN / CROATIA

A multi-year smoking-prevention platform connected youth culture, media literacy, schools, public-health institutions and policy advocates. The 2023 record identifies 48 institutional stakeholders, engagement with 125 children at public events and coverage across 20 Croatian media outlets.

KNOWLEDGE FOR THE NEXT LEVEL

A teacher-learning component in Serbia combined media and digital literacy, project-based learning and smoking prevention. It was accredited by the competent education-quality institution and accompanied by a working meeting with health and education bodies.

Institutional reading

The program treated prevention as an interaction among public policy, education practice, media culture and the incentives surrounding youth behavior.

Nature-based solutions made public

The Niklo kao ja initiative developed rain gardens as practical responses to urban rainfall, surface-water pressure, heat and biodiversity loss. Academic expertise, municipal settings, public participation and national communication were combined in one implementation model.

Rain gardens were created in Belgrade, Novi Sad, Subotica, Novi Pazar, Smederevo, Kragujevac, Čačak, Niš, Bečej and Sombor. Bečej was selected through public voting.

REPORTED RESULT

10

cities with new rain gardens

22,000

approximately reported votes in the public selection

Institutional standards translated into action

01

Corporate social-investment strategy

A PESTEL assessment, stakeholder input and strategic design aligned a company's public-health, education, culture and ecology priorities with its wider operating context.

02

Promotion of sustainable investment

A public program supported small and medium enterprises learning about environmental, social and governance criteria, with public communication and a certificate event for 20 participating enterprises.

03

Sustainability reporting

A corporate sustainability report covering two fiscal years was prepared and designed against the Global Reporting Initiative reporting framework.

Boundary: these examples document program design, reporting and public engagement. They do not claim regulated investment advice, capital arrangement or transaction execution.

Information designed for institutional use

Accountability and public trust

Research-led public information supported understanding of body-worn cameras, with multilingual materials and post-release monitoring.

European cohesion policy

Animated public information translated the European Union's cohesion policy and Serbia's integration process into accessible formats.

Readmission cooperation

Communication and production support accompanied a regional meeting of return and readmission specialists in the Western Balkans.

Media freedom

A coordinated regional campaign supported public discussion of journalist safety, hate speech, defamation and professional standards.

Networks, mobility and public alignment

POVEZANI / CONNECTED

A public initiative emphasized Serbia's international connections and created routes for young people to present ideas, access opportunities and connect with professional communities.

Reported distribution
Nearly 3 million social-platform reach
Approximately 94,000 interactions
Ten collaborating creators
Participation in four industry events

REGIONAL POLICY COMMUNICATION

Six short public-information videos translated position papers on malign foreign influence, corruption, brain drain and democratic regression across the Western Balkans.

Institutional reading
Both records show how regional context, audience segmentation and public narrative can support participation around wider policy objectives.

Breadth without a client inventory

Information resilience

MIPS / Nova pismenost
Digital Literacy Forum
Influence Academy

Youth and participation

Balkan Youth Leaders
Povezani / Connected
Online-safety education

Health and prevention

Mission: Oxygen - Croatia
Teacher learning in Serbia

Environment and ESG

Niklo kao ja
Sustainable investment promotion
Sustainability reporting

Institutions and policy

EU cohesion-policy information
Readmission cooperation
Media freedom

Local capability

The World You Dream Of
Secondary-school support
MIPS-linked awards

Programs span different legal contracting arrangements. Inclusion records work in the institutional platform and does not imply a current relationship, endorsement or a Foundation contract in every case.

Foundation and local capability

Funding, mentoring and institutional support connected resources with organizations able to act locally.

Navigating the In-Between

Resources connected with credible local action

The Foundation used grantmaking, selection, mentoring, public communication and accountability support to connect institutional resources with schools, local organizations and public-benefit initiatives.

The source reports RSD 4.6 million in the Foundation fund for 2023. Partner-funded program cycles and school-equipment donations are described separately because their timing and accounting definitions are not identical.

2023 REPORTED FUND

RSD 4.6m

Public programmatic figure from the 2023 source. Detailed financial schedules are not reproduced in this edition.

Program cycles and local capability

THE WORLD YOU DREAM OF

The third program cycle supported five local projects in recovery support, illegal-dumpsite remediation, maternal support, applied physics and electronics, and volunteer support for children.

Reported cycle value
RSD 2.5 million

Places represented
Bačka Topola, Smederevo, Kosjerić, Tršić and Sombor

LEARNING CONDITIONS

Three 2023 donations supported practical learning in secondary economic schools in Arilje, Požarevac and Sremska Mitrovica.

Reported value
RSD 2.1 million

Purpose
Computer, projection and language-learning equipment for vocational instruction

PLACES

A widening local record

01 Arilje

02 Bačka Topola

03 Bajina Bašta

04 Belgrade

05 Blace

06 Bor

07 Crvena Reka

08 Futog

09 Knjaževac

10 Kragujevac

11 Kraljevo

12 Kosjerić

13 Loznica

14 Niš

15 Pančevo

16 Požarevac

17 Šabac

18 Smederevo

19 Sombor

20 Sremska Mitrovica

21 Stara Pazova

22 Subotica

23 Tršić

24 Vrbas

25 Zaječar

Locations combine the source report's 2021-2023 Foundation map with places named in the 2023 supported-project record. They indicate program activity, not an office network.

Governance at the date of this edition

Valistros Foundation is governed by a three-member Governing Board. Its 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 composition does not retroactively alter the reporting-period functions listed on page 09. Historical board biographies and portraits from the source are not republished as current governance.



VALISTROS FOUNDATION

Public purpose. Institutional capability.

Navigating the In-Between

VALISTROS FONDACIJA

Svetozara Radića 7
11102 Belgrade
Republic of Serbia

foundation@valistros.com
+381 11 3343 999
valistros.com/foundation

SEPARATE ADVISORY ENTITY

Valistros, s. r. o.
Karadžičova 8/A
821 08 Bratislava
Slovak Republic

advisory@valistros.com
+421 2 3307 0890