



VALISTROS FOUNDATION

ANNUAL REPORT **2024**

RETROSPECTIVE PUBLIC EDITION / 2026

ABOUT THIS EDITION

A present-day edition of the 2024 record

This redesigned public edition was prepared in 2026 from the 2024 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 identity material, portraits, supplier and client inventories, commercial budgets, duplicated metrics and operational detail that is no longer necessary for public accountability.

The source combined Foundation work with activity undertaken elsewhere in the wider institutional platform. This edition distinguishes public-benefit activity from wider-platform delivery and does not treat the Foundation and Valistros, s. r. o. as interchangeable contracting entities. Historical program and counterparty names remain only where required to describe the 2024 record accurately.

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The 2024 record, clarified

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Signal amid noise

A year of institutional strain, contested information and deliberate cross-border cooperation.

Navigating the In-Between

The world in 2024 / Valistros

In 2024, institutions operated under simultaneous pressure: wars and political shocks persisted, artificial intelligence accelerated the production of information, and public confidence became harder to maintain. The defining challenge was no longer a lack of messages. It was the ability to identify signal, understand who could act and convert intent into coordinated decisions.

The 2024 record shows the institutional platform working inside that problem. Programs linked institutional priorities with public behavior, created learning systems across borders, strengthened information resilience, supported prevention and civic participation, and connected corporate resources with concrete public capability.

Viewed from today, these assignments reveal a wider institutional practice. The recurring work was to interpret the context, map dependencies, align stakeholders, design the narrative and operating architecture, and keep implementation responsive as conditions changed.

This edition preserves that record without reproducing every campaign asset or commercial detail. It focuses on structures, judgment, public value and the capability left behind.

Darko Soković

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

Reported scale, without a logo wall

13

countries represented in the regional Unstoppable story architecture

40

educators joined the Digital Literacy Forum

4

reusable modules co-created for digital-literacy learning

1,800+

registered members reported in the BOLD network

6

media environments connected through Media 2040

4

secondary schools received equipment through the 2024 education cycle

Measurement note: figures reproduce the reporting source. Platform reach, views and interactions are not unique-person counts and are presented separately on the relevant program pages.

From communication to institutional capability

The 2024 portfolio connected public institutions, cross-border programs, information integrity, prevention, education and corporate social investment. Viewed through the wider Valistros mandate, the record shows a consistent practice: interpreting institutional context, identifying stakeholder dependencies and translating strategic objectives into systems that people and organizations could use.

Work combined research, institutional mapping, strategy, narrative architecture, education, production, convening, implementation support and measurement. The form varied by mandate; the purpose remained practical alignment around a decision, policy, public behavior or institutional objective.

- 01 Institutional and stakeholder interpretation
- 02 Information integrity and public trust
- 03 Cross-border learning systems
- 04 Public-health prevention
- 05 Civic participation and youth leadership
- 06 Corporate social investment and local capability

How the 2024 work was governed

Institutional relevance

01

Work began with the decision, policy or operating problem rather than with a communications format.

Lawful public information

02

Programs used public, authorized and lawfully available information and did not imply privileged access.

Adaptation across contexts

03

Regional structures were adjusted to distinct political, linguistic, institutional and audience conditions.

Human responsibility

04

Strategic direction and substantive judgment remained human-led, with named responsibility for delivery.

Evidence and measurement

05

Distribution metrics were used as operational evidence and were not treated as substitutes for institutional impact.

Local capability

06

Programs sought to leave reusable tools, stronger partners, equipped institutions or sustained networks behind.

PEOPLE

Names and functions recorded for 2024

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

Program officer

CREATIVE AND ENGAGEMENT

Ivo Matejin

Art director

Danijel Rakić

Photographer and videographer

Miljan Spasić

Senior creative

Teodora Miljković

Public relations

Lazar Smilić

Community engagement expert

FINANCE AND ADMINISTRATION

Dušan Matić

Finance and administration director

Aleksandar Vilus

Finance and administration assistant

Anđela Mitrović

Finance and administration associate

Historical source note. Functions are shown as recorded for 2024, except Darko Soković's title, which reflects this current public edition. The source also recorded Leila Bičakčić and Olga Svoboda under Board functions, and Ana Urlić and Stefania Koskova under advisory functions. Those entries describe the 2024 source record and are not statements of current governance.

Information resilience and participation

Regional learning, credible public information and participation as institutional infrastructure.

Navigating the In-Between

Digital Literacy Forum

Situation and decision at issue

A regional public-engagement network needed a learning format that could work across different languages, institutions and levels of digital-literacy experience.

Work performed

The program combined four facilitated online sessions with a three-day workshop in Tirana. Participants co-created a toolkit covering media and digital literacy, algorithms, online behavior and future-ready skills. Each module could operate alone or as part of a complete sequence.

DISCLOSURE BOUNDARY

The figures and locations are reproduced from the 2024 source. Participation does not imply endorsement by every represented institution.

40

educators joined the reported forum

8

countries and operating environments represented

4

experiential modules produced

BOLD youth leadership network

Situation and decision at issue

A nationwide youth network needed to convert visibility into applications, participation and sustained civic engagement across Serbia, including outside major urban centers.

Work performed

The wider institutional platform developed national and local outreach, creator partnerships, media distribution and in-person activation. The second phase concentrated the network on a single digital channel while continuing event-based participation and partner mobilization.

DISCLOSURE BOUNDARY

This page records contribution through the wider institutional platform. Audience totals are source-reported and may include repeated exposure.

1,800+

registered members reported by year-end

38

youth partner organizations in the earlier campaign cycle

28

locations represented in promoter activity

Povezani / Connected

Situation and decision at issue

The initiative needed to make international connection and opportunity credible to young audiences in an information environment shaped by manipulation, fragmentation and distrust.

Work performed

The wider platform designed and ran a coordinated public-information effort across social channels, creators, television, print, online media and professional events. The contribution centered on narrative architecture, distribution and sustained public engagement.

DISCLOSURE BOUNDARY

Reach and media figures are source-reported, non-unique and do not measure attitude or behavior change. The historical contracting entity is not presented here as the Foundation.

3m

reported social-platform reach, rounded

94,000

reported reactions, comments, shares and clicks

1m+

reported audience through television, print and online media

Unstoppable

Situation and decision at issue

A regional institution marking thirty years since the Beijing Platform for Action needed a credible way to recognize women whose work carried public significance across different cultural and political settings.

Work performed

The 2024-2025 assignment created a coordinated story system across Europe and Central Asia: field production, human-interest narratives, photography, short documentary films, social formats and a longer film capable of bringing the regional record together.

DISCLOSURE BOUNDARY

The assignment continued beyond the 2024 reporting year. This page records the production architecture described in the source and does not treat later completion milestones as 2024 results.

13

countries represented in the story architecture

13

human-interest stories commissioned

195

professional photographs specified in the source

Distribution is evidence, not impact

The 2024 source includes extensive reach, view, interaction and media counts. These figures are useful for assessing whether public information moved through the intended channels. They do not, on their own, establish durable institutional, behavioral or policy change.

This edition therefore retains metrics only where they clarify scale, distribution or participation. Commercial budgets, duplicated audience totals and internally inconsistent figures are not repeated. Program consequences are described as outputs or decisions enabled unless stronger evidence exists.

Source

01

Was the figure present in the reporting material?

Meaning

02

Does it measure reach, participation, output or consequence?

Duplication

03

Could the same person appear across platforms or periods?

Attribution

04

Which legal entity or program carried the work?

Institutions and public capability

Prevention, public services and learning systems designed to work across institutions.

Navigating the In-Between

Mission: Oxygen / Croatia

Situation and decision at issue

A prevention initiative needed to address youth smoking as a combined policy, institutional, cultural and educational problem rather than as a single awareness campaign.

Work performed

The program mapped relevant institutions, convened public-health and education actors, created learning formats, joined public events and used media and creator distribution to support healthier choices among children aged 10 to 14.

DISCLOSURE BOUNDARY

Platform metrics in the source are not unique-person counts. This edition retains stakeholder, media and participation figures that can be interpreted more clearly.

48

institutions and organizations identified in stakeholder work

20

Croatian media outlets reported

125

children joined selected educational events

INSTITUTIONAL ADOPTION

Mission: Oxygen / learning system

Situation and decision at issue

Smoking prevention required a format that teachers could use inside the education system and that health and education institutions could evaluate together.

Work performed

An accredited online teacher-training program connected prevention with media and digital literacy and project-based learning. A working meeting brought together the Ministry of Health, public-health institutions and education-quality bodies to examine the institutional pathway.

Accredited

by the national education-quality institute

Online

training format available through the learning platform

Cross-sector

health and education institutions convened

DISCLOSURE BOUNDARY

The source reports inconsistent social-platform totals for this program. Those figures are excluded pending reconciliation.

Return and reintegration information

Situation and decision at issue

A regional return and reintegration program needed trusted, accessible information for migrant populations and stronger coordination among the institutions responsible for voluntary return and reintegration support.

Work performed

The wider platform developed the campaign strategy, visual and narrative system, multimedia materials, social content, media outreach, in-person activity and a monitoring framework for the Serbia component of the regional program.

DISCLOSURE BOUNDARY

The source identifies the International Organization for Migration as the commissioning institution. This page distinguishes wider-platform delivery from Foundation governance.

Regional

Western Balkan program context

Integrated

strategy, content, events and monitoring

2024-25

delivery period recorded in the source

Media 2040

Situation and decision at issue

Journalism and communications students across the Western Balkans needed a shared structure for examining technological change, media markets, professional conditions and press freedom toward 2040.

Work performed

The program connected six environments around a youth-authored future vision. Public distribution adapted ten editorial units across six language versions and directed audiences toward the shared regional record.

DISCLOSURE BOUNDARY

Reach, plays and clicks are source-reported distribution measures. They do not establish policy adoption or unique audience size.

6

media environments connected

2m+

reported social-platform reach

97,000+

reported video plays

School systems equipped for practical learning

The 2024 cycle of Škola kao nacrtana za vas connected a banking partner, the education system and secondary vocational schools around concrete learning infrastructure. Four schools received equipment for digital and practical instruction: the economic schools in Čačak, Paraćin and Užice, and the Secondary Vocational School Dr Radivoj Uvalić in Bačka Palanka.

DECISION CONSEQUENCE

Resources were converted into computers, monitors, projection and classroom equipment selected for the schools' practical-learning requirements.

Economic School Čačak

01

Equipment cycle recorded in 2024

Economic and Business School Paraćin

02

Equipment cycle recorded in 2024

Economic School Užice

03

Equipment cycle recorded in 2024

Dr Radivoj Uvalić / Bačka Palanka

04

Equipment cycle recorded in 2024

Financial note: the source aggregate does not reconcile with the itemized school amounts, so no total is republished.

Making complex programs operational

Regional educator coordination

01

Operational delivery for an English-learning program brought up to 70 teachers and coordinators from seven countries to Košice. The commissioning team retained responsibility for training content.

Asset-recovery communication

02

Multilingual design and publication support helped an international security institution coordinate public information across South-Eastern and Eastern Europe.

EU cohesion communication

03

One principal animation and four shorter units translated cohesion-policy material into an accessible public format.

Civil-society documentation

04

Field photography, video and success-story production documented participation, advocacy and multi-sector cooperation across Serbia.

These records span different historical contracting arrangements. Inclusion describes the work performed and does not imply current representation or endorsement.

Foundation and local capability

Resources, networks and learning formats connected to practical public benefit.

Navigating the In-Between

Funding paired with institutional support

The Foundation used grants and program partnerships to connect resources with institutions and local organizations able to act. Selection, mentoring, communication and accountability support were part of the operating model rather than separate promotional activity.

The 2024 record includes school-equipment grants and a Mission: Oxygen competition in Croatia. The competition awarded three school teams for student-created digital learning materials on prevention and healthy choices.

3

school teams received Mission: Oxygen awards

EUR 5,000

reported total prize fund for the competition

Public editions exclude donor-restricted files, personal data, detailed program budgets and records whose publication rights are unclear.

Public conversation as institutional work

Café Bonjour

01

A joint initiative with the French-Serbian Chamber of Commerce launched in March 2024. The first three episodes used relaxed long-form conversation to connect business leadership with personal judgment, routine and cross-cultural experience.

Teen Doc / Interakcija

02

Darko Soković and Goran Zarić joined a regional documentary workshop as guest lecturers, working with young participants from six Western Balkan countries on storytelling, critical thinking and the public role of media.

Public commentary

03

The 2024 source records more than eighty authored columns by Darko Soković in a Serbian business publication. The series connected emerging trends, economic change and institutional dynamics for a general professional audience.

These records describe public-facing knowledge work and do not substitute for mandate-specific evidence or client references.

Work grouped by public purpose

Information resilience

Digital Literacy Forum
Povezani / Connected
Media 2040

Participation

BOLD network
Unstoppable
ACT documentation

Public health

Mission: Oxygen / Croatia
Teacher learning system
School competition

Public systems

Return and reintegration
English Access coordination
EU cohesion communication

Regional coordination

OSCE multilingual materials
Media 2040 language adaptation
Regional educator training

Local capability

School equipment cycle
Café Bonjour
Teen Doc / Interakcija

The record spans Foundation programs and activity elsewhere in the wider platform. It is not a client list and does not imply a current relationship, representation or endorsement.

Governance and accountability

Current governance, historical roles and legal identity kept clearly separate.

Navigating the In-Between

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 does not retroactively alter the functions recorded for people in the 2024 source. Valistros Foundation and Valistros, s. r. o. remain separate legal persons, each responsible for its own engagements, governance, obligations and liabilities.



VALISTROS FOUNDATION

Institutional signal. Practical capability.

Navigating the In-Between

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