



VALISTROS FOUNDATION

# *ANNUAL REPORT*

# 2025

RETROSPECTIVE PUBLIC EDITION / 2026

## ABOUT THIS EDITION

# *A present-day edition of the 2025 record*

This public edition was prepared in 2026 from the contemporaneous 2025 working record. It preserves documented programs, dates, operating contexts, outputs, selected results, and the names and functions recorded for the people who carried the work. Language and structure have been edited for current naming, privacy, legal clarity, consistency, and readability.

The current Valistros identity is used to present the institutional record. Activities were delivered through the relevant organization within the institutional platform operating at the time; this edition does not reassign historical contracts or imply endorsement by former counterparties. This attribution rule applies throughout and is not repeated on every program page.

## PUBLICATION BOUNDARY

This is a programmatic public edition. It excludes contract values, detailed financial schedules, restricted audit material, obsolete addresses, staff portraits, vendor inventories, private links, and personal or beneficiary detail not needed for public accountability.

## PUBLISHER

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# *The 2025 record*

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# *Operating under pressure*

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A year in which durable systems mattered more than isolated outputs.

*Navigating the In-Between*

# *The world in 2025 / Valistros: Building within instability*

In 2025, institutions operated inside overlapping pressures rather than a single crisis. Artificial intelligence accelerated the production and circulation of information. Public authority was more contested. Funding conditions tightened. Cross-border programs had to remain coherent across political, linguistic, and regulatory environments that rarely moved at the same speed.

The year reinforced a practical lesson: communication cannot be separated from the system around it. Workforce capability, institutional roles, stakeholder dependencies, evidence, access, and public trust all shape whether a policy or program can function.

The 2025 record therefore shows a move toward durable operating structures: regional workforce pathways, research-led public narratives, cross-border coordination, accessible knowledge systems, and educational tools designed to remain useful after a campaign moment has passed.

Seen from today, that work belongs to a wider Valistros mandate: interpreting institutional pressure, organizing stakeholders, and building decision-relevant systems without overstating what the evidence can prove. This edition records the work with that same discipline.

*Darko Soković*

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

# Verified scope, not inflated reach

6

Western Balkan operating environments in the CybHER program scope

13

country narratives created for the Unstoppable campaign

6

national milestone events supported across the Western Balkans

4

languages used for regional migration materials

6

Serbian schools selected for inclusive-education support

3

Croatian school teams completing the 2024/2025 health challenge

Measurement note. These figures are documented output or operating-footprint counts. They are not combined into an audience total and should not be read as counts of unique beneficiaries.

## INSTITUTIONAL PURPOSE

# *Capability around the decision*

Valistros Foundation develops public-benefit and grant-based work at the intersection of institutional capacity, strategic communication, education, public health, inclusion, and regional cooperation. The 2025 portfolio treated communication as part of an operating system - not as a layer added after policy or program choices had already been made.

Work combined research, stakeholder and institutional mapping, program architecture, content systems, training, convening, grantmaking, and delivery support. The common objective was to make complex public issues understandable, institutions more usable, and implementation more coherent across jurisdictions.

## OPERATING SEQUENCE

### **01 Interpret**

Evidence, context, institutions, and pressure points.

### **02 Design**

Roles, messages, tools, and delivery architecture.

### **03 Coordinate**

Partners, jurisdictions, production, and timing.

### **04 Enable**

Training, platforms, grants, and reusable materials.

### **05 Review**

Outputs, indicators, learning, and accountability.

## PRINCIPLES

# *Responsible delivery across separate roles*

### 01 Evidence before assertion

Use documented facts, distinguish outputs from outcomes, and identify where verification remains incomplete.

### 02 Institutional usefulness

Design information, tools, and participation around the roles and decisions that make implementation possible.

### 03 Accessible delivery

Adapt content to language, channel, capability, and public-service context without reducing complex issues to slogans.

### 04 Privacy and restraint

Publish only what is necessary for accountability; remove personal, commercial, and contractual detail that is not required.

### 05 Legal clarity

Keep contracting, governance, and liability with the legal person responsible for each engagement.

### 06 Human responsibility

Keep substantive judgment and public accountability with named people and governed institutions.

Valistros Fondacija and Valistros, s. r. o. are separate legal persons. Shared identity and institutional continuity do not create interchangeable contracting authority, agency, or joint liability.

## PEOPLE

# *Functions recorded for the 2025 work*

Names and functions are presented as a text-only working record. The functions below describe the 2025 delivery roster unless a current institutional function is explicitly stated.

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### **Darko Soković**

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

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### **Vildana Drljević Boljanić**

Executive director

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### **Goran Zarić**

Program director

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### **Ivana Jovanović**

Senior program officer

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### **Ivo Matejin**

Art director

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### **Danijel Rakić**

Photographer and videographer

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### **Miljan Spasić**

Senior creative

---

### **Teodora Miljković**

Public relations

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### **Lazar Smilić**

Community engagement expert

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### **Dušan Matić**

Finance and administration director

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### **Aleksandar Vilus**

Finance and administration assistant

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### **Anđela Mitrović**

Finance and administration associate

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# *Technology, workforce and resilience*

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Regional capability built around institutions, people, and the conditions for participation.

*Navigating the In-Between*

## REGIONAL WORKFORCE AND INSTITUTIONAL CAPACITY

# *CybHER*

Launched in 2025 with the British Council, CybHER created a regional framework for gender-sensitive human resources practice and workforce development in cybersecurity. The program spans Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, and Serbia.

The recorded delivery model combined two-day human-resources training, technical assistance, policy development, stakeholder coordination, placements for young women, and public events. The institutional contribution was to connect workforce access with the operating policies of cybersecurity organizations.

### 2025-2026 PROGRAM SCOPE

Up to 15 host organizations per country; 61 young women in three-month placements; six public events described as gathering 80-100 participants each. The source does not separate these full-program figures into 2025 delivered results and 2026 activity, so they are not presented as 2025-only outcomes.



# *Migration, public trust and regional coordination*

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Research-led communication systems for sensitive policy environments and cross-border delivery.

*Navigating the In-Between*

## RESEARCH-LED PUBLIC COMMUNICATION

# *Migration governance in Serbia*

A national assignment with the International Organization for Migration, the United Nations High Commissioner for Refugees, and the Serbian Commissariat for Refugees and Migration translated 2024 public-opinion findings into a communication strategy and national campaign for 2025-2026.

The strategy organized audience segments, positioning, a structured messaging architecture, a crisis component, institutional roles, indicators, and a monitoring framework. Its purpose was to support informed public understanding and institutional transparency in a politically sensitive domain.

## RECORDED OUTPUTS

**20+**

tailored messages

**30+**

digital communication assets

**1**

strategy and action plan

**1**

monitoring architecture

No verified behavior-change result is claimed in this edition.

# *One system, adaptable across markets*

A 2025 milestone campaign coordinated communication around four migration-management programs across the Western Balkans. The work had to preserve one institutional narrative while allowing for local languages, event contexts, and partner requirements.

The contribution covered strategic concept, visual identity, pre-event and post-event sequencing, multilingual adaptation, distribution, event visibility, and performance monitoring. This was a coordination problem as much as a production assignment: coherence had to survive multiple countries and institutions.

## DELIVERY RECORD

- 4** major migration-management programs
- 20+** tailored digital visuals
- 1** flagship video plus short adaptations
- 4** languages: English, BCS, Albanian, Macedonian
- 6** national milestone events supported

# *Neum, Montenegro, and Nova Pazova*

01

## **Regional meeting / Neum**

From 14-16 April 2025, a regional migration meeting in Bosnia and Herzegovina required photography, real-time image delivery, full video recording, a 90-second recap, and two daily reels. The work translated a three-day institutional dialogue into a usable public record.

02

## **Ministerial conference / Montenegro**

A condensed design process produced an adaptable identity for digital invitations, presentation templates, and large-format screens. Close iteration with regional stakeholders kept the conference legible as part of a wider migration-policy dialogue.

03

## **Program story / Nova Pazova**

On-location interviews, filming, narrative development, graphics, and post-production created a concise documentary-style record for institutional and digital use. The documented contribution was production and narrative organization, not independent evaluation.

# *Gender, participation and public narratives*

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Narrative and knowledge systems designed for dignity, equality, safety, and regional reach.

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REGIONAL NARRATIVE SYSTEM

# Unstoppable

For the thirtieth anniversary of the Beijing Declaration and Platform for Action, the Unstoppable campaign presented women from underrepresented and marginalized communities across Southeastern and Eastern Europe and Central Asia. The work required consistent dignity and production quality across thirteen distinct country contexts.

The recorded system comprised thirteen human-interest stories, with fifteen photographs and a two-minute documentary video for each story, social and traditional-media assets, creative digital tools, and an up-to-twenty-minute documentary bringing the narratives together.

OPERATING GEOGRAPHY

- |    |            |    |                        |
|----|------------|----|------------------------|
| 01 | Albania    | 02 | Bosnia and Herzegovina |
| 03 | Kosovo     | 04 | North Macedonia        |
| 05 | Serbia     | 06 | Türkiye                |
| 07 | Georgia    | 08 | Moldova                |
| 09 | Ukraine    | 10 | Kazakhstan             |
| 11 | Kyrgyzstan | 12 | Uzbekistan             |
| 13 | Tajikistan |    |                        |

## TWO OPERATING RECORDS

# *Evidence, access, and public safety*

### EASTERN PARTNERSHIP

#### Assessment communication

A 2025 communication assignment translated findings from a 2020-2023 gender-equality assessment across six Eastern Partnership countries. The outputs included narrative translation, a visual system, infographics, and short videos addressing care, youth behavior, inclusion, faith actors, civil society, and women in STEM.

Boundary: the evidence supports the production and communication outputs; it does not establish independent behavior change.

### BOSNIA AND HERZEGOVINA / 2025-2026

#### Connected and Protected

Online training and a two-day workshop in Mostar brought together professionals, institutions, civil society, and young people around technology-assisted violence against women and girls. Participants co-created practical toolkits, social formats, and visual concepts for continued prevention work.

Timing: this is a multi-year scope. Unverified digital-audience claims are omitted.

# *Governance, justice and public systems*

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Making institutional knowledge accessible without overstating what communication alone can change.

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# *A local-governance knowledge platform*

Within a Council of Europe initiative in Bosnia and Herzegovina, a digital platform was designed as a central knowledge and resource hub for local governments and stakeholders working on transparency, accountability, citizen participation, and human rights at local level.

The 2025 contribution combined content architecture, user experience, and scalable technical design. The system was intended to make guidance, tools, case studies, and good practices easier to find and apply across institutions and associations.

The source supports intended function and completed platform work; it does not by itself prove adoption or institutional outcome.

## DECISION-RELEVANT CONTRIBUTION

### 01 Structure

Translate an institutional program into navigable knowledge.

### 02 Access

Support use across different local-government contexts.

### 03 Continuity

Create a reusable platform rather than a single campaign asset.

# *Complex issues, accessible formats*

## RECORDED PACKAGE

For a regional trial-monitoring project of the Organization for Security and Co-operation in Europe, Valistros, s. r. o. delivered an audio-visual package designed for web, social channels, presentations, and high-level events.

- 01** A 2.5-minute teaser combining live action and animation
- 02** Voice-over and multilingual subtitles
- 03** Short animations on construction corruption, organized crime and narcotics, and higher-education integrity
- 04** Concept, scripting, production, post-production, and quality assurance

## BOUNDARY

*Communication is not  
judicial analysis.*

The documented role was to organize complex project information into accurate, adaptable communication assets. This edition does not claim responsibility for substantive trial monitoring, legal analysis, or judicial reform decisions.

# *Education, health and public capability*

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Longer-lived tools, school capability, and prevention work grounded in practical use.

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# *Mission: Oxygen*

The multi-year program linked tobacco prevention for children aged 10-14 with media literacy, critical thinking, teacher support, peer education, institutional dialogue, and practical health communication in Croatia and Bosnia and Herzegovina.

The verified program record covers four community events, two televised roundtables, two teacher workshops, and thirty-one workshops for children. Across the full 2022-2025 period it records 4,061 young people, 104 peer educators, 29 health workers, 392 other adults, and 45 employee volunteers engaged in program activity.

## EVIDENCE BOUNDARY

These are program-wide activity counts, not 2025-only results. Platform reach, views, and interactions are not combined with participant counts and are omitted from headline reporting because they are non-unique and require period-specific analytics context.

# *Schools turning prevention into practice*

The 2024/2025 school challenge invited Croatian elementary-school teams to create open-source digital materials addressing smoking prevention and healthy lifestyles. The selected concepts used podcasts, interactive challenges, and outdoor activities so that students and mentors could turn prevention into their own learning formats.

By summer 2025, the winning teams had finalized materials for wider use. The record supports the completion of three school projects and a reconciled prize fund. Commercial contract values and unverified claims about portal audience size are omitted.

## THREE COMPLETED PROJECTS

### **01** OŠ Koprivnički Ivanec

Podcast: Pause for Thoughts

### **02** Prva osnovna škola, Ogulin

OxyTrail: Road to Health

### **03** OŠ Krune Krstića, Zadar

Invest in Life

Verified allocation: EUR 5,000 across the three school awards.

## SCHOOL CAPABILITY

# *Six institutions, practical accessibility*

A 2025 grantmaking program selected six Serbian schools through an open call and structured evaluation. Support focused on digital and assistive equipment, sensory and teaching resources, and safer, more usable learning environments. Individual allocations are omitted because the draft total does not reconcile with the listed school amounts.

### KRAGUJEVAC

#### **“Vukašin Marković”**

digital and assistive learning equipment

### NIŠ

#### **Special School with Dormitory “Bubanj”**

restored sensory-room capability

### SREMSKA MITROVICA

#### **“Radivoj Popović”**

assistive, sensory, and didactic materials

### KRUŠEVAC

#### **“Veselin Nikolić”**

accessible teaching equipment

### VRŠAC

#### **“Jelena Varjaški”**

assistive digital and safety solutions

### BELGRADE

#### **“Veljko Ramadanović”**

multisensory learning and therapy equipment

The public edition avoids detailed descriptions of individual students or medical and therapeutic conditions.

# *Across institutions and jurisdictions*

## **Western Balkans**

Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, and Serbia

## **Eastern Europe**

Georgia, Moldova, and Ukraine

## **Central Asia**

Kazakhstan, Kyrgyzstan, Uzbekistan, and Tajikistan

## **Croatia**

Public-health education and school-led prevention

## **Serbia**

Migration governance, inclusive education, and institutional communication

## **Bosnia and Herzegovina**

Local governance, digital safety, regional dialogue, and public health

Geographies indicate documented 2025 program scope or production activity. They do not imply offices, continuous presence, privileged access, or independent operations in every listed jurisdiction.

# What the evidence supports

| AREA                       | PERIOD    | DOCUMENTED CONTRIBUTION                                                              | BOUNDARY                                                 |
|----------------------------|-----------|--------------------------------------------------------------------------------------|----------------------------------------------------------|
| Workforce and resilience   | 2025-2026 | Six-country operating framework; training, policy support, placements, and events.   | Multi-year scope; 2025/2026 results not separable.       |
| Migration and public trust | 2025-2026 | Strategy, message architecture, regional assets, six events, and field production.   | National, regional, and production records.              |
| Gender and participation   | 2025-2026 | Thirteen-country narrative system; assessment communication; digital-safety tools.   | Outputs retained; unverified reach omitted.              |
| Governance and justice     | 2025      | Knowledge-platform design and multilingual audio-visual communication.               | Intended function distinguished from proven adoption.    |
| Health and education       | 2022-2025 | Multi-year prevention record; three school projects; six inclusive-education grants. | Only reconciled allocations and verified footprint used. |

No aggregate financial total is presented. The working source contains no complete financial section, and one school-grant total does not reconcile with the listed allocations.

# 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 replaces the obsolete board and advisory-board material in the 2025 working draft. The 2025 delivery roster on page 09 is a historical operating record and does not state current governance.

## CURRENT IDENTITIES

# *Separate contacts, responsibilities, and records*

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The two organizations are independent legal persons. Shared history, name, website, or visual identity does not create joint liability, agency, or interchangeable contracting authority. Statutory financial and governance records remain with the responsible legal person; this report is a public programmatic edition.



VALISTROS FOUNDATION

# Build within instability.

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