

# propulsion

Annual Report 2022



We Design *Impact*

Ⓣ Limited

About

Work Model

Principles, values and HR ethics

Team

Awards

Donors

Clients

Partners

Capital Service providers

Programs

Propulsion Donations FundMap

Finance and numbers in 2022

Propulsion is a communications foundation **specializing in social impact** campaigns and projects.

Propulsion serves as **facilitator and leader of communal** development with a goal of improving society, focusing on democracy, human rights and the rule of law, and especially women's rights.

We foster **cross-sectoral partnerships among citizens, governments and civil society actors** to advance dialogue and engagement on human rights and responsibilities, reaching millions in the process.

We work with **brands, developmental actors and governments on transformative campaigns and we boost critical thinking, problem-solving, digital and media literacy, preventing radicalization and other** crucial communication skills and programs in an ever-shifting world, including numerous activities and events such training, exhibitions, discussions and advocacy actions





# PROPULSION WORK MODEL

Propulsion serves as a facilitator and leader of communal development and social responsibility initiatives, aligning our partners' ideas and desires with the end goal of improving society in cooperation with donors, companies, institutions and international organizations.

Propulsion has branched its services and approach to support dozens of important developmental actors in our region with high-end communications solutions; UN, OSCE, USAID, RCC, GIZ, ministries, governments, embassies, international organizations and others are among our partners.

We have also added a strong corporate social impact component, working with some of the largest companies and institutions in the region on a number of developmental programs and projects, successfully profiling ourselves as the

leading supplier of social impact communications in the region, and the only organization in this part of the world delivering exclusively communication products with the societal development in mind.

Propulsion also places great emphasis on donations to help local development and local initiatives, promoting local projects that most effectively contribute to change and create solutions for citizens as individuals, but also for minority and vulnerable groups across Serbia and the region.

We develop complex, yet engaging, thorough, and intriguing solutions across any number of platforms and channels – and then **we engage, we educate, we provide, we empower.**

PROPULSION  
PRINCIPLES,  
VALUES AND HR  
ETHICS  
GENDER,  
ENVIRONMENT,  
LGBT, WORK  
HOURS,  
DEVELOPMENT  
OF EMPLOYEES



## **PROPULSION PRINCIPLES, VALUES AND HR ETHICS**

In our work, we strive to apply good practices and maintain a quality organizational culture, putting our employees first. In order to increase efficiency, we have introduced flexible working hours as well as one remote working day a week (from the comfort of our homes or any other location). Additionally, leading by good examples, we introduced Menstrual leave day each month for our female employees.

Propulsion puts great attention to gender mainstreaming, ensuring that gender perspectives and attention to gender equality are in focus in all activities that we do, whether it is a research, communication campaigns or the implementation and monitoring of programs and projects. We are proud of being a majority women-led non-profit. Experienced, internationally recognized professionals are members of Propulsion's Board

of Governors and at the helm of our day-to-day operations.

Propulsion is proudly LGBTQI-run and owned, successfully implementing dozens of national and regional social impact projects annually, especially focusing on human rights and discrimination. We deal with the most pressing issues of marginalized groups and their full inclusion and employ LGBTQI+ human rights experts in all programming areas.

Our organization also recognizes environmental protection as one of our guiding principles and a key component of sound business performance. We are committed to providing quality services in a manner that ensures a safe and healthy workplace for our employees and minimizes our impact on the environment. We operate in compliance with relevant federal, provincial, and

municipal environmental legislation, and we strive to use environmental best practices in all we do. Propulsion incorporates environmental concerns and impacts into all of our decision-making and activities, promotes environmental awareness among our employees and encourages them to work in an environmentally responsible manner, avoids unnecessary use of



**We operate in Serbia,  
Bosnia & Herzegovina,  
Montenegro, Turkey,  
Nederland, and  
Norway.**

# propulsion's team

PROPULSION'S TEAM is made up of experts of varied vocations who employ creative, innovative and proactive potential of digital and traditional media platforms and interactive multimedia approaches, envisioned to provide expert communication, advertising, education, technology and community building partnerships for social good initiatives.

Not just as qualified professionals with years of relevant experience, but also as people of integrity and inherent moral values driving us toward becoming agents of change, through all our major projects, we serve primarily as facilitators of dialogue and community builders.

Our team consists of 14 people, and we work with more than 300 creative associates, companies and partners.



BOARD  
OF GOVERNORS



BOARD PRESIDENT,  
STRATEGY AND  
DEVELOPMENT



EXECUTIVE  
DIRECTOR

**PROGRAM  
DIRECTOR**



SENIOR  
PROGRAM  
OFFICER



PROGRAM  
OFFICER



PROGRAM  
OFFICER



EVENT MANAGEMENT CONSULTANT, PR  
AGENCY, EVENT MANAGEMENT  
CONSULTANT, AUDIO-VIDEO  
PRODUCTION AGENCIES

**ART  
DIRECTOR**



SENIOR  
CREATIVE



COMMUNICATIONS  
OFFICER



COMMUNITY  
MANAGER



CONTENT CREATOR, COPYWRITER,  
SOCIAL MEDIA ADVERTISING AGENCY,  
DIGITAL AGENCIES

NEW MEDIA  
DEVELOPER



VIDEOGRAPHER



ANALYST  
AND CONTENT  
CREATOR



WEB DEVELOPER, ANIMATOR, WEB  
DESIGN, PHOTOGRAPHER

**FINANCE  
AND  
ADMINISTRATION  
DIRECTOR**



FINANCIAL  
AND  
ADMINISTRATIVE  
OFFICER



FINANCIAL AND  
ADMINISTRATIVE  
ASSISTANT



MANAGER OF  
INTERNAL  
CONTROL AND  
PROCUREMENTS



ACCOUNTING AGENCY, LAW OFFICE  
SERVICES, AUDIT AGENCY, LEGAL SERVIC-  
ES

**EXTERNAL ASSOCIATES**

# Propulsion Team



**Darko Soković**

*Propulsion - Strategy and development*

The President of the Foundation Board manages the work and activities of the Foundation as a whole. With more than 10 years of entrepreneurial experience, Darko's expertise stems from programme and strategic planning, fundraising for most demanding clients and international donors, state bodies and businesses. He is an expert in internationalizing the socially engaged visual narrative, so the campaigns Propulsion now develops are responding to the most complex demands and media environments. By attracting top managers, business and governmental leaders as interlocutors in Propulsions projects, he is recognized as a leader of socially engaged communications in the Western Balkan.



**Vildana Drljević Boljanić**

*Propulsion - Executive director*

An integral part of the Propulsion team since 2013, Vildana Drljević manages both clients and the entire staff, all while deciding on strategies, budgets and campaign production in full. Handling the day-to-day operations includes managing committees and staff and developing plans in a cost-effective and time-efficient manner. Vildana is leading teams made up of experienced professionals united by a single overarching purpose, which is delivering services of the highest quality with the aim to support social change and community advancement. Her mission is to ensure that the program activities are completed on time, within budget, and to agreed artistic and technical standards.



**Goran Zarić**

*Propulsion - Program director*

With 10 years of experience in various sectors of communications, from account management to program strategist, today he is executive director in Propulsion. Working with both team and clients on perfecting the narrative, strategies, events and all communicational material, he has developed leadership and PR skills that he uses in meetings, implementing workshops, holding training, organizing events, interviews and media appearances. Goran is working with some of the biggest companies in our region to design and implement programs of social impact investment. Projects related to human rights advocacy are his main field of expertise and interest.



# Program development services and coordination of strategy activities



**Ivana Jovanović**

*Propulsion - Senior program officer*

With a background in the academic field as a teaching assistant and lecturer on the Faculty of Philosophy, and experience in HR and marketing consultancy, Ivana brings a very meticulous and methodical approach sensitive to individual differences as a Senior Program officer in Propulsion. By developing new initiatives to support the strategic direction of the organization, Ivana tends to adapt and assimilate the whole team for flexible and time-responsive approaches when it comes to different clients: national and regional, multi-level or multicultural. She tends to buffer those differences by making everyday work flow smooth and time-efficient.



**Vildana Saračević**

*Propulsion - Junior program officer*

With a Master of International Relations and Diplomacy, Vildana Saračević is highly competent and responsible for providing administrative and logistical support to team members throughout the planning and implementation of many kinds of programs. As a very dynamic and energetic programme officer with a couple of years of career experience, she is a very good communicator and facilitator with a background in programme monitoring and coordination, and relationship management. Highly detail-oriented and deadline-driven, she works exceptionally well in fast-paced environments.



**Jelena Vasiljević**

*Propulsion - Program Officer*

Experienced program officer with a demonstrated history of working in the LGBTI civic & social organization industry. Skilled in Capacity Development, Organizational Development, Event Management, Volunteer Management, Community Organizing, Fundraising, and Proposal Writing. Strong community and social services professional, with a Legal technician background. Her devotion to the work is outstanding, and she approaches every aspect of it with absolute dedication. Jelena has great communication skills as well as sense for time management and team leading.

# Art Directorate - Design and Multimedia



**Ivo Matejin**

*Propulsion - Art director*

At Propulsion, Ivo is the alpha and omega of every process that needs creative direction and design. Ivo finished BDes in Graphic Design EQF level 6 in the Faculty of Informatics and Computing - Computer Graphics and Design Studies, University of Singidunum, Belgrade. Experienced in new media development, he designed countless compelling online and social media campaigns, alongside branding aimed at community building and social good actions on a regional level. He is responsible for visual excellence of our videos and recognition in the broadest sense, by meeting all the requirements of video and new-media trends.



**Katarina Šašović**

*Propulsion - Graphic designer*

Over ten years of experience working in design and independently as a freelancer, Katarina is a graphic designer who creates everything through a lens of wonder and curiosity. Katarina finished College of Vocational Studies – Belgrade Polytechnic School for Art and Design and she is managing various creative projects and collaborating with Propulsion's creative team to deliver impactful campaigns across print and digital. Experienced in new media development, she actively contributes at all stages of the creative process; from working up ideas into design proposals, to carefully crafting online and social media campaigns.



**Danijel Rakić**

*Propulsion - Photographer and videographer*

High profile photographer and videographer with extensive experience in developing creative concepts in film and producing. Both skilled in hard working projects that need responsive and quick solutions, yet in broadly creative, multi faceted and independent projects. Aside from his applied skills and endeavors, enthusiasm for documentary photography and awards in that field, Danijel has an academic background in IT and he is a certified expert for advanced work in programs that include editing and illustration.

# Creative direction



## **Miljan Spasić**

*Propulsion - Senior creative*

An art historian by vocation, Miljan Spasić has put all the knowledge and the interest for creativity into action right after his studies. He started as a copywriter and got to know the deep nature of the hard selling component in advertising, through a softer approach in implementing digital campaigns as an idea maker to be fully responsible and immerse the experience that he brought in our team. By spirit he is also immerseful: completely involving himself in it, spending long hours in the office and thinking about all parts of the creative system. He is also experienced in the technical creative part: analytics, statistics, measuring different kinds of campaign effects.



## **Vanja Banković**

*Propulsion - Analyst and content creator*

With an academic background in political science and international relations, Vanja's experience in digital communications stems from the Public Diplomacy sector to most relevant NGOs in Serbia. Social media is a highly socially responsible field, and her hard working, persistent persona adds value in creating online campaigns which deal with knowing the narrative and trends in human rights, as well as evaluation of digital campaigns. Working in NGOs and being skillful in copywriting, essays, reviews and giving efficient feedback to the audience makes her a person who manages multi-channeled social media.



## **Vanja Ratković**

*Propulsion - Community manager*

As a community manager, Vanja acts as the liaison between Propulsion and our audience. She acts as the voice, tone, and moderator through community support, content distribution, and digital engagement to build our online presence. With more than five years of experience in journalism and content writing, Vanja is skilled in connecting with relevant audiences and providing them with the most updated resources and best practices. She is a consistent voice across our platforms to keep Propulsion on track with target audience awareness and engagement. Vanja also writes texts for a few online portals, including topics intended for youth, or related to engaged performing arts.

## **Dušan Jurić**

*Propulsion - Copywriter*

With 10 years experience in copywriting and idea making, Dušan is focused on designing content that communicates with various communities, especially vulnerable ones. It stems from his belief that great change comes with small and impressive, tangible results. Five years experience of working for large-scale clients made him very practical about copy and ghostwriting, content creation, development of yearly campaigns, and sensing the new coming trends in social responsibility. He values the importance of play and shaking up the boundaries while working, because it's the only way for broadening the values of society.



## **Teodora Miljković**

*Propulsion - Public relation*

Teodora Miljković has been involved in the media business since childhood. Today she is a communications expert, entrepreneur and influencer, with a degree from the Faculty of Dramatic Arts and graduated master's studies at the same. She entered the world of public relations in the middle of his studies and during her engagement as the PR face of EXIT festival. In 2019 Teodora became the public relations representative of H.R.H. Aleksandar II Karađorđević, and a year later special advisor for public relations in the Ministry of Trade, Tourism and Telecommunications. Her agency for PR and digital marketing "Team", today has 10 people.

# Finance and administration



**Dušan Matić**

*Propulsion - Finance and administration director*

When it comes to finances, there is Dušan. With Propulsion from the very beginning, Dušan has a great experience in strategic budgeting and daily financial operations. As a mechanical engineer, Dušan spent years in the real estate business before he became passionate about calculations, invoices and some really complex financial operations. He has a great sense of teamwork, as well as team leading. His positive attitude and tireless energy encourage others to work hard and succeed.



**Vera Ivković**

*Propulsion - Internal control and procurement officer*

With over 13 years on USAID projects related to strengthening civil society and advocacy, Vera has gained both working experience and insights into the work of the CSO-NGO sector from a perspective of donorship culture. Her financial managing experience is vast: from directorial position is most relevant to independent watchdog organizations and EC-IPA projects, where she has gained insightful knowledge and practice on rules and procedures of European grants. Monitoring, analysis, budgeting and high level consultancy is what makes Vera stand out in financial management, especially in the field of EU projects.



**Boris Čukić**

*Propulsion - Finance and administration officer*

Boris is an Agricultural Economist graduate with extensive work experience in media research and project management, development and evaluation, recruitment and training of employees, and client service. He has strong organizational skills, exceptional computer skills, and familiarity with a wide range of programs and platforms. Boris has worked as an editor and subsequently the head of the video department of the strongest media research company in Serbia. He has extensive experience in both employee performance and client satisfaction evaluation. Boris has developed skills needed for establishing strong links and partnerships.



**Aleksandar Vilus**

*Propulsion - Finance and administration assistant*

Aleksandar is a civil engineer by vocation, and a finance and administration assistant by profession. Over the years, he worked in a number of different jobs in the wood industry, i.e. furniture production, translation, and photo processing. Reliability and precision are what characterize him, as well as a devoted attitude towards work culture.

# Awards

Our expertise lies in running community-centric, social impact campaigns and events, and we apply our award-winning, community engaging methodology to ensure the success of each endeavor.

The spectrum of our approach is based on the production of cutting-edge design solutions, piercing digital campaigns and hundreds of hours of directed video-material of the highest quality.

Campaigns and programs designed by Propulsion were awarded multiple times, including a number of awards for UEPS and Virtus in Belgrade, Disrupt award, Žute pantalone- Campaigns with purpose in Serbia, Iskra in Podgorica Montenegro, and The Internationalist in New York. Propulsion's awarded projects include:



Propulsion was also one of the initiators of a large regional competition for the best examples of integrated campaigns that focus on media, information and digital literacy, and managed to integrate an additional permanent category at the Cactus Festival.



Gold Award for the best corporate socially responsible campaign, entitled Champions Every Day, Deer Beer (UEPS Yearly Awards);



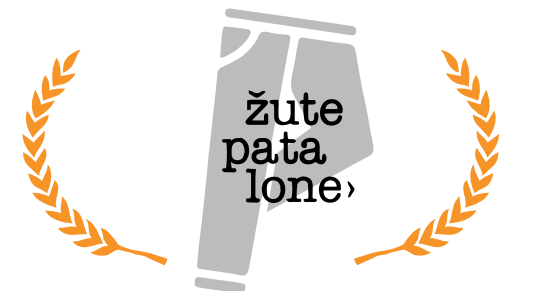
Disrupt Award for the Oxygen Movement, in the category of Disrupt Communications;



Bronze award for the online conference "Resisting Disinfodemia" in the category BTL event project ( UEPS Yearly awards);



Bronze Award for Mission: Oxygen - Oxygen Movement in the category of socially responsible campaigns in the for-profit sector (UEPS Yearly awards);



Žute Pantalone (Yellow Pants) - "The World You Dream Of" - Winner of the STATUE CAMPAIGN WITH PURPOSE, and thus the winner of the title CAMPAIGN WITH PURPOSE in 2021.

# Donors



USAID is the world's premier international development agency and a catalytic actor driving development results. USAID works to help lift lives, build communities, and advance democracy. USAID's work advances U.S. national security and economic prosperity; demonstrates American generosity; and promotes a path to recipient self-reliance and resilience.



AstraZeneca is a global, science-led biopharmaceutical company that focuses on the discovery, development and commercialisation of prescription medicines. Their purpose is to push the boundaries of science to deliver life-changing medicines. AstraZeneca wants to share ideas because they believe it results in better medicines. They focus on three main therapy areas – Oncology, Cardiovascular & Metabolic Disease (CVMD) and Respiratory. AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide.



Eurobank Direct JSC represents one of the leading financial institutions on the Serbian market, with a business network of 96 branches and 5 centers for work with the economy, in major business, cultural and historical locations across the country. The merging of Direct Bank with Eurobank contributed to the formation of a stronger and more dynamic financial institution, which today occupies 6.4 percent of the credit market in Serbia. With an expanded business network, Eurobank Direktna a.d. reflects the synergy of two strong banks and provides a complete range of modern financial products and services, which meet the technological needs of modern users. Eurobank Direct JSC it is part of the Eurobank Group, a dynamic banking organization active in six countries with total assets of € 70.9 billion and 11,329 employees.



A1 Serbia is part of the international Telekom Austria Group and a mobile operator that is improving the telecommunications market in Serbia, creating the best user experience for life in the modern digital age. A1 Serbia believes that every individual has the power to make big changes and that with the help of technology, that power can really reshape our experiences and make the world a better place. A1 Serbia strives to be an operator you can always rely on and actively contributes to the overall development of local communities and environmental protection.



NDI is a non-profit, non-partisan, non-governmental organization that works in partnership around the world to strengthen and safeguard democratic institutions, processes, norms and values to secure a better quality of life for all. NDI envisions a world where democracy and freedom prevail, with dignity for all. NDI works on five continents with political parties, governments, parliaments and civic groups to establish and strengthen democratic institutions and practices. The Institute uses a multinational approach that reinforces the message that while there is no single democratic model, certain core principles are shared by all democracies. That philosophy has been applied in more than 130 countries since NDI's founding in 1983.

# Clients



The Organization for Security and Co-operation in Europe (OSCE) is the world's largest regional security-oriented intergovernmental organization with observer status at the United Nations. Its mandate includes issues such as arms control, promotion of human rights, freedom of the press, and free and fair elections. The OSCE is a forum for political dialogue on a wide range of security issues and a platform for joint action to improve the lives of individuals and communities.



The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has been working in Serbia since 2000 and maintains an office in Belgrade. In Serbia, GIZ works primarily on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the EU. The core areas of cooperation are: economic development and employment, climate and energy, good governance. GIZ advises Serbia on economic development and promotes cooperation with other countries. In order to bring more people into employment and offer prospects for young people, GIZ supports moves to align vocational education and training more closely with the needs of the young and the requirements of the private sector. It also supports services for SMEs and business start-ups



The mission of the U.S. Embassy is to advance the interests of the United States, and to serve and protect U.S. citizens in Serbia. The United States wants Serbia to be part of a stable Balkan region and pursues this by supporting Serbia's integration into European institutions, helping normalize Serbia's relations with Kosovo, strengthening the rule of law, partnering on security issues, and promoting economic growth. Serbia opened European Union (EU) accession negotiations in January 2014 and has embraced the goal of EU membership as a top priority. The U.S. government's assistance goals in Serbia include supporting Serbia's EU accession path and strengthening Serbia's capacity to counter terrorism and transnational crime, combat corruption, and participate in international peacekeeping missions. U.S.-funded programs increase the institutional capacity of key government bodies, strengthen the rule of law, promote the development of civil society, increase media independence, and create conditions for inclusive economic growth.



The International Republican Institute advances democracy and freedom. IRI link people with their governments, guide politicians to be responsive to citizens, and motivate people to engage in the political process. IRI strengthens democracy by empowering citizens, bolstering democratic governance, and making leaders more accountable to their people. For nearly 40 years, we have helped activists and elected officials foster healthy democratic competition, increase transparency and accountability in government decision-making, and promote inclusivity in civic and political life.

## **TOYO TIRES**

With ESG at the core of their corporate activity base, Toyo Tire strives to create not only economic value through our management and operations, but also social and environmental value that will improve Group's worth and help achieve sustainability. With the understanding that achieving a sustainable society is a prerequisite for corporate growth, TOYO have considered the role they need to play in helping achieve the United Nations SDGs and identified 14 goals that shape their vision in 2030. The activities TOYO undertake working towards these goals are an embodiment of TOYO Vision as set forth in TOYO corporate philosophy, and will lead to achieving their Mission. TOYO TIRES is dedicated to keeping the fun in driving, and to keeping inspiration alive in drivers. TOYO TIRES is dedicated to tomorrow's mobility for everyone, on every road.



UN Women is the United Nations entity dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. UN Women supports UN Member States as they set global standards for achieving gender equality, and works with governments and civil society to design laws, policies, programmes and services needed to ensure that the standards are effectively implemented and truly benefit women and girls worldwide. It works globally to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life. UN Women also coordinates and promotes the UN system's work in advancing gender equality, and in all deliberations and agreements linked to the 2030 Agenda.

# Partners

## State institutions

Government of Republic of Serbia  
Cabinet of the Prime Minister Ana Brnabić  
Ministry of Culture and Information of the Republic of Serbia  
Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia  
Ministry of Labor, Employment, Veterans and Social Affairs of the Republic of Serbia  
Ministry of Education, Science and Technological Development  
Commissioner for Information of Public Importance and Personal Data Protection  
National Academy of Public Administration (NAPA)  
Institute for the Evaluation of the Quality of Education (ZVKOV)  
Institute for the Advancement of Education (ZUOV)  
City Institute for Public Health Belgrade  
The Faculty of Dramatic Arts, the University of Arts in Belgrade (FDU)

## International organizations

UNDP Serbia  
UNESCO

## Non governmental organizations

The National Association of Parents and Teachers of Serbia (NARNS)  
The association Health Mission  
Center for the Advancement of the Culture of Life and Work ŽiR  
PROI  
CIJA  
BIRN

## Media / Free broadcasting

Danas.rs  
TV Nova S  
Happy TV  
Toxic TV  
TV Balkan Trip  
ARENA TV  
SUPERSTAR2 TV

## Associations

Amcham Serbia  
Serbian Association of Managers (SAM)  
NALED  
Nordic Business Alliance in Serbia



# Capital service providers

## Research agencies

- CESID
- IPSOS

## Public, Media Relations and Communications Services

- BETA New Agency
- Represent Communication
- Olaf & Mcateer
- AS Communications
- Direct media
- Ringier: Blic
- Color Media Communications
- Marketing mreža
- Media S
- Yubika

## Broadcasters

### Web portals

- Kurir.rs
- Blic.rs
- Mondo.rs

- N1info.com
- Mondo.rs
- N1info.com

## TV

- RTS
- PINK
- NOVA S
- HAPPY TV
- TOXIC TV
- BALKAN TRIP
- ARENA
- SUPERSTAR2
- TV ZLATAR
- TV LAV
- TV LOTEL PLUS
- TV SIRMIJUM INFO
- TV JASENICA
- TV KRUSEVAC
- TV PLUS
- TV MIX
- TV VRT
- TV TELEMAR

- TV MOJA
- TV GORNJI MILANOVAC
- TTV-5
- TV LAV PLUS
- TV YU EKO
- TV ART
- TV FIL
- TV RITAM
- TV INFO PLUS
- TV VRANJSKA PLUS
- TV PI KANAL
- TV CARIBROD
- TV NOVI PAZAR

## Radio

- S1 Radio
- Play Radio
- Radio Novi Pazar
- Radio Lav Plus
- Radio Vranjska plus
- Radio Plus
- Radio Yu Eko
- Radio Vrt

# Capital service providers

## Press clipping agencies

- Nina Media
- Ebart

## Social media and Digital services

- M2 Communications
- Žiška
- Degordian

## Festivals and conferences

- Kaktus Festival
- Conference “FOR BETTER EDUCATION - TAKE THE INITIATIVE!”

## Non Governmental Organizations

- Initiative Digital Serbia
- The National Association of Parents and Teachers of Serbia (NARNS)
- Loop Foundation
- Nauči.me

## Event management and Travel services

- Represent Communication
- Prosound
- Miross
- Color Media Group

## Video production services

- Sky Solutions

## Audit agencies

- MOORE STEPHENS
- Grant Thornton



# **PROGRAMS**



Media Initiatives & ●  
**nova.piswmnost**  
Partnerships Support Activity (MIPS)

The “Media Initiatives and Partnerships Support” program wants to contribute to the creation of a society of digitally aware and responsible citizens. The program works towards raising awareness of media and digital literacy, but also developing tools, formal and informal educational programs and mechanisms that will influence the development of critical thinking and problem-solving skills. Propulsion, with the financial support of the United States Agency for International Development (USAID), is implementing the “Initiative for New Digital and Media Literacy” program, which aims to “improve the skills of Serbian citizens to cope in a complex information and information space, to demand quality content and in this way they participate more effectively in modern economic, social and political life”.

**DURATION**

2019–2023

**CLIENT**

USAID Serbia

**BUDGET**

2.998.691€



# MIPS program results 2022

- MIPS developed the first “Media and Digital Literacy” (MDIL) University course in Serbia at the Faculty of Dramatic Arts. This course is part of the new undergraduate studies program titled [Special Effects, Animation and Game Art](#)
- MIPS, in cooperation with the Digital Serbia Initiative (DSI), the Institute for Improvement of Education (ZUOV) and the Institute for Education Quality and Evaluation (ZVKOV), developed and published a [Handbook for Pedagogical Application of Moodle - Learning Management System in the Implementation of Online and Hybrid Teaching](#)”
- In cooperation with the “Digital Serbia” Initiative and the Institute for the Evaluation of the Quality of Education (ZVKOV), Dr. Dobrinka Kuzmanović created the publication “[Quality time in front of the screen](#)”
- CeSID and Propulsion conducted several researches and reports during 2022: [Youth and TikTok](#); [The perception of students in Serbia on media and digital literacy](#); Analysis of the attitudes of business sector representatives on digital skills needs in the labor market; [Public Administration and Digital Competences](#);
- MIPS, in cooperation with the **Commissioner for Information of Public Importance and Personal Data Protection and the Corporate Compliance Association**, selected Ambassadors of Responsible Business: [Hemofarm](#), [Frikom](#), [Mobi Bank](#), [Lidl Serbia](#), [AstraZeneca](#), [A1 Serbia](#), [Delhaize Serbia](#), [Marić, Mališić & Dostanić Law Firm](#), [eCommerce Association of Serbia](#), and the [Nordic Business Alliance](#)
- In cooperation with the Digital Serbia Initiative (DSI), the Institute for Improvement of Education (ZUOV) and the Institute for Education Quality and Evaluation (ZVKOV), MIPS so far organized two competitions “**Digital Expedition Challenge**” for creative solutions for digital open educational resources. More than 300 teams of primary and secondary schools in Serbia applied for the competition and competed for a prize fund of a total of two million dinars. This year 17 winning project teams from 10 cities were provided with one million dinars funds and mentorship support by experts in the digital literacy sphere.
- “**The award Dragan Janjic**” for the best academic and research papers was established with MIPS’s support by the [Independent Association of Journalists of Serbia \(NUNS\)](#) and [Beta News Agency](#)
- Project “Escape Room” supported by MIPS, won one of the top three spots in a competition with 800 submissions from over 50 countries for the best innovative learning solutions. The European Commission’s Training Foundation organized the competition as the “[Innovative Teaching & Learning Award for 2022.](#)”
- MIPS organized and hosted 5 live visits to 3 leading digital companies in Belgrade, Novi Sad, Niš and Subotica. Total of **152 IT students** with **7 teachers** participated in discussions on how digital literacy and critical thinking skills can prepare youth for the job market and occupations of the future. Students visited [Inspira](#) (former Infostud) in Subotica, [Levi 9](#) in Belgrade and Novi Sad and [Vega IT](#) in Novi Sad and Niš
- MIPS Handbook for Parents Campaign was recognized by KAKTUS Festival as the best example of an integrated campaign in the MDIL arena [The socially responsible communication festival “Campaigns with a Purpose”](#), only of its kind in Serbia, awarded MIPS Handbook for Parents Campaign with “Campaign with Purpose” on International Children’s Day, November 20

Guidebook for  
Public Administration

Guidebook for Parents

PRIRUČNIK  
MEDIJSKE I  
INFORMACIONE  
PISMENOSTI  
ZA RODITELJE

## Publications

With the support of partners and associates, MIPS conducted extensive research on the state of media and digital literacy in Serbia.

That was a foundation for creating educational materials, publications that gather topics divided in three comprehensive clusters. They are targeting a wide spectrum of audience, and underline three important connections: Citizens and media, students and teachers and business and public administration.

Those publications are the drivers for pushing the topics of digital media literacy and presenting them from an innovative angle, and by subscribing to our bulletin for free, you can be sure you are up to date with these fast changing topics.

Guidebook for Businesses

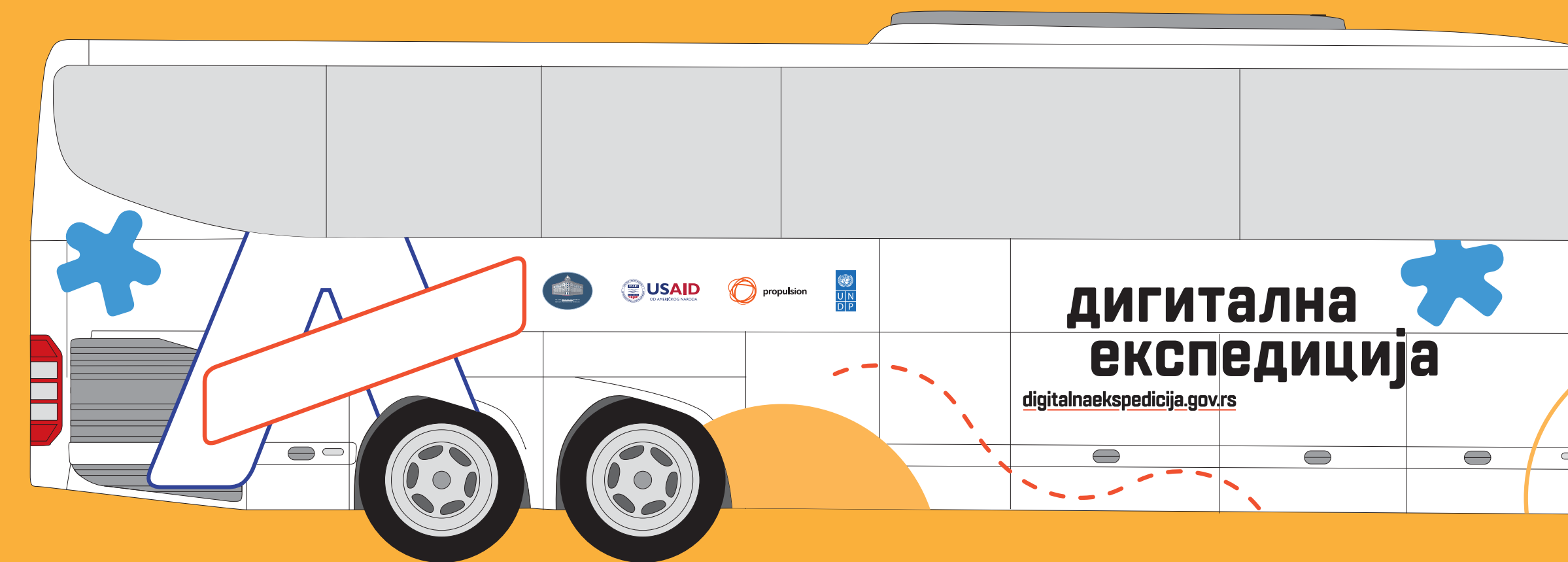
# Digital Expedition Caravan



By gathering two most powerful entities of social influence: most relevant governmental institutions and influencers, the project Digital Expedition made it as a tool for expanding the levels and qualities of social impact.

At the initiative of the Cabinet of the Prime Minister of the Republic of Serbia, Ana Brnabić and four ministries, a caravan of digital skills, literacy and security visited 16 cities in Serbia.

This resulted in a dynamic educational platform that informed citizens about the most relevant e-services and the benefits they bring. Digital skills of secure internet use and its proper use for online communication with the government, bridged the fresh knowledge of influencers and eased the access of governmental services for the general population.





# Digital Expedition Challenge

By promoting the spirit of creation instead of consumption and encouraging young students to provide smart, innovative and fun content was the aim of the competition “Digital Expedition Challenge”.

With the participative model that includes critical thinking of students, they also contributed to raising their own level of digital literacy. This resulted with an innovative form of “self-mentorship” as well as improving the teacher-student relationship quality. We managed to evoke competitive spirit, teamwork and constructive thinking among students of primary and secondary schools and awoke their curiosity for extracurricular activities. Final results were open digital educational resources such as websites, videos, games and mobile apps which served as a resourceful teaching material.

**#Дигитална  
Експедиција  
Изазов**

**2021/2022**

**OVAKO**

**STOJE**

**STVARI**

## Global Media and Information Literacy Week

With the goal to ignite an open discussion on a variety of topics concerning media and information literacy, Propulsion organized an online conference “Resisting Disinfodemic”.

In a form of high-level conferences, we gathered top experts from diverse fields that covered the issue of MIL from different angles. Our conference “Opiranje dezinfodemiji” made it as a platform for promoting new media literacy.

Under the slogan “Media literacy for the public good”, our campaign was the only UNESCO-affiliated Global Media and Information Literacy campaign in Serbia in 2021.

We draw the attention of citizens, the economy, the state administration, teachers, children and their parents to the importance and necessity of media and information literacy in a complex world.



# **Influence Academy**

The Influence Academy program of social responsibility for local influencers became a trending topic among the internet community.

Social media creators were gathered in a mission of spreading positive narratives by making changes in traditional mindsets of inequality, discrimination, violence and hate speech on the internet.

As a four-month long program consisting of workshops with mentors, peer-to-peer workshops as well as a regional conference, we applied Propulsion's award-winning community building strategies and made innovative solutions for spreading adequate educational messages.



## You're not alone - Campaign

By posing a simple hashtag-question #Nistejedini (You're not alone) we have opened the space for a real dialogue in, sometimes, a lonesome online world.

For the first time in Serbia, a detailed survey was conducted on how much the media and digital environment is understood by many clusters of society. We took a deep dive in real habits, perceptions and decision making processes in the digital world in order to make it more healthier, in a critical thinking manner.

Based on the research, the Media and Digital Literacy Index of Serbian society was presented through the #NisteJedini campaign, which raised the level of awareness of citizens about media and digital literacy, as well as increasing the public interest on digital literacy topics.



” **AMBASADORI** nova.pismenost  
**ODGOVORNOG POSLOVANJA** ”

## Ambassadors of Responsible Business

Digital literacy shouldn't be a generic corporate phrase. It is a live and changing part of corporate culture derived from the habits of every certain employee. The role of leaders in digital literacy resembles the role of teachers in schools that are making a powerful curriculum.

That is why we gathered the most powerful, knowledgeable and relevant voices from the corporate world and made a cohesive platform for the exchange of leadership skills from different top business sectors.



## New Literacy for the New Age - conference

As part of MIPS, in January 2021, an online conference entitled “New Literacy for the New Age” was held in the premises of the Radio Television of Vojvodina in Novi Sad.

The Memorandum, among other things, envisages work on manuals, lectures, trainings and webinars, and aims to help parents, public administration and companies cope with the increasingly complex media and digital environment in Serbia.

Also, a Memorandum of Cooperation was signed between the National Academy of Public Administration and MIPS, which establishes a curriculum for media and information literacy for civil servants, for the first time in this part of the world.

We have prepared a Media Literacy Handbook for all parents, aunts and uncles, uncles and aunts, grandparents - to answer some of the important questions together.

# Resistance to Disinfodemic - Conference

Emergence of new societal topics calls for immediate response. That's why we gathered most relevant interlocutors to discuss emerging new phenomena in a form of National conference called Resisting Disinfodemic.

More than 20 media, economic and medical experts, as well as the influencers gave their take on most relevant topics divided in 6 panels: coronavirus and its consequences on media literacy, media and digital policies, new trends in digital education, e-commerce and digital business and new wave of social responsibility of influencers.

That followed a massive media coverage, a live blog on the biggest info-portal Blic.rs and public media service RTS Planet.

KONFERENCIJA

**Opiranje 27-31.**  
**dezinfodemiji oktobar**

Globalna Nedelja medijske  
i informacione pismenosti

**Beograd**

[ovakostojestvari.com](http://ovakostojestvari.com)

OVAKO

STOJE

STVARI

**nova.pismenost**

# Social media campaigns results

During 2022, MIPS-related social media content had excellent results.

Via

**2 Facebook accounts\*** *Ovako stoje stvari, Propulsion*  
**and 1 Instagram\*** *Reši igricu*

we've **reached 18,148,063 accounts in total;**

*Ovako stoje stvari* Facebook Page: 5,357,402;

*Propulsion* Facebook Page: 11,292,261;

*Reši igricu* Instagram profile: 1,498,400.

It also generated **236,019 post interactions (engagement)**

*Ovako stoje stvari* Facebook Page: 78,054;

*Propulsion* Facebook Page: 144,712;

*Reši igricu* Instagram profile: 13,253.

with **463,794 Video Views in total.**

**Media and Information Literacy Handbook for Parents campaign** was the biggest campaign during this period, running from May to November, 2022, via *Ovako stoje stvari* and *Propulsion Facebook Pages*, **reaching 6,116,622 accounts and generating 82,068 post interactions in total.**



# MIPS PR campaigns results 2022

During 2022, MIPS PR campaign results were the best for the duration of the project, generating the most media publications - 547. Below mentioned PR campaigns generated the most media coverage throughout the 2022, reflecting the significance of media literacy and digital initiatives in Serbian society.

**1. Media Literacy Handbook for Parents:** The release of the Media Literacy Handbook for Parents in mid-May garnered extensive media coverage (215 publications). The media emphasized the importance of media literacy and the role of parents in navigating the digital landscape, resulting in widespread coverage and a positive reception. Furthermore, for this campaign, the Regulatory Authority for Electronic Media (REM) officially recommended national free-of-charge broadcasting, which enabled MIPS to secure an airtime value close to 40k USD. As a result, **the campaign messages reached over half of the citizens of Serbia (3.5 million).**

**2. Digital Expedition Challenge:** From July to September, the winners of the Digital Expedition Challenge contest, chosen from a pool of over a hundred elementary and high schools, garnered significant media attention in both regional and local outlets, resulting in over 70 publications. These victorious teams were granted funding by MIPS to create digital tools with the goal of enhancing the education system. Notably, in late October, the achievements of the Kragujevac High School students, whose project was part of the Digital Expedition Challenge, received prominent media coverage. Their exceptional project was recognized as one of the top three innovative solutions in teaching and learning at a global competition organized by the European Training Foundation. Additionally, the success of their project further amplified media coverage in Serbia, highlighting it as a significant achievement.

# MIPS PR campaigns results 2022

**Media Literacy Research:** The media extensively covered the MIPS findings of the fourth research on media literacy published in late November. Headlines such as “Media literacy of citizens the highest in the past three years, digital in decline in 2022” and “Social networks have taken precedence over television” grabbed attention. The research provided insights into changing media trends and the growing importance of media literacy in Serbian society, with **over 120 publications** covering the findings. Notably, this coverage included **17 print publications** and **24 TV broadcasts**, sparking extensive discussions on the subject. This campaign continued until the end of the year, featuring **another video** that was **acknowledged by the REM** as a campaign of national interest, securing **over 40k USD** airtime value.

# Škola kao nacrtana za vas

Škola kao nacrtana za vas is a socially responsible project of Eurobank whose mission is to improve the conditions for learning in secondary schools in Serbia. The innovative component of this project is the Big Heart Mastercard, which is a standard credit card that creates added value. Each time a customer makes a transaction with this card, secondary schools receive a certain amount from Eurobank's revenue.

Creating equal digital opportunities for everyone, especially for those who are in their formative years for developing creativity seems like an important task. In order to improve conditions for learning in secondary schools in Serbia, we explored which schools will benefit the most for donations in the form of refurbished computers. Modernized classrooms with new equipment was the result of this programme of donations which was over 3 million dinars in 2021.

Propulsion awarded **four donations in 2022**, in the total amount of **1.842.663 dinars**, to the following schools in Serbia:

Ekonomska škola Bor - 426.426,00 RSD

Ekonomska škola Loznica - 715.245,00 RSD

Ekonomska škola Stara Pazova - 636.096,00 RSD

Ekonomska škola Smederevo - 64.896,00 RSD

## DURATION

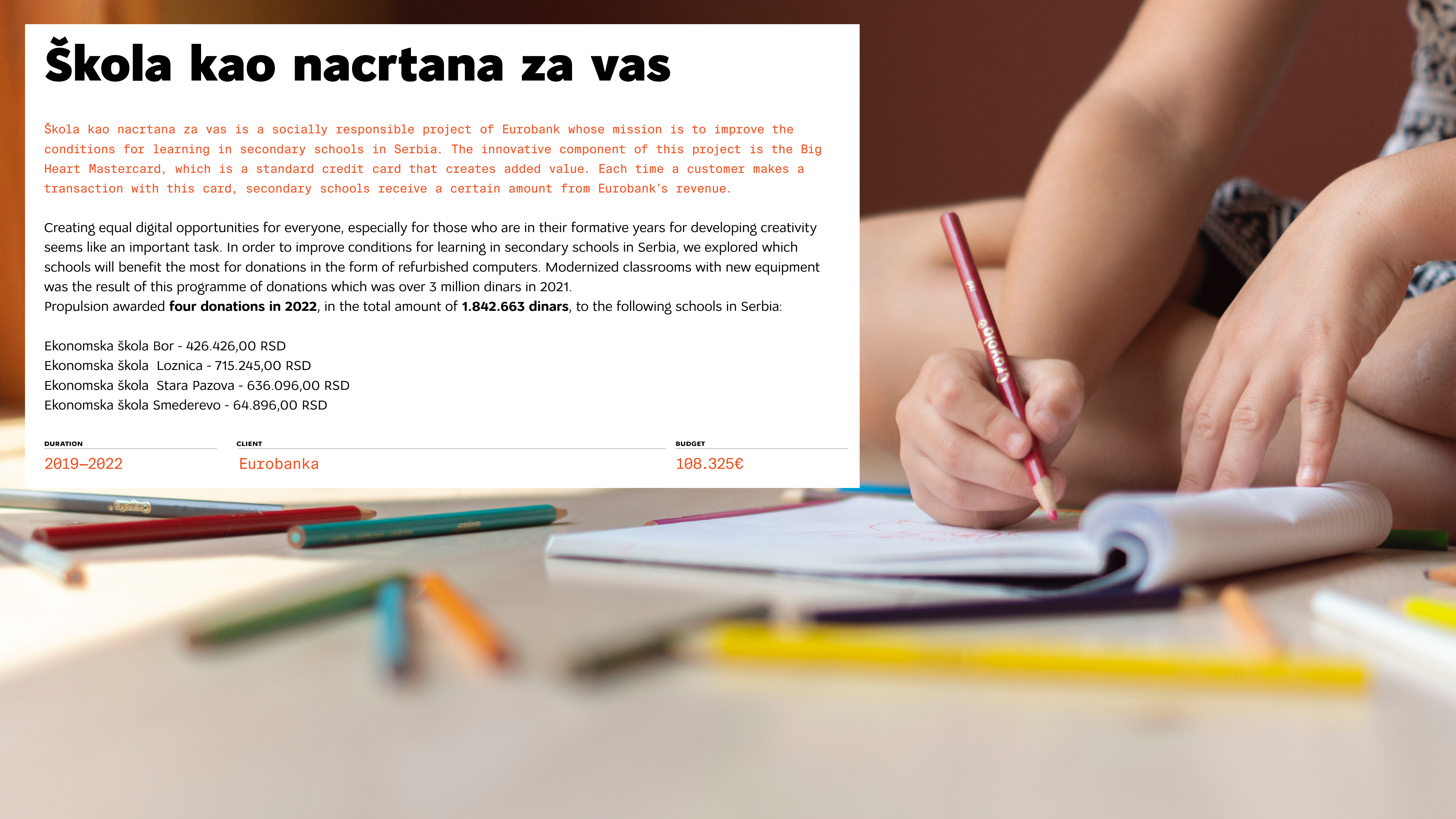
2019–2022

## CLIENT

Eurobanka

## BUDGET

108.325€



# ERA - LGBTI Equal Rights Association for the Western Balkans and Turkey

Raising awareness on the economic situation of LGBTI workers in the Western Balkan region through evidence collected from research, reports and personal stories and testimonies of LGBTI persons. Emphasis is on the experienced discrimination, hate speech, harassment, lack of promotion, lack of LGBTI+ specific policies, lack of union membership and engagement, etc.

Finding a job is not a guarantee for not being discriminated against. Hate speech, harassment and the lack of promotions emerged as negative trends that LGBTI people are experiencing at work. Propulsion created a [series of videos](#) and a campaign that aimed to raise awareness on the economic situation of LGBTI workers, and that was made as a diary, collage like form, told from the most intimate and vulnerable perspective and it was combined with the graphics followed with the sound of a typewriting machine, that animates the very personal storytelling as the most important for this public problem.

#### DURATION

2021-2022

#### CLIENT

ERA

#### BUDGET

5.500€

0,135532

15,5

15,21

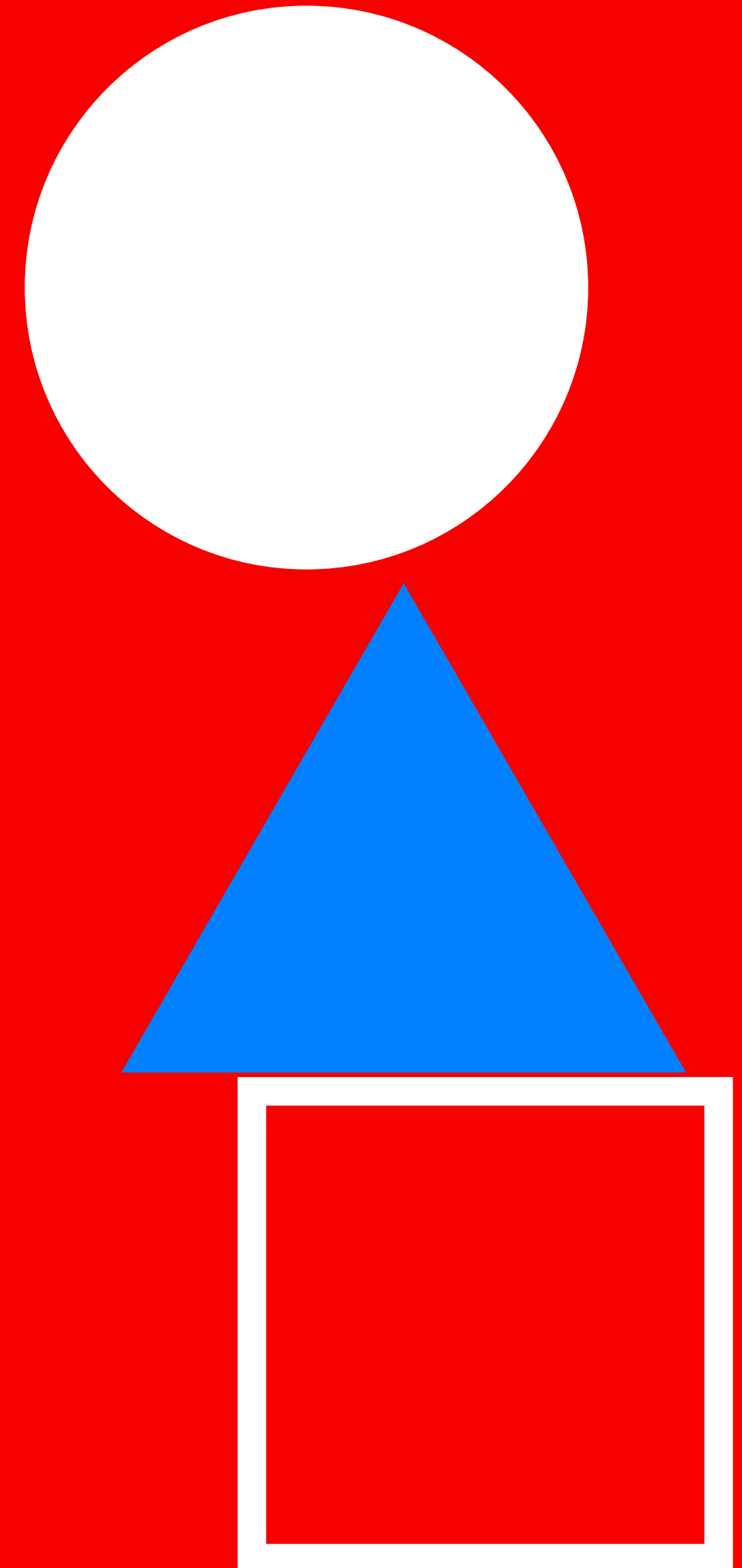
# Production of webinars

The objective of this assignment is to train and raise awareness among civil society organizations and all citizens in Serbia on antidiscrimination laws and relevant protection mechanisms, specifically The Ombudsman, the Commissioner for Protection of Equality. The objective of webinar for JA is to raise awareness of future prosecutors and judges and to sensitize them on concerns of vulnerable groups and issues such as discrimination, prejudice, stereotypes and to enhance their knowledge on implementation of anti discrimination laws.

[Webinars](#) helped broaden skills for dealing with vulnerable groups and incorporating new, refined narratives as tools for breaking stereotypes. By raising awareness, the exchange of knowledge gained on webinars complemented the main field of interest of every interlocutor.

choices, behaviors and impact that a group dynamic can make. The video contribution was the reflection of the slogan “Smart and green recovery in the transport sector”.

<u>DURATION</u>	<u>CLIENT</u>	<u>BUDGET</u>
2021-2022	GIZ	19.000€



# Mission: Oxygen Croatia

The aim of the MISSION: OXYGEN program is to prevent smoking among children aged 10 to 14 and to promote the creation of healthy habits. Current policies have limited impact, as tobacco is still easily accessible to minors, which creates an additional incentive. Consequently, the secondary target groups are institutions, organizations and individuals (foreign, domestic, international, local, regional, national, global), which have the power to create more effective policies or influence decision-makers, as well as activists and advocates of a healthy lifestyle.

The frequency of smoking among children is, among other things, the result of the wrong image of the use of tobacco and tobacco products in the media and popular culture as something “cool”, therefore the program will try to encourage critical thinking and contribute to the improvement of media and digital literacy skills, as children would be able to make informed decisions about their health.

**DURATION**

2022–2025

**CLIENT**

AstraZeneca

**BUDGET**

450.000€



# Public Awareness Campaign

A multimedia public awareness campaign in cooperation with the U.S. Embassy in Serbia and the Ministry of Internal Affairs of the Republic of Serbia, which includes communication design preparation and a creative and multimedia directorate, encompassing strategy, media buying plan, and research. The campaign on introduction of body worn cameras in traffic police department features the following components: video production, design of print materials, media buying and public relation services.

**DURATION**

2022–2023

**CLIENT**

U.S. Embassy in Serbia

**BUDGET**

86.200€



# Meaningful Engagement in the Community - Training

We created and organized training for Toyo Tires employees on the topic of CSR by providing an overview of corporate engagement in the community, exploring its theoretical foundations, practical applications, and transformative potential. The focus was on understanding the difference between philanthropy and impact-driven approaches, as well as examining relevant examples from Serbia, Japan, and worldwide, highlighting the significance of Corporate Social Responsibility (CSR) as part of the overall business strategy. We provide a concise overview of corporate engagement in the community, exploring the difference between philanthropy and impact-driven approaches. We emphasize the transformative power of purpose-driven initiatives and showcases how businesses can create positive change while aligning their goals with community needs. The training highlighted the significance of Corporate Social Responsibility (CSR) as part of a company's overall business strategy and concludes with practical exercises to guide companies in their sustainable corporate engagement efforts.

**DURATION**

2022

**CLIENT**

Toyo Tires

**BUDGET**

2.000€





# CSR Strategy Development

Social responsibility, in simple terms, means a business's obligation to pursue achievable and good long-term goals for its people and the world at large. A1 has long practiced corporate social and environmental responsibility with the broad goal, simply, of contributing to the well-being of the communities and society they affect and on which they depend. But there is increasing pressure to dress up social responsibility as a business discipline and demand that every initiative deliver business results. The main goal was to align A1's social and environmental activities with its business purpose and values. The best way to achieve this goal was through a community engagement approach. In other words, as the market and the society shifts toward high digitalization, it also creates a demand for more meaningful, human interaction.

The Propulsion team together with top management of A1 company developed long term CSR strategy named "OKEJ Strategy: The World You Dream Of." Principles of A1

As per the values of A1, each activity aligns with the four crucial aspects of society, on which lies the ground of prosperity and improvement of each community. These values are the principles and aspects of activities, and they include Education, Public health, Ecology and Culture.

DURATION

2022

CLIENT

A1

BUDGET

19.800€



# Development of Campaign on Digitalisation and e-Services

The digital transformation of the public administration will entail the development of a set of complex software systems and upgrading the existing ones, while removing the malfunctions and enabling the efficient and rapid response to citizens/businesses' needs in the provision of public e-services. During that process Propulsion is supporting UNDP Montenegro with innovative campaigns addressing digitalization, mostly electronic services, in media content and promotional activities.

## DURATION

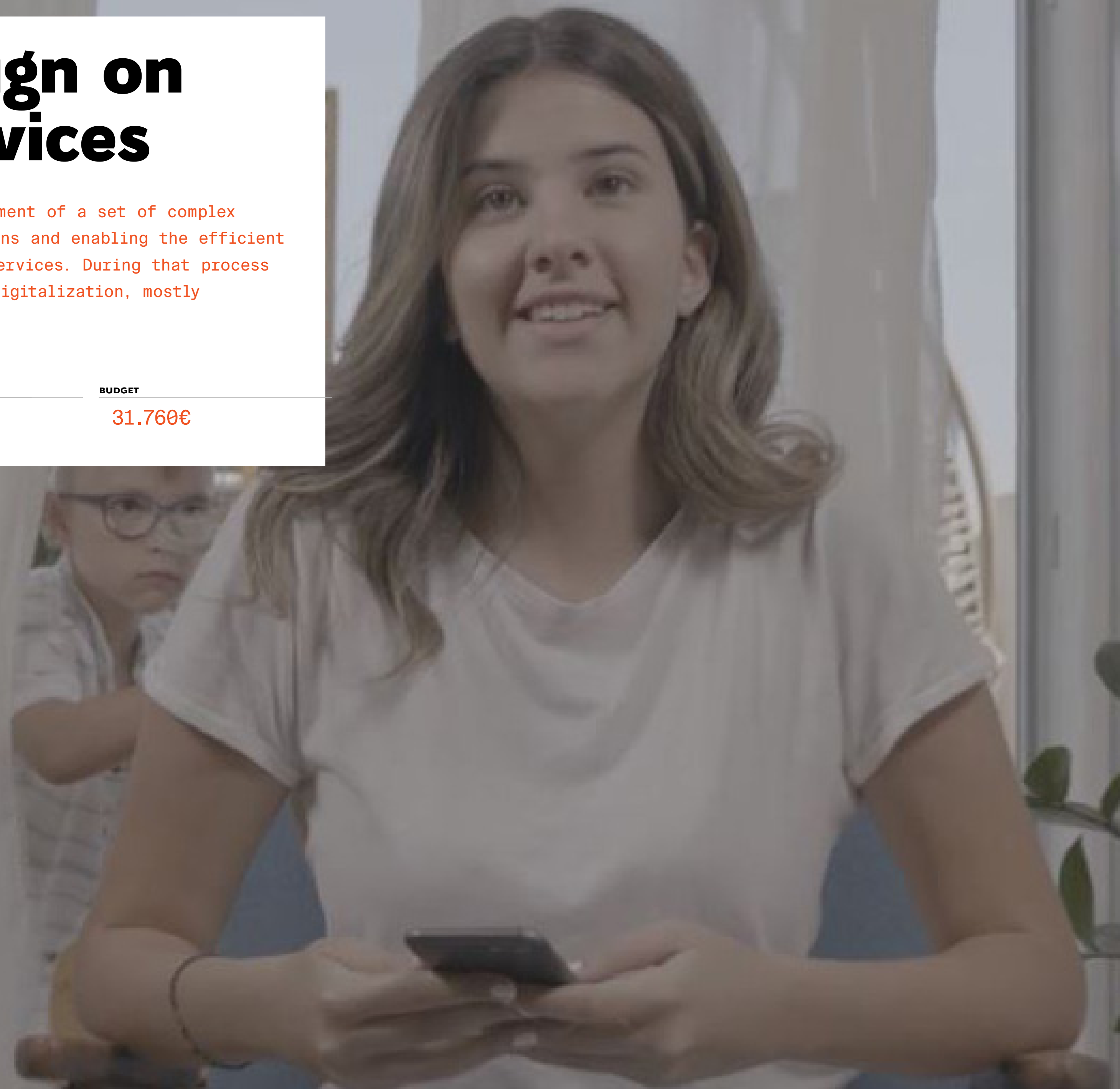
2021-2023

## CLIENT

UNDP Montenegro

## BUDGET

31.760€



# The Resonant Voices Initiative in the EU

The Resonant Voices Initiative in the EU is the second phase of the project that started in 2018 and lasted until 2020. It aims to strengthen the influence of credible and resonant voices challenging extremist propaganda targeted at audiences vulnerable to radicalization and recruitment within the Western Balkans diaspora in the EU.

A chance of being heard raises the odds of being included. That is why The Resonant Voices Initiative project made it as a platform that connects those who once felt separated. In a form of car interviews, we followed the narrative of moving, both as migration and constant need for connection as a human trait. #NijeToBasTako video campaign was one of the main activities of the project, which led the audience on an exciting trip to Zagreb, Vienna and Berlin, for a chat about migrants and refugees from Western Balkans. Breaking prejudices and stereotypes through sincere tone, vulnerable stories and humor, made this project relatable to many. We discovered how much we share compassion as a trait that belongs to all, and the following meet-ups gathered XX expats in Vienna, Zagreb and Berlin. They became the spots for mutual exchange of experiences of living abroad and raised awareness of this very specific type of social cohesion that made our voices really resonate.

The campaign has, as the project itself consisted of two main directions, first of which being the social media campaign on [Facebook](#), sharing news articles debunking common misconceptions, hate speech, propaganda and radicalism. And the other direction was revolving around the [#NijeToBasTako](#) campaign consisted of video materials created in the form of carpool interviews with the Balkan diaspora, with a humoristic approach being implemented for the purpose of social media engagement and attractiveness. The social media campaign has **reached over 400 thousand people** and **engaged over 40 thousand people**.

#### DURATION

2018–2021

#### CLIENT

European Union's Internal Security Fund - POLICE

#### BUDGET

220.000€



# MISSION: OXYGEN

MISSION: OXYGEN is a three-year program designed with the primary goal of preventing smoking and promoting healthy habits in children (10 to 12 years).

As this programme targets two important societal levels: children in schools and laws and policies that can improve smoking prevention, M02 managed to cover it all with the utmost quality. Workshops in schools gathered popular actors and musicians as mentors. An event held on Balkan Tube fest created a buzz around this topic, and media appearances on popular TV stations raised awareness on healthy habits in children. Influencers made Youtube and other social media content that boosted the interest for M02 among their followers. In addition to our advocacy efforts, ongoing conferences with the Ministry of public health and companies held the insistence of creating a safe environment the topic of priority.

Music video: [ANNA & ANDRIJA JO - KISEONIK \(OFFICIAL VIDEO\)](#)

We have produced short-form video interviews with experts that have attended different panel discussions and sent impactful messages to the general population and young people as well.

[Interview with Ana Jovičević](#), [Interview with Biljana Kilibarda](#), [Interview with Dragana Đurić](#), [Interview with Farida Basoni](#), [Interview with Jovan Zubović](#), [Interview with Katarina Živković](#), [Interview with Spomenka Ćirić-Janković](#), [Interview with Zvezdana Mijoković](#)

Propulsion also marked the No Tobacco Day in 2021 by organizing an **online conference “Da li se čujemo?”** and online panel [#ŠtaKodTebePali](#). Participants were local and international experts, representatives of international organizations, civil society and celebrities and activists who fight to prevent smoking in young people.

We also produced a teaser video campaign with youtubers who are most influential for sending a message to their peers or younger generations that idolize them.

The social media campaign has had two different approaches. The first one being the goal of raising awareness on the issue of smoking and smoking prevention among the general public, on Facebook, and the other one promoting healthy lifestyle alternatives to the youngest population on Instagram. The campaign has reached **over 1,6 million people** on [Facebook](#) and **over 900 thousand people** on [Instagram](#).



## DURATION

2018–2021

## CLIENT

AstraZeneca

## BUDGET

209.976€



# Shared Futures

Within the project “Supporting the Western Balkans’ collective leadership on reconciliation: building capacity and momentum for the Regional Youth Cooperation Office (RYCO)”, UNDP was implementing an initiative that seeks to increase dialogue around young people’s role in sustaining peace and promote youth-led advocacy to influence public and political discourse on peace and reconciliation in the region (Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia).

Creating the shared, inclusive and participative vision was the main tool for making Shared Futures, a campaign that underlines a powerful yet largely untapped resource for peacebuilding and social cohesion. Propulsion helped design and implement the overarching strategic communications and advocacy plan for the youth-led initiative. The project is innovative because it radically included young people, both as the promoters of the study results and their perceptions were extrapolated as key messages of the campaign that made others really hear their voices.

The campaign has consisted of multimedia content featuring real-life youth stories and opinions on the life and situation in the Balkans, reaching **over 5 million people in the Western Balkans on Facebook**, and **over 1 million people from the Western Balkans on Instagram**.

## DURATION

2021

## CLIENT

UNDP Albania

## BUDGET

34.610€



# Uključite se!

The overall goal of this project is to strengthen women's leadership and participation in political life, in order to achieve more women in politics, through nurturing the next generation of women leaders in communities, building initiatives and increasing democratic participation and responsibility.

One of the key elements of this project is the "Get Involved!" Campaign, created by Propulsion, where by highlighting the positive contributions of women leaders in civic engagement and policy making, especially during COVID-19, we want to increase public perception of their role as effective leaders and decision makers.

A call to action slogan "Get Involved!" followed by behavior-oriented social media presence, altogether highlighting the importance of both online and offline contributions that women can make when they are empowered, visible and connected. The campaign embodied both high-quality video material, as well as natural photo materials, depicting the aforementioned strong community engagement slogan, accompanied by captions which informed the public on the position of women in the public and political life of Bosnia and Herzegovina.

## DURATION

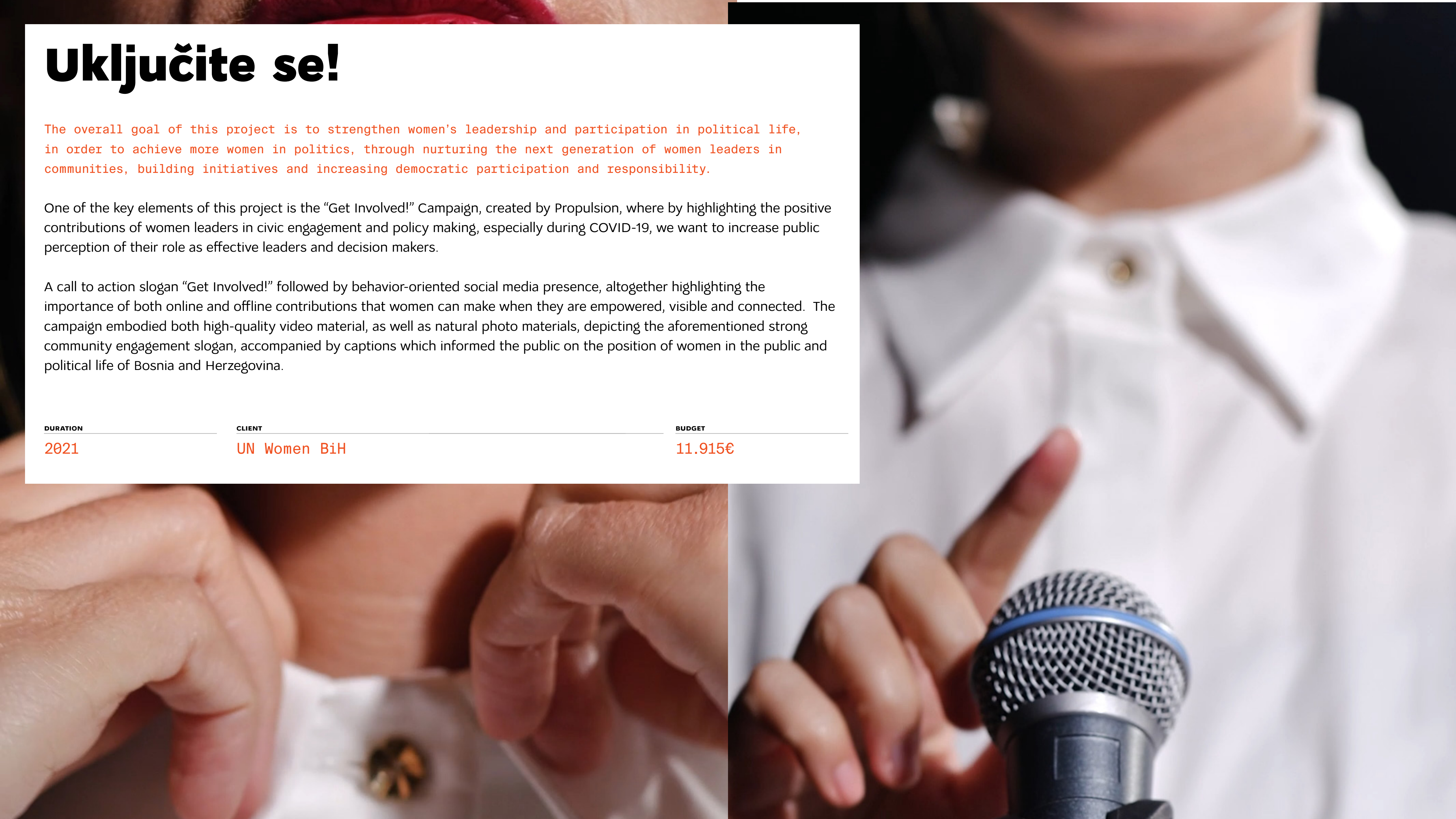
2021

## CLIENT

UN Women BiH

## BUDGET

11.915€



# The Sustainable Urban Mobility Networking in South East Europe

The Sustainable Urban Mobility Networking in South East Europe sub-project participated in the 4th Transport and Climate Change Week under the slogan “Smart and green recovery in the transport sector” organized on behalf of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

The more connected we are, the more sustainable we can become. That is why we gathered main objectives when it comes to sustainable transport - smart and resilient solutions - as topics that were discussed in one joint video with the majors of 6 capitals from the Western Balkans. By making a powerful collective message, we underlined the importance of coordinated choices, behaviors and impact that a group dynamic can make. The video contribution was the reflection of the slogan “Smart and green recovery in the transport sector”.

## DURATION

2021

## CLIENT

GIZ

## BUDGET

3.350€

# Social Media Campaign and Video production

The Good Governance Fund (GGF), a Unit of the UK Foreign, Commonwealth, and Development Office (FCDO), entrusted the ILO with the implementation of the project „Mitigating the impacts of Covid-19 in the World of Work in Montenegro.” The project’s overall development objective is to improve the policy response that Montenegro’s institutions offer to the negative impacts of the Covid-19 pandemic on the World of Work. Propulsion’s task was to develop a social media communication strategy. Making a communication strategy in the midst of an information crisis is an incentive for creating smarter social media solutions. Developing social media strategy that is “crises responsive”, adaptable to change and flexible, yet very strict and defined resulted with an innovative social media calendar and plan.

<u>DURATION</u>	<u>CLIENT</u>	<u>BUDGET</u>
2021	ILO	6.000€

Cvijeće je lijepo  
ali uvene brzo



# Foster the compliance and effective enforcement of core International labour standards

To support the national effort, and on the basis of ongoing collaborations, the ILO will support the Government in developing a National OSH Profile for Montenegro. For Montenegro, the development of a National OSH Profile is a first step to bringing the national OSH system in line with the international labor standards and EU Directives, and aims at further ratification of ILO Conventions.

By making a compelling publication, the goal was to contribute to better dissemination of the important work and contribution of ILO. It also serves as a memorabilia of considerable impact that ILO has had in recent years. The campaign has been based on video materials, reaching over 1,6 million people.

DURATION	CLIENT	BUDGET
2021	ILO	4.800€



# Be in the First League!

“Implementing Norms, Changing Minds” regional programme , implemented by UN Women Europe and Central Asia (ECA), aiming to support a reduction in discrimination and violence against women and girls in the Western Balkans - Albania, Bosnia and Herzegovina, Kosovo\*, North Macedonia, Montenegro and Serbia - and Turkey.

Making information a tool for anti-discrimination was the basis of the project “Implementing Norms, Changing Minds” regional programme. By producing the video that changes the perception of toxic masculinity and in order to transpose it to powerful narratives, we invited the football players as major role models among men and boys to tell a different story. By targeting the popular football players whose voices are being widely heard and adored, we asked them to speak in the name of those who are still silent, inviting their fans and general public to be inspired by their personal messages, making them viral in a totally different, yet still uniting manner.

DURATION

2021

CLIENT

UN Women ECA

BUDGET

68.775€

## BudiPrvaLiga

**NEMANJA MATIĆ**  
SERBIA

Football player in Manchester United F.C.

”

Now, as a man, I believe mistakes can be corrected!  
People can change. It's never too late to treat others  
with love and respect that they deserve.

”

# Da Se Zna! Website development

Propulsion provided services of redesigning the Association's website, creating a mobile version, and maintaining the website, as well as linking the organization's website to the regional site for reporting violence.

Redesigning the Association's website, creating a mobile version and linking it to the regional site for reporting violence, was a way to position Da Se Zna! as a "go to" platform when it comes to speaking out, making informed choices and radically communicating the importance of LGBT+ rights and support. Voices are being widely heard and adored, we asked them to speak in the name of those who are still silent, inviting their fans and general public to be inspired by their personal messages, making them viral in a totally different, yet still uniting manner.

#### DURATION

2021

#### CLIENT

Da Se Zna!

#### BUDGET

3.820€

English



[Report violence](#)



Support to LGBT+ people through  
the efficiency of the protection  
advocating for adequate reactions  
ate institutions.

[More about us](#)



# Third Regional Forum on the Promotion of the Istanbul Convention in the Western Balkans and Turkey

The Third Regional Forum “Integrated Policies, Inclusive Partnerships” was organized within the “Implementing Norms, Changing Minds” regional programme , implemented by UN Women Europe and Central Asia (ECA), aiming to support a reduction in discrimination and violence against women and girls in the Western Balkans - Albania, Bosnia and Herzegovina, Kosovo\*, North Macedonia, Montenegro and Serbia - and Turkey.

Making women being heard is more likely to happen when conferences on this topic are widely recognized. That is why we meticulously worked on a visibility plan for the Third Regional Forum. Additionally, we supported the media and social media promotion and coverage, and produced an after-event video, conveying the main outcomes and statements of the Regional Forum.

DURATION

2021

CLIENT

UN Women ECA

BUDGET

12.530€

1-2 December 2021

VIRTUAL EVENT



# The world you dream of - Phase I

Social Responsibility Program Svet kakav želiš (The World You Dream Of) provides mentoring and financial support to initiatives, institutions, organizations, initiatives at the national level, ideas and projects in the fields of public health, education and ecology.

The niche between corporate responsibility programmes and designing social impact is an important intersection for making powerful change. Our aim in the Social Responsibility Program was to make a campaign that will be recognized among the most relevant population for mentoring and financial support. Designing a campaign that communicates to the most driven, enthusiastic and innovative initiatives, institutions and organizations, was the main goal for creating the world where the best ideas are being recognized. The result of the first phase was the funding for three projects in the fields of education, public health and ecology, in the total amount of 10 million dinars.

#### DURATION

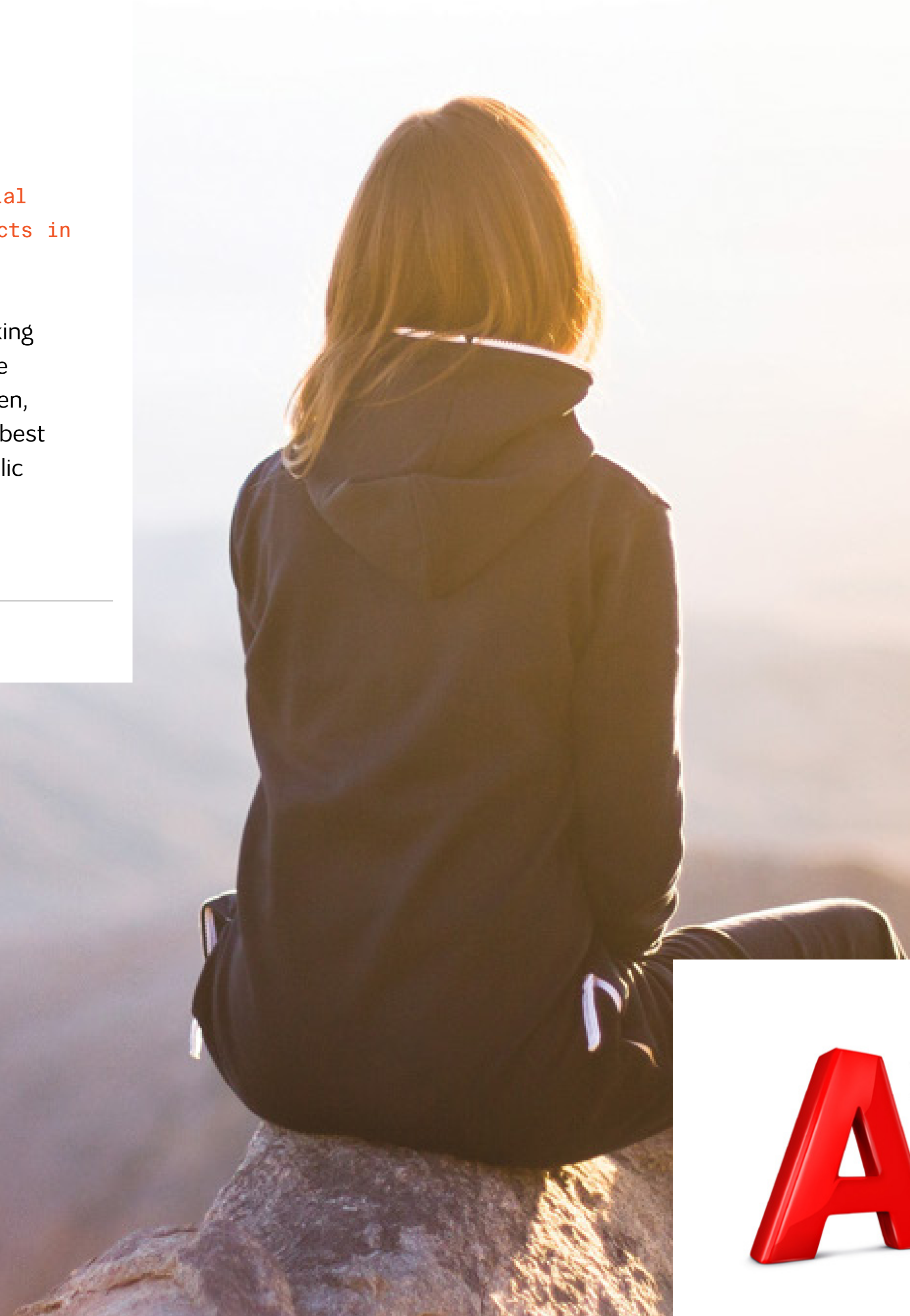
2021

#### CLIENT

A1 Serbia

#### BUDGET

85.100€



# The world you dream of - Phase II

The second phase of the program aimed to promote and support ideas and projects at the national level that improve work with children, help their development.

Recognizing the problems that society is facing is the best tool for recognizing and recruiting the people who have the solutions. The second cycle of the Svet kakav želiš (The world you dream of) program ended with the selection of five projects from five local communities that improve the quality of life and encourage solutions to the challenges that the community faces and within which they operate with the emphasis on children as the final beneficiaries.

**DURATION**

2021

**CLIENT**

A1 Serbia

**BUDGET**

76.600€



# The world you dream of - Phase III

The aim of the third cycle of the program was to select and support the top five projects at the local level that improve the quality of life in the local community and encourage the resolution of challenges it faces and operates within.

The third cycle of the Svet kakav želiš (The world you dream of) program ended with the selection of five projects which promote and support ideas and projects at the national level in area of ecology, education and public health.

#### DURATION

2021

#### CLIENT

A1 Serbia

#### BUDGET

76.600€



A 3D rendered logo in the bottom right corner. It consists of a large, bold, red letter 'A' followed by a smaller, black number '1'. The letters have a slight shadow and a metallic or glossy finish.

# The world you dream of - Niklo kao ja

Cities and urban environments are increasingly facing floods due to heavy rainfall, turning city streets into rivers, while the sewage system becomes overwhelmed, increasing the risk of infrastructure and property damage. However, there are global practices that can help address this problem, and one of them is rain gardens. In an effort to offer a solution and demonstrate that everyone can contribute to protecting the planet, in collaboration with the Faculty of Forestry, University of Belgrade, within the project, public areas will be transformed into rain gardens and green oases in 10 cities in Serbia: Belgrade, Novi Sad, Subotica, Novi Pazar, Smederevo, Kragujevac, Čačak, Niš, Bečej, and Sombor. These spaces will serve as places for relaxation, education, socialising, and entertainment for our fellow citizens.

#### DURATION

2022-2023

#### CLIENT

A1 Serbia

#### BUDGET

100.880€

Zasadi da  
bi **NikLo,**  
neguj da  
bi se **održalo**



**A1**



# Mijenjam igru

Main objective of the project is to create a group of YouTube content creators already popular in BiH and the region who will not shy away from discussing issues like extremism, hate crime, radicalisation and disinformation and, in professional and responsible manner, use their platforms to foster productive conversations around tough issues and make a positive impact on their respective communities.

In the midst of the pandemic, we wanted to build safer and more informed online space. By gathering top influencers, youtubers and new media experts from the region, we organized four day-trainings where we discussed subjects like extremism, hate crime, radicalisation and disinformation. By promoting mentor and mentee culture of exchanging knowledge, hands-on activities and critical thinking, we managed to make a platform that fosters productive conversations and creates the most positive social impact. By empowering a diverse group of content creators, we made understanding of social subjects less polarized as well as the gap between factual and practical knowledge. The bridging of investigative journalism and the power of influencers was the key factor in broadening the perspectives on news and media literacy as well as critical thinking.

#MijenjamIgru social media campaign was an online extension of the Sarajevo workshops where nine mentors - experts in the fields of communication, digital space, and human rights - as well as 10 social media influencers from Bosnia and Herzegovina participated and shared knowledge. The workshops as well as the campaign addressed the topics of fake news, disinformation, hate speech, investigative journalism, and regulations of video sharing platforms, in order to train participating influencers to act responsibly in their everyday online presence, on one hand, and to raise awareness of the general public about these topics, on the other. The campaign has not only communicated the workshops, but has also promoted educational videos made by the media experts, as well as an online competition between the participating influencers, on the best video on the topics on media and information and digital literacy. The competition was open for public voting, engaging a vast local audience. The campaign has resulted in **over 1,4 million reached, and over 267 thousand engaged people** on social media.

## DURATION

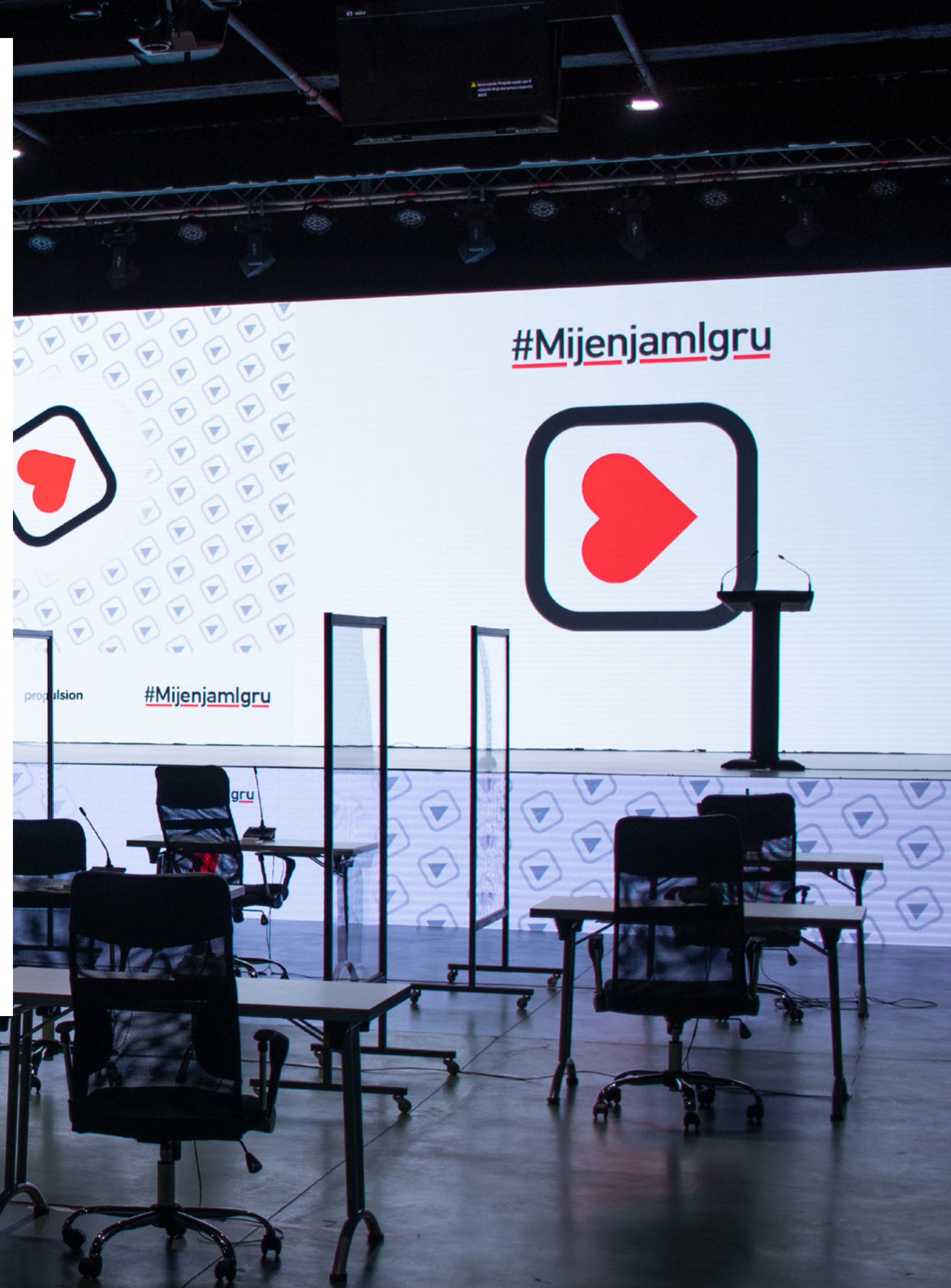
2020

## CLIENT

EU Delegation in BiH

## BUDGET

53.326€



# Disaster Preparedness and Prevention Initiative for South Eastern Europe

On the occasion of the 20th anniversary of DPPI, Propulsion was engaged for the provision of video production of a series of videos and graphic design of written materials. The video contained main activities, from the beginning until today, together with the achievements and facts (numbers) that show how crucial it is to work continuously on risk remediation problems.

Anniversaries always bring a recollection of many important memories and values. For the 20th anniversary of DPPI, we've tried to gather both reflective and visionary time perspectives, by creating allegorical storytelling. We have demonstrated the visual time machine composition with main activities and causes, from the beginning until today, together with the achievements and facts that show how crucial it is to work continuously on risk remediation problems. In the form of Zoom video postcards, we made compelling video notes that are strengthening the idea of solidarity and resilient togetherness that can be both reflected from and imagined through DPPI's vision.

## DURATION

2020

## CLIENT

DPPI SEE

## BUDGET

3.150€

EUROPE

# Prodišimo

The campaign “Prodišimo” was launched to reduce tobacco demand in Western Balkans countries. The project was funded by the international organization Campaign for Tobacco-Free Kids.

By raising awareness, our goal is to lower the levels of negative behaviors and societal patterns. The campaign “Prodišimo” was launched to reduce tobacco demand in Western Balkans countries and the result was the adoption of positive behaviors and creating the environment that promotes better and healthier choices. In a form of compelling infographic, social media followers are able to make more informed choices and learn about those important policies that we aimed to harmonize. The social media campaign on [Facebook](#) has consisted of informative up-to-date news on initiatives and smoking prevention.

## DURATION

2019–2020

## CLIENT

UNDP Bosnia and Herzegovina

## BUDGET

4.500€



PRODIŠIMO

# Programme Migration for Development

Main purpose of the Terms of Reference is to boost PR capacities of PME and PMD and its reach to media and general public by formulating and sending the adequate key messages in compliance with PME and PMD's goals and objectives.

Presenting the research of important programmes is a powerful tool for making social presence. By compelling graphic and informational content, we sent the most adequate key messages followed by high-quality solutions, and managed to make PMD presence on social networks recognizable and more comprehensive for the general population.

DURATION

2020

CLIENT

GIZ

BUDGET

15.910€



# Imagine2030

IMAGINE 2030 is an initiative of the UN team in BiH, designed to promote the Sustainable Development Goals and the 2030 Global Agenda through the use of “strategic foresight” and the innovative and interactive SDG consultations tool with elements and the dynamics of social games through which the participants create together, and in a very democratic manner, find imaginative solutions around a selected sustainable development goal.

Efforts to ensure strong business representation are made by sensitization of sustainability agenda. It's impossible to think of social responsibility without making it more and more responsible in the present, by following the values of future business opportunities. That is why we created the campaign that capacitated and prepared private and public sector partners in Bosnia and Herzegovina to contribute to the largest global agenda that exists today – Agenda 2030. By promoting the acceptance of the latest trends in social responsibility, we designed a campaign that brought the most relevant stakeholders in BiH together and empowered their own vision of sustainable development agenda, making the leaders relevant not by following new trends, but creating and implementing them.

The social media campaign has been promoted via Facebook, Instagram and Twitter, targeting the business community in Bosnia and Herzegovina, with the aim of raising awareness on the importance of business sustainability, on one hand, and on the other to encourage them to apply for the annual Award for business leaders in sustainable development. The campaign has used bright visual identity, with the emphasis on business, tech identity and human development. The identity and approach was coreigned with the one of UNDP in BiH as well as the SDG agenda. The campaigning efforts have resulted in **over 226 thousand people** reached via social media.

DURATION	CLIENT	BUDGET
2019–2020	UNDP Bosnia and Herzegovina	4.500€

**ZA BIZNIS LIDERE  
ODRŽIVOG RAZVOJA  
2020**



Švedska  
Sverige



Empowered lives.  
Resilient nations.



# GEN-D - Nurturing a Digital Future

The “Gen-D - Nurturing a Digital Future” program, implemented by Propulsion powered by Microsoft, is a multi-country program with the goal of contributing to the digital transformation in education by creating learning materials for programming.

We jointly with Petlja and other partners developed an online programming learning platform, and supported various pandemic crisis projects in adaptation to new forms of learning and improving algorithmic literacy. By broadening the coding concepts with skills such as critical thinking, creativity, collaboration, and communication and localizing the programming curriculum through translation into four local Balkan languages we created a vast amount of new opportunities and benefits. The social media [campaign](#) has revolved around the effort to raise awareness and general knowledge and interest on the current coding opportunities and developments locally and globally, among the children.

**DURATION**

2019–2020

**CLIENT**

Microsoft

**BUDGET**

102.000€



# Gen-D

Nurturing a Digital Future.



**PROPULSION  
DONATIONS  
FUND**

Propulsion fund works with partners, companies, donors, organizations, and individuals who foster social innovation that creates more dynamic, equitable, and prosperous communities.

Propulsion supports ideas with the potential to make social change and create innovative solutions to the needs and problems faced by different society members and groups. We are aiming to improve the cooperation of the for-profit and non-profit sectors, as well as to help provide solutions and address social needs and problems faced by the individuals.

**2021 total 13,5 million dinars**

**USAID: 1 million dinars**

**A1: 9 million dinars**

**EUROBANK: 3,5 million dinars**

**2022 total 15,3 million dinars**

**USAID: 1,7 million dinars**

**A1: 11,7 million dinars**

**EUROBANK: 1,9 million dinars**

## GRADOVI





# Svet kakav želiš

Od tebe počinje

Živimo u vremenu koje se konstantno menja, zato su nam potrebne i nove ideje koje menjaju svet na bolje, jer zaista je sve moguće, samo ako se dovoljno želi.

Prati naš program društvene odgovornosti i još danas počni da stvaraš svet o kakvom maštaš.

[svetkakavzelis.rs](http://svetkakavzelis.rs)

The logo for A1, featuring a large red 'A' and a smaller black '1' to its right.

## A1: The World You Dream of

A1 social responsibility program The world you Dream of provides mentoring and financial support to initiatives that have the potential to change the world for the better: institutions, organizations and associations, ideas and projects in the fields of public health, education and ecology.

The company A1 Serbia in partnership with Propulsion Fund launched the socially responsible program The World You Dream of in May 2021, when projects in the fields of education, public health and ecology were awarded.

The first phase of the program ended with the allocation of funds for three organizations in the total amount of 10 million dinars. The project "Better Air for the Citizens of the Internet Society of Serbia" won the most votes of the community, followed by the SOS Mama Center for Moms and Budi data driven, Petlja Foundation.

The implementation of the awarded projects was completed in December 2021.

The second phase began in August 2021 and aimed to promote and support ideas and projects at the national level that improve work with children, help their development and prepare them for the world we want. The total funds in the amount of 9 million dinars were equally distributed for the realization of three projects: Zaigrani, the project of the Center for the Development of Participatory Education, Early Child Development implemented by the Logo Association and the Garden Association project.

Funds for the implementation of these projects were allocated by A1 donating the amount of one monthly subscription for each contracted First Tariff during the promo period.

## Internet Society of Serbia, Better air for all

Fund: **5 million dinars**

The Internet Society of Serbia is an association of citizens open to cooperation in the field of the Internet and communication technologies, and especially in the use of the Internet in science, education and everyday life.

The project goal: As part of the Better Air for Citizens project, 40 citizens in eastern and southeastern Serbia received and installed Klimerka, an affordable device for measuring air quality.

Klimerko measures PM1, PM2.5 and PM 10 particles in air, as well as humidity, pressure and temperature. Every 15 minutes, the data collected by the device is updated on the open platform klimerko.org where visitors can see data on air quality in Serbia from the location where the device is installed, which was collected by all Klimerko devices connected to the platform.

### **The Center for Mothers , SOS Mama**

Fund: **3 million dinars**

The Center for Mothers is an organization that actively advocates for the rights of mothers, with the goal of connecting and providing all forms of support to mothers in Serbia, in the desire for the state to recognize their importance for the community and society as a whole.

About the project: SOS Mama phone line for mothers is available to mothers from all over Serbia. By calling 060 339 3390, moms have the opportunity to talk to a person who will listen to them, understand them and with whom they will be able to share their feelings, worries, concerns and problems.

Volunteer counselors trained to talk on the line provide support and understanding to mothers, which, according to research by the Center for Mothers, is one of the biggest and most important needs of mothers in Serbia.

The details of the conversation, as well as all the information that mom shared during the conversation, are confidential.



# Svet kakav želiš

## Od tebe počinje

Živimo u vremenu koje se konstantno menja, zato su nam potrebne i nove ideje koje menjaju svet na bolje, jer zaista je sve moguće, samo ako se dovoljno želi.

Prati naš program društvene odgovornosti i još danas počni da stvarati svet o kakvom maštaš.

[svetkakavzelis.rs](http://svetkakavzelis.rs)

# A1



The line is available every working day from 9.00 to 15.00.

### **The Loop Foundation, Be data driven**

Fund: **2 million dinars**

The Loop Foundation was established with the aim of improving algorithmic literacy in Serbia. Petlja is implementing successful and well-known projects and initiatives, and above all the official site for the competition of high school programming students in Serbia Takprog.

About the project: Budi Data Driven is a course dedicated to learning data processing, analysis and visualization using the Python programming language and an interactive data processing environment, Jupyter. On the examples of data from four areas, art, public health, ecology and sports, visitors can get acquainted with various data analysis techniques, different types of visualizations and the main ways to draw conclusions from the data. The material presents the basic concepts of statistics that encourage independent conclusions based on data, using the tools of the Python programming language.

The course is primarily intended for high school students, students of non-technical faculties, but also for all citizens who want to get acquainted with the processing, analysis and visualization of data.

### **Center For The Development Of Participatory Education, Playful**

Fund: **3 million dinars**

Support for kindergartens in encouraging creativity for all children. The Center for the Development of Participatory Education brings together a team of experts in the fields of pedagogy, psychology and ecology who create innovative solutions through the system of involving children in the active learning process.

The project goal: As part of the Zaigrani project, 106 kindergartens in Serbia are equipped with sets of Andramolje toys that encourage the development of learning dispositions in children. The toys are in line with the new national program of preschool education.

Also, a course with five online training lessons for educators and parents was created, and it is planned that several hundred more

practitioners (educators, nurses - educators, prevention nurses, professional associates, deputy principals, principals) and parents will undergo online training.

The project is being implemented on the territory of the whole of Serbia, with special attention to kindergartens from the least developed municipalities. The implementation of project activities lasts until June 30, 2022, when 6,000 to 8,000 children in Serbia will use Andramolje for psychomotor development and play.

### **Incredible Garden, Let's plant life together**

Fund: **3 million dinars**

A program of additional classes for primary school children who help children with cancer by growing food.

The goal of the Garden of Anything Association is to give every child who is being treated for cancer an equal right to quality treatment. By cultivating an organic garden, everything that is produced in it would be intended for donations for children who are being treated for malignant diseases.

The project goal: The project Let's plant life together aims to create the first organic garden from which food of controlled origin will be donated to children who are being treated for cancer and stay in NURDOR parental homes. Also, to interest and involve as many founders as possible who will have the opportunity to process material from the subject Biology and the World Around Us in a practical way, and thus learn all about healthy foods, crops, traditional and digital technology in organic production and their importance to society.

The implementation of project activities lasts until June 30, 2022, when nine visits to primary schools from Valjevska Kamenica, Valjevo, Belgrade and the donation of an average of 650 kg of fruits and vegetables to NURDOR parents' homes are planned.



### **Logo Association - Center For Development And Game, Early child development**

Fund: **3 million dinars**

Logo Association is a professional association that deals with the improvement of children's development, diagnostics and therapeutic work in the field of special education. Through innovative approaches in working with children, the development of the child's independence and initiative is encouraged, while his communication skills and patterns of behavior are improved and adapted, especially for those who are late in speech development.

The project goal: Within the project Early Child Development, an application was developed that contains educational video material with demonstration exercises of development skills for children up to three and a half years of age. The application is intended for parents and professionals who, with the help of materials on the application, can monitor the development of children, recognize patterns of their behavior and provide timely support. The implementation of project activities lasts until June 30, 2022, when the development of a model for determining the developmental level of the child's abilities is planned, as well as the addition of new video content.

### **i-Robot - Applied Physics and Electronics**

Fund: **500.000 dinars**

Applied Physics and Electronics association is a non-profit organization that offers free informal education to motivated high school students, both boys and girls, in the fields of artificial intelligence, robotics, applied physics, computer science, and related areas through hands-on work and mentorship from top experts.

The project goal: Through the procurement of equipment for summer camps of artificial intelligence and robotics in Tršić, we provided curious, talented, and motivated children with free hands-on and theoretical work under the mentorship of top experts in the fields of robotics, electronics, and artificial intelligence.

### **saMAMaMa - StartHub**

Fund: **500.000 dinars**

StartHub is an association that aims to foster the development of Kosjerić as a community based on the values of inclusion and equal opportunities for all citizens. Their actions are based on the specific needs of people, regardless of whether they live in rural or urban areas, and we focus on promoting mental health.

The project goal: The goal of the saMAMaMa project is to improve the psychological well-being and the position of postpartum women in Užice and Kosjerić through monitoring and informing the public and direct work with postpartum women. This includes developing support services for pregnant and postpartum women, as well as creating and improving public policies related to the healthcare of pregnant and postpartum women.

### **Srbija bez divljih deponija - Pro.Tok21**

Fund: **500.000 dinars**

Pro.Tok21 brings together enthusiasts from various backgrounds who are determined to offer new concepts for the functioning of our society within the local community. They primarily focus on directing their knowledge and skills towards raising awareness among citizens about the necessity of creating new models in the environment we live in.

The project goal: Through our support for this project, we aimed to improve the processes of remediation, removal, and prevention of illegal dumps in the Republic of Serbia through increased civic activism using digital tools.

### **Kutak za oporavak - Bačka Topola Agricultural School with Student Dormitory**

Fund: **500.000 dinars**

The project goal: By equipping the wildlife rehabilitation center for protected and strictly protected species of wild birds at the



agricultural school with a student dormitory in Bačka Topola, project raised the community's ecological awareness. Additionally, by providing care and treatment for injured birds, project contributed to nature conservation efforts.

### **Škola dobre volje - The Sombor Educational Center**

Fund: **500.000 dinars**

The Sombor Educational Center works towards improving the position of children, youth, and marginalized groups through education, humanitarian work, providing quality leisure time activities, promoting culture and informal education, volunteering, civic engagement, student activism, and advocating for youth work values and human rights protection.

The project goal: By equipping the digital cabinet, project enabled the sustainability of a free educational service for children (with a focus on children from vulnerable groups) and parents in Sombor.

### **Eurobanka, Škola kao nacrtana za vas**

MasterCard card "Eurobank Veliko srce" - is a standard credit card, which has an additional humanitarian value, whose visual identity was created by a student of the High School of Arts from Niš. Every time you pay something with this card or withdraw money from an ATM, the Bank separates a certain part of the funds from the income and directs them to secondary schools throughout Serbia. This money is intended for equipping and modernizing classrooms and offices.

First Economic School Belgrade, Computer equipment

Fund: 1,4 million dinars

Thanks to the funds collected by the humanitarian Mastercard "Eurobank Veliko srce", the students of the First Economic School from Belgrade received a completely new and modern one equipped cabinet for statistics and accounting. New furniture and computers, the total value

of which is 1.4 million dinars, will be used by 852 students of this school. According to the curriculum, the cabinet for statistics and accounting is used by all student profiles in this school, and the donated equipment directly affects the quality and organization of the teaching itself.

### **Economic School Šabac, Computer equipment**

Fund: **1 million dinars**

A new electronic language laboratory was opened at the "Stana Milanović" School of Economics in Šabac, while the school library is equipped with laptops that allow students to read books in electronic format. State-of-the-art equipment for learning foreign languages, with a total value of more than 1 million dinars, was provided with funds collected by the humanitarian Mastercard card "Eurobank Veliko srce", within the project "School as designed for you".

### **Economic School Subotica, Computer equipment**

Fund: **1,2 million dinars**

The third donation within the project "Škola kao nacrtana za vas" of Eurobank was implemented in the Economic High School "Bosa Milićević" in Subotica. More than 1.2 million dinars collected with the humanitarian Mastercard credit card "Eurobank Veliko srce" were invested in the modernization of the virtual bank cabinet. The new computer equipment will be especially important for students of the educational profile "Clerk in Banking and Insurance", who have the opportunity to actively improve their knowledge in a high-quality manner and in realistic circumstances.

Economic School Leskovac, Computer equipment

Fund: 0,55 million dinars

The fourth donation within the project "Škola kao nacrtana za vas" by Eurobank was made at the School of Economics "Đuka Dinić" in Leskovac. Thanks to the donation, the school received computer equipment and projectors modernized cabinet, and the funds are



provided from humanitarian transactions from the Mastercard credit card “Eurobank Veliko srce”. The new equipment will be particularly useful in further professional training for students with the educational profile Clerk in banking and insurance.

**Second Economic School Belgrade, Computer equipment**

Fund: **0,53 million dinars**

The fifth donation within the independent project of Eurobank “Škola kao nacrtana za vas” was realized at the Second School of Economics in Belgrade. The new computer equipment was provided with funds collected from transactions made with the “Eurobank Veliko srce” humanitarian Mastercard credit card. More than 1,200 students of this school of economic technician and financial administrator educational profiles are now preparing for their future professions in a quality way and in realistic circumstances.

**Economic School Zrenjanin, Computer equipment**

Fund: **1,2 million dinars**

Eurobank equipped the cabinet of the “Jovan Trajković” School of Economics and Business in Zrenjanin with 30 new computers, the value of which is more than 1.1 million dinars. The donation was realized as part of the Bank’s independent project “Škola kao nacrtana za vas”, and the funds were collected with the humanitarian Mastercard credit card “Eurobank Veliko srce”. The new computers will be of great importance to the students of this high school in Zrenjanin, because they are necessary for training in virtual companies, as well as financial and accounting training, office business, legal affairs and electronic business.

Economic School Kragujevac, Computer equipment

Fund: 1.3 million dinars

The seventh donation within the independent socially responsible project “Škola kao nacrtana za vas” was implemented by Eurobank at the School of Economics in Kragujevac. The bank provided the students of this school with 25 computers with a suitable server and other valuable equipment for the Banking Cabinet and the Cabinet

for Training in the Insurance Company. The value of the donation is more than 1.2 million dinars, and the funds were collected with the humanitarian Mastercard credit card “Eurobank Veliko srce”. The new equipment will be used by students with the educational profile of salespersons and clerks in banking and insurance in their further education.

**Economic School Niš, Computer equipment**

Fund: **1 million dinars**

Eurobank made another donation within the independent socially responsible project “Škola kao nacrtana za vas” at the School of Economics in Niš. Thanks to the funds collected by the humanitarian Mastercard credit card “Eurobank Veliko srce”, computer and other necessary equipment worth more than 1 million dinars was provided for the creation of a digital classroom. Thanks to this donation, the quality of online classes will improve, and students of different educational profiles will have the opportunity to further improve digital skills.

**Economic School Bor, Computer equipment**

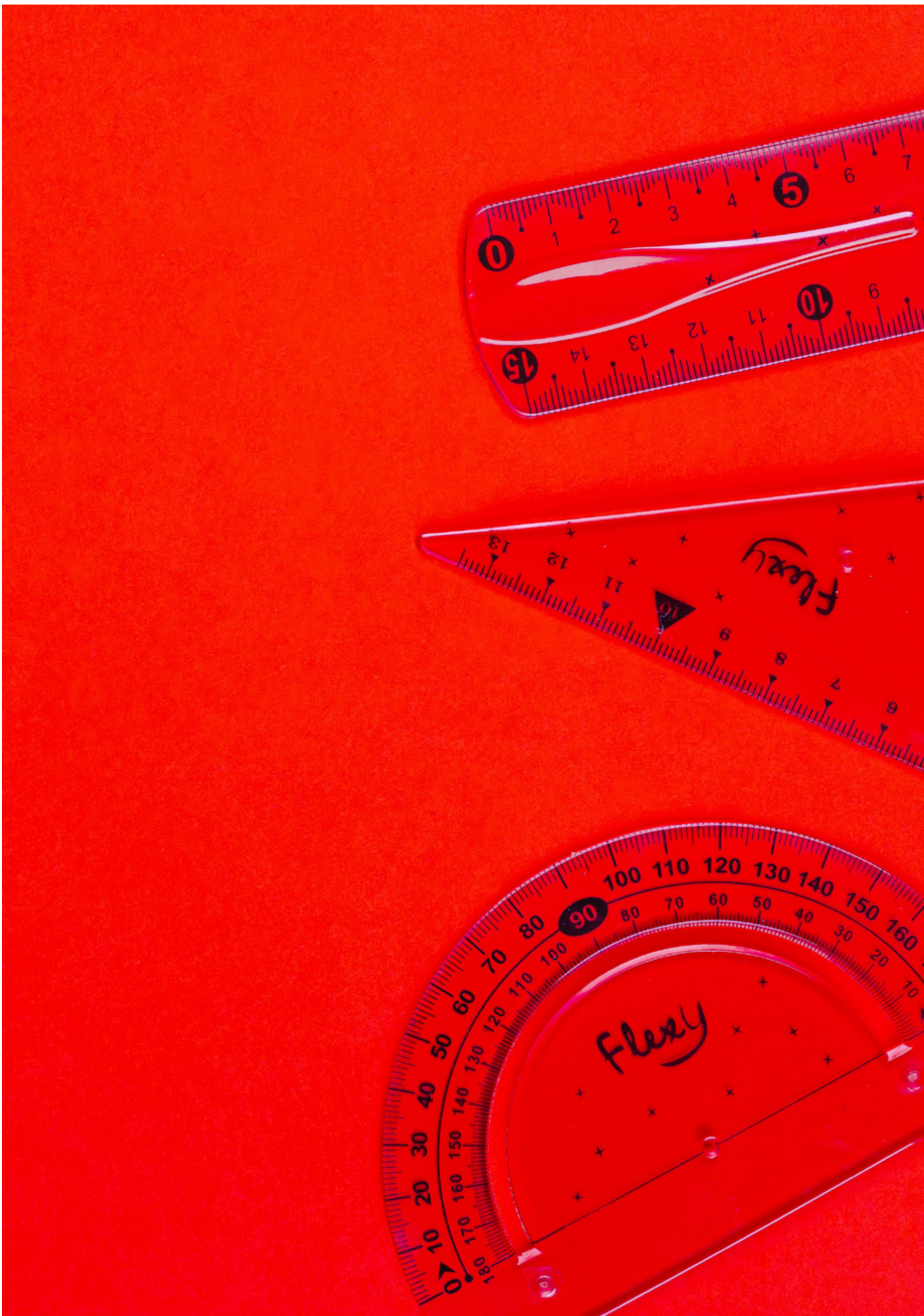
Fund: **0,43 million dinars**

Eurobank Direktna implemented a new donation as part of the independent socially responsible project “Škola kao nacrtana za vas” at the School of Economics and Business in Bor. Thanks to the funds collected by the humanitarian Mastercard credit card “Eurobank Direktna Veliko srce”, computer equipment worth more than 500,000 dinars was provided. In this way, the cabinet will receive new purposes, and with the acquisition of software packages, these computers will be used for economic business and accounting by economic technicians and for agency and hotel business by tourist hotel technicians.

**Economic School Loznica, Computer equipment**

Fund: **0,72 million dinars**

At the end of the successful school year, Eurobank Direktna made



another donation within the independent socially responsible project “Škola kao nacrtana za vas” in the secondary school of Economics in Loznica. Thanks to the humanitarian Mastercard credit card “Eurobank Direktna Veliko srce” and our clients, the users of this card, the Bank separates part of the funds from its income and directs them to equipping and modernizing secondary schools throughout Serbia. In this way, the School of Economics in Loznica was provided with computer equipment worth more than 700,000 dinars. humanitarian transactions from the Mastercard credit card “Eurobank Veliko srce”. The new equipment will be particularly useful in further professional training for students with the educational profile Clerk in banking and insurance.

#### **Second Economic School Belgrade, Computer equipment**

Fund: **0,53 million dinars**

The fifth donation within the independent project of Eurobank “Škola kao nacrtana za vas” was realized at the Second School of Economics in Belgrade. The new computer equipment was provided with funds collected from transactions made with the “Eurobank Veliko srce” humanitarian Mastercard credit card. More than 1,200 students of this school of economic technician and financial administrator educational profiles are now preparing for their future professions in a quality way and in realistic circumstances.

#### **Economic School Zrenjanin, Computer equipment**

Fund: **1,2 million dinars**

Eurobank equipped the cabinet of the “Jovan Trajković” School of Economics and Business in Zrenjanin with 30 new computers, the value of which is more than 1.1 million dinars. The donation was realized as part of the Bank’s independent project “Škola kao nacrtana za vas”, and the funds were collected with the humanitarian Mastercard credit card “Eurobank Veliko srce”. The new computers will be of great importance to the students of this high school in Zrenjanin, because they are necessary for training in virtual companies, as well as financial and accounting training, office business, legal affairs and electronic business.

Economic School Kragujevac, Computer equipment

Fund: 1.3 million dinars

The seventh donation within the independent socially responsible project “Škola kao nacrtana za vas” was implemented by Eurobank at the School of Economics in Kragujevac. The bank provided the students of this school with 25 computers with a suitable server and other valuable equipment for the Banking Cabinet and the Cabinet for Training in the Insurance Company. The value of the donation is more than 1.2 million dinars, and the funds were collected with the humanitarian Mastercard credit card “Eurobank Veliko srce”. The new equipment will be used by students with the educational profile of salespersons and clerks in banking and insurance in their further education.

#### **Economic School Niš, Computer equipment**

Fund: **1 million dinars**

Eurobank made another donation within the independent socially responsible project “Škola kao nacrtana za vas” at the School of Economics in Niš. Thanks to the funds collected by the humanitarian Mastercard credit card “Eurobank Veliko srce”, computer and other necessary equipment worth more than 1 million dinars was provided for the creation of a digital classroom. Thanks to this donation, the quality of online classes will improve, and students of different educational profiles will have the opportunity to further improve digital skills.

#### **Economic School Bor, Computer equipment**

Fund: **0,43 million dinars**

Eurobank Direktna implemented a new donation as part of the independent socially responsible project “Škola kao nacrtana za vas” at the School of Economics and Business in Bor. Thanks to the funds collected by the humanitarian Mastercard credit card “Eurobank Direktna Veliko srce”, computer equipment worth more than 500,000 dinars was provided. In this way, the cabinet will receive new purposes, and with the acquisition of software packages, these



#edukativnium  
#digitalnapismenost

computers will be used for economic business and accounting by economic technicians and for agency and hotel business by tourist hotel technicians.

#### **Economic School Loznica, Computer equipment**

Fund: **0,72 million dinars**

At the end of the successful school year, Eurobank Direktna made another donation within the independent socially responsible project “Škola kao nacrtana za vas” in the secondary school of Economics in Loznica. Thanks to the humanitarian Mastercard credit card “Eurobank Direktna Veliko srce” and our clients, the users of this card, the Bank separates part of the funds from its income and directs them to equipping and modernizing secondary schools throughout Serbia. In this way, the School of Economics in Loznica was provided with computer equipment worth more than 700,000 dinars.

#### **USAID, MIPS, NOVA PISMENOST**

Digital expedition CHALLENGE

Elementary school Mirko Jovanović, Preko stripa do znanja

Fund: 55.000 dinars

Development of creative abilities of students for the use of information and communication technologies through engagement, creation of adequate content (comics) for solving problems through combining classical and modern teaching.

#### **Elementary school Ivan Milutinović, Malci Digitalci**

Fund: **90.000 dinars**

Raising the level of digital literacy of students through education, as well as the creation of creative educational materials on specific topics about the Internet, communication on the Internet, recognizing and overcoming violence on the Internet, the rules of

safe use of the Internet

#### **Gimnasium Josif Pančić, #OkupiHosTim**

Fund: **113.000 dinars**

Creating an open educational resource - a manual for organizing online events, which contains guidelines for moderators, hosts, co-hosts and instructions on how to organize an online event, how to use teaching materials, as well as additional educational materials within online events.

#### **Elementary school Jovan Arandjelović, Biogeografija**

Fund: **55.000 dinars**

The project includes the creation of the site “Biogeography”, which will show the contents of integrated teaching of geography and biology. Lessons on the site will be displayed as Google maps with a geographical indication, description and image of a plant or animal species.

#### **Elementary school Miroslav Antić, Kada koristim vodu koristim sve u njoj**

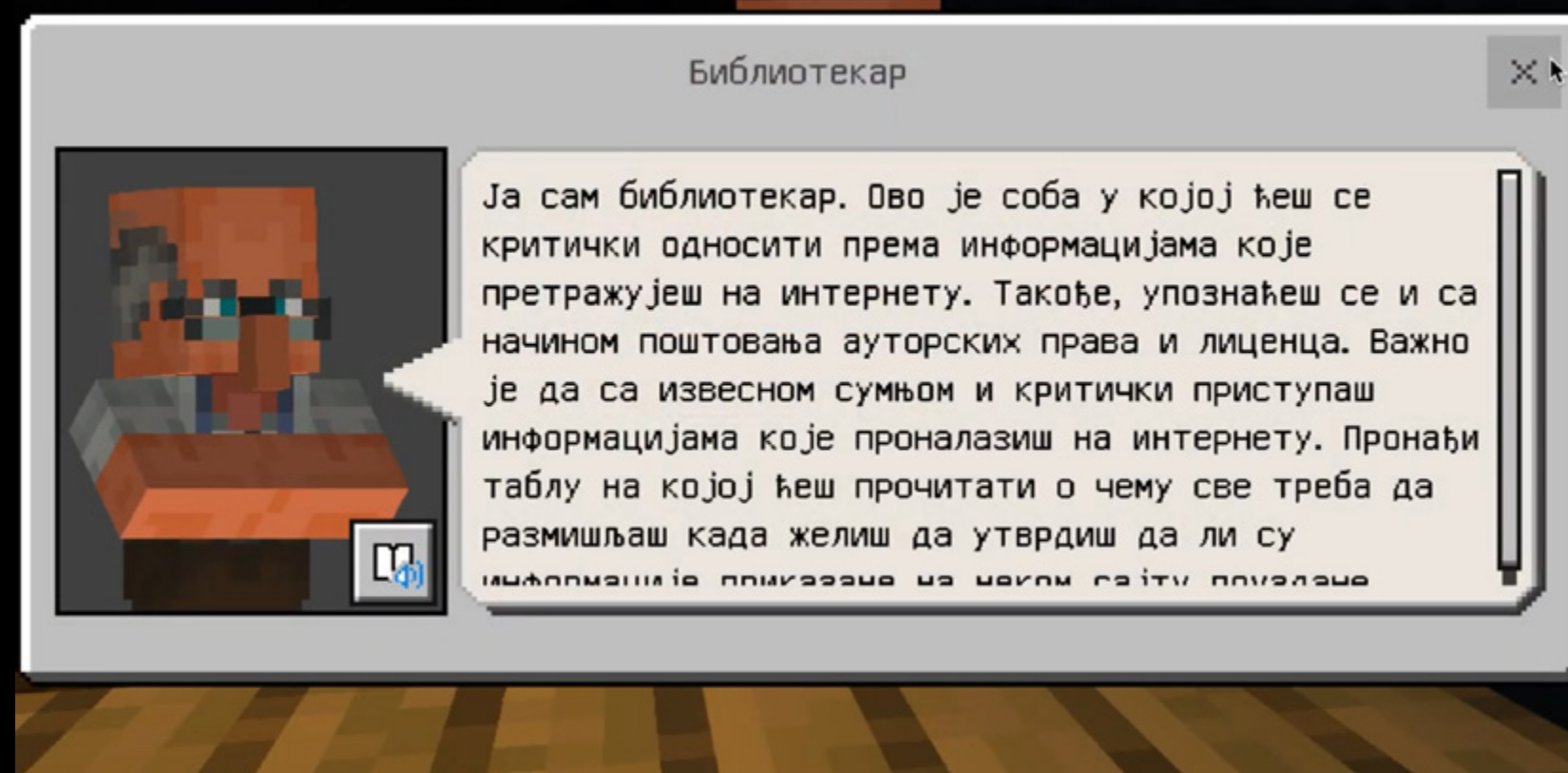
Fund: **50.000 dinars**

The goal of the project is to raise the digital literacy of school students and include them in the organization of an online science festival based on a research project on water pollution. Students use a variety of digital tools to process data and present their results. Use different types of presentations (PPT, prezi ...), excel spreadsheets and graphics, videos.

#### **The Philological High School of Belgrade, Digitalni bukvar**

Fund: **50.000 dinars**

The goal of the project “Digitalni Bukvar” is to create a resource (online profile) through which students with posts and interactive quizzes and questions will be able to test their knowledge of spelling, eliminate language doubts and as well as to express themselves properly.



### **Gimnasium Zaječar, Digi Sikers**

Fund: **100.000 dinars**

Digi Sikers presents a series of workshops and competitions for students and lectures for teachers on the use of treasure hunts in order to develop digital skills. Through a series of tasks (deciphering, verifying the authenticity of images, searching for information, proper use of e-mail, working with new tools ...), students develop digital skills, and the organizers assess the degree of development of analysis of completed tasks. Teachers will receive ideas and examples of the possibility of using this method in the classroom.

### **Elementary school Branislav Nušić, Digitalna Pismenost: Kako proceniti informacije pronađene online**

Fund: **100.000 dinars**

The aim of the project is to raise the capacity of young people to assess the value of Internet resources and empower young people to approach information critically.

### **Elementary school Dimitrije Todorović Kaplar, Deca -> Deci**

Fund: **150.000 dinars**

The project envisages peer creation of educational content related to education for students from 1st to 4th grade, and an application where children would present lessons according to the plan and program of activities that accompany the school program.

### **Medical School with Student Dormitory „Sestre Ninković”, EdUm - Edukativni Um**

Fund: **113.000 dinars**

The aim of the project is to launch a website with content in the form of short, fast, digital / printable forms (short videos, posters, flyers, audio / video podcasts, checklists, quizzes ...) needed to acquire knowledge and interactively master digital literacy.

### **First Kragujevac Gymnasium, Eskape soba**

Fund: **120.000 dinars**

The project envisages the creation of an educational game in accordance with the valid curricula provided for primary school students based on the Minecraft platform, in order to improve and advance the teaching process in our educational system.

### **Intermedia Association from Blace, KOVID(i) pravu INFO**

Fund: **300.000 dinars**

KOVID(i) pravu INFO aimed at media literacy of 24 young people from the Toplica district through a simulation of the actions of the most important actors in the pandemic management process (government, crisis headquarters, media).

### **Association of Paraplegics of the Mačvan District from Šabac, Ako si nevidljiv - ne postojiš!**

Fund: **300.000 dinars**

If you are invisible - you do not exist! is a project aimed at training organizations of persons with disabilities on the importance of being present in the media and on social networks in order to avoid misinformation or no information of vulnerable groups, which is especially evident during COVID 19.

### **Center for Education and Transparency Pancevo, Kako se uspešno boriti protiv COVID-19 lažnih vesti?**

Fund: **300.000 dinars**

How to successfully fight COVID-19 fake news? as a project aimed to build the capacity of young journalists from the territory of the city of Pancevo for “unmasking” fake news topics.

Humanitarian organization Let's save the family, Pančevo, Dečiji klub humanosti - učimo, pomozimo i pobedimo korona virus

Fund: 300.000 dinars

Children's Club of Humanity - Let's Learn, Help and Win The Crown Virus aimed to teach children in an interesting way about the





importance of preventing and fighting a pandemic.

**Secondary vocational school 4. Juli, Belgrade, Folder mojih emocija**

Fund: **141.000 dinars**

The idea of the project refers to the teamwork of students in creating shows that would be broadcast on the tube and steam channel through school websites and social networks. Project holders would collect and research the necessary information, photographs, stories on the Internet.

**Mathematical Gymnasium, benet.rs - (Be)zbednost na inter(net)u**

Fund: **109.000 dinars**

Through interactive workshops and pictorial illustrations, bring some of the everyday concepts closer to primary and secondary school students. The project will first be available on the website, where users will be able to learn how the Internet works, as well as what works great on the Internet. Users will be given the opportunity to test their knowledge through quizzes located at the end of each chapter.

**Graphic-media school, Kompjuter, veštica i ja**

Fund: **150.000 dinars**

The project is the production of an animated video of an educational nature, which in a humorous way draws attention to safe behavior on the Internet.

**Seventh Belgrade Gymnasium, Mrežica**

Fund: **100.000 dinars**

Creating an online platform Mrežica whose main goal is the promotion of media and digital literacy, as well as the development of critical thinking among students. The basis of the platform is a website through which you can access materials from various

thematic areas that are closely related to media and digital literacy, online quizzes, tests that can be used in teaching and extracurricular activities, as well as free time for students, parents and teachers.

**Elementary school Sveti Sava - Bajina Bašta, Bezbedno surfuj**

Fund: **185.000 dinars**

The Bezbedno surfuj project aims to teach children, parents and citizens the basic aspects of safe internet use and data protection in the digital environment.

**Elementary school Sveti Sava - Kraljevo, Englesko-srpski rečnik IT pojmova sa izgovorom**

Fund: **200.000 dinars**

The project aims to create an electronic Moodle platform and the realization of English-Serbian dictionary of IT terms with pronunciation for students from 1st to 8th grade, in addition to the technical part of the project aims to raise media literacy in students in reading and reading knowledge.

**Elementary school Milena Pavlović Barili, Bioritam kompjutera**

Fund: **115.000 dinars**

The “Biorhythm of the Computer” project enables younger students to acquire an algorithmic way of thinking as well as to develop creativity in that way. Through a film and a purpose-made game, the students of the younger grades of primary school will have the opportunity to get acquainted with the basics of programming and robotics in a fun way.

Nagrada

„Dragan  
Janjić”



## **INDEPENDENT ASSOCIATION OF JOURNALISTS OF SERBIA (IAJS) “DRAGAN JANJIĆ” AWARD**

Fund: **527.510 dinars**

For the second time, the “Dragan Janjić” award for the best academic and research papers on media literacy was awarded in 2023. The award was established with the MIPS’s support by The Independent Association of Journalists of Serbia (IAJS) and Beta News Agency in memory of one of the founders of the IAJS and Beta and the key person in conceptualizing the MIPS program. Out of 22 submissions, two prizes were awarded: professional (Dobrinka Kuzmanović for the text From “digital natives” to “digital morons” - youth and digital gaps) and student (Stefan Kosanović for the text Sports psychologist Saša Sredanović falsely presents herself to the public) awards in the gross amount of RSD 160.000 each. Awarded works will be published and promoted, contributing to the increased popularity of academic work in media literacy and recognized authors.

## **CORPORATE COMPLIANCE ASSOCIATION (CCA) - “AMBASSADORS OF RESPONSIBLE BUSINESS” INITIATIVE AND THE CODE OF ETHICS**

Fund: **540.000 dinars**

Propulsion supported the Corporate Compliance Association (CCA) in establishing the “Ambassadors of Responsible Business” initiative, which brings together leading companies and business associations in Serbia, including AstraZeneca, Hemofarm, Delhaize Serbia, Lidl Serbia, Mobi Bank, UniCredit Bank, Marić Mališić Dostanić Law Office, A1, Frikom, Nordic Business Alliance and E-commerce Association. The initiative is being implemented within the MIPS by the United States Agency for International Development (USAID) and Propulsion in cooperation with the Commissioner for Information of Public Importance and Personal Data Protection and the Corporate Compliance Association and with the assistance of the National

Alliance for Local Economic Development (NALED). One of the objectives of the initiative is to create and promote the code of ethics for businesses in order to improve the levels of protection of digital rights of the customers and employees and corporate compliance.

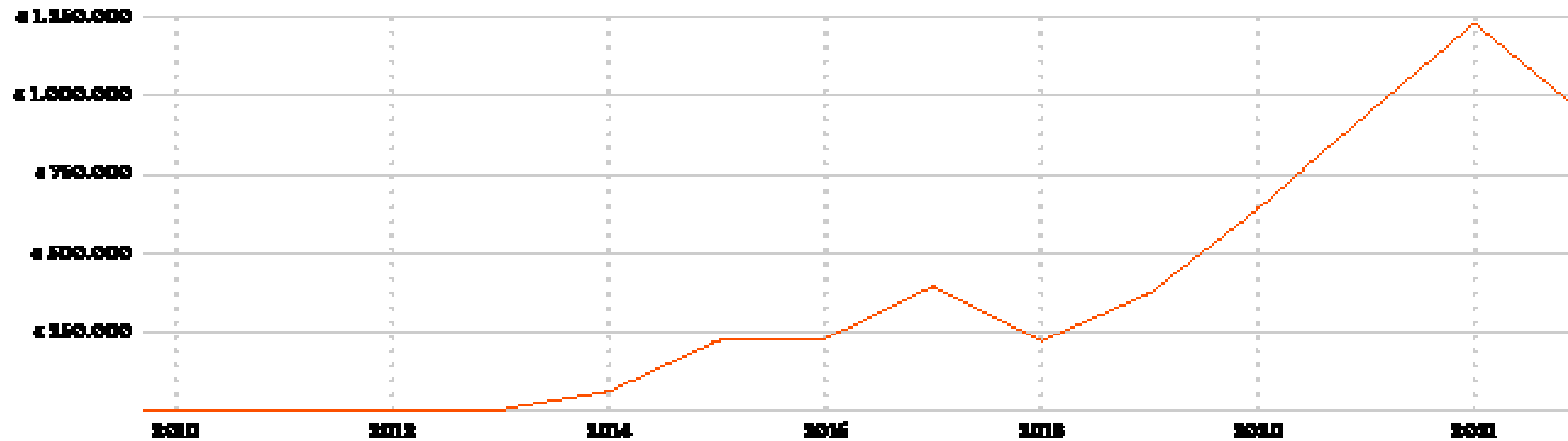


# **FINANCE AND NUMBERS IN 2022**

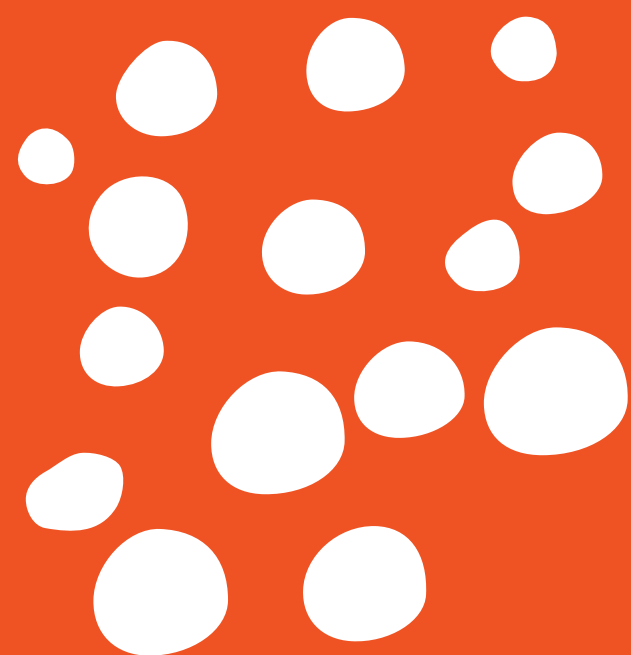


# Foundation Propulsion Fund Serbia, Total Income Per Year

# 2014 → 2022



– INCOME –		
YEAR	TOTAL INCOME	% OF INCREASE
2014	€ 60.217	0
2015	€ 221.536	268%
2016	€ 228.742	3%
2017	€ 395.203	73%
2018	€ 217.983	-45%
2019	€ 374.464	72%
2020	€ 648.876	74%
2021	€ 1.197.766	85%
2022	€ 931.225	-22%

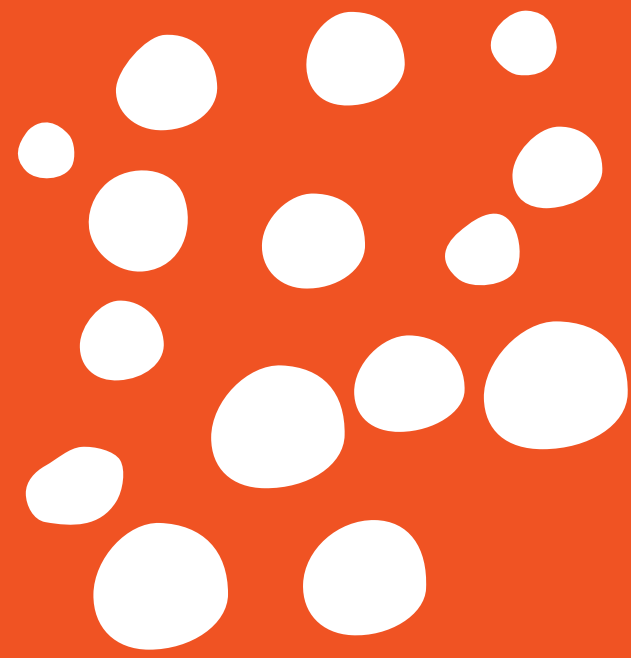


## Financial Annual Plan for 2022

<b>TOTAL PROPULSION COSTS</b>	<b>41.000 €</b>	<b>492.000 €</b>
Personnel	27.000 €	324.000 €
Office and Administration Expenses	6.000 €	72.000 €
Development Expenses: annual membership fees, travel and unpredictable costs ( <i>up to 10% of total budget</i> )	5.000 €	60.000 €
Administration and financial services	3.000 €	36.000 €
<b>Program costs cca 60%</b>	<b>28.700 €</b>	<b>344.400 €</b>
<b>Total annual budget</b>		<b>836.400 €</b>

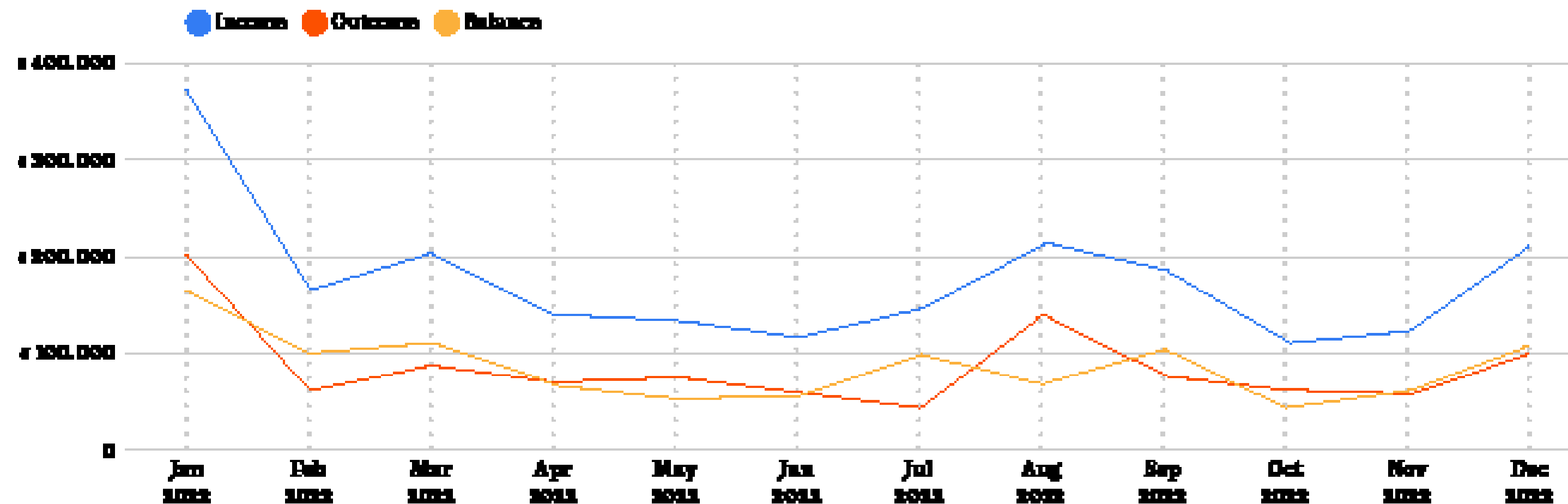
## Income plan for 2022

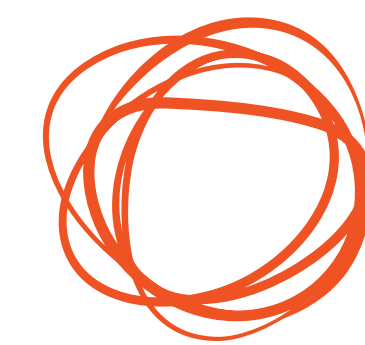
Donor/ Client	Project Name	Q1	Q2	Q3	Q4
USAID	MIPS/ Nova pismenost	180.000,00€	230.000,00€	150.000,00€	180.000,00€
A1	Svet kakav želiš	87.000,00€	-	53.000,00€	-
Eurobank	Škola kao nacrtana za vas	25.000,00€	7.700,00€	-	-
UNDP Montenegro	Digitalisation and e-Services	12.000,00€	18.900,00€	29.100,00€	28.600,00€
<b>TOTAL sum/ Total per Q</b>		<b>304.000,00€</b>	<b>256.600,00€</b>	<b>232.100,00€</b>	<b>208.600,00€</b>



# Executed Budget Allocations 2022

Total Income	930.000 €
Total Outcome	900.000 €
● USAID	887.000 €
● A1	44.000 €
● EUROBANKA	35.000 €
● UNDP Montenegro	32.000 €





**propulsion**

**Rankeova 16  
Koturova 6**

**Belgrade  
Sarajevo**

**+381 11 405 9619  
+387 33 447 227**

[propulsion.one](http://propulsion.one)