



**WMG**  
**FOUNDATION**  
FOR A SUSTAINABLE FUTURE

# ANNUAL REPORT FOR 2024





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# INTRODUCTION



The WMG Foundation was established in March 2024 with a clear mission to support and encourage the self-sustainability of society as a key basis for achieving European and global competitiveness. Our vision rests on the belief that Serbia and the Western Balkans have the potential to become stable, sustainable societies and respected partners in the joint effort for a sustainable Europe and a sustainable world.

Guided by this vision, through the work of the foundation we make available our most valuable resources – knowledge, experience and influence. Our approach is based on concrete initiatives that promote economic, social and environmental sustainability, with the aim of encouraging systemic change and creating an environment in which individuals and communities can realise their full potential.

In its first year, the WMG Foundation launched three key projects that reflect our strategic direction: **EUpavo Zato, Prevention as a Guarantee, and Empowering Young People: Climate Change Education for Primary School Pupils**. At the same time, the foundation established a strong network of partnerships with numerous relevant domestic and international actors recognised as key drivers of social and systemic change, further strengthening our mission and our capacity for joint action.

Through these initiatives and partnerships, we actively contribute to social dialogue, the strengthening of trust, the protection of health and the promotion of environmental awareness, encouraging the development of a sustainable and inclusive future for Serbia and the region.



# Introductory Speech



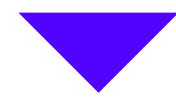
The first year of work of the WMG Foundation has shown that knowledge, trust and partnership bring the most valuable results. In a short period of time, we built a strong network of cooperation with institutions, experts, international organisations, civil society and the business sector. It is precisely from these connections that we draw the strength for further work, because sustainable solutions and a better quality of life in the community can only be achieved through joint efforts. Our mission remains clear: through responsible work and the exchange of knowledge, we contribute to a society in which everyone has the opportunity to live a healthy and dignified life. We believe that Serbia and the Western Balkans have the potential to be reliable partners in creating a stable and sustainable Europe. A special place in our work is held by the founder of the Foundation – the WMG Company (Wireless Media Group), whose support provides a solid anchor and encouragement. On these foundations, we develop projects that deliver long-term and measurable results, aimed at the wellbeing of people and the community. This is only the beginning. Real change happens when we build it together – with partners and communities that share the same values and vision of the future. I am proud to be part of this path and that, together, we are shaping a story of trust, responsibility and sustainable change.

## Ana Aleksić

CHAIRWOMAN OF THE BOARD OF  
THE WMG FOUNDATION



# Introductory Speech



I look back on the past year with great pride. In a short period of time, driven by enthusiasm and dedication, we managed to gather a team of exceptional people, build a network of trust and launch important projects.

By establishing the WMG Foundation, we created the space to transform the values we believe in into concrete activities - ones that contribute to the creation of a more inclusive, fairer and more sustainable society. Although we cover a wide range of topics - from European integration and public health to education - our key focus remains clear: sustainability and the creation of conditions in which individuals and communities can grow, develop and reach their full potential. The results achieved in our first year exceeded our expectations and further encouraged us to approach new challenges with even more energy, knowledge and confidence. In the coming period, we will remain committed to developing projects that bring long-term, measurable change, and we will continue to support every initiative aimed at the common good. I believe in the power of unity, in the strength of ideas that inspire, and in the future we are building together. Real change begins when we do not give up - neither on the vision nor on one another.

**Irena Petrović**

DIRECTOR OF THE WMG FOUNDATION





# PROJECTS

Already in its first year, the WMG Foundation made strong progress towards fulfilling its mission by launching three strategically important projects. These projects are not merely individual initiatives, but part of a thoughtful and integrated approach aimed at strengthening the resilience and self-sustainability of our society – through the promotion of European values, the protection of health and the empowerment of young people to face the challenges of the 21st century.

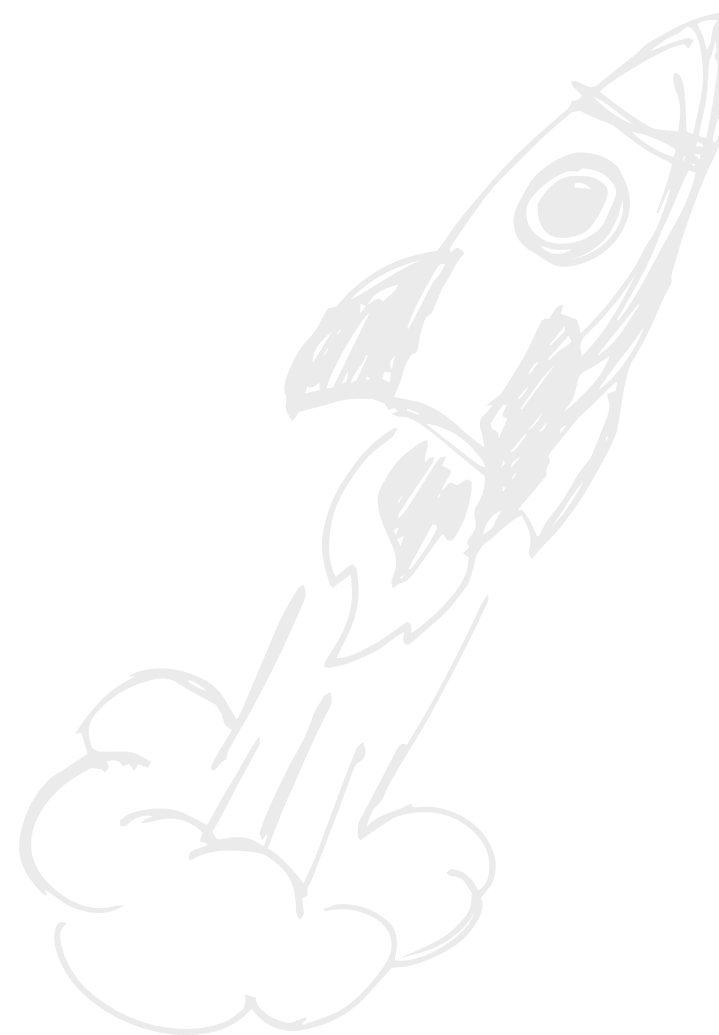
Through innovative formats, cross-sector cooperation and the direct participation of citizens, the foundation succeeded in a very short time in achieving significant results and laying the groundwork for long-term impact. Each of these projects is designed as a tool for change, but also as an invitation for all social actors to join in collective action.





# EUPRAVO ZATO

The mission of the initiative is to make the EU personally relevant to each individual, helping citizens to recognise the concrete benefits of European integration – through stability, security, improved quality of life and economic development.



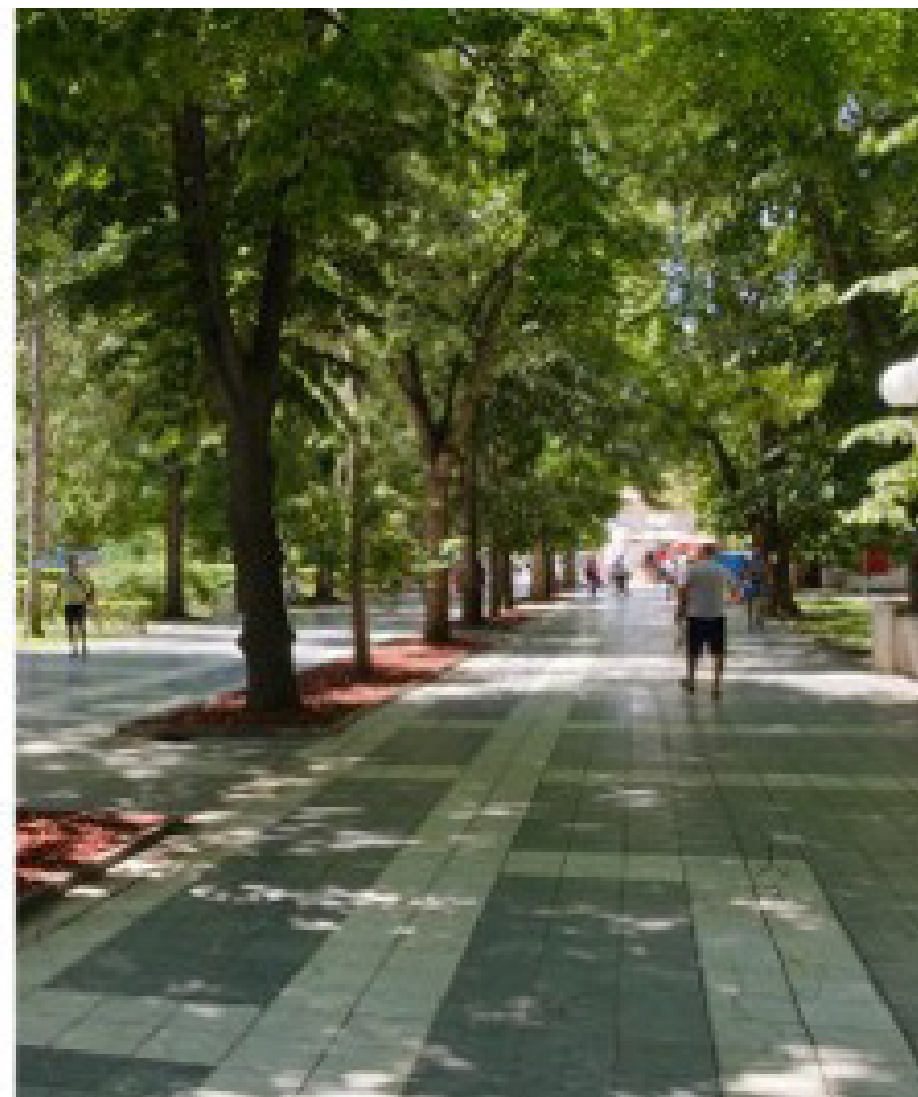


Nedavno • Energetika i životna sredina • Energetika efikasnost

## Ova opština u Srbiji koristi otpadnu vodu za grejanje svojih škola! Kako su došli do tog rešenja i šta im je ono donelo?

Kako je "Zeleno srce Srbije" postalo još zelenije? Opština Sokobanja predstavila je nedavno novi sistem grejanja školskog objekta, koji koristi otpadnu termalnu vodu iz banjskog kompleksa.

05.03.2024.



Nedavno • Energetika i životna sredina • Energetika efikasnost

## EU podržala rad Uprave za finansiranje i podsticanje energetske efikasnosti – šta to znači?

Ako želite vaš dom da učinite energetske efikasnim, a ne znate odakle da krenete, možete da se obratite ovoj Upravi.

05.03.2024.



# EUpravo Zato – An initiative for better understanding and strengthening trust between Serbia, the Western Balkans and the EU

One of the first and most important projects of the WMG Foundation in 2024 was the EUpravo Zato initiative, created as a response to the growing need for deeper mutual trust and improved understanding between Serbia, the Western Balkan countries and the European Union. The initiative emerged as a reaction to alternative geopolitical narratives and the lack of reliable, clearly presented and relevant information about the role and importance of the EU for the citizens of this region.

The aim of EUpravo Zato is to bring the values, policies and projects of the European Union closer to citizens in a clear, direct and comprehensible way.

As a digital platform with a **portal attracting more than one million visitors per month**, EUpravo Zato maximises the potential of social networks to reach broad and diverse target groups. In 2024, it achieved a strong digital reach: **over 800,000 users on Facebook, more than 80,000 users on Instagram, 90,000 video views on TikTok, and over 3,000 unique visitors on LinkedIn.**





The launch of EUpravo Zato was marked by a formal gala evening attended by representatives of the diplomatic corps, partner organisations, the academic and business communities, including Ana Brnabić, then Prime Minister of the Republic of Serbia, Tanja Mišćević, Minister for European Integration, H.E. Emanuele Giaufret, Head of the EU Delegation to Serbia, and H.E. Christopher Hill, US Ambassador to Serbia. The event was further enriched by video addresses from Oliver Várhelyi, European Commissioner for Neighbourhood and Enlargement, as well as James O'Brien, US Assistant Secretary of State for European and Eurasian Affairs.



During 2024, the EUpravo Zato initiative was also a partner of the EU – Western Balkans Summit held in Brussels, an event of strategic importance for redefining the dialogue on the enlargement of the European Union. Over three panels, officials from Western Balkan countries, the European Commission, the European Parliament, representatives of the diplomatic corps, NGOs and the academic community discussed overcoming challenges in the accession process, the region's economic future, and key reforms in Western Balkan countries.

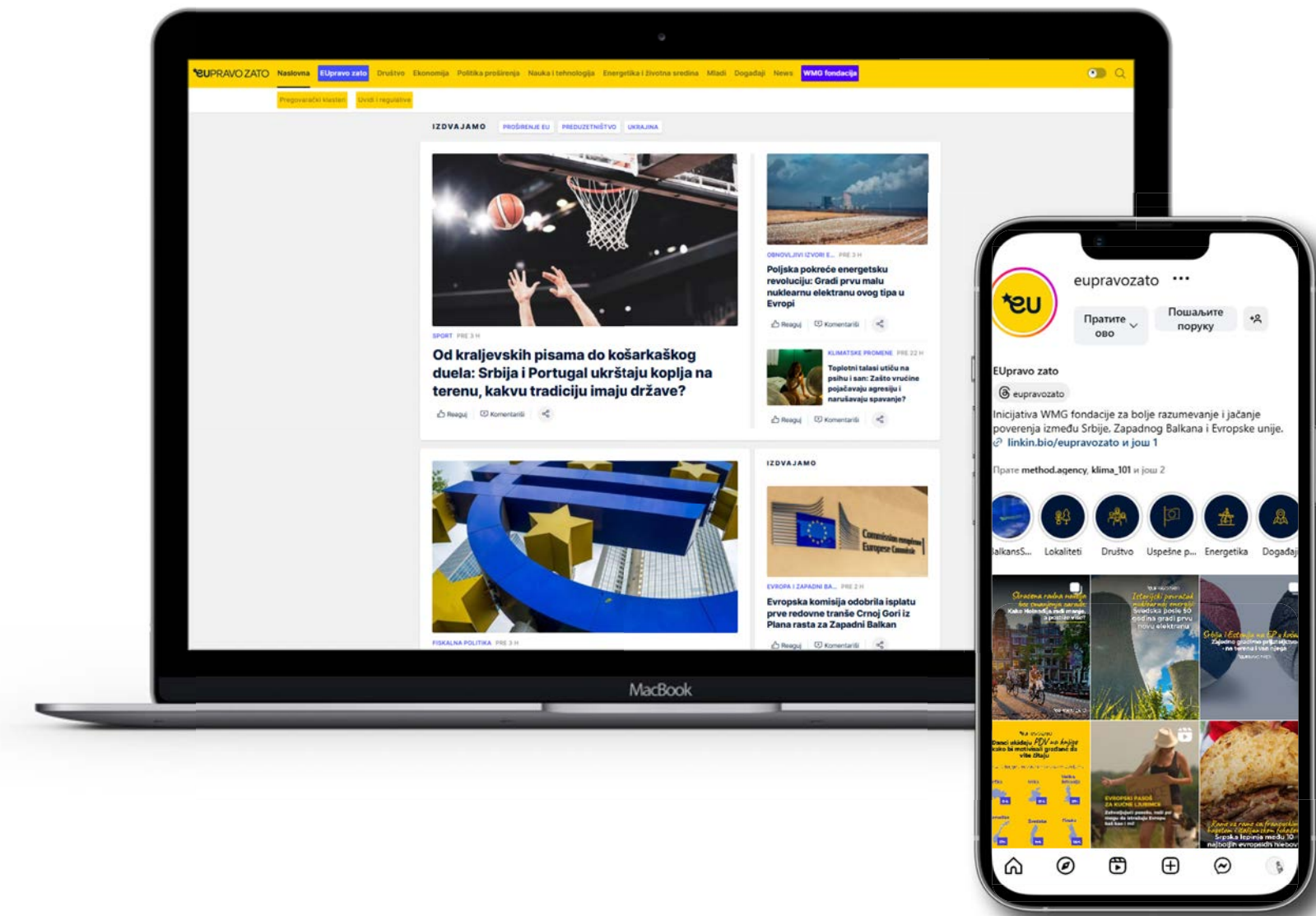


The EUpravo Zato initiative laid the foundations for a new form of communication between institutions and citizens, creating space for open dialogue and informed decision-making, with the ultimate goal of strengthening trust and accelerating the European path of Serbia and the entire Western Balkans. Recognising its importance, numerous high-ranking domestic and international officials offered their support through exclusive statements and appearances, further confirming the credibility and strategic relevance of this platform as a bridge between citizens and European institutions.

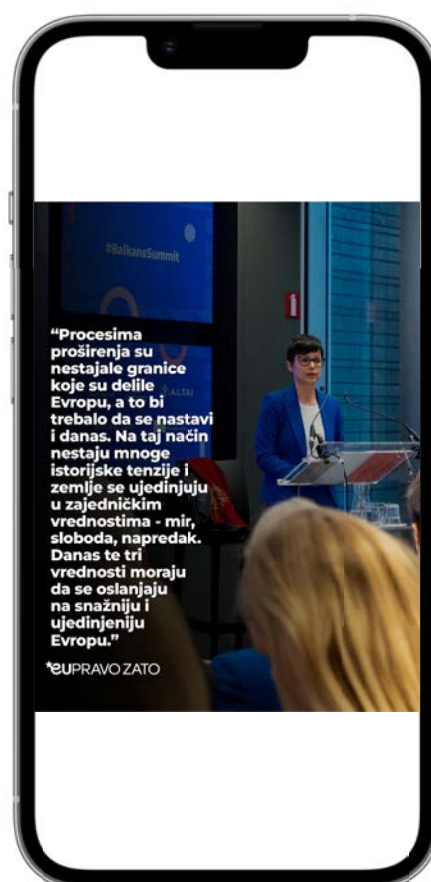


# EUpravo zato

- regularly reports on issues relevant to the Western Balkan region,
- through analyses and interviews addresses topics important for enlargement policies with domestic experts and Members of the European Parliament,
- analyses key political and social processes,
- promotes examples of good practices and reforms leading to European standards,
- contributes to the development of a strong digital media platform that also serves as a relevant source for other media in the region.



Foreign ambassadors in Serbia, representatives of European and domestic institutions, the NGO sector, as well as numerous associations and organisations implementing projects supported by European funds across various fields, have all participated in EUpravo Zato. It has also brought many stories from Serbia, the region and EU member states.







# PREVENCIJA KAO GARANCIJA





# United for a Healthier Future

As part of its strategic goals aimed at improving quality of life and strengthening societal self-sustainability, the WMG Foundation launched the project “Prevention as a Guarantee” in March 2024, dedicated to raising public awareness about the importance of preventive healthcare and improving public health in Serbia.

Through information-sharing, education and concrete activities, the project aims to motivate citizens to adopt healthy lifestyles and regularly attend preventive screening examinations. A special emphasis is placed on breast cancer prevention, given the alarming statistics that place Serbia first in Europe for mortality among women from this disease – a direct consequence of late detection and an underdeveloped culture of preventive screening.

Alongside breast cancer, the project also addresses the prevention of other serious health conditions: gynaecological cancers, lung cancer, prostate cancer and cardiovascular diseases, which are among the most common causes of death in modern society.

To mark the start of the project, on 27 March 2024 a conference titled “Prevention as a Guarantee – Challenges, Achievements and Perspectives in Breast Cancer Prevention” was held, gathering leading experts in oncology, public health and health policy. The conference served as a platform for knowledge exchange, sharing best practices and laying the groundwork for stronger cross-sector cooperation. It was opened by the then Minister of Health, Danica Grujičić, and the Director of the WMG Foundation, Irena Petrović.

The project also launched a continuous media programme for information and education, within which a significant amount of content dedicated to health, prevention and the importance of regular check-ups was published throughout the year, further contributing to raising public awareness and strengthening health culture in Serbia.

The project is implemented with the institutional support of the Ministry of Health of the Republic of Serbia, in partnership with the patient association Women’s Centre Milica and the company AstraZeneca as donor.

This multi-year initiative aims to become a platform for health education and cooperation between the state, experts, civil society and citizens, with the goal of developing and establishing a culture of prevention in Serbia as the foundation of a responsible approach to health.





# EMPOWERING YOUNG PEOPLE





# Education of Primary School Pupils on Climate Change

The project “Empowering Young People: Education of Primary School Pupils on Climate Change” was launched with the aim of improving climate change education in primary schools across Serbia, empowering pupils to become informed, responsible and active participants in addressing this global challenge. By focusing on understanding the causes, consequences and possible solutions to climate change, the project seeks to increase young people’s environmental awareness and build the foundations for a sustainable future.

The project was launched in September 2024 as a response to research by Dr Igor Leščešen, a climate change researcher from the University of Novi Sad, which highlighted a pronounced lack of systemic climate change education in primary schools.

In partnership with the Borislav Pekić Primary School in Belgrade, which is part of the certified Eco-School programme, the WMG Foundation organised three of the five planned workshops during 2024, intended for pupils from the 2nd to the 7th grade. The workshops were led by Dr Jelena Milanković Jovanov, Assistant Professor at the Department of Geography, Tourism and Hospitality at the Faculty of Sciences, University of Novi Sad. The educational content was adapted to the pupils’ age and covered key topics – from the causes of climate change and their impact on the environment and human health to concrete measures for mitigation.

The remaining activities planned within the project – two additional educational workshops and practical sapling-planting activities in the schoolyard – will be carried out during 2025.

Through such activities, the WMG Foundation aims to contribute to the development of education for sustainable development and to encourage younger generations to understand and take responsibility for the climate challenges we face.

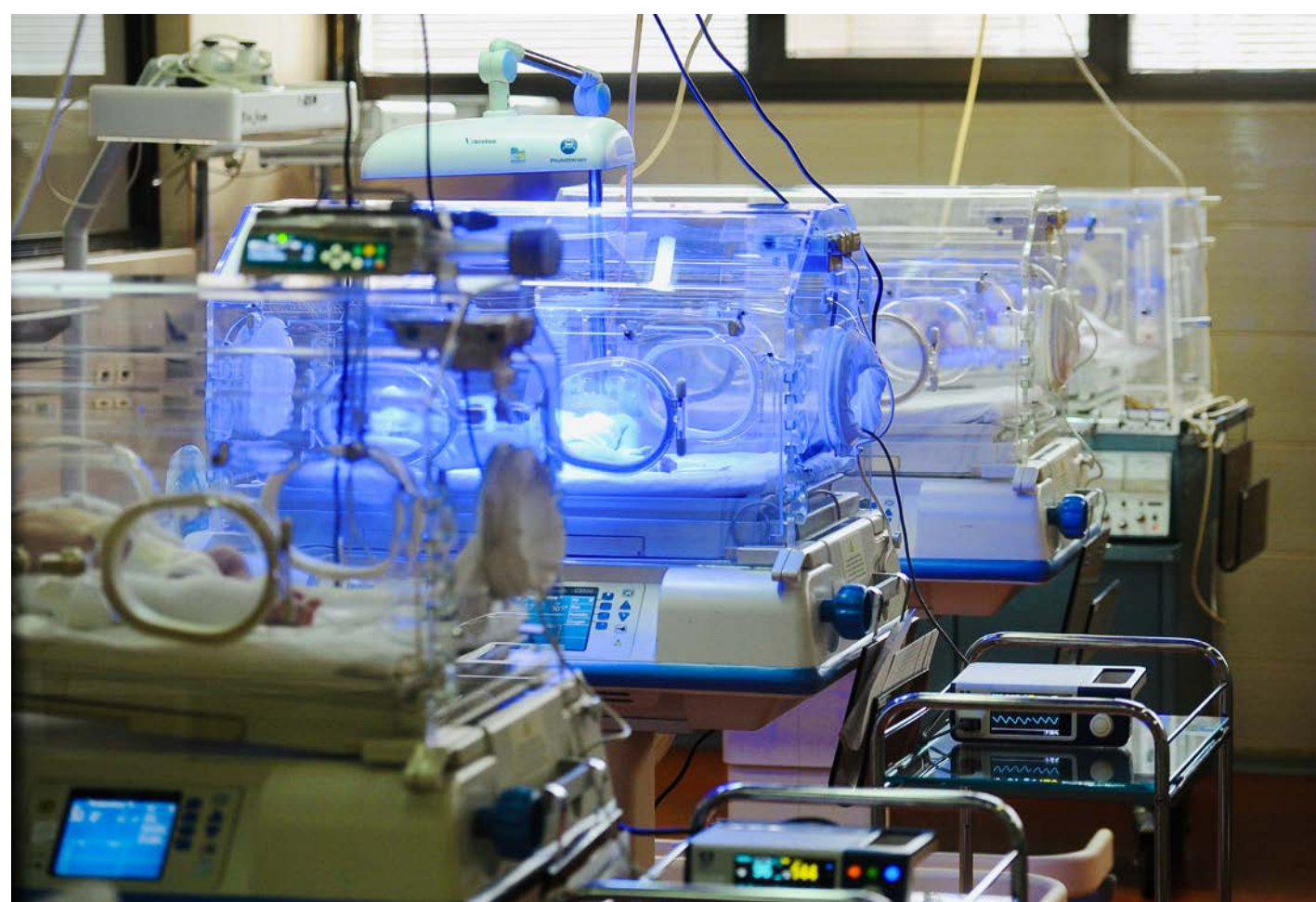




# WMG FOUNDATION DONATION







## For Lives Just Beginning

With the aim of improving healthcare and supporting the work of medical institutions, the WMG Foundation concluded a Donation Agreement with the Užice Health Centre at the end of 2024, providing modern medical equipment for the neonatology department. The donation was implemented in January 2025, enabling the timely equipping of the neonatology service with advanced devices essential for the safe and efficient care of the youngest patients.

The donation included an infusion syringe pump and a pulse oximeter – devices of crucial importance for the safe and precise treatment of newborns, especially those in intensive care, requiring oxygen therapy or continuous monitoring of vital parameters. In this way, the capacity of the health institution to meet the needs of its youngest patients has been improved, while also increasing safety and efficiency in the daily work of medical staff.

This initiative forms part of the broader commitment of the WMG Foundation to contribute to the improvement of public health in Serbia through concrete steps and long-term dedication – not only through education and information, but also through investment in equipment and resources that have a direct impact on the quality of healthcare services. By donating to the Užice Health Centre, the Foundation reaffirms its strategic approach to social responsibility and its readiness to respond to community needs where support is most required.

This investment in the health of newborns symbolically and substantively completes the Foundation's engagement in public health during 2024, with plans to continue similar activities in the coming period.



# PARTNERSHIPS







## A Network of Trust and Cooperation for Sustainable Change

Since its establishment, the WMG Foundation has believed in the power of partnership and the importance of cross-sector cooperation in achieving societal goals. Partnerships with institutions, civil society organisations, the academic community and the private sector form the basis of our work and are key to the successful implementation of projects and long-term community impact.

Throughout 2024, we built responsible and strategic partnerships that enabled us to carry out projects at a high level of quality and with broad social impact.





## Friends of Europe – A Partner in Building Trust on the Path to the European Union

A particularly significant partnership in 2024 was established with Friends of Europe through the joint organisation of two key events in Brussels – a thematic gala dinner held ahead of the summit “Building Trust in the Western Balkans: Bridging Gaps on the Path to EU Accession” and the summit “EU - Western Balkans: A Renewed Approach to the Region”, held on 4 and 5 December. These events focused on building trust, dialogue on EU enlargement and strengthening the ties between the Western Balkans and the European Union.

As an event partner, the WMG Foundation, through the EUpravo Zato initiative, contributed to participant selection, panel content and the promotion of European values. The Foundation’s Director, Irena Petrović, opened the gala dinner with remarks on the importance of mutual understanding and regional cooperation, presenting EUpravo Zato as a communication platform bringing European integration closer to citizens.

At the summit, attended by high-level officials from the European Commission, the European Parliament and regional leaders, the Foundation was also present through visible branding – promotional materials, video content and brochures distributed to all participants. Through this partnership, the WMG Foundation further strengthened its position as a relevant actor in the European dialogue and as a platform of trust between the Western Balkans and the EU.







## Cooperation with WWF Adria – A Unified Voice for the Planet

As part of a strategic partnership with WWF Adria, the conference “Living Planet Report 2024 – Is It Time for Alarm?” was held on 17 October 2024, at which the Living Planet Report was presented – an extensive study on global biodiversity trends and the state of the planet, published simultaneously worldwide by the World Wide Fund for Nature.

Thanks to this cooperation, the key messages of the Living Planet Report were made accessible to the wider public, and the event served as a strong platform for dialogue between the public, civil and private sectors. In her address, the Foundation’s Manager, Irena Petrović, particularly emphasised the urgency of responding to the increasingly visible consequences of climate change, stating that “not all is lost – provided we act decisively and on time.”

The partnership with WWF Adria reaffirms the WMG Foundation’s commitment to environmental protection and offers a strong example of cross-sector cooperation aimed at creating more sustainable policies and practices.







# Cooperation with the Embassy of the Kingdom of the Netherlands – Green Cities for a Sustainable Future

In the field of urban development and climate sustainability, the WMG Foundation developed cooperation during 2024 with the Embassy of the Kingdom of the Netherlands within the initiative “Enhancing Urban Greenery for a Sustainable Future”, with the aim of raising public awareness of the importance of planning and developing green cities as essential elements of sustainable urban transformation.

Within this partnership, a series of educational articles and social media posts were produced through the EUpravo Zato digital platform, presenting citizens with contemporary approaches to green urbanism – including the preservation and expansion of green areas, innovative solutions for urban mobility, the use of renewable energy sources and the participation of local communities in shaping sustainable cities.

Thanks to this cooperation, space was opened for an informed public debate on the importance of sustainable urban policies and the role of green cities in achieving Serbia’s and the region’s climate objectives, in line with the Green Agenda for the Western Balkans and European standards.

Naslovna > Događaji > Izveštaji s događaja > Zeleni gradovi Srbije: Konferencija održana u Hajatu

## Ne treba automobili da imaju prednost, već pešaci i biciklisti: Kako pretvoriti gradove u zelene oaze?

Holandski stručnjaci su sa domaćim arhitektama i urbanistima podelili svoja iskustva o načinima ozelenjavanja gradova i kako se gradska područja mogu pretvoriti u zelene oaze.

Objavljeno 19.09.2024. 15:24h



Naslovna > Energetika i životna sredina > Biodiverzitet i zaštita prirode > Kako je Alkmar postao najzeleniji grad Evrope i šta beograd može da nauči od Holanđana

## Alkmar je bio najzeleniji grad Evrope, a mi smo pričali sa čovekom koji je za to zaslužan: Šta sve možemo da naučimo

Prvo što treba da uradimo je da promenimo način razmišljanja - automobili ne mogu da budu na prvom mestu!

Objavljeno 23.09.2024. 8:01h







OŠ „Borislav Pekić”



## Partnership with Educational Institutions – The Foundations of Sustainability Begin in the Classroom

The educational segment of the Foundation’s work was further strengthened through cooperation with the Borislav Pekić Primary School in Belgrade, a member of the Eco-School programme, as well as with experts from the University of Novi Sad. This synergy of educational practice and scientific expertise enabled the successful implementation of the project “Empowering Young People: Education of Primary School Pupils on Climate Change”, which introduced a pioneering approach to integrating sustainability topics into primary education.

Through interactive workshops and practical activities, pupils learned in an age-appropriate manner about the causes, consequences and solutions to climate change, developing critical thinking, environmental awareness and personal responsibility. In cooperation with teaching staff and with support from academic experts, the Foundation provided high-quality educational content as well as additional resources for further introduction of sustainability topics into the school curriculum.

This partnership represents an important step in building the foundations for a generation of young people who understand the challenges of the climate crisis and are ready to take an active role in addressing it – from the local community to the global level.





## Partnership for Health – United in the Mission of Preserving Life

Throughout 2024, the WMG Foundation established significant cooperation with the Ministry of Health of the Republic of Serbia, which from the very beginning provided expert and institutional support to the project “Prevention as a Guarantee”. The participation of Ministry representatives in expert panels and public events contributed to the project’s credibility and ensured its alignment with national health policies. The cooperation was further formalised by signing an Agreement at the beginning of 2025, establishing a framework for ongoing joint activities aimed at strengthening awareness of the importance of preventive healthcare.

The Foundation also established a partnership in 2024 with the Women’s Centre Milica, a renowned patient organisation with more than 15 years of experience providing support to women diagnosed with breast and gynaecological cancers. This partnership enabled the inclusion of patients’ perspectives and needs in all aspects of the project, further strengthening the impact of the campaign and ensuring the authenticity of messages directed at the public.

A special contribution to the quality and relevance of the project was provided by numerous medical specialists and healthcare workers – as speakers on expert panels, at conferences and in media features. Their knowledge, experience and dedication ensured that the campaign’s messages were based on medical facts and reached the wider public with clear recommendations for preserving health.

Through joint action, strong synergy was achieved between institutional systems, the expert community and civil society organisations, with the aim of creating sustainable solutions in the field of disease prevention and early detection.



## A partner and ally in promoting socially responsible initiatives

In addition to its strategic projects, the WMG Foundation made a significant contribution during 2024 to a number of socially responsible initiatives that form part of the wider activities of the founding group, Wireless Media Group. By supporting numerous initiatives and events, and by engaging actively with topics of broader social interest, the Foundation further affirmed its role as an ally in the mission of social change.

Particularly noteworthy is its contribution to the largest mass reforestation project in Serbia, Plant a Tree, which, upon entering its sixth season, set an ambitious goal – a total of one million planted saplings. Launched in 2019 through the cooperation of WMG (Wireless Media Group) and dm drogerie markt, the initiative resulted in an impressive 800,000 saplings planted across the country during its first five seasons.

The sixth season of the project, under the slogan Plant a Tree – One Step Away from a Million, was officially launched on 9 October 2024 with an event held in the prestigious setting of the Jevremovac Botanical Garden. At the event, the project's achievements to date were presented, along with all institutional partners and ambassadors who have, through their engagement, encouraged citizens to join the planting actions. The goal of the sixth season was also presented – the planting of an additional 200,000 saplings by April 2025, bringing the total number of planted trees to one million. With this result, Plant a Tree will further strengthen its status as a key environmental initiative and a symbol of social responsibility in Serbia.







Throughout 2024, the WMG Foundation provided significant support to numerous conferences and events organised by Wireless Media Group and aimed at promoting sustainable development, social responsibility and contemporary challenges in business and society:

- The Future of Business Conference: Applying ESG Criteria (13 September 2024, Chamber of Commerce of Serbia, Belgrade)
- The Transition to Sustainability Conference – The Future of Transport in Serbia (18 October 2024, Chamber of Commerce of Serbia, Belgrade)
- The Sustainable Future 2025 Conference – Innovations and Good Practices for Reducing the CO<sub>2</sub> Footprint (28 November 2024, Chamber of Commerce of Serbia, Belgrade)



The WMG Foundation also provided significant support in organising the traditional annual conference of Lepa & Srećna magazine, entitled Women's Health in Serbia, which this year focused on the prevention and treatment of breast cancer. Through active participation in shaping the agenda, identifying and inviting relevant experts, the Foundation contributed to the successful implementation of the event and ensured the presence of key medical and institutional stakeholders.

Through these activities, the WMG Foundation confirmed and further strengthened its role as a reliable partner and ally that not only supports key social initiatives but also actively contributes to their quality, visibility and impact.



# Participation of the WMG Foundation at the ESG Festival

In October 2024, within the ESG Festival organised by the company Hemofarm, the WMG Foundation played a significant role as both partner and active participant, contributing to the promotion of the principles of sustainable development and social responsibility. The festival, held in Studentski Grad in Belgrade, gathered numerous experts, organisations and young people from various fields, with the aim of initiating dialogue on key issues related to ESG principles and sustainability.

As part of the festival, EUpravo Zato, an initiative of the WMG Foundation, organised a panel discussion titled From Studies to Career – Find Your Path. This interactive panel was specifically aimed at supporting young people in their professional development, empowering them to take an active role in their communities, and encouraging participation in international programmes and entrepreneurial initiatives. The panel was unique in that students and young participants influenced the discussion topics directly through questions submitted in advance, allowing the content to be tailored to their needs and interests.

The participation of experts in career counselling, international youth programmes and representatives of companies promoting inclusiveness and equality contributed to the quality of the discussion, providing attendees with concrete advice and guidelines for the future. Special emphasis was placed on the importance of respecting diversity, youth mental health, gender equality and creating environments that support entrepreneurship and innovation.





# CONCLUSION

During its first year of operation, the WMG Foundation demonstrated that a strategic, responsible and visionary approach can generate concrete and measurable changes in key areas of social importance. Founded on the principles of sustainability, trust, knowledge and solidarity, the Foundation succeeded in building a clear identity and profile of engagement recognised and valued by relevant institutions, the expert public and partners at both national and international level.

Through its three strategically important projects - EUpravo Zato, Prevention as a Guarantee and Empowering Young People - firm foundations have been laid for long-term social impact in the fields of European integration, healthcare, education and environmental protection. These initiatives are not only programme frameworks but a concrete expression of the Foundation's mission to bring together institutions, experts, citizens and the private sector in joint action towards a fairer, healthier and more sustainable society.

In an exceptionally short period of time, the Foundation built a strong network of trust and cooperation with reputable and reliable partners from state institutions, international organisations, academia, civil society and the business sector. Recognised as a reliable and credible ally in fostering sustainable social change, the WMG Foundation positioned itself as a key initiator of cross-sector dialogue and a responsible partner in shaping concrete, long-term solutions based on shared values and responsible action. These partnerships represent not only operational support for projects but also a strong alliance for achieving long-term social goals, built on professionalism, transparency and a shared vision.

The achievements of 2024 attest to the Foundation's potential to continue growing as an organisation of trust and influence, one that listens to community needs, empowers citizens and shapes responses to contemporary challenges through knowledge, innovation and collaboration. This is only the beginning of a long-term journey on which the WMG Foundation will remain steadfast in its mission – to build a society in which every individual has the opportunity to live in a healthy, stable and inclusive environment.

We believe that the future of Serbia and the Western Balkans region is inextricably linked with European values, sustainable development and social solidarity. On this foundation, the WMG Foundation will continue to develop projects, bring partners together and launch initiatives that leave a lasting mark and shape the future for the benefit of present and future generations.



# WMG

## FOUNDATION

FOR A SUSTAINABLE FUTURE