

**WVG**  
**FONDACIJA**  
ZA ODRŽIVU BUDUĆNOST



**ANNUAL REPORT ON  
OPERATIONS FOR 2025**

# STRENGTHEN COMMUNITY

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**During its second year of operation, the WMG Foundation continued its mission of supporting and encouraging the self-sustainability of society as a foundation for achieving European and global competitiveness.**

Through the projects EUpravo Zato, Prevention as a Guarantee, and Empowering Young People, we further strengthened our position as a reliable platform connecting institutions, experts, the business sector, the media, and citizens, contributing to the creation of a sustainable and inclusive future for Serbia and the region.

At the same time, we continued to expand and strengthen our partnership network through cooperation with numerous relevant domestic and international actors recognised as key drivers of social and systemic change. In doing so, we further strengthened our capacity for joint action, contributing to social dialogue, trust-building, health promotion, and raising environmental awareness.

Although 2025 brought significant challenges for philanthropic organisations worldwide, the WMG Foundation expanded the scope and content of its activities, demonstrating resilience and adaptability in conditions of rapid and complex change. 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.

# Introductory remarks

In the first two years of its work, the WMG Foundation developed its activities carefully and thoughtfully, with a clear awareness that responsibility towards society is not a project, but a genuine obligation. From the outset, we chose topics we consider important and partners with whom it is possible to initiate processes that contribute to a better future.

I sincerely believe that each of us has a duty to give back to the community and the planet a part of what we have received from them through birth and life. When this responsibility is taken on by large companies, it becomes even more significant. Their influence is greater, and so is their responsibility. It was precisely from this conviction that the Foundation developed - as a space in which business results naturally continue through social contribution.

As Chair of the Board and a member of the Board of WMG (Wireless Media Group), I am particularly pleased that the Foundation's development is aligned with the founder's vision. Company support has enabled stabil-



**Ana Aleksić**

CHAIR OF THE WMG FOUNDATION  
BOARD

ity and long-term continuity, but the essence has been partnerships - with institutions, experts, international organisations, and responsible actors from the business community. Thanks to this cooperation, our programmes achieve real reach in Serbia and across the Western Balkans.

The Foundation builds initiatives that connect knowledge, responsibility, and open dialogue. Each project is part of a broader commitment to contribute to a higher-quality and more dignified life for people, while understanding the social and European context in which we live and work.

We are entering the next phase with clear standards and experience that obliges us to be even more responsible. We continue to develop a platform of cooperation between the business community, institutions, and experts, with the intention of contributing to stable and sustainable development – not as a declaration, but as concrete practice.

# Introductory remarks

In a time that increasingly tests the limits of trust, solidarity, and collective action, I believe more than ever in the power of partnerships. At the WMG Foundation, togetherness is not just a value - it is the way we work, build, and create change.

The year behind us was complex and challenging, but it did not slow us down. On the contrary, it further connected us with people and organisations who share our vision of a society based on trust, responsibility, and sustainability. Thanks to strong cross-sector partnerships, we continued to develop ongoing initiatives, expand our capacities, and contribute to dialogue that is more necessary than ever – a dialogue that connects, empowers, and drives progress.

Our work is rooted in concrete actions with a clear goal: to initiate systemic change and create an environment in which individuals and communities can grow, develop, and realise their full potential.

Through the EUpravo Zato initiative, we opened space for a more informed and meaningful discussion on European values, regional cooperation, and public policies, building



**Irena Petrović**

DIRECTOR OF THE WMG  
FOUNDATION

trust that connected us with relevant international partners such as Friends of Europe, the Delphi Economic Forum, and GLOBSEC. At the same time, through the project Prevention as a Guarantee, we continued to change the way we talk about health, shifting the focus towards prevention, education, and long-term care for quality of life. In the field of environmental protection and education, we completed the project Empowering Young People, working directly with the youngest generations on developing awareness of climate change, while through the partnership in the Plant a Tree project we made a concrete contribution to a healthier and more sustainable environment.

Furthermore, we continued to be a reliable partner in initiatives that contribute to economic, social, and environmental sustainability, building a network of cooperation with actors who have the strength and integrity to drive change.

Although the past year was marked by numerous achievements, I am particularly proud of the fact that behind the results of the WMG Foundation stand exceptional women, both on the Board and within our team.



# PROJECTS

In 2025, the WMG Foundation continued to systematically develop its initially established areas of work, building on existing projects and partnerships while also launching new forms of cooperation that further strengthened its social impact and visibility.

Building on three strategically important projects launched in its first year, in its second year the Foundation focused on improving the quality of programme activities and strengthening cross-sector links, with the aim of making a long-term contribution to societal resilience and self-sustainability.

Through improved and innovative formats, more intensive cooperation with key stakeholders from the public, civil, and private sectors, and greater citizen engagement, the Foundation achieved tangible results in 2025 and further consolidated its position as a relevant actor in the promotion of European values, health preservation, and the development of knowledge, skills, and resilience among young people in the context of contemporary global challenges.

The projects implemented and developed during the second year represent a natural continuation and deepening of our initial vision, as well as a clear step towards stronger partnerships and more sustainable long-term impact. Below we present the activities that marked the second year of the WMG Foundation's work and confirmed its potential for further growth and strategic development.



# EUPRAVO ZATO

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

# EUPRAVO ZATO

Иницијатива  
**WMG фондације**  
за боље разумевање  
и јачање поверења  
између Србије,  
Западнoг Балкана  
и Европске уније.

**The WMG Foundation's**  
initiative for better  
understanding and  
strengthening trust  
between Serbia, the  
Western Balkans and  
the European Union.

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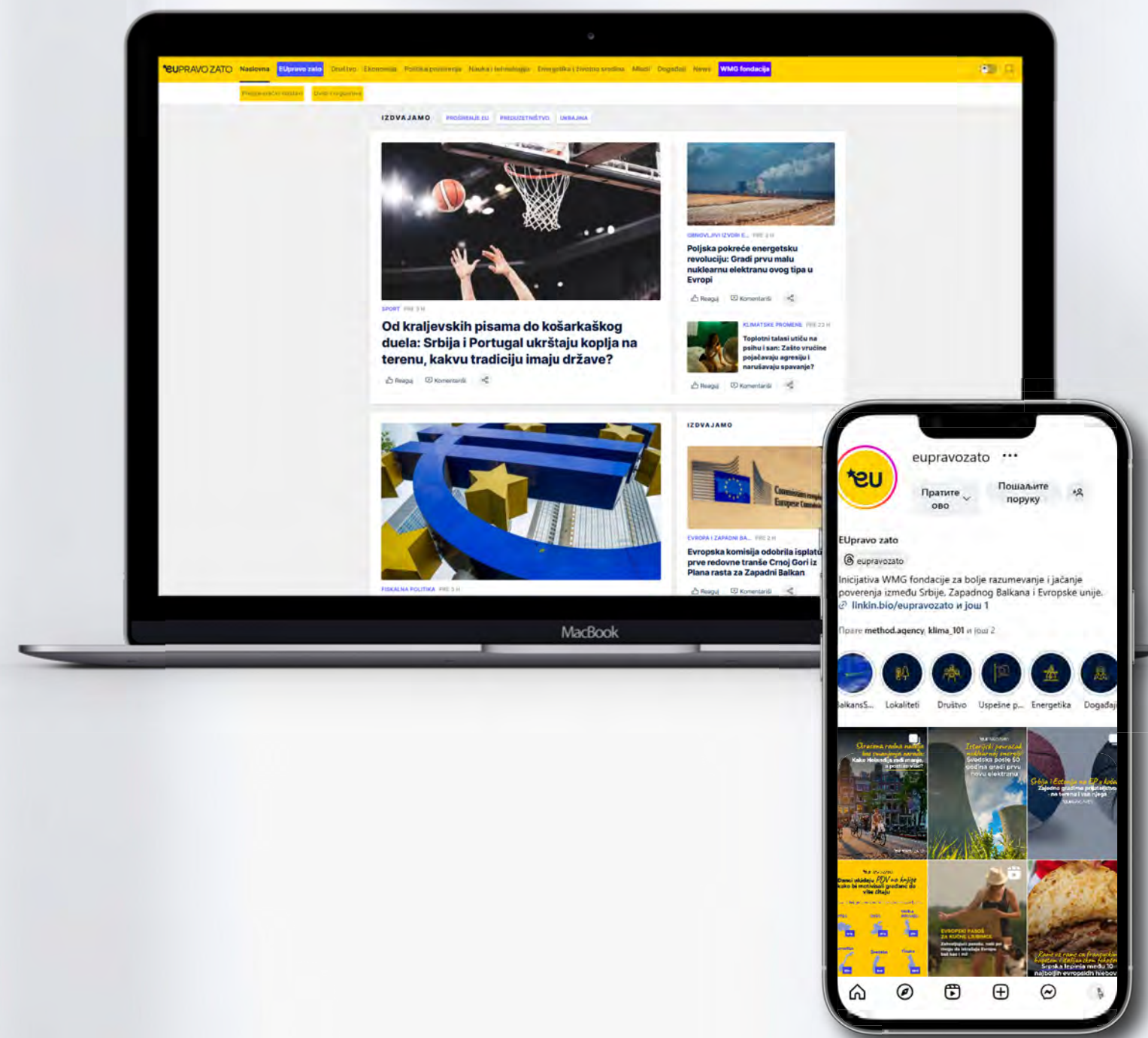
# EUpravo Zato - an initiative aimed at improving understanding, building trust, and strengthening partnerships between Serbia, the Western Balkans, and the European Union

One of the key initiatives of the WMG Foundation is the EUpravo Zato project, launched with the aim of strengthening understanding and trust between Serbia, Western Balkan countries, and the European Union. The initiative was created as a response to the need for reliable, clear, and publicly accessible information on European integration, in the context of competing geopolitical narratives.

Through its work, EUpravo Zato strives to bring the values, policies, and programmes of the European Union closer to citizens in a clear and practical way, highlighting the concrete benefits of European integration in the areas of stability, security, economic development, and quality of life.

During 2025, the EUpravo Zato portal recorded steady and strong growth, with an average of 911,000 monthly users, around 2.5 million page views per month, and approximately 1.6 million monthly visits. These results confirm the continued strengthening of the portal's visibility, its relevance in the public sphere, and the growing interest of audiences in content dealing with European integration, EU policies, and their impact on Serbia and the region.

During this period, the initiative also expanded its reporting to events of particular importance for Serbia, the Western Balkans, and the European Union, further strengthening its role as a relevant source of information and analysis on European processes in the region.





# EUPRAVO ZATO – STRATEGIC PARTNER AT THE MOST SIGNIFICANT INTERNATIONAL EVENTS

The EUpravo Zato initiative has positioned itself as a strategic partner at major and important events. In doing so, the foundations have been laid for a new type of communication between institutions and citizens, creating space for open dialogue and informed decision-making, with the ultimate goal of strengthening trust and accelerating Serbia’s European path and that of other Western Balkan countries.

# EU – WESTERN BALKANS SUMMIT 2025

**For the second year in a row, the EUpravo Zato initiative was a partner of the EU–Western Balkans Summit, organised in Brussels by the think tank Friends of Europe.**

friends  
of europe

EU PRAVO ZATO

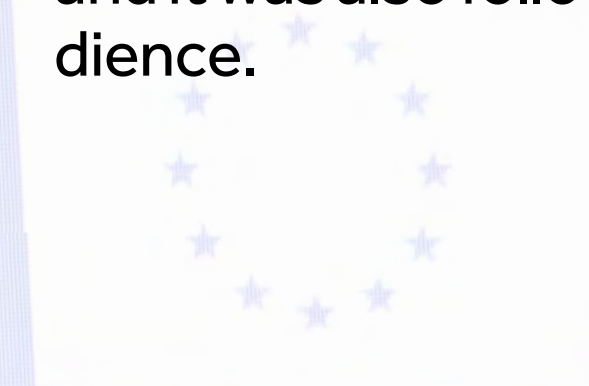


The summit, titled “Enlargement matters – Europe’s new geopolitical, security and economic frontier”, brought together European and regional leaders to jointly consider the geopolitical, security and economic dimensions of EU enlargement.

The programme consisted of three major thematic segments. The first session addressed the geopolitical, security and economic dimensions of enlargement; the second part of the agenda was dedicated to the economy and investment; and the third thematic block focused on the rule of law and judicial reform, areas that remain key in the accession process.

The diversity of participants gave the summit particular weight, as it brought together perspectives from politics, the economy, business and civil society in a joint discussion on the future of the European continent.

Around 150 speakers attended the summit, and it was also followed by a large online audience.



Co-funded by  
European Union

**The EUpravo Zato initiative and Wireless Media Group (WMG) were partners of the international forum BELTALKS – Belgrade Economic Talks, which brought together more than 100 participants from Europe and the region in Belgrade, including heads of state and government, representatives of EU institutions, parliamentarians, business leaders and experts.**

## **BELTALKS – Belgrade Economic Talks**



The focus was on adapting the European Union to the new geopolitical reality, with an emphasis on the strategic importance of deepening economic cooperation with candidate countries.

The forum was organised by GLOBSEC and Friends of Europe, in cooperation with the embassies of the United Kingdom, France and Italy, and the Konrad Adenauer Foundation, and was dedicated to key political and economic challenges of the European Union and the Western Balkans, with a focus on reforms, geopolitical changes and deepening economic cooperation in the context of European integration.

The partnership at the first BELTALKS forum further confirmed the mission of the EUpravo Zato initiative to strengthen understanding, trust and cooperation between Serbia, the Western Balkans and the European Union, as well as the continuity of cooperation with GLOBSEC and Friends of Europe on events dedicated to the European future of the region.

**The EUpravo Zato initiative was a partner of the jubilee 25th Belgrade Economic Forum, held on 17 December 2025 in Belgrade.**

## 25th Belgrade Economic Forum



This forum is one of the most significant regional gatherings dedicated to economics, investment and development policies, and this year it brought together representatives of government, international institutions, business and the academic community across eight panels.

The Belgrade Economic Forum is an initiative of the Delphi Economic Forum and has positioned itself as a key platform for dialogue on strategic issues in Serbia and Southeast Europe, including global geopolitical changes, European integration and domestic reform processes.

Support for the anniversary edition of the Belgrade Economic Forum further confirmed our mission to encourage evidence-based dialogue, connect domestic and international actors, and contribute to a better understanding of reform priorities and European policies essential for the long-term sustainable development of Serbia.

# Media Contribution Charter for 2025

**The EUpravo Zato initiative participated in an event held in Rogljevo near Negotin marking the completion of the project “Empowering Women in Rural Areas of Serbia to Recognise and Respond to Discrimination and Violence”.**



The event was organised by the Commissioner for Protection of Equality and UN Women, with the support of the Embassy of the Kingdom of Norway in Serbia, and brought together several dozen women from different parts of the country, representatives of institutions, international organisations, civil society and the media.

EUpravo Zato was recognised as one of the media outlets that made a significant contribution to increasing the visibility of women and girls in rural areas, and was awarded the Media Contribution Charter for 2025.

This recognition further confirmed the EUpravo Zato initiative’s commitment to promoting equality, social inclusion and European values, particularly in the context of supporting women in rural communities.

Representatives of the initiative also took part in a panel discussion dedicated to the media portrayal of rural women, while additional panels focused on empowering women’s entrepreneurship and exchanging good practices.



## EUpravo Zato and the Embassy of Portugal supported each other in Belgrade



On the occasion of the second-round match of the European Championship played by the Serbian national basketball team in Riga against Portugal in Group A, EUpravo Zato and the Embassy of Portugal jointly organised a public viewing and social gathering.

The event was attended by numerous members of the diplomatic corps, including the Ambassador of Portugal to Serbia, José Rui Velez Caroco, as well as the Head of the Mission of the Republic of Serbia to the EU, Danijel Apostolović, representatives of the embassies of Finland, Slovakia and Germany, and guests from the business and civil sectors. The event aimed to strengthen mutual understanding and partnership between Serbia, the Western Balkans and the European Union, highlighting sport as an important tool for connection, dialogue and modern diplomatic cooperation.

# EUpravo zato

Recognising the importance of the EUpravo Zato initiative, numerous high-ranking domestic and international officials chose this platform for exclusive statements and appearances, further confirming its credibility and strategic relevance as a bridge between citizens and European institutions.

## The following persons spoke for EUpravo Zato:





# PREVENCIJA KAO GARANCIJA



# United for a Healthier Future

The Prevention as a Guarantee initiative was launched in March 2024 with the aim of raising public awareness of the importance of preventive healthcare and improving public health in the Republic of Serbia.

It is implemented with institutional support from 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. Designed as a multi-year initiative, it aims to become a platform for health education and cooperation between the state, the medical profession, the civil sector and citizens, with the goal of embedding a culture of prevention in Serbia as a foundation of responsible attitudes towards health. This year,



the Foundation expanded the scope of its activities in this area and assumed a significant role in the field of prevention.

Throughout 2025, a particular focus was placed on prevention activities related to breast cancer and cardiovascular diseases, given their high prevalence and significant contribution to overall mortality in Serbia. The Foundation sought to broaden the reach of its programmes and engage a wider public through educational activities, awareness-raising events and participation, as well as through informational and educational campaigns on social media.

# Workshops for Business Women

The year began with the implementation of the workshop “Strong, Healthy, Successful”, dedicated to breast cancer prevention.

This lecture was intended for members of the Association of Business Women of Serbia, the largest national organisation of women entrepreneurs and a new strategic partner of the WMG Foundation. Within structured lectures, the workshop aimed to provide participants with support in psychological empowerment and overcoming emotional barriers, as well as to familiarise them with practical tools for maintaining health, including breast self-examination and recognising other early symptoms of disease.



# Race for Health



In September 2025, the WMG Foundation, in cooperation with AstraZeneca, supported the Serbia Business Run event in Belgrade, promoting the importance of employee health, preventive healthcare and team spirit. The race took place on 25 September at Ada Ciganlija and brought together 9,337 participants from 496 companies, with the support of around 600 supporters. By participating in this event, the Foundation highlighted the #ForThePowerOfTheHeart campaign on social media, with the aim of raising awareness of the importance of a healthy lifestyle and the prevention of cardiovascular diseases.

In September, the WMG Foundation also supported "Race for the Cure", a race dedicated to prevention and support for women suffering from breast cancer, traditionally organised by the Europa Donna Serbia association. This event is the largest European sports event dedicated to women's health, aiming to help organisations and healthcare institutions raise funds for breast cancer treatment, as well as to raise awareness of the importance of prevention and early detection of the disease.

# Expert Dialogue on Heart Failure

The conference titled “Heart Failure - The Silent Threat of the Modern Age” was held on 30 September and brought together leading cardiologists, numerous healthcare professionals and representatives of the pharmaceutical sector, with the aim of highlighting the importance of timely diagnosis, available therapies and improved patient care in Serbia regarding heart failure and the prevention of cardiovascular diseases.

The conference was opened by Prof. Dr Zlatibor Lončar, Minister of Health of the Republic of Serbia, and H.E. Edward Ferguson, Ambassador of the United Kingdom to Serbia and Montenegro.

The conference partner was AstraZeneca, and the institutional partner was the Ministry of Health of the Republic of Serbia.





## Fashion Show “Winners Are Among Us”

In October, Breast Cancer Awareness Month, the WMG Foundation organised a fashion show dedicated to women who have overcome this disease. The aim of the event was to draw attention to the prevalence of breast cancer, as well as the importance of prevention and early detection.

The event brought together representatives of the international community, including the ambassadors of the United Kingdom, Switzerland and Norway, the Deputy Head of the EU Delegation, and representatives of European embassies, as well as a large number of representatives from the Institute of Oncology and other oncology institutions, along with guests from the non-governmental and private sectors.

By staging the “Winners Are Among Us” fashion show, the Foundation combined art, humanity and social responsibility in a unique way. By presenting women who have defeated breast cancer, it promoted courage, solidarity, self-confidence and female strength, as well as the importance of early diagnosis and preventive examinations. The show contributed to destigmatising the disease, encouraged women to take care of their health, and reminded the public that timely prevention is key to saving lives. Through a strategic communication approach, the Foundation ensured high visibility of the event via promotion on social media, various news portals and print media.

In order to provide additional support to the fight against breast cancer, Wireless Media Group (WMG), as the parent company of the WMG Foundation, donated a multifunctional electrosurgical system to the Institute of Oncology and Radiology of Serbia, which will improve standards and safety of surgical procedures, thereby contributing to there being even more winners among us.



## Humanity During the Holidays

Maja was one of the participants in the fashion show “Winners Are Among Us”, implemented by the WMG Foundation in cooperation with partners within the “Prevention as a Guarantee” project, aimed at raising awareness of the importance of preventive examinations and early detection of breast cancer.

Due to health circumstances, Maja was unable to perform her primary profession. As a single mother of two daughters, she occasionally took on various jobs in order to provide stability for her family.

As part of support activities, the WMG Foundation engaged Maja to paint glass surfaces in the new office building with festive New Year motifs, in line with the values of solidarity and social responsibility that we uphold. This initiative symbolically conveyed messages of perseverance, dignity and unity, emphasizing that even smaller forms of support can have a significant impact.

In addition, this activity triggered a chain of support within the community. After her engagement by the WMG Foundation, other actors also recognised Maja’s work and provided her with further opportunities, thereby creating a broader social impact and confirming the importance of networking and solidarity-based action.

# EMPOWERING YOUNG PEOPLE



# Education of Primary School Pupils on Climate Change



The project titled “Empowering Young People: Education of Primary School Pupils on Climate Change” was designed with the aim of improving the level of knowledge about climate change in primary education across Serbia, providing pupils with the opportunity to develop understanding, a sense of responsibility, and readiness for active engagement in addressing this global challenge. Through educational content focused on the causes and consequences of climate change, as well as potential solutions, the project contributes to strengthening environmental awareness among young people and laying the foundations for more sustainable societal development.

The project began in September 2024, and during 2025 the WMG Foundation continued its educational activities in partnership with the Borislav Pekić Primary School in Belgrade, which is part of the certified Eco-Schools programme. Within the remaining two educational workshops led by Dr Jelena Milanković Jovanov from the University of Novi Sad, pupils from 2nd to 7th grade had the opportunity to gain basic knowledge about climate change in an engaging and age-appropriate way - from its causes and consequences to possible solutions.

The workshops were designed to encourage critical thinking, empathy towards nature, and the development of environmental awareness, with the aim of helping children understand how they themselves can contribute to protecting the planet. The final step of this educational cycle was a practical activity of greening the schoolyard, during which pupils translated their knowledge into concrete action. This practical activity was not only an opportunity to demonstrate what they had learned, but also to leave a tangible green mark in their school environment that will grow together with them.

As recognition for their effort, dedication and knowledge demonstrated throughout the educational process, pupils received certificates for successful participation in the project, further boosting their confidence and motivation to continue caring for their environment.

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.



# PARTNERSHIPS

## Expansion of Cooperation

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

Through all activities in 2025, we continued to build responsible and strategic partnerships that enabled us to deliver projects and activities of high quality and broad social impact.



## Partnership with the Association of Business Women of Serbia (UPŽ)

The partnership with the Association of Business Women of Serbia was formalised through the signing of an agreement in February, further strengthening cooperation aimed at implementing joint initiatives in the field of sustainable development and improving the position of women in the business environment. The focus of the partnership includes the economic empowerment of women, the development of female entrepreneurship, the promotion of socially responsible business practices, sustainable practices, and the improvement of women's health.

Within this cooperation, the WMG Foundation supported the Catch the Idea competition and participated in marking the International Day of Girls in ICT, through an event held on 24 April at the Palace of Science. The aim of the event was to empower girls to overcome stereotypes when choosing their future professions and to follow their own interests and talents.

As part of the same initiative, WMG hosted a visit by 17 pupils from the Stevan Sremac Primary School in Dobanovci, who had the opportunity to learn about the company's work, speak with female leaders in the technology sector, and gain insight into career development in information technology.

In addition, the WMG Foundation supported the Association of Business Women of Serbia in organising the annual 19th Flower of Success for the Go-Getter Women awards, including the Gender-Sensitive Company of the Year award and the international WIPO IP Enterprise Award.



# Partnership with Women on Boards Adria (WOBA)

A Memorandum of Cooperation between the WMG Foundation and Women on Boards Adria (WOBA) was signed in Tivat during the ESG Adria Summit in April 2025. This established a strategic partnership aimed at improving gender balance, equal opportunities and social progress in the Western Balkans region.

The cooperation is based on mutual support, knowledge exchange and joint action, contributing to greater representation of women in management bodies and leadership structures, as well as the development of inclusive and sustainable business practices aligned with European standards. The memorandum includes a range of joint activities, including the organisation of events, workshops and conferences, exchange of information and knowledge, and mutual support through professional advice and the promotion of initiatives aimed at advancing gender equality.

In June 2025, the WMG Foundation and Women on Boards Adria (WOBA) organised a training session on gender-sensitive communication in the public sphere in order to strengthen participants' capacity to recognise and change narratives that shape social norms and influence behaviour, decisions and expectations.

The training focused on practical tools for identifying and analysing gender narratives in everyday speech and media, as well as developing practical skills for inclusive and responsible communication.

The workshop covered topics such as the impact of language on shaping attitudes and expectations, the role of media in reproducing gender stereotypes, and concrete tools for promoting equality in everyday communication.



# Premium Partner of the First CEBAC Summit

WMG (Wireless Media Group), as a premium partner of the first Council of European Business Associations and Chambers (CEBAC) Summit, played a significant role in shaping the dialogue on sustainability and technology during the event held in Belgrade.

The first CEBAC Summit was organised under the slogan “The European–Serbian Business Bridge: Innovations in Sustainability, Technology and Talent”, bringing together leaders of European and Serbian companies, representatives of governments and international organisations to advance cooperation in the fields of green and digital transition. The discussion focused on several themes: Serbia’s role as a hub for manufacturing and supply chains, challenges in human resource management, and digitalisation.

Irena Petrović, Director of the WMG Foundation, took part in the panel discussion titled “How European companies implement their ESG strategies in the Western Balkans”, which addressed key challenges and opportunities for alignment with European ESG standards, as well as the need for a tailored approach that respects the local context.





## Support for the Third ESG Adria Summit in Tivat

The WMG Foundation supported the third ESG Adria Summit, which focused on sustainability as a key value for the future of the region and the world.

Irena Petrović, Director of the Foundation, participated in a panel dedicated to the impact of digital transformation, social media and artificial intelligence on the media landscape and ESG goals. She spoke about the role of the WMG Foundation as a bridge between the media and socially relevant topics, as well as the importance of media in shaping a sustainable future, particularly through responsible reporting, promotion of socially responsible initiatives, and raising public awareness. The importance of encouraging young people and women in the business sector to engage in sustainable development initiatives was also highlighted.

The ESG Adria Summit brought together more than 700 leaders, investors and experts from around the world.

# Plant a Tree

During 2025, the WMG Foundation made a significant contribution to a range of socially responsible initiatives that are part of the broader activities of Wireless Media Group (WMG). By supporting numerous initiatives and events and actively engaging in socially relevant topics, the Foundation further confirmed its role as an ally in the mission of social change.

A particularly notable contribution was support for Serbia's largest mass afforestation project called "Plant a Tree". Launched in 2019, the project resulted in the planting of an impressive one million seedlings across the country over five seasons. The historic planting of the millionth seedling was marked on International Day of Forests in the Donje Podunavlje forest management unit in Ivanovo, in the presence of partners, project ambassadors and representatives of the diplomatic corps.

The seventh season of the "Plant a Tree" project, under the slogan "One million seedlings is just the beginning", officially began at the end of October 2025, with the aim of planting an additional 200,000 seedlings at 50 locations across Serbia, bringing the total number of planted trees to 1,200,000 by the end of the season.

The "Plant a Tree" project has grown beyond an environmental initiative and has become a movement bringing together institutions, companies and citizens around a shared idea thus creating a healthier and greener environment.



# CONCLUSION

The results achieved during 2025 confirm that the WMG Foundation, despite unfavourable global and regional circumstances, succeeded in maintaining stability and further strengthening its institutional capacity. The second year of work was marked by the consolidation of existing programmes, deepening of partnerships and a clearer positioning of the Foundation as a relevant actor in the fields of European integration, preventive healthcare and social resilience.

Through persistence in implementing its programmes and consistency in values, the Foundation has demonstrated that strategic focus, cooperation and long-term vision can compensate for limited resources and changing circumstances. A particular contribution was made in connecting different sectors and stakeholders, strengthening an informed public, and encouraging constructive dialogue on key social and European topics.

The WMG Foundation remains committed to developing initiatives for economic, social and environmental sustainability, as well as improving regional cooperation. With a clear strategic direction and strong belief in European values, we continue to build the foundations of a sustainable, inclusive and democratic society, contributing in the long term to the European future of the Western Balkans.

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