

**ANNUAL ACTIVITY REPORT
ZDRAVO I ZELENO**

For the period: January - December 2025



This document was adopted by the Managing Board of the association "Zdravo i Zeleno"

Kragujevac, February 2026

1. Introduction

The year 2025 was a pivotal year of institutional formation and strategic direction-setting for the association "Zdravo i Zeleno" (Healthy and Green). As an organization founded in 2024, 2025 marked the beginning of a process of systematic development, professionalization of work, and clear positioning within the local community. This year was focused on establishing solid organizational foundations, defining long-term priorities, and aligning program activities with the strategic direction of development.

In line with the Strategic Development Plan for the period 2025-2028, the focus of work was on establishing internal systems, developing communication capacities, strengthening partnerships, and launching initial program activities in the fields of public health, environmental protection, education, and youth work.

During 2025, the organization worked on building its own identity, strengthening its visibility, and laying the foundations for long-term sustainability. Special emphasis was placed on transparency, the development of digital communication channels, and preparation for the systematic inclusion of young people through a future volunteer program.

The organization's work during this year focused on:

- institutional strengthening,
- development of communication capacities,
- laying the foundations for a volunteer system,
- implementation of initial projects in the field of youth work.

2. Strategic Planning and Institutional Strengthening

(Strategic Goal 5: Strengthening the capacities of the organization and partnerships)

One of the most important steps in 2025 was the development and adoption of the first Strategic Development Plan of the association "Zdravo i Zeleno" for the period 2025-2028. This document represents the fundamental framework for long-term operation, professionalization of work, and systematic management of programs and resources.

The process of developing the Strategic Plan included an analysis of the local context, consultations with partners, a SWOT analysis, the definition of the mission, vision, and values, as well as the precise formulation of strategic and development goals. In doing so, the organization established a clear direction for development and mechanisms for monitoring progress over the following four-year period. The Strategic Plan defines five key goals:

1. Improving public health
2. Protecting the environment
3. Developing the education and research system
4. Developing youth volunteerism and activism
5. Strengthening the capacities of the organization and partnerships

By adopting this document, the association moved from the initial founding phase into a phase of structured and planned development.

Institutional strengthening during 2025 also included initial steps toward developing internal procedures, improving the organizational structure, and defining standards of transparency and

accountability. These processes provide the basis for future financial planning, applying for national and international funds, and developing stable partnerships.

3. Development of Communication and Digital Capacities

(In line with the development goals - Organizational capacities)

During 2025, the organization's basic digital infrastructure was established, thereby implementing part of the activities envisaged under Strategic Goal 5.

3.1. Official website

The following website was launched:

<https://zdravoizeleno.org/>

The website serves as the central point for informing the public about the organization's mission, strategic goals, projects, and activities.

3.2. Official communication

The following e-mail address was established: ziz.kragujevac@gmail.com

3.3. Social media

Accounts were opened and activated on:

- Facebook
- LinkedIn

The development of digital communication contributes to increasing the transparency, visibility, and credibility of the organization, in line with the values defined in the Strategy.

4. Program Activities in 2025

(Strategic Goal 3 and Strategic Goal 4)

4.1. Research "Young People and the Environment in Kragujevac"

During 2025, the organization "Zdravo i Zeleno" conducted research on the attitudes of young people regarding environmental protection in Kragujevac, as part of the broader initiative "Assessing the Needs and Problems of Young People at the Local Level," implemented by the National Youth Council of Serbia (KOMS) within the Western Balkans Youth Lab Programme.

The research included:

- a survey of 48 young people aged 15-30,
- a focus group with 11 participants,
- an analysis of perceptions of environmental problems, trust in institutions, and young people's willingness to get involved.

The results showed that young people identify air pollution (73%), poor waste management (60%), and a lack of green spaces as the biggest problems. At the same time, the research confirmed a high level of motivation among young people to actively engage in solving these problems, as well as a need for clearer mechanisms of participation and support.

This activity directly contributes to Strategic Goal 3 (developing research capacities) and Strategic Goal 4 (involving young people in decision-making processes).

4.2. Educational Action at "Sreten Mladenović" Elementary School

During 2025, an educational and environmental action was carried out with students of the "Sreten Mladenović" Elementary School, aimed at raising awareness about environmental protection and encouraging responsible behavior toward shared spaces.

The activities focused on:

- discussing local environmental problems with students,
- promoting practical examples of environmental protection,
- developing awareness of personal responsibility and teamwork.

This activity is in line with Strategic Goal 2 (environmental protection and climate awareness) and Strategic Goal 4 (working with children and young people through education and activism).

4.3. "Digital World Without Violence" Project

During 2025, the "Digital World Without Violence" project was implemented, aimed at preventing digital violence and strengthening the online safety of children and young people.

Through educational activities and public communication, the project contributed to:

- raising awareness of safe internet use,
- strengthening young people's capacities for responsible digital behavior,
- developing educational content for the school community.

This project represents the operational implementation of Strategic Goal 3 (education and knowledge development) and Strategic Goal 4 (empowering young people).

4.4. Approved Erasmus+ Project - "Sreten Mladenović" Elementary School

During 2025, the association "Zdravo i Zeleno" achieved an important success in international cooperation by securing a project under the Erasmus+ programme, in partnership with the "Sreten Mladenović" Elementary School.

The approved Erasmus+ project represents:

- the organization's first step toward international funds,
- confirmation of its credibility and capacity for project management,
- an opportunity to advance youth work through the European dimension of education and cooperation.

This success directly contributes to Strategic Goal 5 (strengthening the capacities of the organization and partnerships), as well as to the organization's long-term positioning in international programmes.

5. Laying the Foundations for the Development of Volunteerism

(Strategic Goal 4: Development of volunteer management)

In line with the Strategic Development Plan 2025-2028, 2025 represented the initial and developmental phase in establishing a systematic approach to volunteerism within the association "Zdravo i Zeleno". Recognizing young people as key drivers of change in the fields of public health and environmental protection, the organization began the process of building a sustainable volunteer management model that will enable the continuous, organized, and meaningful involvement of young people in the association's work. During this year:

- mapping of potential young associates and activists from the local community began,
- areas in which young people can make the greatest contribution were identified (environmental actions, educational campaigns, research activities, digital communication),
- the development of a volunteer management model encompassing clear roles, a mentoring system, and monitoring of engagement was planned,
- the general principles of a future youth platform were defined, with the aim of forming a stable and motivated volunteer network.

A special step in this process was applying to the Belgrade Open School (BOS) programme with a project focused on the development of volunteerism. Through this call, the organization seeks to secure expert and financial support for the formal establishment of a structured volunteer programme, the development of procedures, training for volunteers, and the establishment of a system for monitoring and evaluating their work.

The activities carried out in 2025 provide a solid foundation for the formal establishment of a structured volunteer programme in 2026, directly contributing to the achievement of Strategic Goal 4 - the development of volunteer management and youth activism. In the long term, the development of the volunteer system has the potential to significantly strengthen the organization's capacities, increase its social impact, and ensure a sustainable model for involving young people in local initiatives.

6. Partnerships and Positioning in the Community

(Strategic Goal 5 - Partnerships)

During 2025, networking began with local stakeholders in the fields of public health, education, and ecology. The activities focused on:

- strengthening institutional visibility,
- initial discussions on future partnerships,
- positioning the organization as a relevant actor in the field of public health and environmental protection.

These activities are part of the Strategic Plan related to building a network of partners.

7. Conclusion

The year 2025 represents a foundational developmental phase for the association - a year in which the organization moved from the initial founding phase into a phase of planned, structured, and strategically directed work. Through the development and adoption of the 2025-2028 Strategic Plan, the establishment of digital infrastructure, the implementation of its first research and educational activities, as well as the achievement of international cooperation through the Erasmus+ programme, the organization has laid solid foundations for further growth and development.

During 2025, significant progress was made in institutional strengthening, capacity development, and positioning within the local community. The research conducted on young people's attitudes toward environmental protection provided important data for future programme planning, while the educational activities in schools and the "Digital World Without Violence" project demonstrated the organization's ability to respond concretely to the needs of young people and the community.

Of particular importance is the approved Erasmus+ project, which confirms the organization's capacity to manage international programmes and opens up space for further networking and the development of partnerships at the European level.

Although 2025 was focused primarily on establishing systems and building organizational structure, the results achieved clearly point to a stable development path. The established strategic framework, the developed communication channels, and the initiated process of developing the volunteer programme provide the basis for a more intensive implementation of programme activities in 2026.

The association "Zdravo i Zeleno" enters the next period with a clear vision, defined priorities, and strengthened capacities, ready to continue contributing to the improvement of public health, the protection of the environment, and the active involvement of young people in social processes.