

ANNUAL REPORT

of the civic association

BRAND INSTITUTE

for the year 2021

Association name: Brand Institute

Legal form: civic association (občianske združenie)

Company ID (IČO): 42174180

Registered seat: Havelkova 2795/30, 841 03 Bratislava, Slovakia

Date of establishment: 20 November 2009

Statutory representative: Mgr. Andrej Kóňa, PhD.
Chairman of the Association

1. Foreword by the Chairman

The year 2021 was marked by the consolidation of our activities and the preparation of strategic directions for the coming periods.

2. Main activities in 2021

- Update of the Articles of Association of the civic association towards science and research.
- Voluntary preparation of the strategy for the Rashori platform.
- Data collection for the Smart City Index analytical tool.
- Search for partnerships with universities and municipalities.
- Participation in professional forums and public discussions.

3. Financial management of the association in 2021

The association recorded no revenues or expenses in this year. Financing of planned activities was covered through volunteer work and members' own contributions.

4. Personnel

The activities were carried out by members of the association without remuneration.

5. Goals for 2022

- Secure a permanent employee for project management.
- Publish methodological outputs for the analytical tools.
- Submit the first larger project focused on digital inclusion.

6. Conclusion

Despite limited conditions for implementing projects, Brand Institute remains an active civic association committed to long-term work in the fields of digital inclusion, smart cities and innovation for the benefit of the public.

Bratislava, 18 January 2022

Mgr. Andrej Kóňa, PhD.

Chairman of the civic association