

ANNUAL REPORT

of the civic association

BRAND INSTITUTE

for the year 2022

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 2022 was a milestone for Brand Institute in terms of staffing — we hired a full-time project manager.

2. Main activities in 2022

- Hiring an employee on a full-time employment contract for the position of project manager.
- Submission of a project for the Trnava Self-Governing Region (TTSK) — connecting young people and culture through digital tools.
- Preparation of the structure of Rashori — a platform for innovative ideas.
- Update of data for the Smart City Index.
- Collaboration on the methodology of analytical evaluations for professional institutions.

3. Financial management of the association in 2022

Revenues amounted to €1,046.84 and expenses to €1,419.51. Wage costs for the employee amounted to €11,068.44.

4. Personnel

We employed a project manager who covered the entire process of project design, communication with partners, and preparation of documentation.

5. Goals for 2023

- Launch a pilot version of the Rashori platform.
- Strengthen cooperation with cultural and educational institutions.
- Publish the updated Smart City Index.
- Prepare documentation for applications to research calls.

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, 17 January 2023

Mgr. Andrej Kóňa, PhD.

Chairman of the civic association