ANNUAL REPORT

of the civic association

BRAND INSTITUTE

for the year 2025

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

2025 brought Brand Institute a partial recovery of personnel capacity and continued preparation of key projects despite persistently limited financial resources. After a longer period during which the project manager was on parental leave, she returned to active work in the final quarter of the year, which made it possible to launch the preparation of new project applications. At the same time, we decided not to register as a recipient of the 2% tax assignation, as legislative uncertainty about the future of this non-profit funding mechanism persisted throughout the year.

2. Main activities in 2025

- SK-NIC Small Projects 2025: submitted an application to support the Rashori v.2 project (14 April 2025, €8,370) — NOT SUPPORTED (Nadácia Pontis, evaluation committee).
- Preparation and submission of an application to the Nadácia NBS grant call GV-2026-15 (financial education) — formally accepted, currently with external evaluators.
- Rashori: continued development and preparation of the application for full operation; the app went live on Google Play and the Apple App Store.
- Smart City Explorer: the app went live on the Apple App Store; preparation of the Android version continued.

- Smart City Index Slovakia: continued data updates, preparation of an expanded website and an academic article.
- Decision not to register as a recipient of the 2% tax assignation for 2025 due to legislative uncertainty (a 2024 proposal to abolish the mechanism entirely).
- Return of the project manager from parental leave (24 October 2025).

3. Financial management of the association in 2025

The civic association Brand Institute kept double-entry bookkeeping in 2025 in accordance with Act No. 431/2002 Coll. on Accounting. The association did not carry out any business activity and was not a recipient of public subsidies. The association did not register as a recipient of the 2% tax assignation for 2025 due to legislative uncertainty surrounding this mechanism (in 2024 a proposal was submitted to abolish it entirely); the main sources of income were therefore membership fees and members' own contributions. Total income of the association in 2025 amounted to €3,090.60, total expenses to €3,818.29. As of 31 December 2025, the association reported a negative accounting result of –€727.69, which was covered from members' own reserves — the balance on the bank account fell to €81.91. The association had no liabilities as of 31 December 2025.

4. Personnel

The association's project manager was on parental leave until 24 October 2025, when she returned to active work. The last quarter of the year thus brought a partial restoration of personnel capacity, which was reflected in the preparation of new project applications (in particular the SI PILOT 085 call of the Ministry of Labour, Social Affairs and Family of the Slovak Republic).

5. Goals for 2026

- Succeed with the application to the Nadácia NBS grant call GV-2026-15.

- Prepare and submit a project concept under the SI PILOT – Pilot Social Innovation Projects call (Ministry of Labour, Social Affairs and Family of the Slovak Republic), deadline 2 September 2026.

- Continue developing and stabilising the Rashori and Smart City Explorer applications (including restoring the Android version of Smart City Explorer).

- Consider re-registering as a recipient of the 2% tax assignation for 2026.

- Strengthen personnel capacity and expand cooperation with universities and partners.

6. Conclusion

Although 2025 again ended with an operating deficit and persistently limited capacity, the second half of the year brought a resumption of activity and promising prospects for 2026 — in particular the ongoing preparation of the SI PILOT 085 project and the submitted application to Nadácia NBS. Brand Institute remains a stable professional foundation with a long-term strategy for developing digital inclusion, smart cities and innovation in Slovakia.

Bratislava, 31 March 2026

Mgr. Andrej Kóňa, PhD.

Chairman of the civic association