



SIDRO

FOUNDATION

2025

Annual Report

Foreword by the **Foundation's Manager**

2025 was a year of beginnings - and of deliberate investment in what matters most.

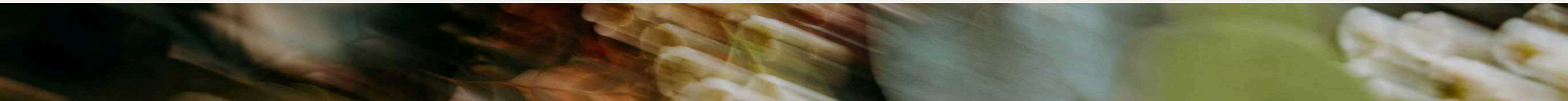
The Sidro Foundation launched its first programs against a backdrop of real and growing pressure on rural Serbia: **climate change threatening agricultural stability, falling populations and an aging workforce in rural areas, and persistent gaps in economic opportunity for those who need it most.**

In response, we acted - **supporting sustainable agricultural practices, fostering social inclusion, and investing in innovative solutions for rural revitalization.** We also built the institutional foundations that will allow us to do this work with rigour and transparency for years to come.

Our first year was **shaped by partnership, learning, and a clear-eyed commitment to impact.** It represents not just a beginning, but a blueprint for what Sidro can become.

Jelena Savanović

SIDRO
FOUNDATION



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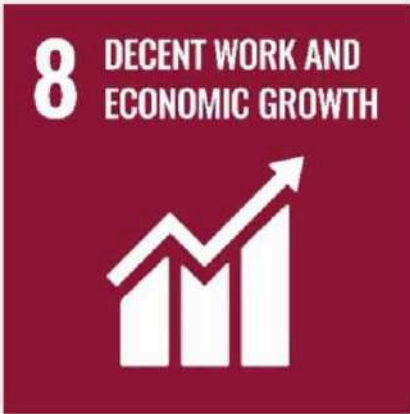


SIDRO's Mission:

Promoting rural development in Serbia by supporting sustainable and healthy food systems, small agricultural producers and their communities, as well as through investments in local infrastructure.



Our work contributes to the achievement of the following SDGs:





**Our geographical
focus:**



**Our thematic
focus:**



**SUSTAINABLE AGRICULTURE
AND TOURISM**



SOCIAL ENTREPRENEURSHIP



**RURAL COMMUNITIES'
QUALITY OF LIFE**



YOUTH ENTREPRENEURSHIP

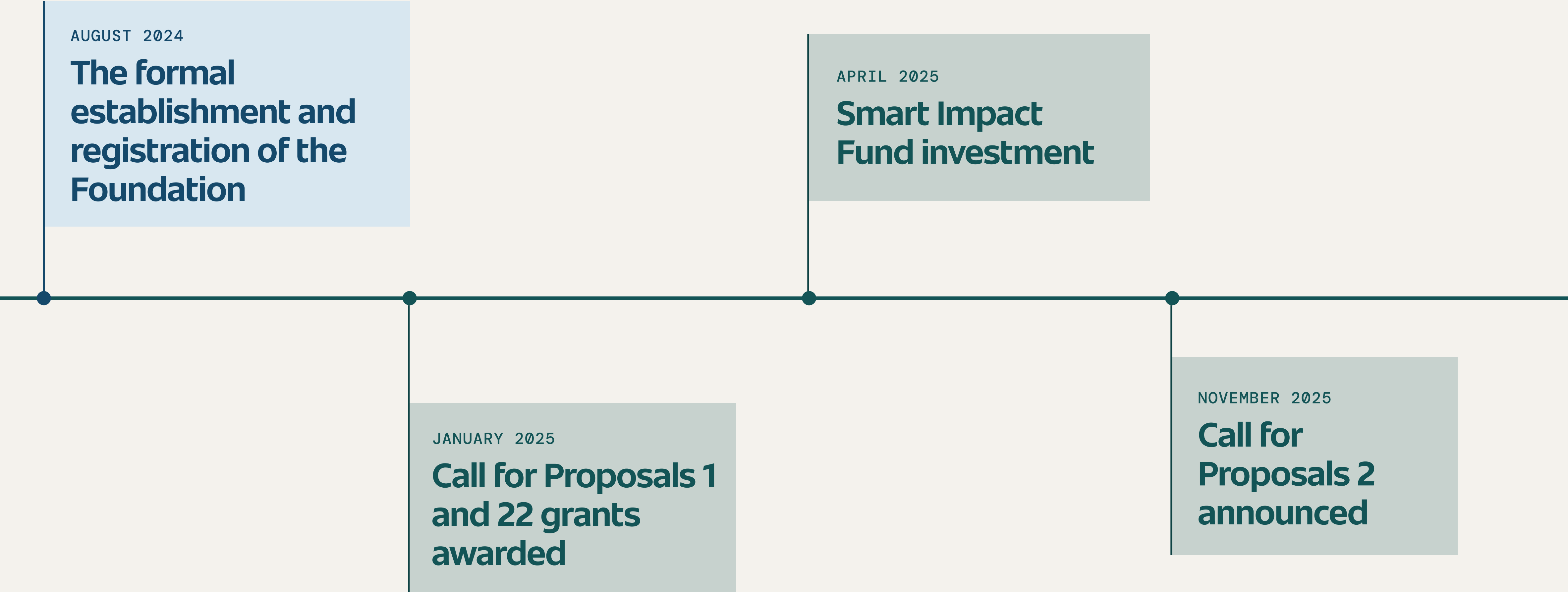


**Our
partners:**



SUMERIAN

**smart
KOLEKTIV**



02

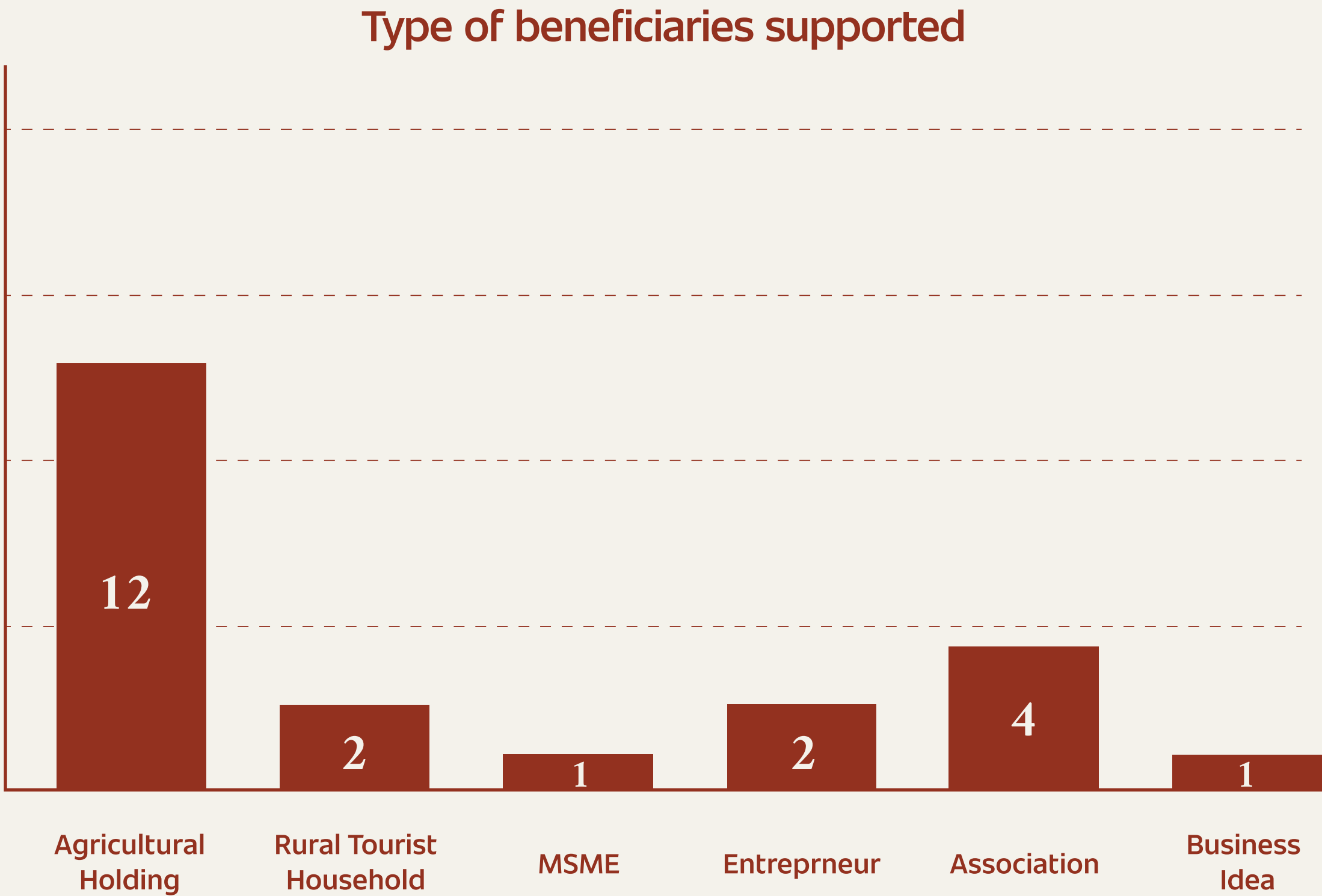
Activities in 2025

In 2025, Sidro channelled its support through two complementary streams - investing directly in smallholder farmers and social enterprises building economic resilience, while also funding community-level initiatives that strengthen the social and economic fabric that makes rural life sustainable.

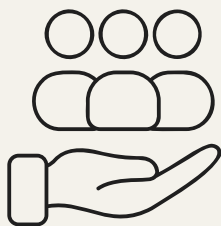
Call for Proposals 1 - Overview

More than funding-targeted mentorship designed around each beneficiary’s real needs.

Total number of applications:	673
Supported projects:	22
Value of support per project	up to 15K EUR
Financial and mentorship support	



Call for Proposals 1 - Impact



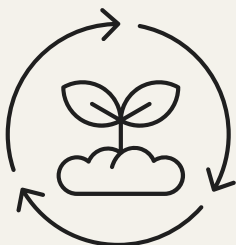
Community impact

Quality of life improved for **820** individuals from rural population or local businesses



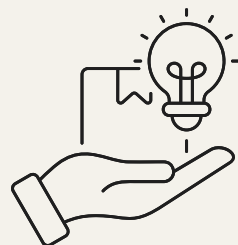
Marginalized Groups

350 Individuals engaged through projects



Sustainable agricultural practices

70% of farmers adopted or expanded the use of at least one sustainable practice



New or innovated product/service

11 new or innovated products and/or services introduced within the project

***Note:** Results reflect projects completed by end of 2025. Final figures will be reported upon completion of all supported projects in 2026.

Call for Proposals 1 - Highlights

Project title:

Innovation that feeds the future

With the support of the Sidro Foundation, the agricultural holding owned by Danijela Ratkov Žebeljan from Starčevo enhanced its production of microgreens and other organic products through the purchase of a hydroponic cultivation system. The family-owned food brand, Grina, promotes a healthy diet while emphasizing sustainable production and efficient use of resources.



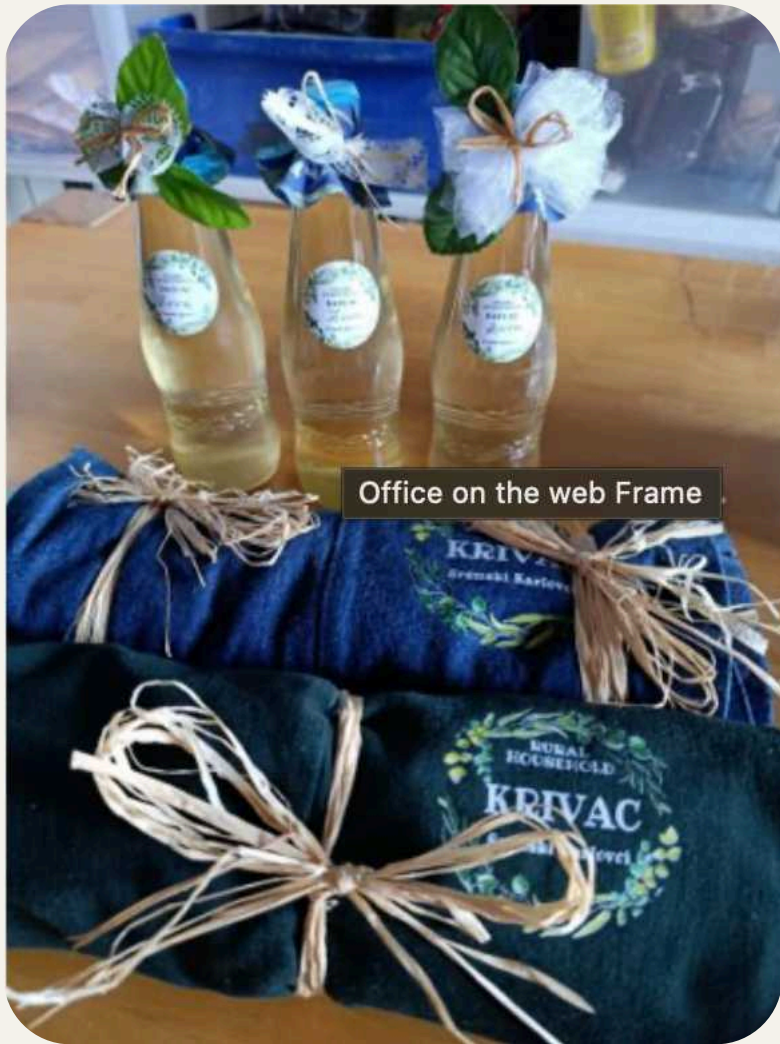
Call for Proposals 1 - Highlights



Project title:

Krivac - Center for Sustainable Development Education

Eco-hub Krivac is a rural tourism household located in Sremski Karlovci that offers more than hospitality - it provides practical knowledge on the minimum-waste concept. It is deeply rooted in the local community, which contributes by donating surplus goods. These materials are then transformed into new forms through upcycling, recycling, and workshops focused on extending the shelf life of various products, such as food preservation and processing. With the support of the Sidro Foundation, Eco-hub Krivac refurbished part of its facilities, secured a reliable water supply, and improved accessibility for people with disabilities.



Office on the web Frame

Call for Proposals 1 - Highlights



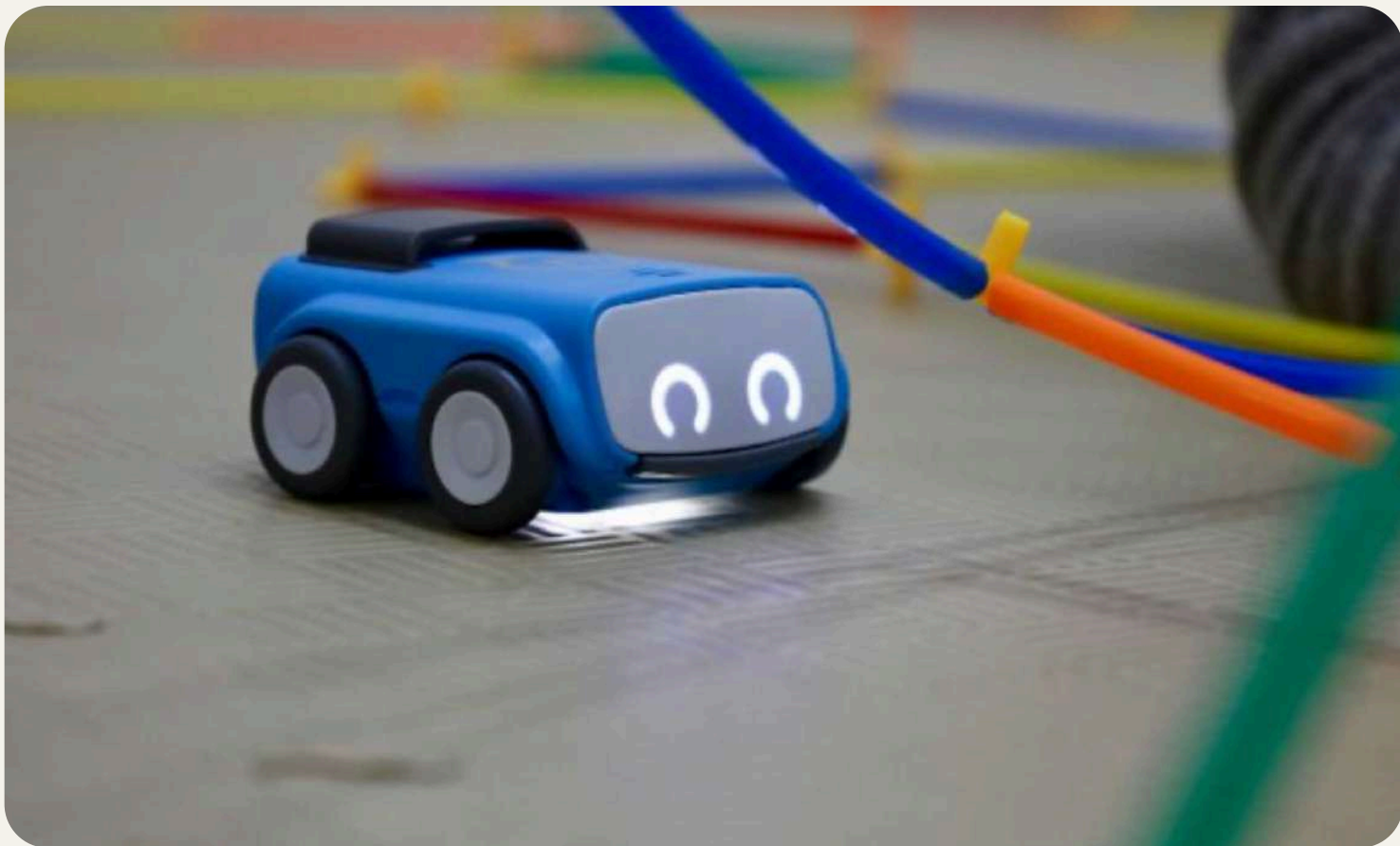
Project title:

Zdravka Center Network

The Zdravka Center Network is a project implemented by the Cancer Prevention Society from Sombor, established in 1969. The project addresses the need for education on cancer prevention and rehabilitation measures in rural areas, where this type of support is often limited. Through a series of educational workshops, an art colony, concerts, and a theatre play, the initiative has reached 250 cancer patients and their communities. The theatre play “Our Journey”, developed as part of the project, has proven to be a particularly powerful tool for conveying this important message and is now being performed in several cities across Serbia.



Call for Proposals 1 - Highlights



Project title:

S.T.R.E.A.M. Center for Robotics Education

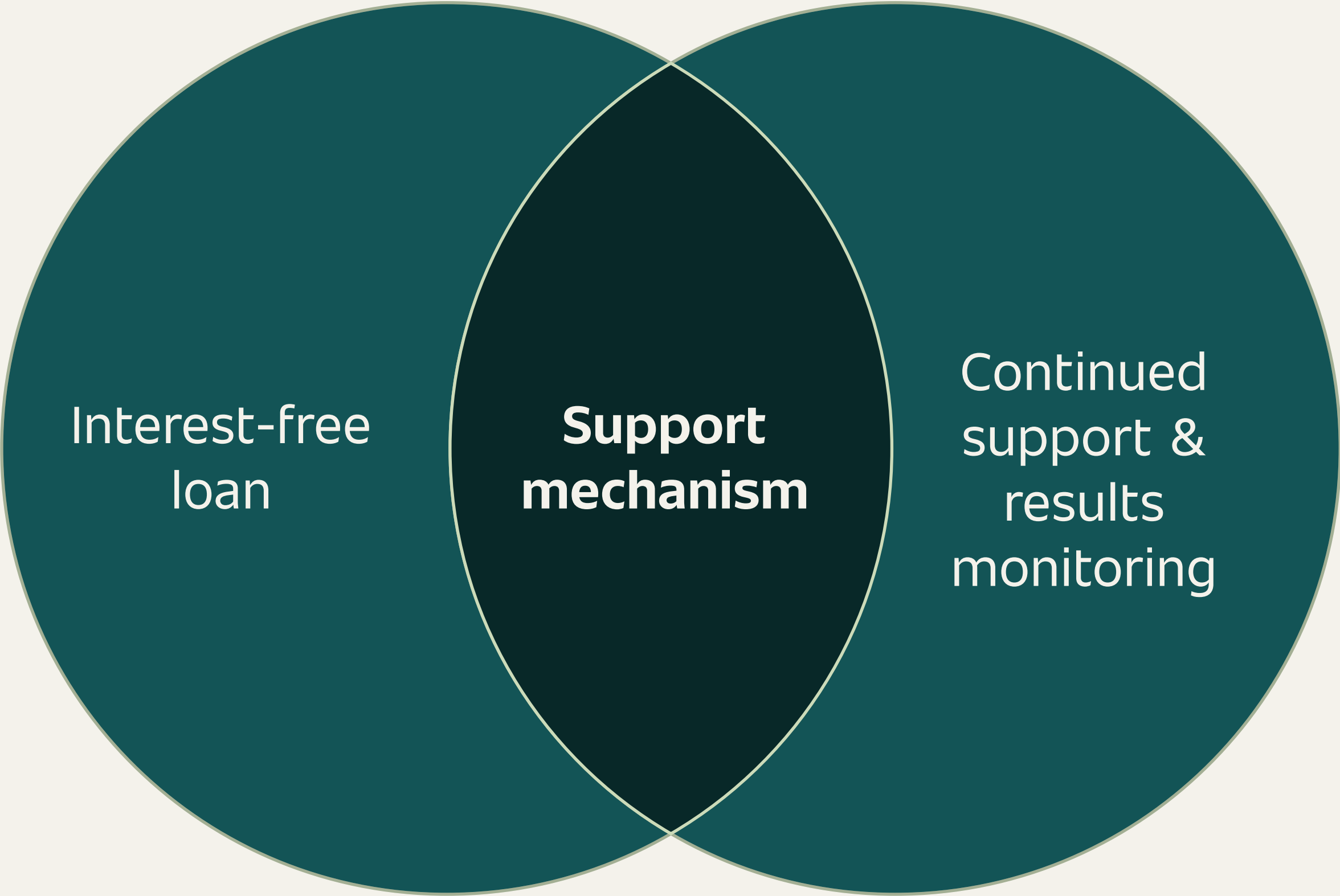
Dorina Keringer is a young robotics teacher from Bečej. Through her work with children, she identified effective and engaging teaching approaches that enable faster and more lasting knowledge acquisition. She developed the idea of establishing an educational center to promote and apply this method, teaching subjects such as history, mathematics, geography, and programming through the use of educational robots. With the support of the Sidro Foundation, Dorina turned her idea into reality and became an entrepreneur, offering a unique learning opportunity to her community.



Smart Impact Fund Investment

Partnership for the development of impact investing

In 2025, Sidro Foundation invested in the **Smart Impact Fund**, established and managed by Smart Kolektiv since 2019. The Fund is dedicated to fostering the development of social economy and impact investing through providing tailored financial instruments and non-financial support to impact enterprises.



Smart Impact Fund Investment

With Sidro Foundation investment, **five impact enterprises** were selected for support through the Smart Impact Fund in 2025, with four investments ongoing and one in initial assessment.

LICEUJICE


RADANSKA RUŽA

 AVLIJA
Bogatic

Granum®

Impact enterprise: LiceUlice and Radanska ruža

Organization profile:

An independent humanitarian organization and nonprofit media outlet committed to the economic and social empowerment of hard-to-employ individuals facing life challenges such as homelessness, illness, disability, poverty, and social exclusion.

Investment value: 25.000,00 EUR

Investment purpose: Development of new products and increase of number of sellers

Impact: Decent work and Economic Growth, Reduced inequalities, No poverty



Organization profile:

A non-profit limited liability company which employs primarily women from marginalized groups. Produces vegetables and fruits spreads.

Investment value: 20.000,00 EUR

Investment purpose: Development of new sales channels

Impact: Decent work and Economic Growth, Gender Equality, No poverty, Zero Hunger



Impact enterprise: Avlija Bogatić/Caritas Šabac and Suncokret/GranumFood

Organization profile:

Social enterprise for professional rehabilitation and employment of people with disabilities.

Investment value: 40.000,00 EUR

Investment purpose: Introduction of two new social services

Impact: Decent work and Economic Growth, Reduced inequalities, No poverty



Organization profile:

"Granum" brand is quality and healthy products produced using the highest quality raw materials and traditional processing methods with minimal intervention.

Investment value: 45.000,00 EUR

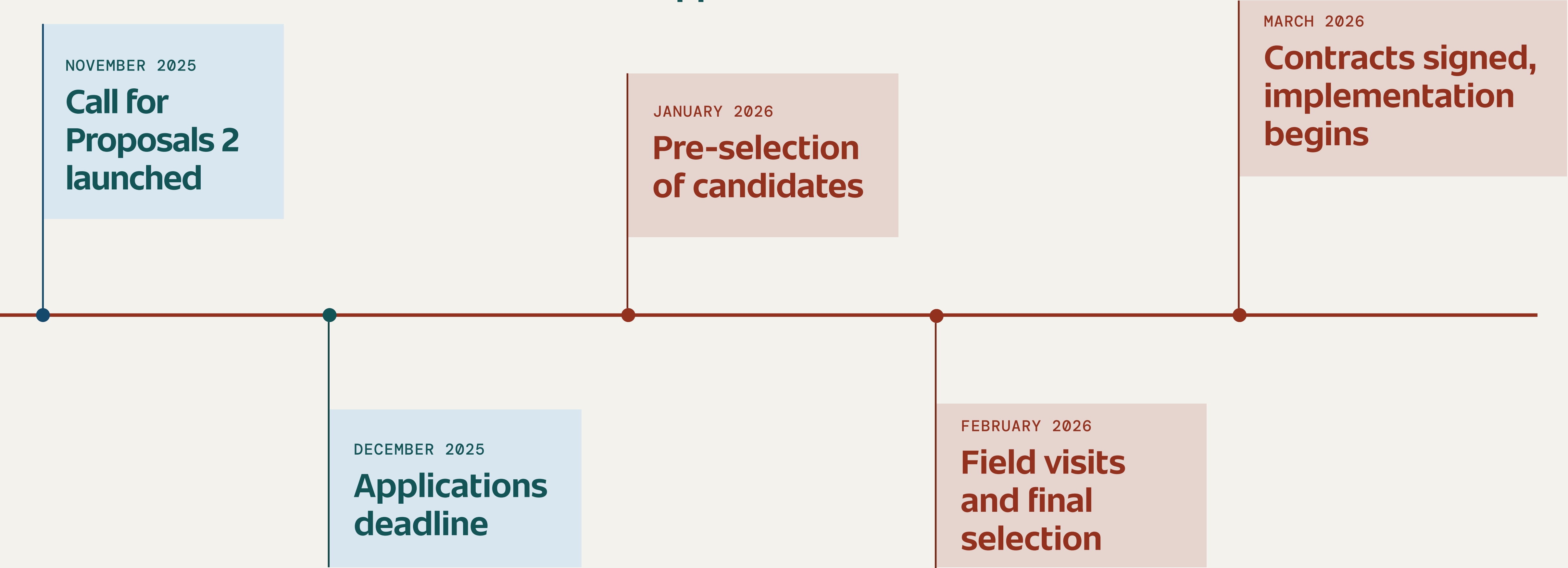
Investment purpose: Improvement of circular practices and increased profitability

Impact: Zero hunger, Good health & Well-being, Responsible Consumption



Call for Proposals 2 - Timeline

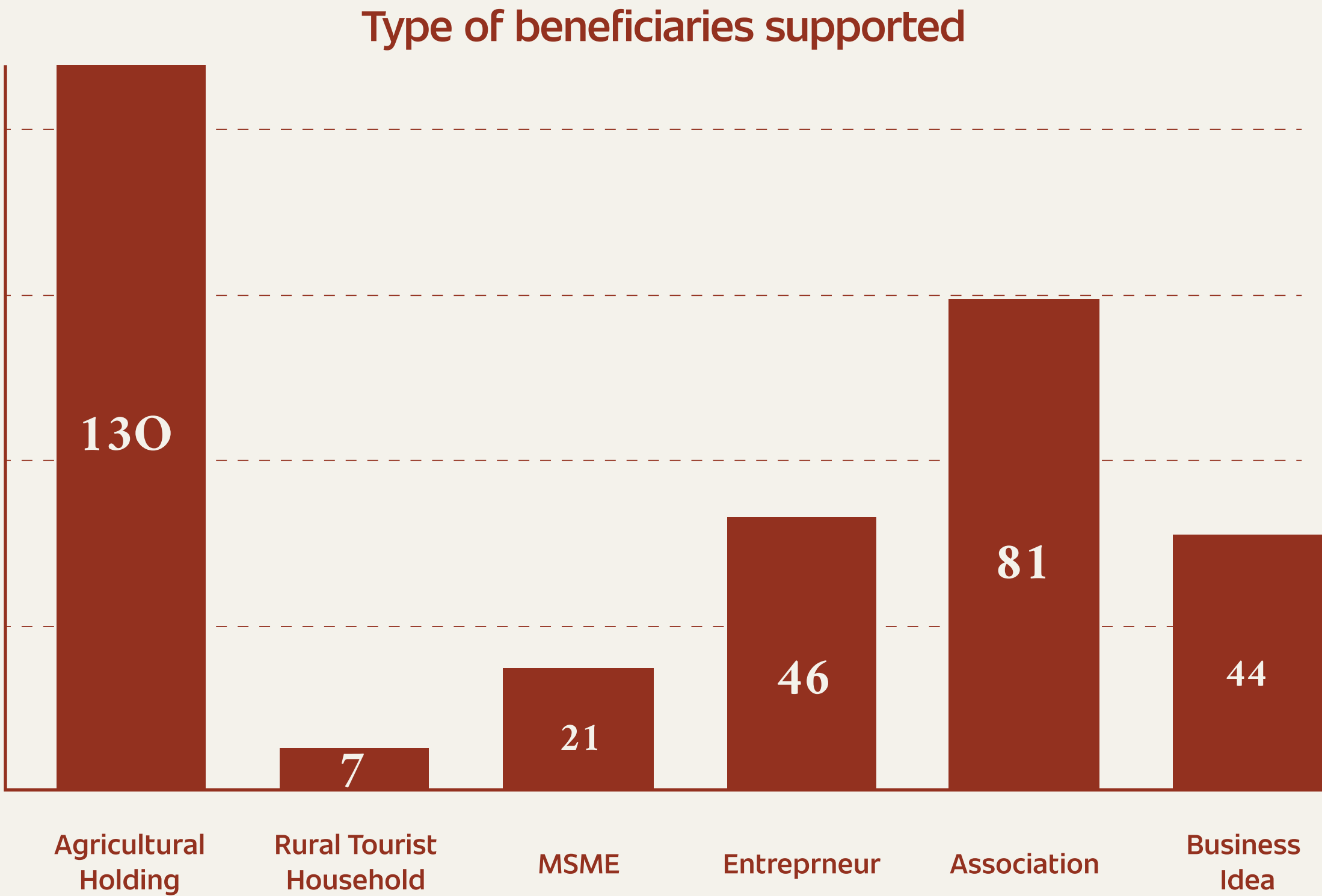
329 applications received



Call for Proposals 2 - Overview

More than funding-targeted mentorship designed around each beneficiary’s real needs.

Total number of applications:	329
Projects planned for support:	30
Value of support per project	up to 15K EUR
Financial and mentorship support	



03

Visibility

Events

25 SEPTEMBER 2025

Social Innovations Forum

Sidro Foundation supported the organisation of the 11th Social Innovations Forum, an annual conference dedicated to promoting innovative solutions for socio-economic challenges.

Speaking before more than 100 representatives of the EU, international financial institutions, and the private and civil society sectors, the Foundation made the case for philanthropic capital as a catalyst for impact investment - one that can absorb risk where commercial capital cannot and support social innovation from its earliest stages.



04 DECEMBER 2025

CSR & ESG Forum

Serbia's largest gathering on responsible business and sustainability, the 16th CSR & ESG Forum brought together representatives of the private and public sectors, international organisations, and the diplomatic community.

As one of the supporting partners of the conference, Sidro Foundation took the floor alongside the Swedish Ambassador and senior representatives from across sectors, calling for an economy built on accountability, collaboration, and a shared commitment to inclusive development - affirming its place at the heart of Serbia's emerging impact ecosystem.



Media

DECEMBER 2025

Agrodnevnik, RTV



NOVEMBER 2025

Plodno i rodno, B92



The Foundation's work reached national audiences through appearances on prominent agricultural and rural development programmes, with an additional **40+ mentions** across online portals nationwide and featured on Radio Novi Sad.

PR



AGRO SMART

Sidro fondacija: Poziv za projekte koji doprinose održivosti i inkluziji u Vojvodini

13/11/2025 [Read More](#)



AGRO NEWS

Sidro fondacija raspisala poziv za održive i inkluzivne projekte u Vojvodini

13/11/2025 [Read More](#)



BEČEJSKI DANI

Konkurs Sidro fondacije: Još malo vremena za prijave

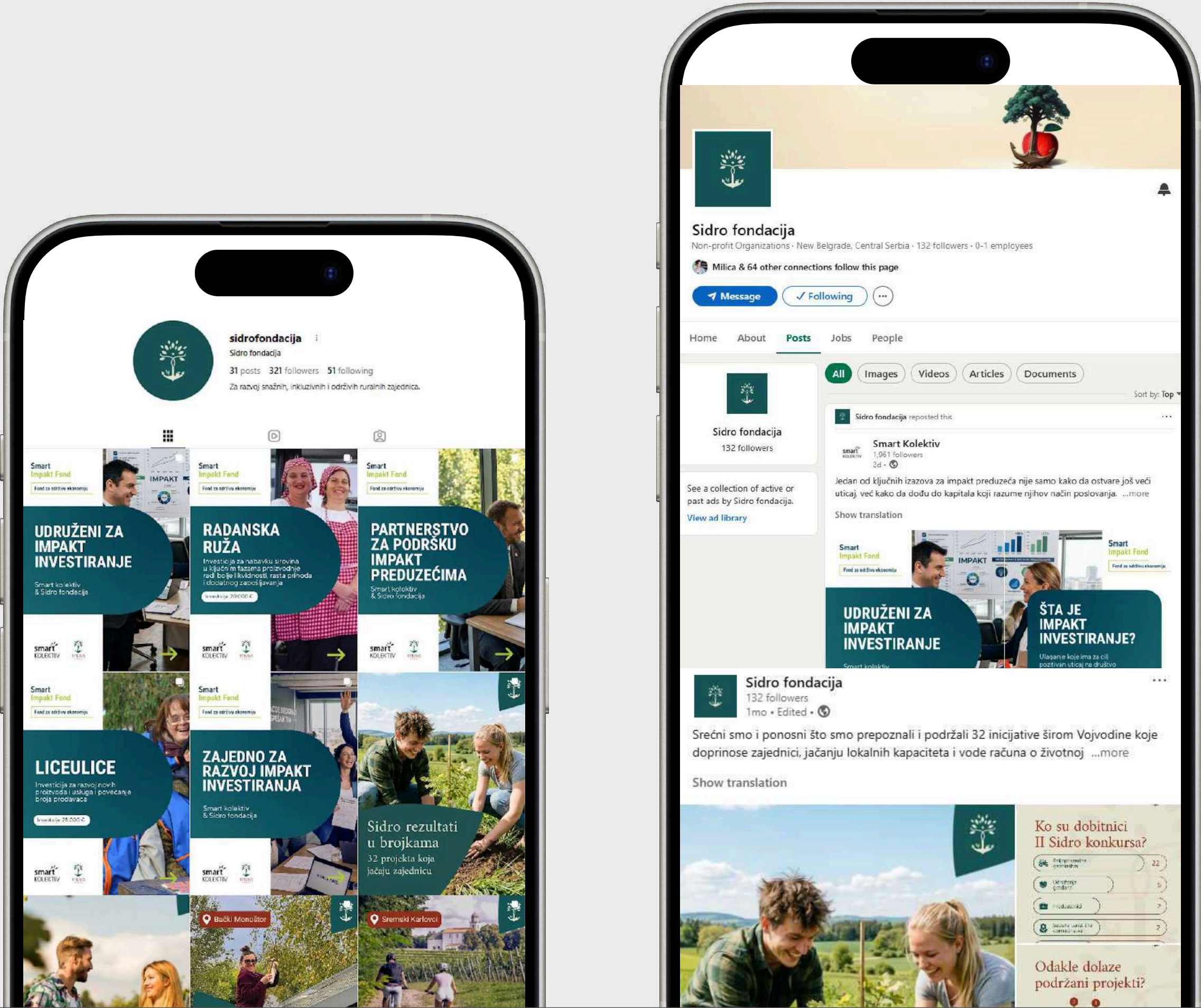
02/12/2025 [Read More](#)



Social Media

The Foundation established its presence on social media platforms, launching official profiles on LinkedIn, Instagram, and Facebook.

-  [LinkedIn](#)
-  [Instagram](#)
-  [Facebook](#)



04

Looking Ahead



**LEARNING
FROM PRACTICE**

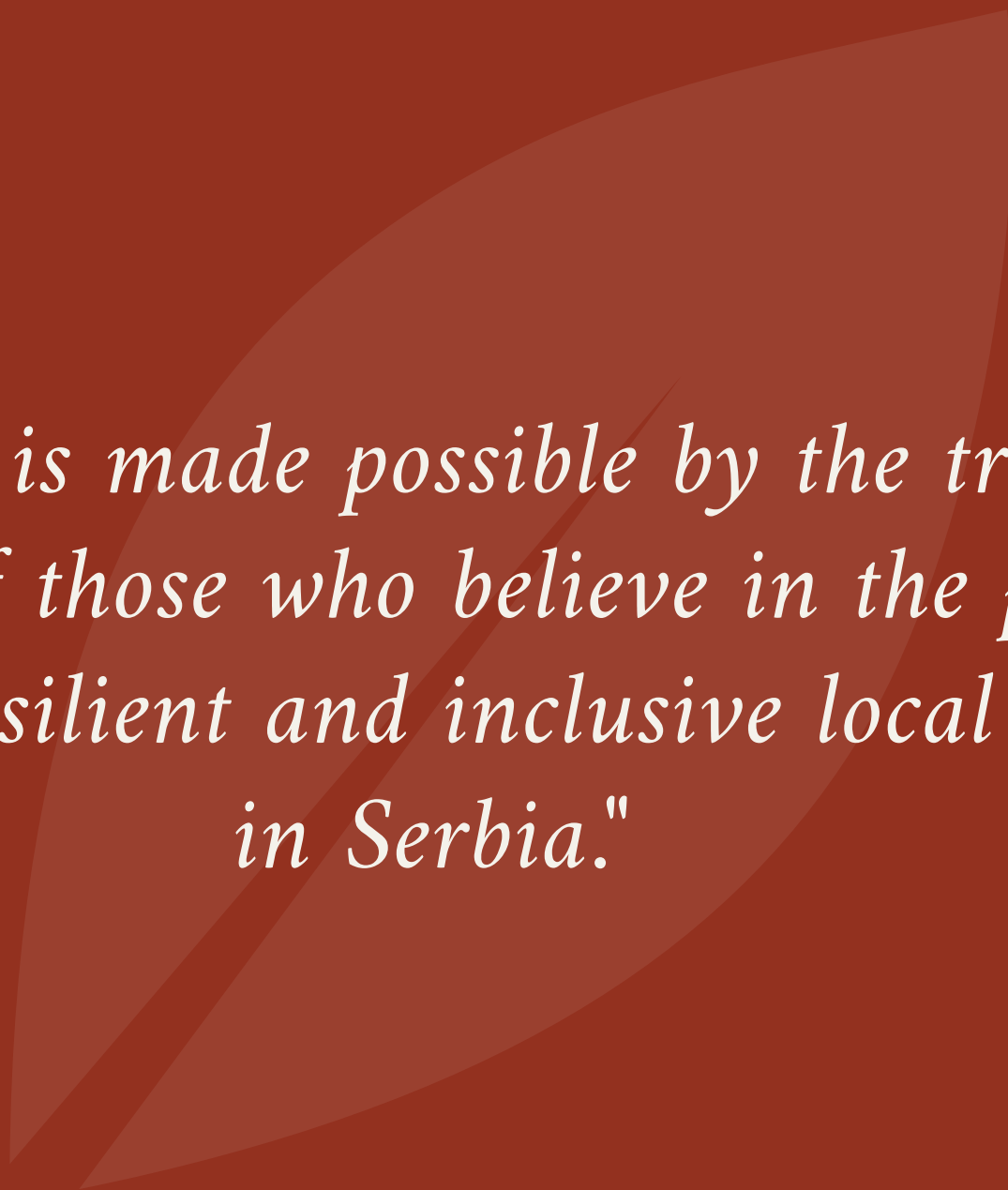
Insights gathered from our work will be used to inform our programme priorities and adapt our supporting mechanisms.

**STRENGTHENING
IMPACT MEASUREMENT**

We will systematically measure impact across all supported projects - deepening our understanding of what works and for whom.

**GROWING
OUR ECOSYSTEM**

We will continue to build and deepen partnership within the rural development and social innovation ecosystem in Serbia.



*"Our work is made possible by the trust and
commitment of those who believe in the potential of
building more resilient and inclusive local communities
in Serbia."*

Thank you to our: Founders | Partners | Beneficiaries

Get in touch: office@sidrofoundation.org | sidrofoundation.org