

# propulsion portfolio



We Design *Impact*



**PROPULSION is a full-service communication agency specializing in innovative socially impact campaigns and projects.**

The agency is also the founder of the Propulsion Fund Foundation through which we develop and implement socially responsible programs worth more than one million euros for the largest companies in the region.



**We operate in Serbia, Bosnia & Herzegovina, Montenegro and Kosovo.**

**Propulsion was founded in 2011 under the name Dokukino,**

focusing on socially engaging film, video, digital solutions and design. The spectrum of our services has changed and grown, but it is still based on the production of cutting-edge design solutions, piercing digital campaigns and hundreds of hours of directed video-material of the highest quality. In Sarajevo and Belgrade, our team consists of 23 people, and we work with about 180 creative associates.

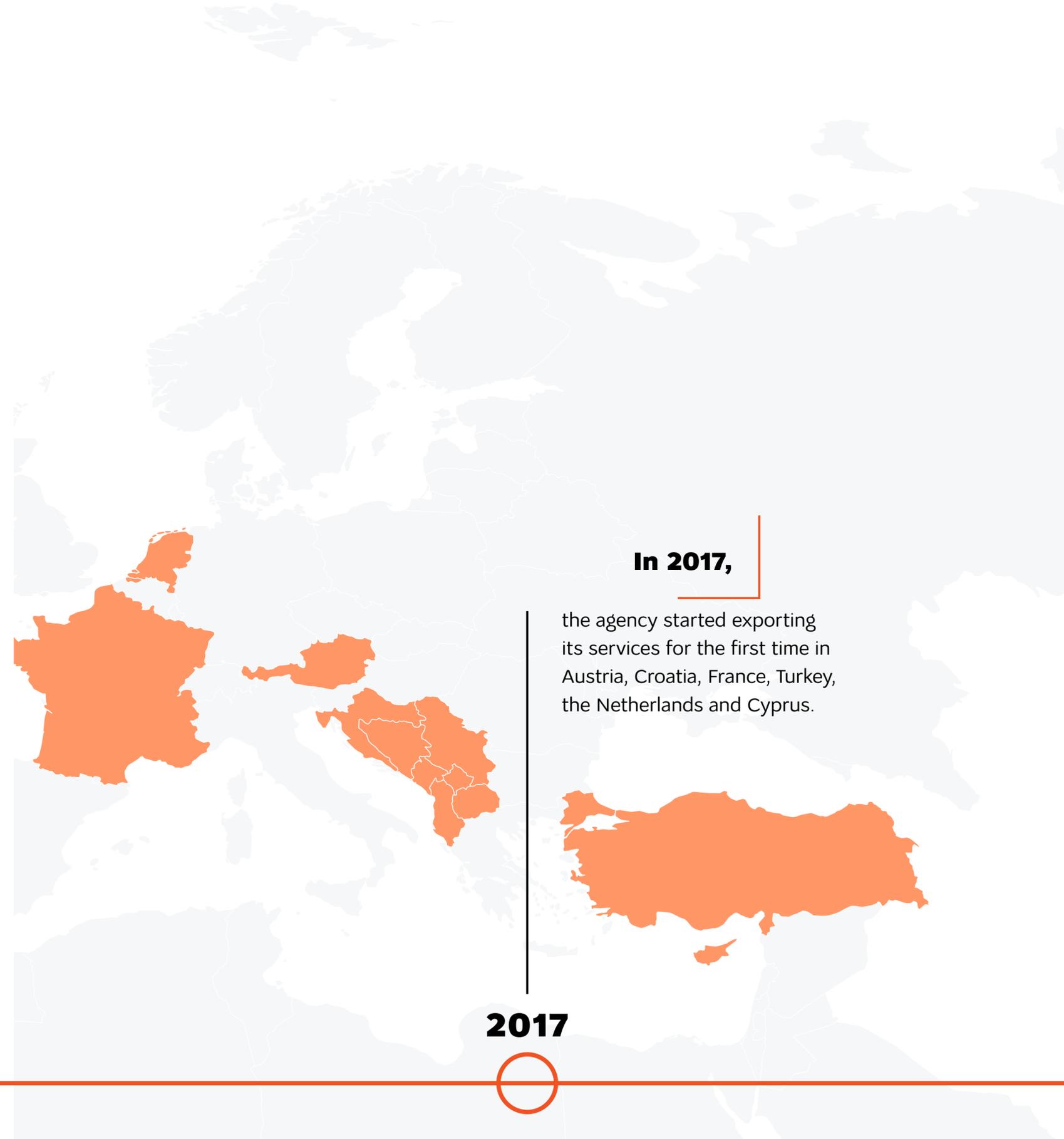
**2011**



**In 2017,**

the agency started exporting its services for the first time in Austria, Croatia, France, Turkey, the Netherlands and Cyprus.

**2017**





**Propulsion takes a unique market niche between the core business of its clients, their socially responsible projects, PR, communications and marketing.**

For nearly 60 clients a year, our team produces dozens of well-rounded and creative, digital, design, print, PR, lobby, community and video campaigns that reach up to hundreds of thousands of people.

**Propulsion is widely known and recognized as the leading supplier in the field of socially engaged communications in the Western Balkans.** Among our clients are UN agencies in all countries where we operate (UNDP, UNICEF, UNHCR, UN Women), EU Delegations, the OSCE Mission, the Open Society Foundations and the US Embassies across the region, the Regional Cooperation Council, the Balkan Trust for Democracy, ReSPA, AmCham BiH, Chamber of Commerce of Montenegro, USAID, ministries, parliaments, other embassies, associations and many others.

For this, a robust internal system of preparation of international tenders is responsible: in 2013, the team prepared the first two and won one tender, while today the agency is a high-ranking bidder at about 100 tenders per year, and the percentage received is above 70%.

**Through our Propulsion Fund foundation, we work with leading regional companies for which we creatively design and implement innovative socially responsible projects and strategic investment (impact investment) into brilliant young minds.**

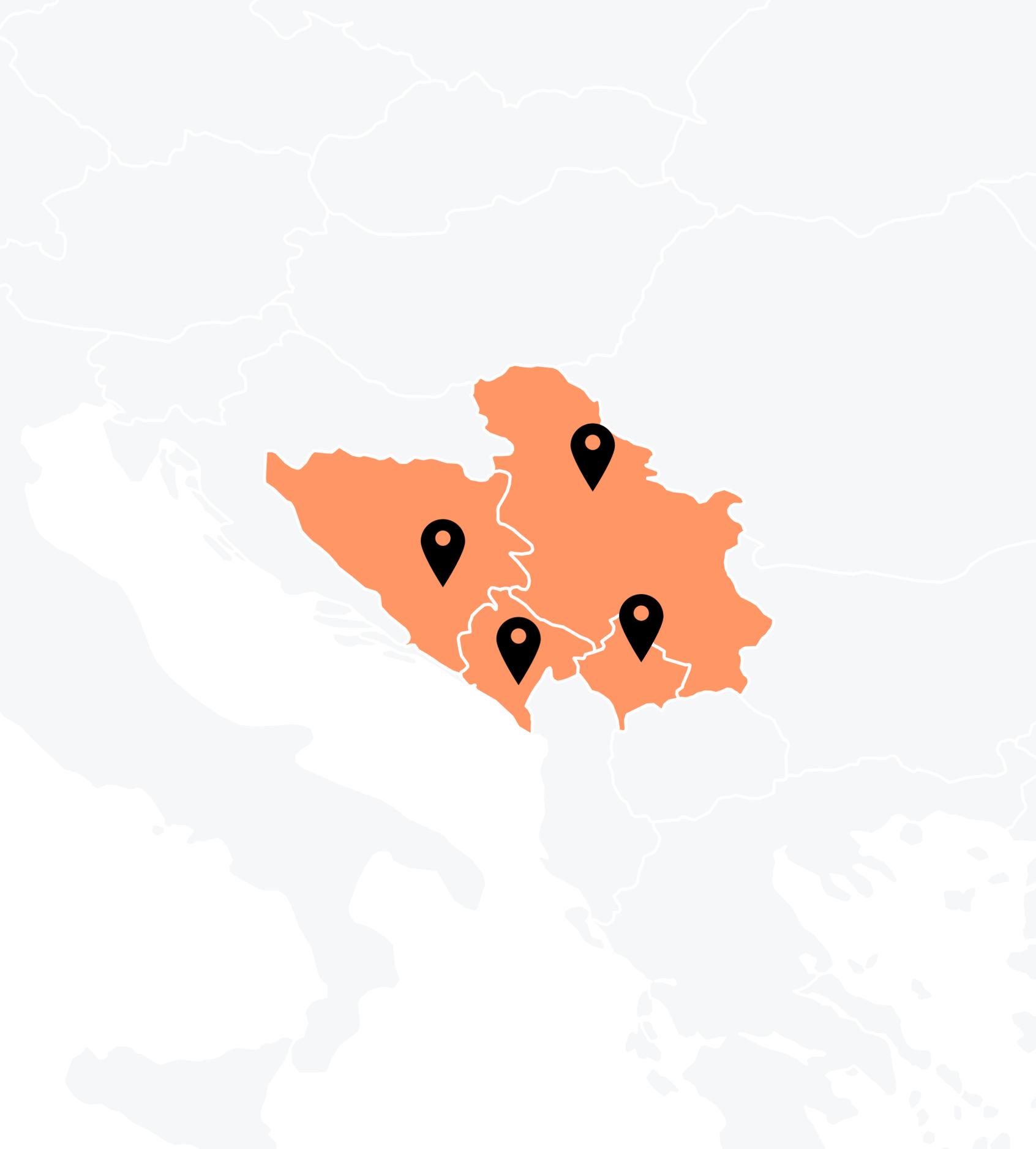
These programs reveal and create a new generation of leaders who can lead their countries forward in various areas: through entrepreneurship, business skills, IT, creative industries, professional sports, art, high-quality media content.

We are proud of the partnerships among which are SBB, Delta Holding, Vojvođanska Banka, Erste Bank Montenegro and Serbia, AstraZeneca, Apatinska Pivara, Telemach BiH, Microsoft, Sparkasse Bank of Bosnia and Herzegovina, Coca-Cola HBC Kosovo and Montenegro, Biznis Plus and others. **Through these programs more than a million euros and thousands of mentoring hours were invested into two thousand alumni.**

Propulsion is one of the founders of the Serbian Philanthropy Forum and part of the AmCham in Serbia and Bosnia and Herzegovina, while our best managers are members of the Serbian Association of Managers. Campaigns and programs designed by Propulsion were awarded multiple times, including a number of awards for UEPS and Virtus in Belgrade, Iskra in Podgorica and The Internationalist in New York.

We strongly believe that communication has the power to change the societies of the region on a daily basis.

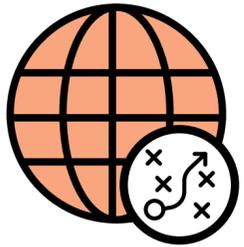
That's why  
**We Design *Impact***



## Geography

Propulsion's mission toward designing innovative campaigns and programs is fueled from our two hubs in **Belgrade** and **Sarajevo** and representative offices in Mitrovica and Podgorica, where we create a wide spectrum of digital, video, PR, design and print solutions, providing our clients with full scope communication service designed for social impact.

# Competencies



Our communications services are tailored for those who base their work on the same principles. Beside that, we are conducting a wide set of communication services as support for our programs and partners.

Propulsion is supported through an all encompassing full service communication & program production working under a turnkey system.



## PUBLIC AFFAIRS

Public relations from planning to clipping. Multilevel advocacy for powerful impact.

- Communication strategies
- Communication plans
- Press conferences
- Press care
- Press releases & statements
- Photo & video distribution
- Press clipping analyses
- Campaign reporting
- PR support



## PIERCING IMAGERY

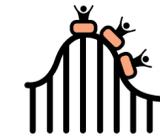
Total design solutions both online and offline. A full frame video production, from brilliance of state of the art cameras to high quality post production and 2D and 3D graphics and animation.

- Documentary film production
- Video reports
- Social media video content production
- TV studio production
- Filming in HD and 4K resolution
- Directing and editing services
- Graphics solutions
- 2D and 3D animations
- Sound production
- Translation and subtitling



## COMMUNITY IMPACT

Close approach to precisely selected communities and audiences includes social media and customized events.



## EVENT MANAGEMENT

- High profile events
- Hackathons
- Inspirational workshops
- Speed mentoring
- Networking



## SOCIAL MEDIA

- Strategies
- Executive plans
- Content creating
- Copywriting





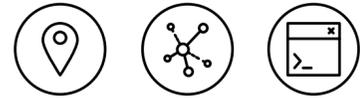
**MENTORSHIP,  
INSPIRATION  
& LEADERSHIP  
PROGRAMS**

## Resonant Voices Initiative

2017-2018

CIJA US

Albania, Montenegro, Macedonia, Bosnia and Herzegovina,  
Kosovo, Serbia



Resonant Voices Initiative aims to challenge extremist narratives in the public discourse throughout the Western Balkans – in particular those disseminated online – and to equip critical voices in the target countries with the skills, know-how and resources to counter radicalization, the recruitment of foreign terrorist fighters and violent extremists and other dangerous trends. It empowers a diverse group of civil society actors – activists, journalists, bloggers, educators and other online (and offline) influencers to become the resonant voices, able to counter violent extremism, to push back against extremist propaganda and to increase and amplify alternative, positive messages.



**Resonant  
Voices  
Initiative**

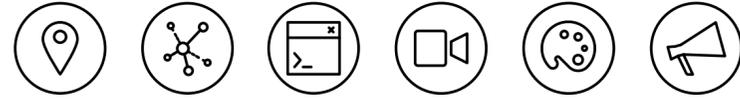


## Social Impact Award

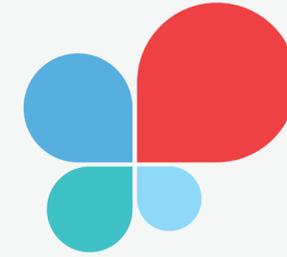
2016-ongoing

SIA International

Bosnia & Herzegovina, Montenegro, Kosovo



Attracting and motivating young people to take part in the program by submitting their proposals for social businesses, while giving the community the opportunity to voice its opinion on the social value of finalists' ideas through online voting. Social Impact Award (SIA) offers a friendly, supportive environment for students to learn about social entrepreneurship. Mentorship support, participation at annual SIA Summit and implementation funds are awarded to student teams that have best ideas for improving their environment and local community. SIA invites them to take an active role, get in touch with reality and to collaboratively articulate and test workable solutions to societal challenges. In Montenegro, Kosovo and Bosnia and Herzegovina SIA is coordinated by Propulsion Fund.



## Delta Biznis Inkubator

2018-ongoing  
Delta Holding  
Serbia



Delta Business Incubator is a three-month long program supporting startups in the field of agriculture, real-estate and distribution/logistics. It helps perspective start-up ideas to be developed or existing start-up businesses to level-up their business model relying on Delta's resources: knowledge, mentorship, financing and business contacts. Propulsion is Delta's partner for community building and capacity development. During an intensive Delta Biznis Inkubator promo-tour our team is visiting 12 locations across Serbia in order to share important information about the program and submission procedure and hands-on experience on how to prepare submission forms and validate ideas for pre-approval.



## Superste

2014-2015

Erste Banka A.D.

Serbia



The concept Superste.net, produced in cooperation with Propulsion and funded by Erste Bank Serbia, aims to support and stimulate youth activism and leadership. Citizens are invited to detect issues or entrepreneurial potential in their communities, and offer solutions through the innovative social good projects.

After the period of submitting project proposals, the public can vote for the projects they found the most useful through the Superste.net web portal. The finalists, selected by expert jury and online public voting, are awarded funds, mentorship, and other resources, in order to successfully implement the projects and continue their activism. In 2015, 10 winning projects were chosen and will receive funding and other resources from Erste Bank and Propulsion. As more cycles of competition Bank are planned to be implemented in the future, Superste.net is a long-term strategy for youth empowerment and their involvement in solving the burning issues in their communities.

**SUPERSTE** Rade nas  
ideje

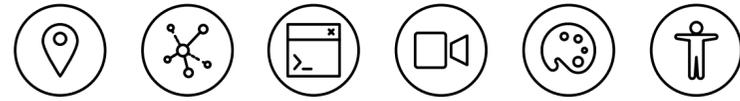


## Živi svoju ideju

2017-2018

SBB Foundation

Serbia



Živi svoju ideju is a program with an initial fund of 80.000 EUR for entrepreneurial ideas which enhance better user experience and content within the area of cable television, phone and internet as well as solutions for the betterment of society started by SBB. Inspired by his own start-up experience growth of 15 years, supported by Propulsion award-winning methodology, SBB decided to create a program which allows individuals to be directly involved in the creation of the new approach to future of TV and internet. This project aimed to engage the general public through an open competition for innovative entrepreneurial ideas.

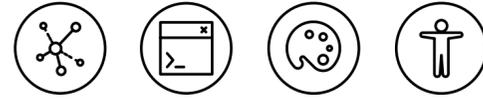


## Šampioni svaki dan

2017-2018

Apatin Brewery

Serbia



Šampioni svaki dan (Champions Every Day) aims to motivate individuals with disabilities to take part in sport. Apatinska pivara (Apatin Brewery, part of Molson Coors) and its brand Jelen Pivo created this four-year long program, which supported three solutions in 2017, with a total of 12.000 EUR. It is also a web platform, the source of knowledge and information about sports activities related to the National Paralympic Committee for Serbia. The competition Champions Every Day is a whole-year program that collects ideas in the field of sports accessibility, provides mentoring and support, and selects the best ideas to be funded.

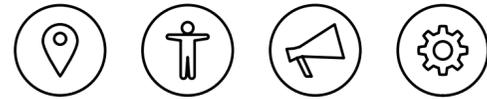


## MakeIT for Youth

2017

Microsoft Philanthropies

Serbia



MakeIT for Youth is educational program for teachers, trainers and youth, with a goal to improve computer literacy of young people across Serbia. It is organized in partnership with Microsoft Serbia. The value of the program equals to 50.000 USD and it includes organization of 5 courses developed in cooperation with Faculty of Electrical Engineering, MDCS (Microsoft Development Center Serbia) and Petlja Foundation. Project covers organization of the workshops for teachers, trainers and youth, across Serbia in 70 most undeveloped municipalities with biggest percentage of young people in comparison to the number of the population.

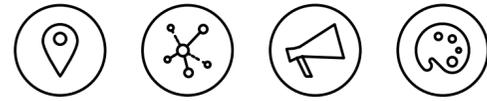


## Tech 4 Good

2016

Microsoft

Montenegro, Serbia



Tech 4 Good is a regional program implemented with the idea to introduce representatives of civil society with news related to the grant programs that Microsoft offers to non-governmental organizations, in line with the overall mission of the company, to enable every individual and every organization in the world to achieve more.

With this goal Microsoft creates programs and supports projects whose mission is to empower communities at the global level, through the use of ICT tools. The basic strategy of Tech 4 Good program is based on what Microsoft does best and where it can offer the most – the donation of modern technology to non-governmental organizations, to make those easier, more efficient and fully functional in the development of the civil sector, and help them attained the best possible results in the improvement of society. This approach is based on the belief that every individual has the right to fulfill their potential, with help of information technology.

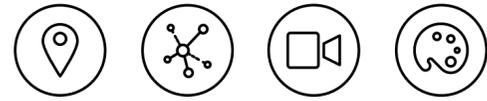


## Youth Spark Live Conference

2014

Microsoft Serbia

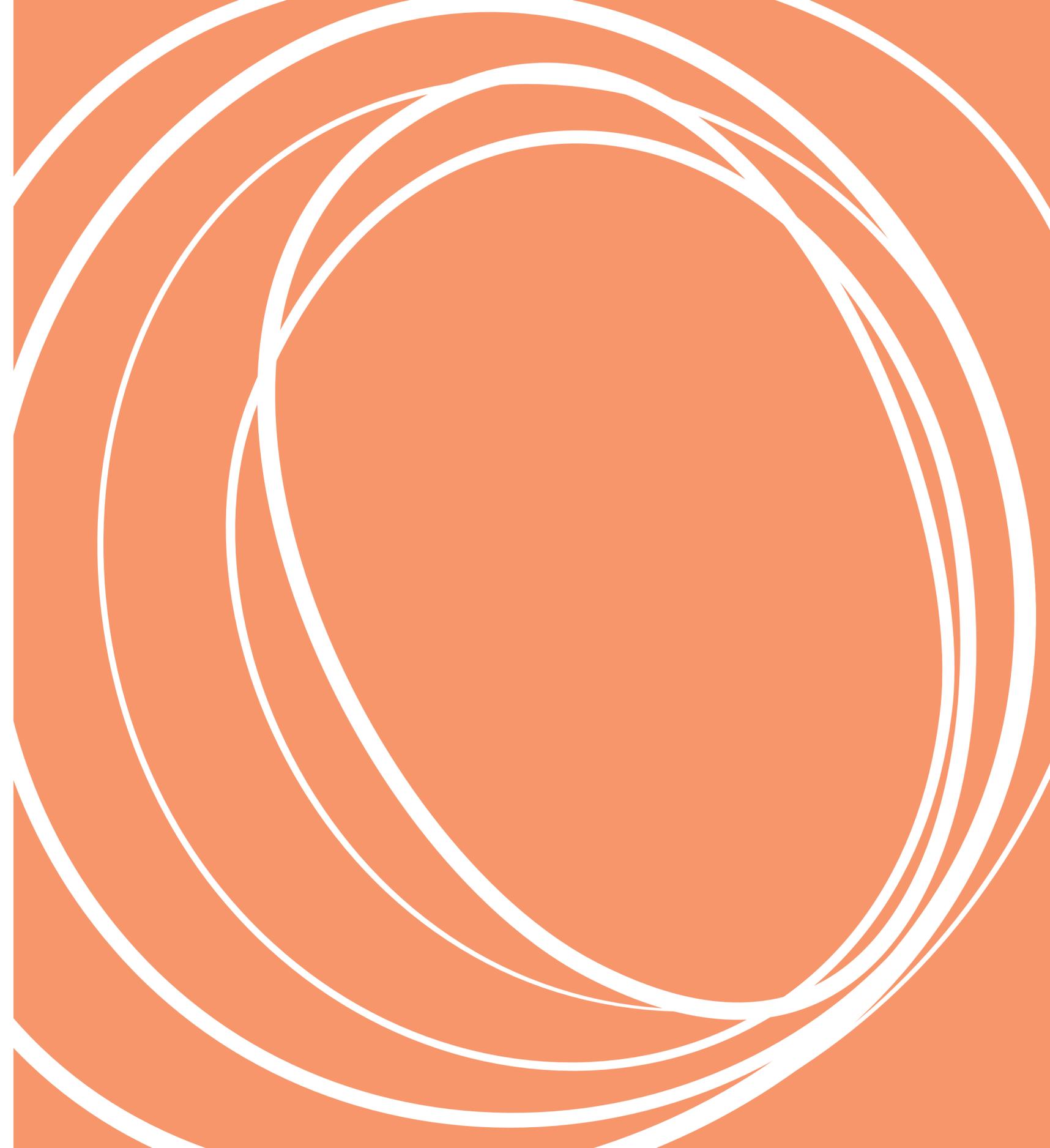
Serbia

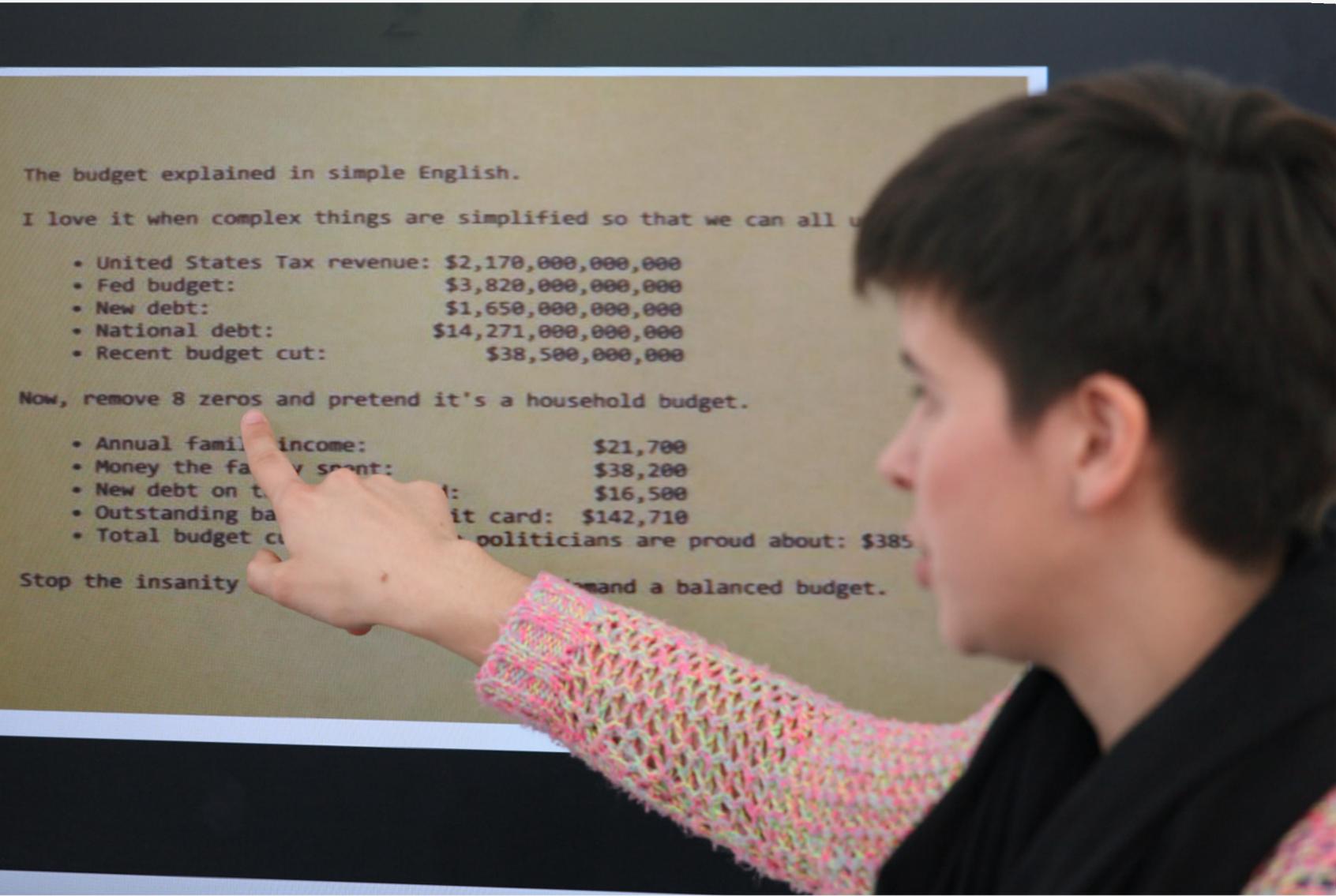


Propulsion and Microsoft Serbia organized a Youth Spark Live conference in May 2014 at the Parobrod Culture Center in Belgrade. More than 60 young and socially active people from all over Serbia had the opportunity to listen about the development of young people's career today, especially in the field of information and communication technologies (ICT). Representatives of the Microsoft Development Center in Belgrade presented the future of the IT sector in the region and encouraged young people to look for future profession in the technology sector, as already done by over 150 developers working in this Center. The best ideas in practice and current successful examples were presented, as well as the opportunities in startup culture and knowledge which is necessary for young people to develop their own ideas and improve their businesses. Special attention was given by the organizers to encouraging the entrepreneurial spirit and participation of young women in the development of ICT in the country and the region.



**HANDS-ON  
TRAINING  
PROJECTS**





# Community Boost\_r

2012-2013  
Techsoup  
Bosnia & Herzegovina, Kosovo, Montenegro, Serbia



Community boost\_r inspired, enabled and promoted tech for civil participation in transparency and accountability initiatives in the Western Balkans. We collected innovative ideas for web and mobile applications in Bosnia and Herzegovina, Serbia, Montenegro and Kosovo which tackled the problem of corruption and help citizens to be more involved in decision making process. Through a two-phase public vote, nine ideas from Kosovo, Bosnia and Herzegovina and Serbia were awarded with 5,000 USD for project implementation. The main goal of the project was to inspire and promote using of technology for the purpose of citizen participation in civic initiatives for larger transparency and responsibility of public servants in region of Western Balkan.



## Open Ideas For the Balkans

2014

UNDP Montenegro, UNDP Kosovo

Bosnia & Herzegovina, Kosovo, Montenegro, Serbia



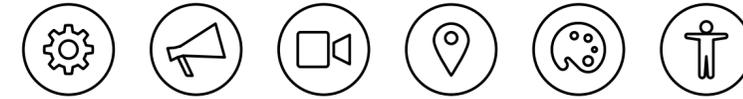
Open Ideas was a regional initiative spanning most of the Western Balkans region and focusing on engaging citizens in solving important social problems. With institutional engagement in defining burning social issues, citizens are motivated to take action and develop the most resourceful and usable website and mobile application solutions to contribute to problem-solving. After describing problems that need immediate attention on local level, people are encouraged to think creatively and propose concrete web and app ideas for problem-solving. The award pool distributed more than 26.000 USD to the projects in Western Balkan (3 x 2.000 USD in BiH, 3 x 1.000 USD in Serbia, 2 x 3.500 EUR in Montenegro, 2 x 4.000 EUR in Kosovo). The entire initiative is designed as a new step complementing activities which started in 2013, namely Open Ideas for Montenegro and Balkan Challenges within the community boost\_r platform. The goal of the initiative was to come up with full, sustainable projects for social change on local level across the region.

## 16 Days of Activism

2017

UN Women BiH

Bosnia & Herzegovina



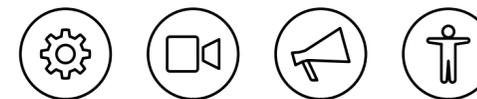
Propulsion, with the support of Media Center, Sarajevo and Foundation Cure, Sarajevo delivered a campaign revolving around harnessing IT solutions within the UN Women 16 Days of Activism against Gender-based Violence campaign. The purpose of the project was providing services related to organization of Ideathon and Hackathon events, which resulted in a prototype of a technology solution related to ending violence against women. Propulsion was also tasked with the promotional activities of the campaign, PR strategy and video production.



## Razlike inspirišu

2015

UNICEF BiH



Presidency of Bosnia and Herzegovina (BiH) and the Secretary General of the United Nations (UN), the UN Team in BiH, under the leadership of the Resident Coordinator of the UN, has developed a project called “Dialogue for the Future: The promotion of coexistence and diversity in Bosnia and Herzegovina. The project objectives of The Dialogue for the Future stand for creating space for dialogue that will enable the process of building understanding across the country, promoting coexistence and respecting diversity; increasing participation, awareness and influence of the youth in political dialogue related to issues that affect program development and reform in BiH; ensuring that education supports greater social cohesion, and that the citizens and communities achieve common goals in terms of building coexistence through culture. Within the initiative, Propulsion Fund was responsible for organizing The Differences Inspire campaign, which included five meet-up events and three forums where the participants discussed the issues of discrimination and segregation in schools, inclusive educational system, and curriculum of European universities. From the forums we organized in Banjaluka, Mostar and Sarajevo in March 2015, stemmed five new initiatives, with concrete solutions to the problems that were identified in these three locations, which were implemented by the local organizations.

[propulsion.fund/project/razlike-inspirisu](http://propulsion.fund/project/razlike-inspirisu)

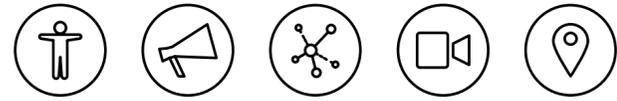


# **ADVOCACY FOR SOCIAL GOOD**

## Open Talks Initiative

2015-2016

Open Society Fund BiH, Open Society Fund Kosovo, Bosnia & Herzegovina



Campaign on freedom of movement between Kosovo and BiH is comprehensive, strategic and innovative campaign aimed at gathering full support in various communities for the abolishing of visa regime between Kosovo and Bosnia and Herzegovina, representing a constant flow and exchange of ideas between various actors. The campaign aims at reaching out to decision makers of the regional governments, businesses, various international stakeholders and general public, sharing the ownership of the process with them and designing the communication channels of each group's active participation in the process and their true dedication to it.

Open Talks Initiative (OTI) was initiated and fully developed by Propulsion in close cooperation with Kosovo Foundation for Open Society, and its core purpose is to form a communication platform, which will enable, support and lead the advocates of the Initiative toward successful preparation and implementation of actions leading to the acceptance of visa-free policies.

The Open Talks Initiative Touch-base Meeting on the freedom of movement in the Western Balkans was held 2015 in Belgrade, Serbia and it has gathered ten eminent

participants, from relevant locations and representing different sectors (ministry for EU Integrations, multilateral agency for regional cooperation, political analysts, real sector representatives, state trade agency and media representatives). Meeting primarily brought the regional issue of visa barriers to mobility and trade to the attention of the participants in the form of presentations, discussions, and set of informal meetings.

Later on, the OTI Business Meeting in Sarajevo gathered more than 50 of the BiH and Kosovo's biggest companies. The result of the meeting was the Declaration on freedom of movement and free trade between Bosnia and Herzegovina and Kosovo, which was later sent to all of the relevant institutions. Propulsion also enabled the airing of OTI related video material in the most influential TV shows in the region, led a highly successful PR campaign in BiH and Kosovo and produced a documentary film. In February 2016 Propulsion organized a three-day event in Pristina for the representatives of the media, NGO and cultural sector, who all travelled to Pristina together with an aim to connect with each other and discuss the possible solutions for abolishing the visa regime between Kosovo and BiH. During their visit to Kosovo, event participants had an opportunity to be a part of panel discussions, explore the cultural and historical heritage of Pristina and Gračanica, all while meeting and networking with various people. More than 300 appearances in the media across the region, and official statements of government representatives that the visa issue between Kosovo and BIH will be solved soon through negotiations, are among the greatest successes of Propulsion team that was in charged for Open Talks.

**Open Talks Initiative**  
on the freedom of movement



## Crno na belo

2012-2013

USAID and Insititute for Sustainable Communities

Serbia



Attractive workplace for all - a project supported by the Institute for Sustainable Communities in Serbia, and carried out through partnership with six other organizations is a jewel amongst our community building and communication efforts, but a showcase for the ISC around the world. Centered around issues of decent work conditions and standards-workplace discrimination , undeclared work, workplace safety, mobbing and paycheck evasion by employers, it was a 14-month long effort aimed at informing the workers on their rights and empowering and encouraging them to stand up for their rights. The key component of this advocacy effort was in Propulsion's hands- the communication process bringing together online and offline communities of different ages from all of Serbia. To meet our goals, we have produced all of the print materials, indoor and outdoor advertising solutions, the overall communications strategy, developed a unique two-way radio mechanism, built an online community of more than 15.000 people and attracted more than a 100.000 people to the [www.crnonabelo.com](http://www.crnonabelo.com) platform – an information center and information – resource tool for the workers community. Having combined all available communication channels with serious advocacy efforts, we have succeeded in creating a unique communications front, integrating various techniques and tools, effectivel making this project a household name in Serbia when it comes to decent work agenda.

[propulsion.fund/project/crno-na-belo](http://propulsion.fund/project/crno-na-belo)

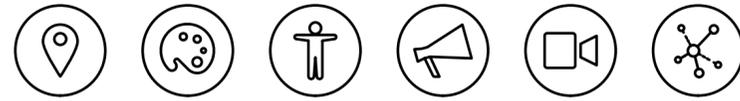


## RCC SEE2020 PR Strategy

2013-2014

Regional Cooperation Council, Sarajevo, Bosnia & Herzegovina

Bosnia & Herzegovina



The Regional Cooperation Council (RCC) has prepared the South East Europe 2020 Strategy laying out the vision of a new regional development pathway. At the end of November 2013, regional ministers of economy gathered in Sarajevo at a conference to adopt the document. We have led the PR segment of the Strategy as a comprehensive, strategic and innovative campaign, actively working with journalists and enabling first-hand insight into the work of the RCC in general. Via social and traditional media we have gathered a vast community measured in hundreds of thousands dedicated to the cause.

[pr.fo/2InwvDV](http://pr.fo/2InwvDV)

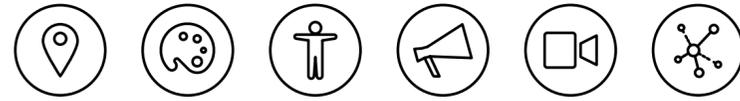


# Evropa, to si TI

2016-2017

UNOPS

Serbia



Evropa, to si TI (Europe and YOU) is a prize competition for an idea that enhanced schools, teaching and student life. The best two ideas are rewarded with a total of 200.000 RSD by European PROGRES program. It is a multi-donor Program, financed by the EU, the Government of Switzerland and the Government of Serbia, designed to support sustainable development in the South East and South West Serbia. The Program has been conceptualized jointly with Ministry of European Integration, which has responsibility for monitoring implementation and providing assistance and facilitation. This Program aims to support development in 34 municipalities in South East and South West Serbia, as they are usually described as the least developed ones in Serbia.



Èvröpå, tø și TI

## OutSpoken

2017

UNDP Regional Bureau for Europe and the CIS (RBEC) and The  
Istanbul Regional Hub (IRH)  
Western Balkans



OutSpoken is a multimedia platform exploring the experiences of lesbian, gay, bisexual, transgender and intersex (LGBTI) persons in the Western Balkans. OutSpoken celebrates speaking out against violence, discrimination and marginalization. Through its stories of adversity, resilience and triumph, it nurtures compassion and connectedness to illuminate our shared humanity. For the purpose of this project, we produced 9 short (2 minutes) videos featuring LGBTI activists from the Western Balkans that were the key part of an UNDP Europe and Central Asia campaign.

[propulsion.fund/project/outspoken](http://propulsion.fund/project/outspoken)

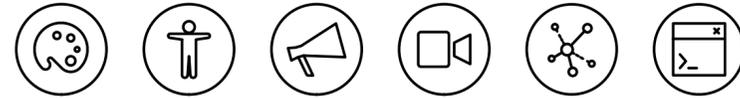
# OUTSPOKEN



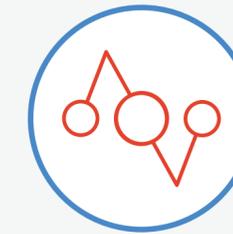
# Otkucaji, A Healthy System for a Healthy Community

2014-ongoing

Open Society Fund Bosnia & Herzegovina  
Bosnia & Herzegovina



The long-term initiative “Otkucaji” was designed, fully developed and implemented by Propulsion, in partnership with Center for Investigative Reporting and ICVA, and funded by Open Society Fund. In order to establish a more transparent and just healthcare system in Bosnia and Herzegovina, Dokukino designed the project that supports citizens to create innovative web and mobile apps and later apply for the competition that would result in the best solutions for the advancement of the national healthcare system.



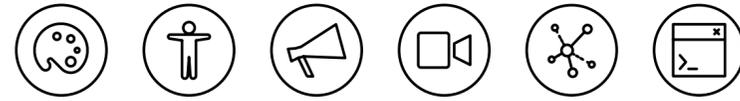
Zdrav sistem  
za zdravu  
zajednicu



## Government 2.0

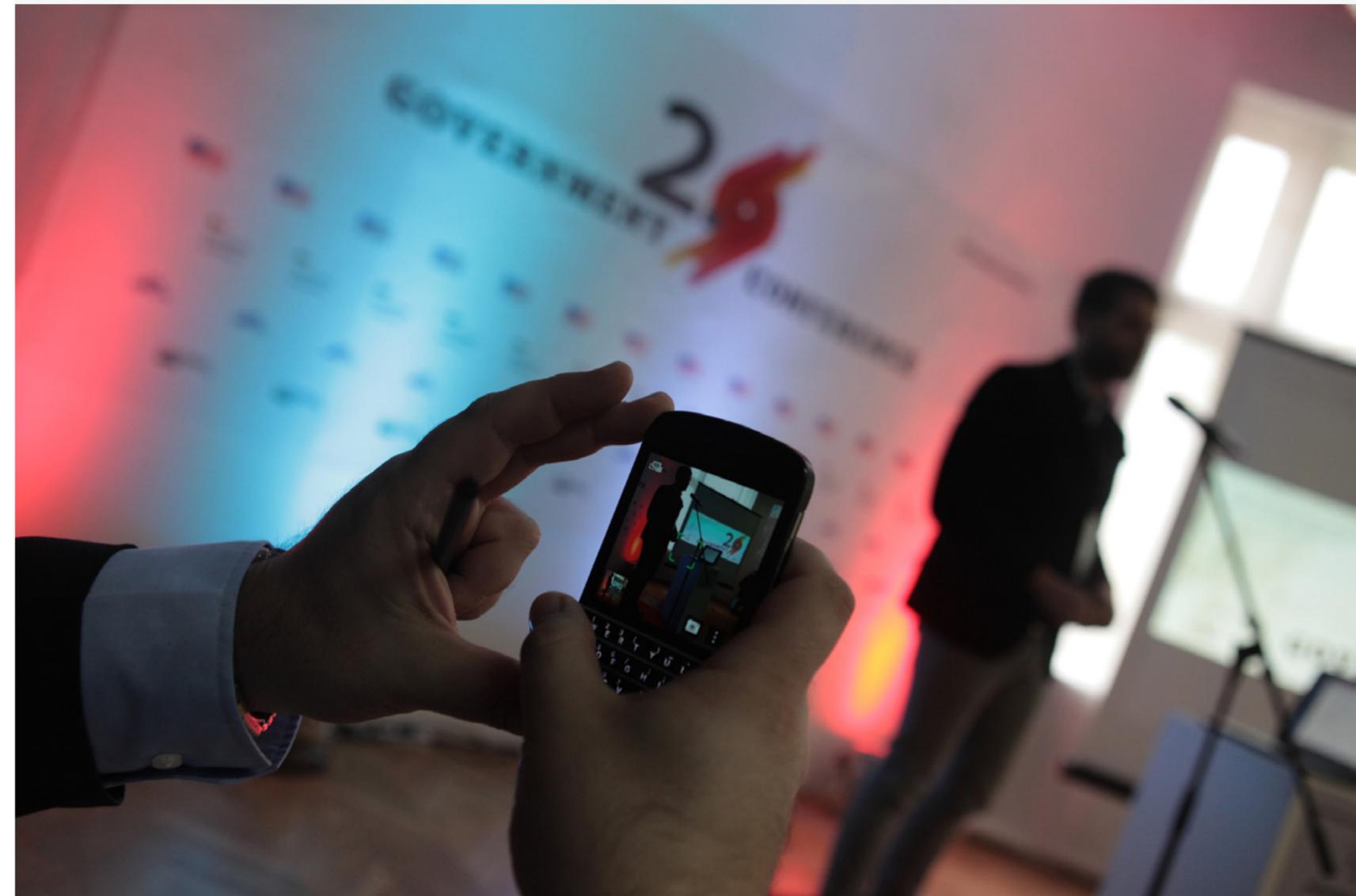
2014

US Embassy in Bosnia & Herzegovina  
Bosnia & Herzegovina

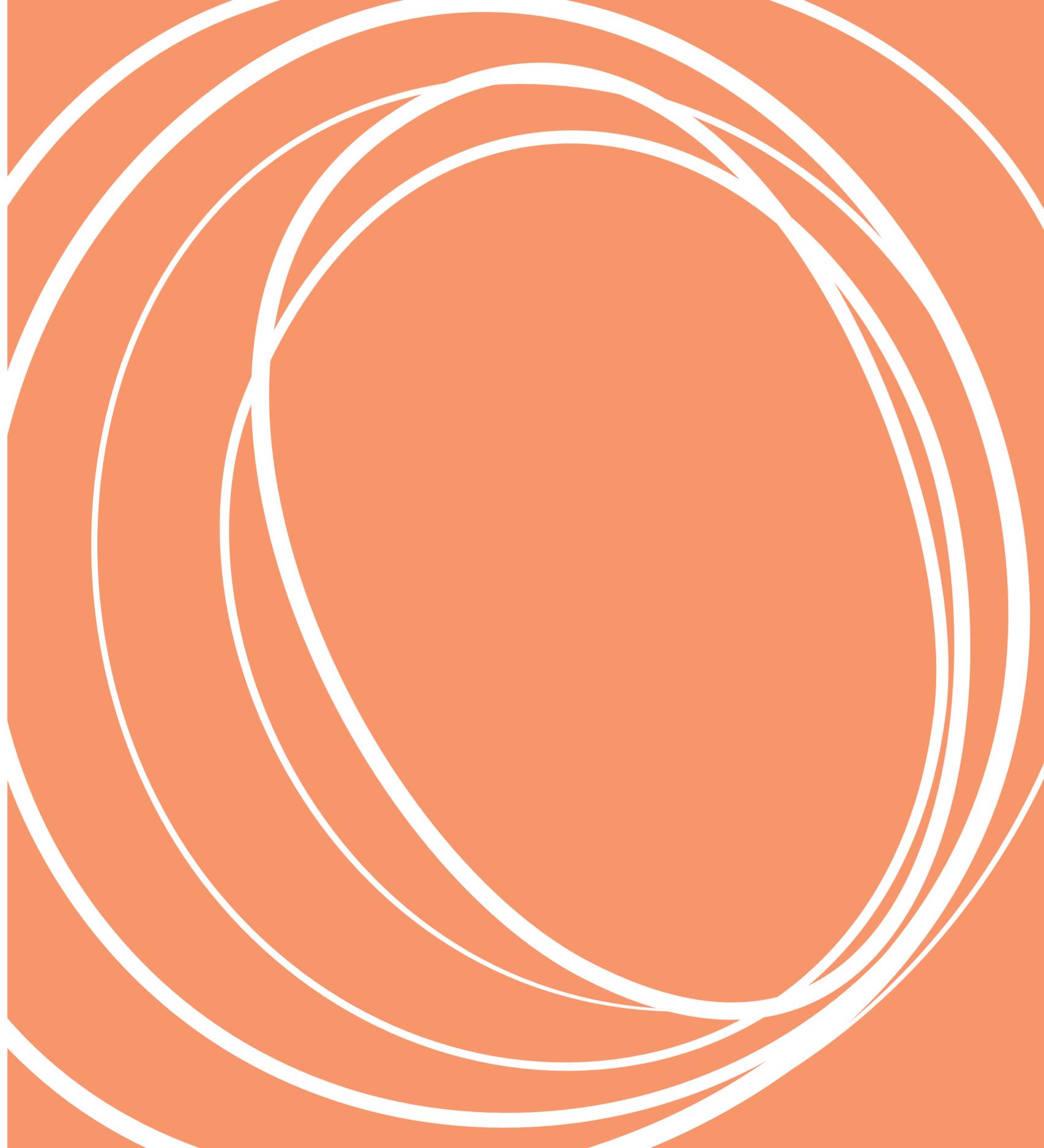


On March 28 and 29, 2014, Propulsion Fund, in cooperation with SEECOM, and the American Embassy in Bosnia and Herzegovina, hosted the Government 2.0 Conference in Sarajevo. The Government 2.0 Conference was devised as an event which would serve to bring together local, regional, and international politicians and influential people from the civil society, who would discuss the issues with and opportunities for two-way communication between governments and their constituency, citizen involvement in problem-solving processes, and transparent, accountable actions of local governments, who should focus on gaining citizens' trust and hence create a better society.

[propulsion.fund/project/government-2-0](http://propulsion.fund/project/government-2-0)



**VIDEO, DESIGN  
& SOCIAL  
MEDIA FOR  
SOCIAL GOOD**

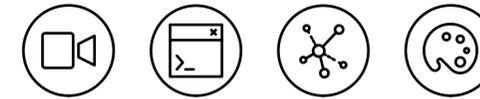


## Promotion of Human Rights and Protection of Minorities

2016

Council of Europe

Albania, Bosnia & Herzegovina, Croatia, Montenegro, Serbia, Macedonia and Kosovo

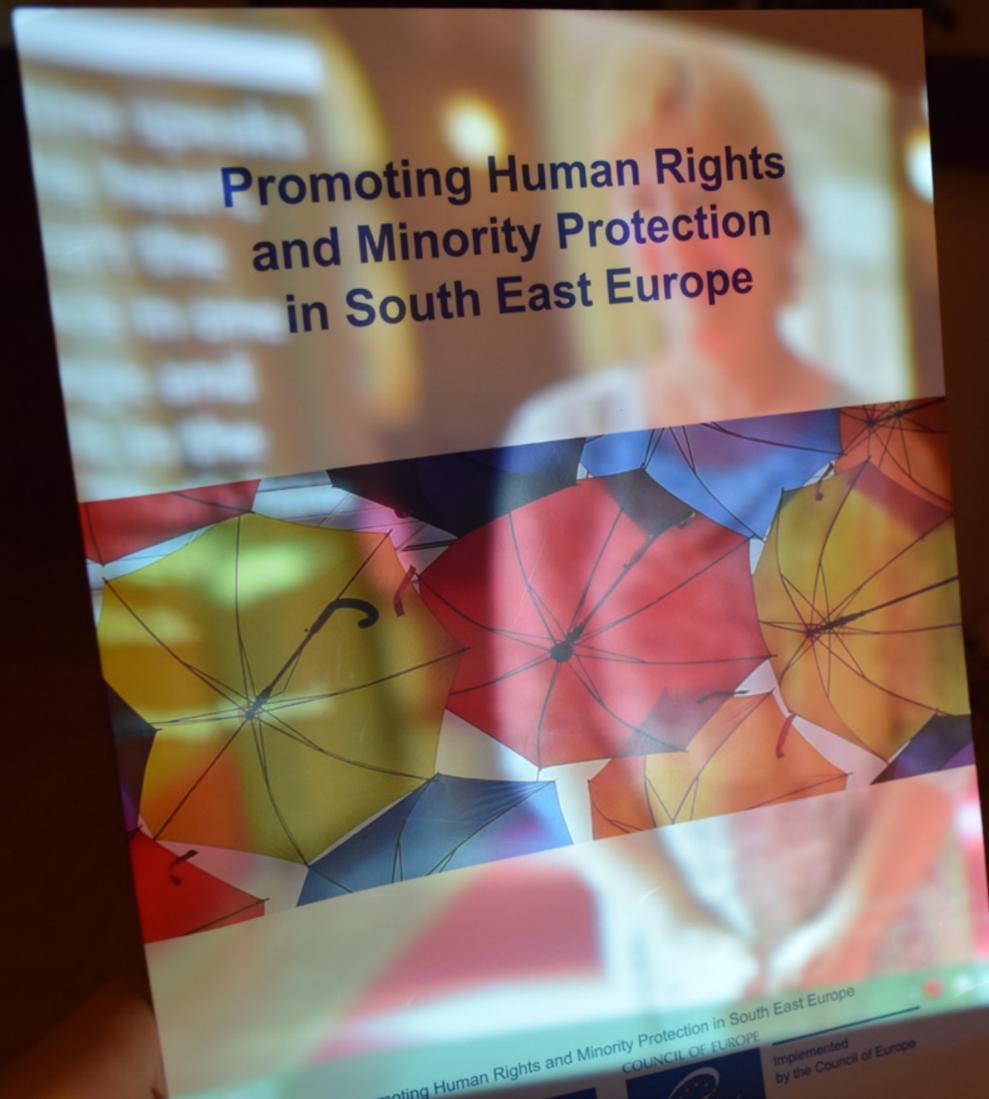


One of the project's main objectives is identifying and sharing good practices among local governments, therefore 7 specific examples of good practice were identified and those local governments will receive additional funding. As promotion of good practices is of crucial value for this project and the Council of Europe, all 7 chosen local governments will organize open day events so they can share their experiences and knowledge, in order to enhance the protection of minority rights across the region.

Propulsion Fund was in charge of producing 16 minute TV report on 7 success stories from Albania, BiH, Croatia, Montenegro, Serbia, FRYM and Kosovo. The video highlighted the efforts and good practices of 7 local governments whose projects affected people's lives. Each beneficiary had its own short, 4 minute video (trailer) that further presented the local governments' project. This report served to inform people on the project and promote good practices that could be replicable by other local governments that want to improve minority rights protection.

All of the products stemming from the activities in this project were promoted on social networks (Facebook, Instagram).

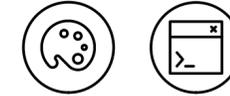
[propulsion.fund/project/promotion-of-human-rights-and-protection-of-minorities](https://propulsion.fund/project/promotion-of-human-rights-and-protection-of-minorities)



## OSCE High Commissioner of National Minorities – Digitalization of the Joint Dictionary of Greek Cypriot and Turkish Cypriot Dialect in Cyprus

2017-2018

OSCE High Commissioner on National Minorities



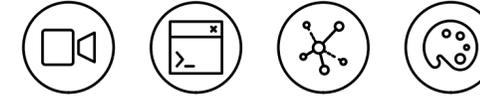
The “Joint Dictionary of Greek Cypriot and Turkish Cypriot Dialect” was published in September 2015. It was written by Iakovos Hadjipieris, and Orhan Kabatas. The dictionary has brought the common Greek Cypriot and Turkish Cypriot words in a bilingual publication with some 3,500 entries reflecting commonality in the everyday languages. Propulsion’s task was to turn the Lexicon into a digital version both into a website and into smartphone/tablet application available for download on both Android and iOS systems, that can be distributed freely to schools, websites, and other interested persons.

This can lead to inter-state tensions, and even conflict.

## Production of three explanation animated videos for the Office in Hague, Netherlands

2017-2018

OSCE High Commissioner on National Minorities,  
Netherlands



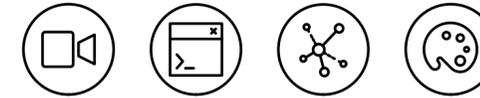
Propulsion's engagement with OSCE HCNM was a comprehensive effort, which resulted in better understanding of complex work of OSCE High Commissioner on National Minorities. Propulsion Fund produced three explanations which resulted in better understanding of HCNM's values and missions, represented in several documents: Ljubljana Guidelines on Integration of Diverse Societies, Bolzano Bozen Recommendations on National Minorities in Inter-State Relations and The Oslo Recommendations regarding the Linguistic Rights on National Minorities. Our team worked on developing different and detailed storyboards based on scripts provided by OSCE HCNM, which later were animated and published on OSCE platforms.

## Sarajevo - Chronicler of History

2014

EBU Members BHRT (Bosnia & Herzegovina), ZDF (Germany)  
and France Télévisions

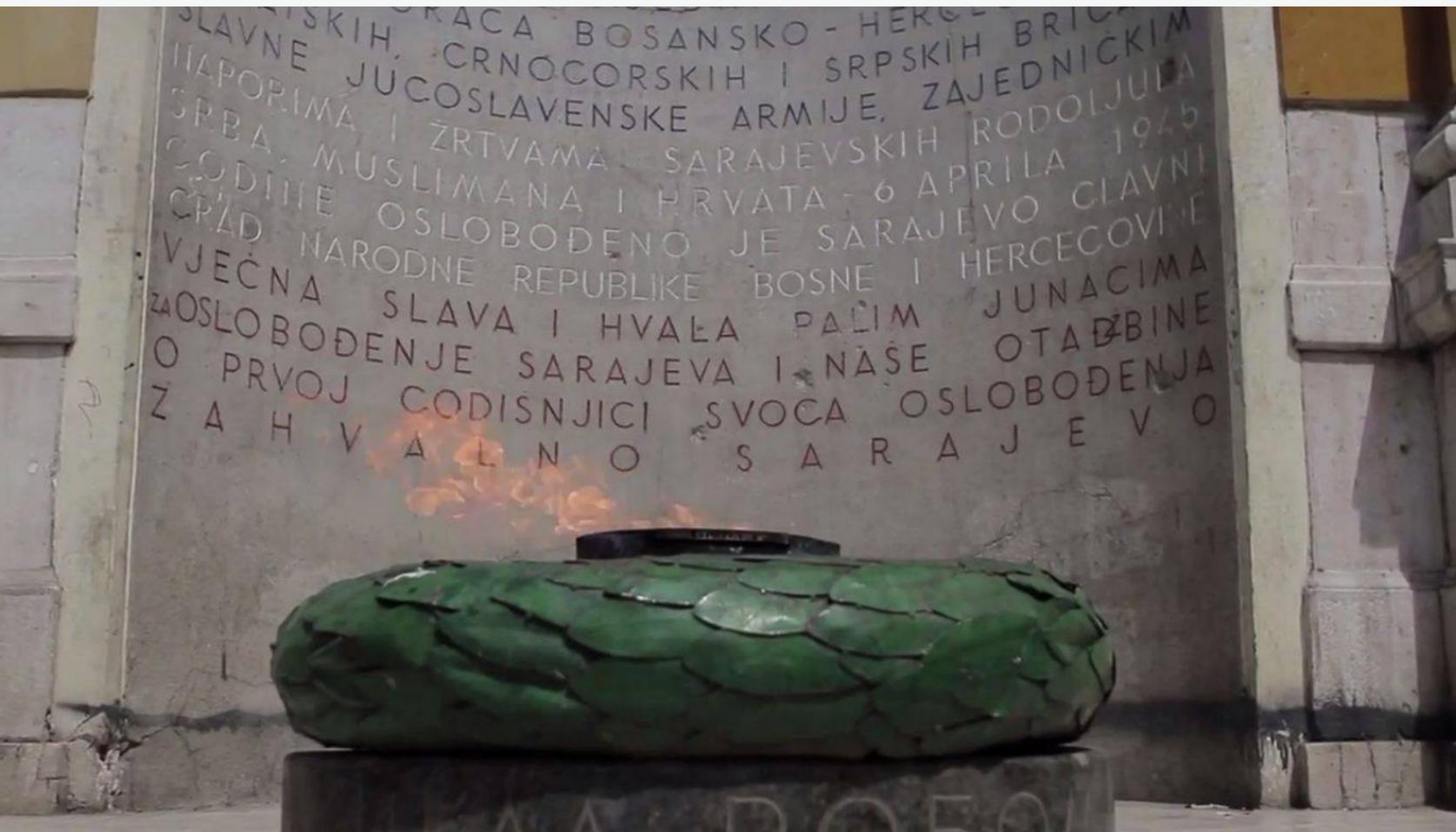
Bosnia & Herzegovina



Sarajevo – Chronicler of History is envisaged as the Introduction Sequence for the Sarajevo Centenary Concert 2014 television broadcast, commemorating the centenary of World War I with a concert given by the Vienna Philharmonic Orchestra in the National Library of Sarajevo, only a few meters away from the site where Austro-Hungarian heir Archduke Franz Ferdinand von Habsburg-Este was assassinated exactly 100 years before by a Bosnian citizen Gavrilo Princip. The performance, involving also the Opera Choir of the National Theatre of Sarajevo, took place on 28 June 2014, with outside large screens relaying the concert to a large public audience.

Propulsion Fund produced video story about Sarajevo history which promoted the event.

[propulsion.fund/project/sarajevo-chronicler-of-history](http://propulsion.fund/project/sarajevo-chronicler-of-history)



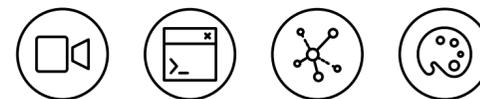


## Krajevi bez kraja

2016

Propulsion

Croatia



Krajevi bez kraja is a regional gastronomic and itinerary show, featuring natural landscapes and regional products. The unique format gets us familiar with already known features, but also explores new localities through direct communication of nature, cuisine and the author. The secret of an unknown place is not in old preserved monuments, nor in the beauty of its present, but in locations where the past and the present collide. Where the present occupies a place of significant landmarks which once highlighted a certain point, but in a way that the past is still present in the traces, in the scattered remains, in the karst which was left intact to remind us of what was once. Such places are the heart of each area. The show strives to present them and portray this blend of cultural heritage, common history and the likeness of mentality of this region. At a slow pace, the chimerical landscapes of the Balkans are presented introducing us with the local people through spontaneous talks with Filip Ćirić, followed with specific dishes and drinks.

[propulsion.fund/project/krajevi-bez-kraja](https://propulsion.fund/project/krajevi-bez-kraja)

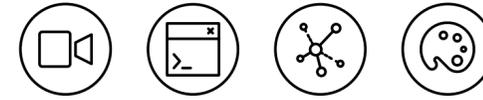


## Little Assembly

2014

OSCE Mission to Serbia

Serbia



The OSCE Mission to Serbia assisted the National Assembly of the Republic of Serbia in the development of multimedia material intended to promote the work of this institution. Propulsion Fund designed the material specifically for young people (university and high school students) as well as other target groups. The video animations and different multimedia products presented the work, organisation and the history of Serbia's Parliament in a format that is meeting the needs of various groups of citizens. Fund developed two animated videos/cartoons to inform the youth and the general public on the history and work of the National Assembly in an engaging, non-partisan fashion. Videos/cartoons were illustrated and animated in ways appealing primarily to the young and emulated a positive attitude toward education and activities of the National Assembly. All produced materials demystified democracy in ways understandable to the young, telling a story which will make it clear that democracy is an everyday process influencing every one of us.

[propulsion.fund/project/little-assembly](http://propulsion.fund/project/little-assembly)

# SPORAZOOM

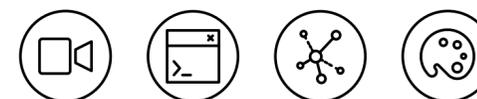


## Production of the talk show “Sporazoom”

2015-2016

Kosovo Foundation for Open Society

Kosovo



The TV talk show called Sporazoom aims to show the power of civil society and encourage citizens to take part in shaping the future of their communities and wider society. By developing this TV show, KFOS, NGO Aktiv, TV Mreža and Dokukino, in partnership, intended for it to become a central point for open discussions of Serbian speaking Kosovo citizens. As the production of Sporazoom is of the highest quality, the show itself should become a milestone for the future of all local TV stations, raising the quality of their offer to the highest standards and catalyzing regional social changes. Sporazoom gives an opportunity to the citizens, communities, businesses and organizations to voice up their opinion on the topics that concern them all, making Kosovo a self-conscious, modern and open society. Kosovo Foundation for Open Society in partnership with Foundation Propulsion Fund designed this new TV format, made a plan for adaptation of premises into a TV studio, designed a great scenography and manage to establish a high quality TV production.

[propulsion.fund/project/sporazoom](http://propulsion.fund/project/sporazoom)

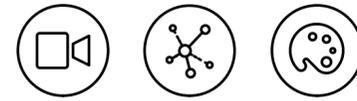


## MIL CLICKS

2017-ongoing

UNESCO France

Albania, Bosnia & Herzegovina, the Former Yugoslav Republic of Macedonia, Montenegro, Serbia, Turkey, Kosovo



Starting from December 2017, Propulsion cooperated with UNESCO in Media and Information Literacy: Critical-thinking, Creativity, Literacy, Intercultural, Citizenship, Knowledge and Sustainability (MIL CLICKS) project. MIL CLICKS is a way for people to acquire media and information literacy (MIL) competencies in their normal day-to-day use of the Internet and social media and to engage in peer education in an atmosphere of browsing, playing, connecting, sharing, and socializing. Within the framework of UNESCO's thematic action, pluralistic media institutions are facilitated, including by adoption of gender-sensitive policies and through support for strengthened community media policy and practice, while citizens, and particularly youth, are empowered through enhanced media and information literacy (MIL) competencies as well as the project "Building trust in media in South East Europe and Turkey" (funded by European Commission), in close collaboration with UNESCO's Communication and Information Sector. The project's main goals are: 1) to raise awareness of issues related to freedom of expression and media development among decision makers and the public at large; 2) create dialogue and building consensus among policymakers on major

challenges; 3) foster the participation of civil society in international and regional debates; 4) reinforce knowledge-sharing among regional exchange networks; as well as to increase visibility of Media and Information Literacy (MIL) as a tool to build trust in the media through MIL CLICKS social media movement.

ReSPA, Social Media Campaign, 2015 - managing social media Regional School of Public Administration (ReSPA) is an international organization established to support the creation of accountable, effective and professional public administration systems for the Western Balkans.

Dokukino helped ReSPA achieve the overall objectives of transferring knowledge and skills in the field of public administration, by launching a campaign on social networks that aimed to improve organization's visibility. In accordance with the social media strategy, new accounts were created, whilst the improved profile descriptions and account images amounted to new branding of RESPA accounts and channeling of the new social media strategy. By crosspollination, the marketing integration plans were executed in a way that ensured integration of RESPA digital accounts. This approach proved to result in social media synergy, whereby client's channels draw on one another towards more effective communication. Marketing graphics and original profile content were introduced, which in return increased both retweets and shares. According to the relevant social media metrics (Klout, Twitonomy, Facebook Insights etc.), the social media channels have gained significant influence, with many influential followers like the EBRD, OECD, UNPAN etc. The strategic decision to engage with influencers proved successful. Furthermore, we helped in understanding users, their habits and specific choices.

# Clients & Partners

**DELTA HOLDING**  
Creating Business

AstraZeneca 



**SPARKASSE**   
Bosnia and Herzegovina

**ERSTE**   
Montenegro

 Coca-Cola  
Hellenic Bottling Company  
Montenegro

 Coca-Cola  
Hellenic Bottling Company  
Kosovo



  
ERSTE Stiftung

**WU**  
WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS



 Microsoft

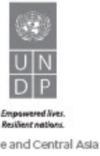


**ERSTE**   
Serbia

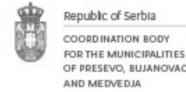
  
United State Embassy  
Serbia

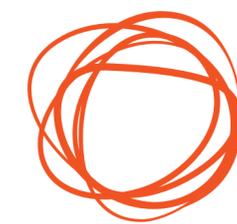
**B | T | D** The Balkan Trust  
for Democracy  
A PROJECT OF THE GERMAN MARSHALL FUND

# Clients & Partners



European Union  
Special Representative in BiH





**propulsion**

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