

Association **KROKODIL**

# **Strategic plan** **2022 - 2025**

Belgrade, 2022.

**krokodil**  
Engaging **Words**

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# 1 History of the KROKODIL Association

K.R.O.K.O.D.I.L.

is an acronym on all variants of common language

It stands for: Literary Regional Gathering That Alleviates Boredom And Lethargy.

Association KROKODIL is dedicated to the production of literary, cultural and sociopolitical programs and projects with the aim of developing literary audiences among those that are interested in culture as such. KROKODIL is also dedicated to the promotion of dialogue, reconciliation and reconstruction of broken links, particularly in the region of the Western Balkans, as well as deepening mutual understanding and acceptance of differences within the wider European and global context.

## Festival Krokodil

Association KROKODIL was established in 2009, when it also launched the literary festival KROKODIL. The festival premiered in Belgrade and was held over the course of three evenings in June of that year. Ever since, it has become a regular, annual event hosted in the open-air arena in front of the Museum of Yugoslavia. Even though it was originally conceived as a regional literary event, festival KROKODIL soon adopted a more international character and swiftly grew to become one of the most prominent, popular and recognised literary events, not only in the Western Balkans but also in Europe. Along with regular performances by prominent and established authors from Serbia, the region and abroad, the festival is characterized by an innovative use of multimedia that aims to enrich the experience of public reading, as well as engage the large, very loyal and involved audience of over 1000 people per evening.

Through the years, Association KROKODIL has participated in different international programs and projects both as an organiser and a co-partner.



## KROKODOKODIL

festival of literature and illustration for children

This unique festival was launched in April 2014 with the very first festival event, “How a Book is Made.” In cooperation with the organisation “OK – Obrazovanje i kultura” and the Belgrade-based “Youth Theatre Dadov,” Association KROKODIL aims to use this fun, thematic, multimedia and interdisciplinary event for children, which occupies a borderline between theatre show and festival, in order to help raise a new literary audience by promoting literary production for children as well as the culture of reading.

### Other programs, international cooperation and awards

Since 2009, Association KROKODIL has won significant credibility not only in the European cultural and literary scenes but also in socio-political circles. Besides production of literary programs, Association KROKODIL is particularly focused on developing various programs of exceptional social and political significance, mostly in cooperation with different local and international partners. The most prominent among them are:

“Belgrade Debate on Europe,” an annual conference series that brings together the most eminent European intellectuals and experts in different fields,

“Neighbors,” a Serbian-Albanian literary cooperation project and exchange, in cooperation with Priština-based partner-organisation “Qendra Multimedia”,

“Languages and Nationalisms,” a series of regional linguistic conferences in cooperation with three partner-organisations from Bosnia and Herzegovina, Croatia and Montenegro,

By dedicating special attention to the main social, political and cultural topics surrounding us, and through their articulation in the framework of the projects that Association KROKODIL seeks to develop in cooperation with various local and international partners, we aim to contribute to development of a better society in Serbia.

Association KROKODIL is the winner of the “Zvezde Beograda” (Stars of Belgrade) award for 2012, as well as jubilee winner of the “European Communications Award” in the “NGO/Associations” category for 2016. In 2020. Association KROKODIL has been awarded with the BEFEM AWARD FOR FEMINIST INITIATIVES for the festival KROKODIL 2020 edition under the tagname Remake/Remodel. In 2022. Association KROKODIL was presented with an award for the website [www.krokodil.rs](http://www.krokodil.rs) in the “Education and Culture” category of the jubilee 25th Top50 selection – Best Things on the Internet by PC PRESS.



## 2 Vision and mission

The KROKODIL Association is dedicated to creating cultural, literary and socially engaged programs that strengthen the cooperation and dialogue in the post-Yugoslav cultural space.

We believe in the necessity of creating a democratic society in which the values of accountability, transparency, equality and mutual understanding are consistently respected.

Through active work, we contribute to reconciliation and togetherness and the renewal of broken cultural ties.

The activities and programs of the association are intended for everyone who recognizes the values we stand for.



# 3 Values and principles

## HONESTY AND INTEGRITY

Imply high ethical standards, openness, prudence, trust and honesty in all our business relations.

## TRANSPARENCY

We share ideas, information, plans, and goals publicly and openly. We sincerely believe that this mutual openness as well as openness to associates, partners and the general public contributes to better understanding, building strong and stable relations and active involvement in the creative process.

## STRONG CONNECTIONS WITH ASSOCIATES AND PARTNERS

Our relations with associates and partners are much deeper than normal business relations: our goal is to understand people and not just their work, and to build long-term relations based on mutual respect and trust.

## PERSONAL RESPONSIBILITY

We consider each other equal. We recognize and acknowledge the abilities of each individual.

## RESPECT FOR DIVERSITY

## NON-DISCRIMINATION

(A clear attitude towards animal welfare, healthy food, clean air and non-smoking was mentioned)



# 4 Strategic areas and objectives

- ♦ Cultural diplomacy
- ♦ The undue influence of decision-makers who legitimize extreme right-wing ideas among the general population, especially young people
- ♦ Philanthropy
- ♦ Organization development



## Strategic area: Cultural diplomacy

### The goal

Popularization and affirmation of local, regional and international literature by establishing a new cultural policy based on respect for democratic values and basic human rights, through the organization of festivals and other literary projects, residencies, educational programs, through exchange of knowledge with local and foreign partners.

### Expected results:

1. The number of attendees at festivals increased by 20 percent;
2. The number of attendees in the audience of the KROKODIL Center increased by 20 percent;
3. The number of participants in the workshops increased by 20 percent;
4. The number of international and regional participants at the festival increased by 20 percent;
5. The number of realized residency stays increased by 20 percent;
6. Established a network of CSOs from Serbia dealing with culture;
7. Increased number of CSOs that organize their programs in the KROKODIL Center;
8. Initiation of the new legislation regarding the cultural sector.





Strategic area: The undue influence of decision-makers who legitimize extreme right-wing ideas among the general population, especially young people.

The goal

Reducing the undue influence of decision-makers affirming right-wing narratives and ideologies by advocating public policies that contribute to the development of a democratic, inclusive society of citizens interested in their community; maintaining peace, stability and cooperation in the region, through implementing programs focused on preventing the abuses of language and history, reconciliation, cooperation in the region, as well as advocating for the rights of all marginalized groups, strengthening the civil sector and education.

Expected results:

1. Initiation of the new legislations and public policies that contribute to the better position of marginalized groups;
2. Organized two cycles of educational workshops on unmasking undue influence of decision-makers who legitimize extreme right-wing ideas among the general population, especially young people, and on encouraging activism, in Serbian high schools for a period of one year;
3. Pressure was put on the representatives of the local governments of Belgrade municipalities and the city of Belgrade to remove all content in public space (murals, stencils...) that call for hatred, violence and glorify war criminals, within the legal framework and deadlines; a system was established to prevent them and / or similar actions;
4. Initiated actions in other cities of Serbia in order to influence local governments to respect legal regulations prohibiting hate speech, discrimination, glorification of criminals in public space;
5. Strengthened capacities of the civil sector and citizens, which include civic activism, association, and advocacy;
6. 50 primary and secondary school teachers participated in the KROKODIL educational program regarding the prevention of the abuses of language and history;



## Strategic area: Philanthropy

### The goal

Strengthening interests and understanding of citizens and encouraging empathy and proactive stance towards addressing the issues that individuals, groups or families, currently or permanently face, organizing charity dinners, educational programs, participatory events, fundraising campaigns, and promotional activities, and advocating public policies related to philanthropy.

### Expected results:

1. Organization of at least two humanitarian campaigns a year to raise funds for vulnerable groups;
2. Participation of citizens in philanthropic activities of KROKODIL increased by 50%;
3. Initiated changes and amendments to the law related to the functioning of philanthropy in Serbia.



## Strategic area: Development of the organization

### The goal

Strengthening the capacity of the organization by further development of the organizational structure and procedures for its functioning, continuous improvement of knowledge and skills of employees and volunteers, strengthening internal cohesion and team spirit.

### Expected results:

1. Structure and procedures
2. Business Communication Manual (internal / external)
3. 10% increased attendance / participation in educational programs
4. 10% increased shared activities that contribute to strengthening the team cohesion



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Engaging Words