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ABOUT CIVIC INITIATIVES

Civic Initiatives, Citizens' Association for Democracy and Civic Education has been founded in May 1996 by a group of prominent NGO activists that were involved in the anti-war movement and non-nationalist democratic opposition since 1990. Civic Initiatives' founders analysed and evaluated the relative failure of democratic movements against Milosevic regime. A great need was recognized to create social, civil base that could sustain democratic changes by educating citizens about their rights, democracy, civil society and how to be active citizens in order to decide about own lives.

Our vision is society of equal and active citizens who decide about their lives in a democratic, civil state of law with full respect of human rights.

Our mission is to support and strengthen democratization and good governance in Serbia through development of civil society and contribution to greater participation of citizens in decision-making processes.

Our underlying values are equality and equal opportunities, sharing with others, commitment, tolerance, solidarity, caring about people, setting up relationships and partnerships with people rather than imposing ourselves, and permanent education for all. People are our organization's main value and resource.

In order to achieve as full and long-term successful results as possible, in the next period CI will focus its activities on two key strategic programme areas -support to civil society development and citizen participation and influencing development and implementation of public policies at all levels, within which will be processed a number of specific topics and target groups. There will also be one area related to CI development, internal structure and method of work. Activities will be intertwined and complement each other; results of one area will have a direct impact on successes of the other, meaning that it will require a close cooperation of employees, exchange of information, experience and knowledge, to achieve long-term results and changes in the life of target groups.



ACHIEVEMENTS ON THE LEVEL OF CI KEY STRATEGIC PROGRAM AREAS

1. Support to Civil Society Capacity Building

- Building the capacity of CSOs: Within the „Social Policy Monitoring Initiative”, Civic Initiatives organized trainings for local research teams, coming from 14 CSOs representatives from 16 towns/municipalities, to monitor implementation of specific social measures and services. After the completed training, the research teams in these towns/cities monitored implementation of social measures referring to: social housing in protected conditions, service for accommodation of children in foster homes, mechanism of cooperation between Centers for Social Work and elementary schools and the way of co-operation between centers for social work and National Employment Service branches and secondary schools. The above mentioned social measures have a direct impact on the life quality of refugees and IDPs, children and Youth - three of the total of seven marginalized groups of population, which are the topic of the entire project. Their findings and recommendations were compiled in the joint analysis to be presented in January 2013 during consultative meetings and Public Hearing in the Parliament.

- Resource Centre for Encouraging Youth Activism in Belgrade - For the second year in a row, CI Youth Program was chosen by Ministry of Youth and Sport to be a resource centre for implementing the National Youth Strategy and participate in the process of encouraging youth activism in Belgrade, in partnership with the Youth Offices in the municipalities of Stari Grad, New Belgrade, Palilula and Obrenovac. Eleven grant winners were announced by the Jury, and all the actions were conducted throughout August, September and October 2012. These actions were related to different topics, such as environment protection, healthy nutrition, improved lifestyle, art, space reconstruction, physical education, EU integration, social integration and interpersonal relations. All the eleven projects were implemented by more than 150 young people, while the number of participants was higher than 20.000. Short movies about all 11 actions are made. The whole project received intensive media coverage with more than 150 releases (in electronic, press, local and national media).





- YouthBuild Serbia - In September 2011, CI Youth Program started implementing the YouthBuild program in South Serbia. In 2012, we continued work with the first generation of YouthBuild participants, 38 young people, aged 15-30, of Albanian, Serbia and Roma nationality, from Bujanovac and Presevo. During January, YouthBuild program participants continued to learn about civil participation, activism, job searching, presentation and communication skills, stereotypes and prejudices, and mediation. In this period more attention was devoted to the topics, such as active employment seeking, writing a CV, public performance, and entrepreneurial initiatives. After they have built 11 ramps for persons with disabilities in previous year, these young people continued to be active and motivated to change things for better in their local communities, and were engaged in painting fences of the "BrankoRadicevic", the "NaimFraseri" primary schools in Bujanovac, and the fence at the Cultural Center in Presevo (in total 1,5 km of fence). In September 2012, we launched the YouthBuild program for the second generation of participants. This time, we also included the participants living in the City of Vranje. They also organized humanitarian actions, and disseminated around 100 packages of humanitarian aid, provided by the Youth Centre AWO, to the residents of collective centers in Bujanovac. This model proved to have high impact on young people and local communities and this is why we found a way to implement the YouthBuild program in Sanjak. In December 2012, we conducted a needs assessment survey in the Sandzak region which showed great need and high interest of main stakeholders in implementing the YouthBuild program in this region. The implementation of program in Sandzak will start in first half of 2013.



- In cooperation with TACSO Montenegro (EU funded project), Team Tri of Civic Initiatives carried out a comprehensive assessment of CSOs to become local resource centers. Using questionnaires, focus groups, workshops and one to one interviews, our trainers assessed the strengths and weaknesses of each organization and recommended those could provide services for other CSOs in the near future.

- In cooperation with the CRNVO from Montenegro, we were partners in the re-granting program to build capacity of Montenegrin local CSOs. Due to our experience and expertise, our role was to contribute to the design of the Call for proposals, evaluation of submitted projects as well as mentoring and coaching.

- Code of Ethics for CSOs - Consultations on the implementation of the Code of Ethics were carried out, which resulted in following recommendations: CSO should promote the Code within the sector, among the citizens, media, funders, and local self governments. Also, major networks should be introduced to the Code of Ethics (bigger unions of associations); it should be printed as a booklet and translated to other languages (English and minority languages). All CSOs require additional capacity building to be able to follow the principles from the Code, and it was agreed during these meetings that Civic Initiatives work on fundraising to support the sector in this matter. So far 114 CSOs signed this document.

- CI completed a PRO BONO project that aimed at promoting the PRO BONO concept among lawyer's offices, but also within CSO community. CI is a pro bono focal point, and a network of PROBONO offices is established. Since this concept is still not well presented in Serbia, we will continue to work on this issue.

- Teaching Literacy to Adult Roma People in Belgrade Settlement MaliLeskovac - After successes achieved in 2011 by the pilot project "Teaching Literacy to Adult Roma People" implemented in 5 settlements formed after the Roma were forcibly evicted from the Gazela Bridge settlement, CI Youth Program got an opportunity to carry out a similar project in the Roma settlement MaliLeskovac in Belgrade, with financial support of the International Women's Club. The project started in March 2012 and lasted till September 2012. Around 40 adult Roma in this settlement, who needed additional help with reading and writing, received six-month training to acquire basic literacy skills, based on the model developed through the previous project. The training course was conducted by 11 students of the Faculty of Philology, Faculty of Political Sciences, Faculty of Drama Arts and Faculty of Transport and Traffic Engineering, who were previously involved in the pilot project. The students regularly visited the settlement twice a week for six months to teach adult Roma to read and write. In return, they received scholarships to pay their faculty fees. This project was great opportunity for the students to gain volunteering experience and to practice teaching methodology adjusted to the work with an adult, minority group. In late July 2012, participants had a test, and the test results proved that more than 70% of participants acquired

basic functional literacy and that they became able to independently fill out forms, put their signatures, write and read simple sentences, which helps them in their everyday life. A short movie about the project is made, in which participants and students presented their views about school, education, work, teaching, etc.



- Empowered Roma women contribute to their children full potentials – at the end of 2012, with the support of the Bernard Van Leer Foundation (Holland) we have started a project that aims to contribute to the empowerment of Roma women to become change agents in their local communities. Specific objective is to create and test models for Roma women empowerment, so that they can initiate changes and enable their children age 0 to 3 to reach their full potentials more effectively in three Roma settlements in three towns in Serbia. It is envisaged as a re-granting program that will be implemented in partnership with 3 local Roma CSOs.

- Research on Youth and Entrepreneurship - In 2011, CI Youth Program carried out a comprehensive research on youth and entrepreneurship in Serbia, named Civil Service? No, Thanks, I Am an Entrepreneur! which was publicly presented in February 2012. Building on the research key findings, CI presented a set of recommendations for further improvement of the general environment for youth entrepreneurship in Serbia. The research findings showed that 58% of young people in Serbia have no plans in starting their own businesses in the next five years while only 7% of young people are already entrepreneurs. Apart from providing primary quantitative and qualitative data on youth entrepreneurship, this project promoted youth entrepreneurship and encouraged young men and women to start their own businesses.

- Research on Citizens' Insight into the Budget In May 2012, CI Youth Program, on behalf of the coalition of Civil Society Focal Points (KOCD), conducted the research on how citizens are familiar with the budget adoption procedures and on their interest in this topic. The research showed that citizens of Serbia are interested in being involved in creation and monitoring of state and local budgets, but they



are not familiar with the ways of doing this. It also showed that two thirds of citizens in Serbia believe that the state budget is not used for the purposes it was approved for.

- Public Participation through Local Partnerships project successfully finished by CI, CNVOS – Centre for Information Service, Co-operation and Development of NGOs (Slovenia) and SEA-SMEE - Serbian Employers Association of SME and Entrepreneurs, in the first half of 2012. At the level of the overall objective (to contribute to the resolution of local socioeconomic problems through cross-sectoral partnership) this project contributed to raising the knowledge of CSOs, local self-government and business representatives of concept, structure, models, examples, good practices and experiences regarding the LPs forming in EU members' states that were not known or practiced in Serbia so far. At the level of the specific objective (to promote and initiate public participation in socioeconomic issues through local partnerships) this project achieved more than originally planned: Agreement on forming LPs among civil, public and business sectors in Uzice, Priboj, Leskovac and Babusnica were signed, while in Pirot remained on the level of initiative. This was a pioneer project, as it resulted in cooperation of three sectors around socioeconomic issues important for their local communities that has not happened before in those towns. Thanks to this action we created a core group of committed stakeholders from all 3 sectors who have been well trained to initiate concrete changes at local level through LPs. Through this project we managed to reach out almost to 650 direct participants (333 CSOs representatives, 165 representatives of local and national institutions, 107 business sector representatives, 3 trade union representatives and 39 local, regional and national media representatives). It presents a special value as for the first time three sectors were linked and showed will and interest for cooperation.

2. Advocacy activities

/ Enabling environment for Civil Society Development

- The Action Plan for the Implementation of the Strategy for Civil Society Development in Belgrade 2012 – 2017 was developed by Civic Initiatives and the Belgrade Agency for European Integration and Cooperation with Associations and Civic Initiatives. This document came as a result of consultation process with more than 150 CSOs representatives, directly involved in a series of joint meetings organized in March 2012. The final Draft Action Plan for the Implementation of the Strategy for Civil Society Development defines the steps necessary to achieve the set strategic objectives such as encouraging citizen participation, accessibility and quality of cultural events, increasing social cohesion of marginalized social groups and improvement of the institutional mechanisms of cooperation. The Strategy for Civil Society Development in Belgrade 2012 – 2017 is the first strategic document that established a framework for any future planning in relation to civil society in Belgrade: the process was transparent and participatory – information from every step was shared among all participants, which resulted in the high level of their satisfaction and appreciation; this was also an example of good partnership between the City Agency and a CSO. The Strategy is an important document which improves the mechanisms of cooperation between CSOs and institutions of the City of Belgrade. The Action Plan will provide a framework for the Strategy most efficient implementation.

- The “Assessment of the CSO sector in Serbia in 2011” was promoted and the publication was widely distributed to all relevant stakeholders. Special presentations were organized for representatives of the Embassy of United States in Serbia and USAID, for the staff of the OSCE mission in Serbia and for more than 30 representatives of domestic and foreign donor organizations, institutions and civil society organizations. Also, we used each event organized or attended by CI representatives to promote results of the survey.

- After one year of Law on Volunteering implementation panel discussion was organized – it was concluded that Law on Volunteering ought to be changed so that CSOs would be able to organize volunteering actions without being limited by complicated and expensive procedures imposed by the Law. The representative of the Ministry of Labour and Social Policy, MsSnezanaBogdanovic, said that the Ministry was willing to cooperate with CSOs and invited them to prepare an official list of their comments and proposals regarding the Law.

- The Bylaw on Transparent Mechanisms for Funding CSOs from the State Budget was adopted by the Government of the Republic of

Serbia on 27th January 2012. The Bylaws introduce mechanism that will make the financing from the state budget and local budgets more transparent and simple. The decision process off state and municipalities funding will include CSO. However, there are some areas that are not regulated with the Bylaw such are foundations, endowments, sports and youth associations.

- Regarding CSOs Financial Sustainability Civic Initiatives launched a campaign for gathering support for the Amendments to the Draft Law on Accounting. With these amendments, Civic Initiatives were requesting: to include foundations and endowments in the Draft Law, since they are excluded; to treat non-profit organizations differently than profitable legal entities in accounting, bookkeeping and chart of accounts implementation; to include the equal treatment of churches and religious communities with other private non-profit legal entities and for them not to be excluded from the obligations defined by the Draft Law and to introduce simple bookkeeping for so-called “small” organizations (those which have limited turnover on their accounts or without assets). Campaign was supported by the Office for Cooperation with Civil Society, the Ombudsman, the Commissioner for Protection of Equality and the Commissioner for Information of Public Importance, Personal Data Protection and more than 140 civil society organizations and individuals. In February 2012, CI representatives were assured by the Ministry of Finances that all amendments recommended by CI&ECNL will be incorporated in the draft Law on Accounting and Auditing and submitted to the Government for adoption. But elections for the National Assembly in May 2012 stopped this process. The new Government prepared a new draft law on accounting in October 2012 excluding all the previously adopted CI amendments, opening a public debate by putting the draft law on the Ministry of finance website for several days. CI immediately reacted and re-launched campaign using all available social media and CSO networks that collected 190 signatures of support in two days only. Upon submitting the amendments to the Draft Law on Accounting to the Ministry of Finance, on the final day of public debate followed the official support by individual State and independent institutions. On 23rd October 2012, the Office for Cooperation with Civil Society sent an official letter to the Ministry of Finance and Economy, pointing out that privileged treatment of specific categories of private and legal entities (churches and religious communities) may have negative consequences on transparent expenditures of budget funds. The Ombudsman Saša Jankovic in the official letter sent to the Ministry on 25th October stressed his fully support to the proposed amendments, believing them to be affirmative and indispensable for the

freedom of association in Serbia. Hereof he suggested to the Ministry to acknowledge them in this very stage of legislative process. The Commissioner for Protection of Equality, Nevena Petrušić, supported the amendments as well. In the official letter sent on 2nd November 2012, she stated that amendments should be adopted because they will help better functioning of civil society in Serbia. Draft law is still in the process.

- Within CI's activities for improvement of the legal and financial framework for civil society organizations, Civic Initiatives have analyzed the novelties brought by the Law on the Budgetary System. According to the provisions of the Law, only the organizations that are officially recognized as the "beneficiaries of public funds" shall be obliged to open an account in the Treasury to disburse the funds from the budget. This category covers the organizations whose finance accounts for over 50% of budget allocations of the Republic of Serbia. Civic Initiatives pointed out that these novelties shall discourage the organizations of civil society if they belong to the beneficiaries of public funds since it is impossible to draw cash from a Treasury account, and cover expenses for majority of grass root actions. Taking into account general prevailing financial circumstance in Serbia, such conditions may completely block the activities of small and local organizations of civil society. On December 24. 2012, Civic Initiatives organized a public debate The role of government in creating enabling environment for CSOs - Current Challenges in order to attract the attention of the public to these changes and to initiate dialogue with representatives of the state institutions. Freedom of association, interdependency of organizations and their financial sustainability will be threatened by the changes of the Law on the Budget System, Law on Amendments and Addenda to the Law on Corporate Income Tax. Mr. Milorad Ivčan, coordinator of the Treasury Department, officially confirmed that the aim of the changes of the Law on the Budget System is to keep money as much as possible in the budget, instead of directing it into the safes of business banks.

Networking

- CI is a member of various local, national and regional networks, and CI representatives regularly attend meetings of the networks and participate in their functioning: Balkans Civil Society Development Network, Central and Eastern European Citizens Network (CEE CN), Network of Sector Organizations for IPA programming for CSO, media and culture, Human Rights House, Federation of NGOs of Serbia, National Youth Council of Serbia (KOMS), National Association of Youth Work Practitioners (NAPOR), etc.

- FENS (Federation of NGOs of Serbia) maintains its position as the largest and most influential domestic network. It is extremely valuable platform for the inclusion of local NGOs in policy development processes. It provides the legitimacy of the civil sector in front of the citizens. FENS is nowadays even more important to balance and monitor decisions made by the Governmental Office for the Cooperation with Civil Society as well as to be the interlocutor to EU Delegation. It is CI intention to reform FENS in such a way that, instead of being one of the CI programs/projects, it is transformed into independent CSO umbrella membership based body that will represent the largest voice of CSOs in Serbia. Therefore, during 2012, we initiated a process of FENS transformation, that will end up with FENS being formally registered as a network.

- Human Rights House - CI is very proud to be part of the joint efforts of CSOs that deal with human rights in different ways. Together with Belgrade center for Human Rights, Helsinki Committee for Human Rights, Yucom and Policy Center in 2011 we established a Human Rights House (HRH) as a network located in the space provided by the City of Belgrade. Although the building itself is still not functional, during 2012 the HRH established itself as an important institution reacting to different abuses of human rights and drawing attention of the public and institutions when human rights are being jeopardized. In addition to being a local network, it is also a part of the international network of Human Rights Houses. The importance of this initiative is visible in the growing number of funders who support it (Dutch embassy, USAID/ISC, Office for Human and Minority Rights, British Embassy). Most notably, significant support for the reconstruction of the HRH building is provided by the Norwegian embassy.

Other advocacy achievements

- Openly About Public Spaces In 2012, CI Youth Program continued with the implementation of a wide-ranging "Openly about Public Spaces" campaign. The campaign, implemented in more than 10 towns in Serbia in 2012, continued to enhance the visibility of potential public places for youth and CSO engagement. Within the scope of the campaign, more than 20 consultative meetings were organized with youth groups and municipal officials; 7 public discussions about the topic of public spaces in Smederevo, Uzice, Bor, Novi Pazar, and Belgrade (2) were attended by up to 500 participants, and two festivals – Uzice (three-day multimedia festival "Nova era" (New Age) and Bor ("East Weekend Fest") included discussions on the availability of public spaces. During this period, the "Openly about Public Spaces" campaign's first publication was widely promoted in Belgrade, Majdanpek, Zajecar, Smederevo, Novi Pazar, Bor, and Uzice, the official website of the campaign (www.javniprostori.org) and the online map of "unused spaces" with more than 90 mapped spaces continued to be regularly updated, as well as the Twitter and Facebook page with more than 1660 fans. The on-line petition collected more than 1200 signatures in just three days in support for this issue. The second publication within the campaign was also published - a practical guide titled "Public Spaces and How to Unlock Them" consisting of different useful information, analyses of laws, case studies recommendations and practical steps that can be beneficial to anyone who is looking for obtaining a public space for their activities. Advocacy Initiative to Keep the Youth Policy High on Political Agenda - CI Youth Program participated in an advocacy initiative to secure the continuity of the youth policy and the Ministry of Youth and Sport in the future Government. The Serbian National Youth Council (KOMS) together with 141 CSOs issued a statement demanding that the new Government has an independent institution with resources and capacities to coordinate all the processes of designing and implementing youth policy. During the election campaign, 6 political parties supported the Platform for the Youth, issued by CSOs, and officially promised that youth policy and the institution that would take care of young people in Serbia would be high on their agenda, but this was not the case during the Government forming negotiations. CSOs therefore released a statement to remind these political parties about their pre-electoral promises, and the Ministry of Youth and Sport remained as separate Ministry.

- Advocacy Campaign to Support Youth Employment - In April 2012, CI Youth Program launched local advocacy campaigns directed towards establishing Local Employment Councils and providing higher budgetary allocations to support the employment of young people in local communities. The campaign was conducted in partnership with "CeGrad" from Obrenovac, "Zajecar Initiative" from Zajecar, "Pro-activ" from Niš and "Women Support Centre" from Kikinda. The local campaigns were directed towards local authorities, youth offices, CSOs, entrepreneurs and trade unions. In the scope of this campaign,

four round tables were held – in Obrenovac, Kikinda, Nis and Zajecar. The participants in these round tables discussed local opportunities for youth employment, entrepreneurship, and the role and possibilities of different sectors in creating local policies for youth employment. In Kikinda, the coalition of CSOs from Ada, Žitište, Subotica and Kikinda discussed the opportunity to establish a Resource Centre for youth employment in the form of a private-public partnership between local self-governments and CSOs. The city of Zajecar and Niš expressed willingness to support youth enterprises by allocating public spaces and by forming teams for economic, legal and technical assistance to young entrepreneurs.

- MladGrad 2012 Awards - This year was the third time that CI Youth Program organized MladGrad Awards to celebrate the International Youth Day and show recognition to local governments and youth organizations/informal groups which had done the most to improve the position of young people in Serbia. The nomination and selection processes were supported by the Ministry of Youth and Sport, Ministry of Regional Development and Local Self-Government, SKGO, UNICEF, GIZ, KOMS, NAPOR, NALED, youth.rs, ANEM, and received financial support from TACSO, ISC/USAID, and OSCE. This year, 40 nominations were received for the following three categories: 1. award for a local government for an overall contribution to improving the position of youth in the community; 2. award for a local government for public space allocated for youth initiatives in the local community; 3. award for a local youth organization / informal group / civic initiative for a contribution to the improvement of cooperation between local government and young people. Ten-minute movie "We Can Do It Even Better" was broadcasted at the MladGrad 2012 award-giving ceremony, which was held on 10th August and hosted 10 winners and around 100 participants from the NGO sector and local self-governments and additional 20 participants from more than 10 media.





- CI Youth Program, together with the Serbian National Youth Council (KOMs) and the Students University Conference of Serbia (SKO-NUS) organized a debate "Education to Suite Young People's Needs" in May 2012. The topic of the debate was the Draft Strategy of Education Development in Serbia until 2020. More than 50 representatives of youth and students CSOs, teachers and representatives of the Ministry of Education and Science, participated in the discussion giving suggestions to improve the Draft Strategy thus making a progress in reforming Serbian educational system. Based on many-year experiences and activities implemented in the field of education, CI singled out and prepared comments on the Draft Strategy. De-politicization of education, higher education reform and strengthening of mechanisms for higher participation of pupils and students in decision making, but also in curricula writing, are very important for further development of educational system in Serbia. Moreover, the Strategy fails to address the topics of peer violence and social inclusion in schools, insufficiently recognizes the importance of entrepreneurial education at all levels and stages of education.

- In April 2012 Civic Initiatives organized a debate „Social State – A Nice Memory or a Project for Future“ . The debate was supported by the Social Inclusion and Poverty Reduction Team and it was part of a wider program of public debates about Serbian social and economic progress within her European integration process. Top Serbian economy experts, CSOs and institutions representatives along with entrepreneurs discussed the sustainability of providing different social protection services as a result of private - public partnerships. Implementation of the new Law on Social Protection, the need of reforming pension and educational systems of Serbia were also discussed. Experts agreed that the state must provide basic social protection and help to people who need it but at the same time it must not be too restrictive towards private initiatives and businesses.

- Civic Initiatives continued activities related to the Civic Education as a part of the project "Europe seen from our eyes" focused on development teachers and students capacities for democratic discussion, understanding of diverse attitudes, preparedness to listen opponent, active participation in the life of local and wider community and in the decision making process. Using adapted structured academic controversy, more than 500 students deliberated about issues: Zero tolerance toward violence at school, Corruption. Deliberating classes were followed by actions connected with the theme. The best six authors winners on the competition "Corruption - to report, or not to report it" were awarded with study trip to Czech Republic in order to visit European institutions, attend classes in Prague school, and create document "Serbia 2020". Students presented document to the representative of the Serbian Embassy in Prague. Civic Initiatives

implemented project in partnership with Partners Czech. Project was supported by Czech Ministry of the Foreign Affairs.

- Although the strategic planning process for creation "Strategy of Education 2020" was not transparent as it should have been, Civic Initiatives used possibilities to comment it on the public meeting organized in the spring of the year 2012. Written suggestions and comments were given to the Ministry of Education, Science and Technological Development. Due to the parliamentary election in the spring 2012 the whole process of its adoption by the Serbian Government was shown down. Once the Strategy was finally adopted, Civic Initiatives started consultations with experts and made Summary of the Strategy 2020 in order to organize Public readings planned for the winter-spring 2013. In the same time, we started focus groups with students in order to get information about their understanding of the main competences they should gain from the educational process in order to be prepared for their professional and private life, active citizens' attitude important for their local and wider community. Focus groups will be organized for other stakeholders: parents, teachers, university students... CI is in negotiation process with MoESTD to jointly organize Public Readings of the Strategy.

- Recommendations for Improving the Adults Education Legislation - In February 2012, CI Youth Program organized a consultative meeting with CSOs representatives to discuss and collect comments about the Draft Law on Adult Education. This law intends to regulate the area of informal education and the ways of recognizing the previously acquired knowledge, which are both very important for future work of CSOs in Serbia. Therefore, CI collected all the comments and suggestions that tackle problematic solutions imposed in this Draft Law and they mostly question the way in which the Ministry of Science and Education regulates the criteria for registration of the "publicly recognized educational activities organizers". The unemployed are also discriminated within this Draft, because of not being able to register their non-formal education in their employment booklets. Massive and unjustified collecting of detailed personal data that are not relevant for educational programs, is also a problematic solution imposed in this Draft Law.

- CI consultants did assessment of the internal communication in the Office of the Commissioner for the Free Access to Information. Findings and recommendations were incorporated in the Protocol for internal communication, to be used by Commissioner's employees. CI consultants were engaged also to assess the situation in internal communications in the Ombudsman office. Protocol is to be developed at the beginning of January 2013.

INFO SHARING - PR, OUTREACH AND INFORMATION DISEMINATION

As it was planned in the "Civic Initiatives Outreach Strategy 2011/14", throughout 2012 we have strived to achieve greater visibility of all CI activities through intense promotional campaigns and activities, outreach measuring and creating a positive image of Civic Initiatives in public.

1. Promotional activities

Public statements and press releases: By sending public statements to raise awareness about some problem or issue, such as: amendments to the Draft Law on Accounting, demanding from the institutions to suspend persons responsible for beating young activist Filip Vuksa, or to turn attention to some human rights violation, we have managed to make CI and our activities more visible in public. Numerous press releases that are announcing specific events or some other project activity were sent to media representatives and journalists that are covering a specific topic. Having that these releases are being thoroughly prepared and written to fulfill professional standards of journalism, they have often been published by different newspapers and web portals.

Direct communication with journalists and media representatives: In order to make all CI activities visible in public, we have strived to establish direct communication with journalists that are covering specific topics such as: civil society, youth issues, social policy, human rights and etc. By meeting, communicating and announcing all activities to editorial staff of different media, we have managed to position CI as an organization with experts who are relevant speakers for the abovementioned topics.

Movies production and distribution: Due to our commitment to increase the use of visual and social media in promoting CI activities, during 2012 we have produced, distributed and shared 7 short movies. YouthBuild program activities, teaching literacy to adults Roma people, youth entrepreneurship, the importance of establishing local partnerships between private, civil and business sectors as well as the MLADGRAD award and the needs of young people in local communities, were presented in short movies that are available at the Civic Initiatives YouTube channel.

Information dissemination through CI web portals: Project activities were also promoted via Civic Initiatives websites:

- Web site gradjanske.org is the main CI website where project activities and information important for
- CSOs are being published.
- Web portal infocentar.gradjanske.org/ is a web portal where young people can find updated information about scholarships, events, competitions and etc.
- Web site youthbuildsrbija.org/ promotes all the activities of the YouthBuild Serbia program, implemented in Vranje, Bujanovac and

Presevo.

- Blog lokalnapartnerstvavr.blog.com/ contains information about local partnerships that were established between CSOs, entrepreneurs and local institutions, good practice examples and etc.
- Web site javniprostori.org/ covers all the news regarding the "Openly about Public Spaces" campaign. Web site sites.google.com/site/probonogradjanske/ contains information for CSOs that are searching free legal aid and promotes activities of the Pro Bono Network.
- Web site mladgrad.rs/ is a MLADGRAD award website where visitors can read more about the award, previous winners and categories.

Information dissemination and communication via social media:

By sharing news about CI project activities and various information about ongoing competitions, scholarships and different social events, we are disseminating information via Facebook and Twitter. 6 different Facebook pages (Civic Initiatives, Infocentar, Openly about Public Spaces, MLADGRAD, Civic Education and YouthBuild) are being updated to keep all the fans informed and engaged into discussions about different topics. Twitter profiles of Civic Initiatives and Infocentar are also being updated and frequently used for direct communication with institutions, political parties, CSOs and individuals.

Upgrading INFO CENTER - The new Info Center platform which was launched on the micro web site www.infocentar.gradjanske.org in December last year and which is now connected to different social networks – Twitter, Facebook etc. was updated on a daily basis with news regarding the latest scholarships, study visits, education and training, volunteer and employment opportunities, grants, etc. The Info Center has been active since 2003, as a special component of CI Youth Program.

Civic Initiatives, the Ministry of Finance and the Social Inclusion and Poverty Reduction Unit, together with national and international partners, have prepared the 9th edition of the Review of Potential Domestic and Foreign Funding Opportunities, intended for NGOs, Local Governments, SMEs and Entrepreneurs in Serbia. The Review aims to contribute to a higher awareness of all partners and shall provide insight into resources for implementing various program and project activities placed at disposal of non-government organizations, municipalities, small and medium-sized enterprises, entrepreneurs and individuals.

2. Measuring outreach

Media clipping: As in previous years in 2012 we continued to cooperate with Ninamedia Clipping Agency which provided us with all clipping units that are made as a result of all the abovementioned promotional activities. Civic Initiatives and our project activities were presented in texts, statements and media appearances of our staff members in 1 265 clipping units that were collected in 2012. Within that number 208 newspapers articles, 778 texts on different web portals, 210 TV and radio appearances and 60 agencies announcements is collected. By analyzing and collecting all the units, Ninamedia Clipping Agency estimated that we have managed to reach up to 5.000.000 people. However, this number is not confirmed having that the network of people – meters is still not properly developed in Serbia, nor the information about the newspapers distribution or the number of visitors of web portals is not fully available and confirmed. Subjects that had the best media outreach in 2012 were: a) Survey on the NGO sector in 2011; b) amendments to the Draft Law on Accounting and c) teaching literacy to adult Roma people.

Website visitors: As a focal point where different news, competitions, calls for proposals, publications and other information important for CSOs are being daily updated together with texts, photos and materials about our project activities, www.gradjanske.org is our most visited web site. During 2012 it was visited more than 130.000 times and it recorded 92.000 unique visitors.

Social media outreach: Civic Initiatives Facebook and Twitter profiles together with the You Tube channel currently reach more than 10.000 people who are in different ways being engaged into discussions and conversations. Having that they cover general information and CI project activities, it is important to mention that within this number, the most of the people follow CI Facebook page (more than 4.000 fans) and CI Twitter profile (more than 2.000 followers).



CI FUNDING 2012

CIVIC INITIATIVES FUNDING PLAN

Funder	2012 overall budget/income in us\$		
	Beginning balance	Income	Total income
Balkan Trust for Democracy, Belgrade	12.877,03	34.147,08	47.024,11
Bernard Van Leer Foundation, Holland		62.329,44	62.329,44
Caritas Luxemburg		37.564,77	37.564,77
Charles Stewart Mott Foundation, USA		100.000,00	100.000,00
CITY ASSEMBLY OF BELGRADE	2.132,43		2.132,43
Coordination Body For Municipalities Of Preshevo, Bujanovac and Medvedja	5.155,88	6.556,39	11.712,26
EAST WEST INSTITUTE, USA		16.758,67	16.758,67
EU IPA and/or EIDHR	33.237,80	22.688,20	55.926,00
Fund for Open Society, Serbia	7.062,14		7.062,14
Dutch Embassy, Belgrade		18.140,83	18.140,83
Institute for Sustainable Communities, USA (USAID)	10.203,77	123.902,42	134.106,19
Ministry of Youth and Sports (MOS)		30.689,67	30.689,67
MUNICIPALITY BUJANOVAC&PREŠEVO, Serbia		3.888,89	3.888,89
National Organization of Associations of persons with disabilities	2.844,44		2.844,44
OSCE		6.459,40	6.459,40
PARTNERS CZECH, Ministry of Foreign Affairs, Czech Republic	204,29	27.733,54	27.937,83
Royal Norwegian Embassy on Belgrade		265.522,32	265.522,32
SIPRU (Social Inclusion and Poverty reduction Unit of the Government of Serbia)	3.167,81	4.302,21	7.470,02
TACSO (EU funded project)		8.892,25	8.892,25
UK Embassy in Belgrade	4.435,50	44.743,78	49.179,28
YOUTH BUILD INT.	4.188,04	38.096,11	42.284,15
OTHER		62.418,07	62.418,07
GRAND TOTAL	85.509,14	914.834,04	1.000.343,19

ANNEX 1: CI AUDIT REPORT



Preduzeće za reviziju i poreski konsalting d.o.o.
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Šifra delatnosti: 6920
PIB: 101821948
PDV: 130830378
Tak. račun kod UDB: 290-769-67
Tak. račun kod Komstat: 205-1794

Citizens Association for Democracy and
Civic Education
"CIVIC INITIATIVES"
Belgrade

INDEPENDENT AUDITOR'S REPORT

We have audited the Balance Sheet of the Citizens Association for Democracy and Civic Education "CIVIC INITIATIVES", Belgrade as of 31 December 2012 and the related Profit and loss account for the ended year.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Accounting Regulations of the Republic of Serbia, as well as those internal controls that management determines to be necessary in the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Law on Accounting and Auditing, International Standards of Auditing and Code of Ethics for Professional Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement. An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit.

Positive opinion

In our opinion, the financial statements give true and fair view of all relevant elements of the financial position of the Citizens Association for Democracy and Civic Education "CIVIC INITIATIVES", Belgrade as of 31 December 2012 and result from the business operations for the year ended 31 December 2012 in accordance with domestic accounting regulations.

Belgrade, 04 June 2013

"KONSULTANT-REVIZIJA"



Snežana Kostić
Licensed Certified Auditor

Ustav
Republike
Hrvatske

Članak 153.

Pravosuđe je nezavisno i odgovorno za svoje postupke.

Pravosuđe štiti pravdu i zakon.