



Gradanske
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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

-CI continues to be the key capacity building provider to CSOs, not only in Serbia but also in the Balkan region. Civic Initiatives staff is continuously analyzing the needs and respectively designs trainings and other activities aiming to build capacity of different CSOs, individuals and institutions. Those activities included variety of programs, modalities of work and type of CSO, assessments, evaluations, training, coaching, mentoring, info-sharing, classical training. In addition to CSOs, we also worked in building capacity of the Governmental office for cooperation with CSOs as well as on improving internal communication for two independent institutions: Commissioner for Free Access to Information and Ombudsman Office. Team TRI as well as other trainers-experts on concrete subjects is engaged in order to ensure best results.

-"Public Participation through Local Partnerships" was piloted as an EU funded project in 2011/2012, raising the knowledge of 650 representatives 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. It resulted in signed agreements on cooperation of three sectors in four towns on issues such as rural development and youth employment through entrepreneurship. Its value was recognized by SEIO who in 2013 supported TV program to further promote local partnerships concept in Serbia, as basis for attracting EU funds for the local socio-economic development in the 2014-2020 period.

-Code of Ethics for CSOs - A brochure was prepared and widely distributed, so that Code is used as a tool for more transparent and accountable civil society in Serbia. CSOs stressed the need for additional capacity building to be able to follow the principles from the Code. Over 119 CSOs signed this document. It is recognized by the Serbian Anti-Corruption Agency as important tool, therefore they are advising CSOs who apply for their funding, to sign and implement our Code of Ethics.

-CI "Assessment of the CSO sector in Serbia in 2011" was promoted and data widely distributed to all relevant stakeholders. It became a key resource to all interested in the CSO development of Serbia, from local to EU level. It will serve as a basis for the CSO research to be carried out by the Governmental Office of Cooperation with Civil Society during 2014. This new survey will be used as a baseline for the development of the National Strategy for Enabling Environment for CSOs and also to monitor Serbia progress in the EU integrations in this area.

-South Serbia and Sandzak are the most economically and socially deprived regions in Serbia populated by mixed ethnic population. CI with Tim TRI Trainers developed and organized two capacity building programs in these regions. First program aimed to increase the capacity of trainers working within YouthBuild program with multiethnic youth groups. In scope of that, 18 participants from South Serbia and



Sandzak successfully have been passed the Training for local trainers (ToT) for YouthBuild program and Tim TRI trainers in cooperation with local trainers prepared Handbook for trainers, 250 page document that includes instructions for Trainers and handouts for YouthBuild participants. Within second program, representatives of 17 civil society organizations and informal groups from this region participated in capacity building program in order to engage actively in the public life and decision-making processes aimed at combating youth and community problem. In order to create sustainable mechanism for fostering participation and cooperation among a multi-ethnic group of teachers and high school students, CI worked on two levels. In scope of the first level, 13 teachers have been trained to use "Deliberating in Democracy" methodology in humanitarian sciences on issues relevant for conflict prevention to work with a multi-ethnic group of students. Also, within another level, 67 Student Parliaments' members of four schools from Bujanovac and Preševo had been trained in team building, decision making in local communities and schools, advocacy actions, campaigning and of the work of Student Parliaments in Serbia. Their activities will be implemented during 2014/15.



-YouthBuild Serbia - Based on the success of the multi-ethnic group of 40 young people from South Serbia who entered the first YouthBuild pilot in Serbia in October 2011, CI further developed and expended the program in Sandzak region in May 2013. Currently, CI is providing trainings to one group of young people from south Serbia as well as to one group in Sandzak. Young people of different ethnic background are working together to learn livelihood skills, practice leadership roles, and improve their local communities through social action projects. So far, there have been 164 young persons involved, learning to develop and implementing variety of projects: building wheelchair ramps to improve access to public buildings, arranging school yards and kindergartens, organizing volunteering and humanitarian actions. In addition to being active and engaged in their local communities, out of this number, 64 young people found job and/or apprenticeship. This program has not only changed lives of young people involved, but it also created opportunities for them to influence their peers, and adults in their communities, to see visible and concrete results that they produced in a joint efforts and to have better lives and improved inter-ethnic relations. The training centers of Civic Initiatives in Bujanovac and Novi Pazar became focal points for young people to get information on different opportunities.



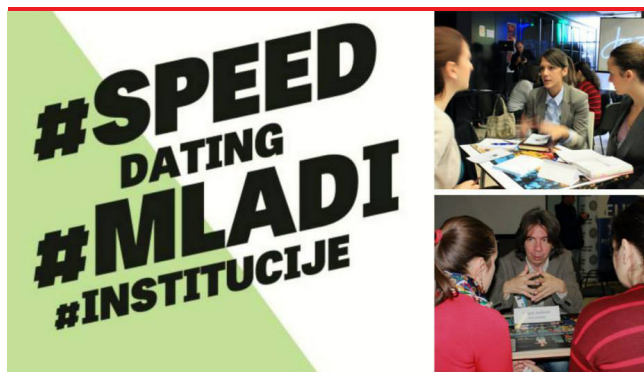
-Teaching Literacy Adult Roma - In 2012, 40 Roma adults in the local settlement in Belgrade acquired basic literacy skills, based on the model developed through the previous project that was awarded in 2011 as the best CSO project in Belgrade. The training course was conducted by 11 students of the Faculty of Philology, Faculty of Political Sciences, Faculty of Drama Arts and Faculty of Transport and Traffic Engineering. 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. More than 70% of participants acquired basic functional literacy. A short movie about the project is made, in which participants and students presented their views about school, education, work, teaching, etc.

-Project "Empowered Roma women contribute to their children full potentials" is being implemented in partnership with three local Roma NGOs from Subotica, Belgrade and Kruševac from May 2013 until May 2014. They work with 41 Roma women in order to empower them to become change agents in their local communities and with 57 children aged 0-3 years who participate in creative workshops and play with their mothers in very special and simulative environment. Beside strengthening of parental competencies of Roma women, the program increased the level of their awareness of Roma women about reproductive health care, access to health services, especially before and after childbirth, importance of education at an early age and women's rights. At the end of the first year of implementation, local policy recommendations in the area of early development of children were made and delivered to the local authorities in these three cities. The advocacy for their adoption will be continued in 2014.

- Civic Education was concentrated on "Deliberating in Democracy" methodology focused on development of 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. More than 500 students were involved in the program. The best six authors winners on the competition "Corruption - to report, or not to report it" were awarded with a study trip to Czech Republic in order to visit European institutions, attend classes in Prague school, and create a document "Serbia 2020". It was further extended in South Serbia, through "Youth Activism as a Prevention of Conflict" project where four schools from Bujanovac and Preševo are involved through the same program.



-Resource Centre for Encouraging Youth Activism in Belgrade “Youth Rules” – The program aimed at increasing the capacity of small youth organization and informal groups, by providing financial assistance of up to 100 000 RSD to youth voluntary actions in Belgrade. During the 2012 and 2013, 19 youth selected groups organized actions ranging from creative workshops, festivals, exhibitions on walls, the biggest public gym education class to adaptation of an abandoned public spaces etc. Projects were implemented by more than 200 young people, while the number of participants was higher than 20.000. Program received intensive media coverage with more than 300 releases (in electronic, press, local and national media) and it culminated with the speed-dating organized in November 2013, which enabled direct contact among young people and representatives of institutions, including State Secretary of the Ministry for Youth and Sports. CI grantee “Femix Forum” was awarded by The Delegation of the European Union to the Republic of Serbia and will go on a study tour to Brussels



2. Advocacy activities

/ News

-CI is a member of various local, national and regional networks. 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 Serbian IPA programming for CSO, media and culture (SECO), Human Rights House (HRH), Federation of NGOs of Serbia (FENS), National Youth Council of Serbia (KOMS), National Association of Youth Work Practitioners (NAPOR), KOCID, etc. We have also established communication with the Alliance 2015, a strategic network of seven European non government organizations engaged in humanitarian and development activities, which is a useful channel for forwarding our messages to Brussels Administration. Civic Initiatives conducted a wide consultative process, including more than 300 organizations, on further work of the Federation of Non-governmental Organizations of Serbia (FENS). As a result of these consultations Proposals of the Statute, Value and principles charter of FENS and its Work regulations have been developed. The process of restructuring FENS to work by new strategic goals is underway.

-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 the 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 space provided by the City of Belgrade and a part of the international Human Rights House Network. CI is honored to chair the board of the HRH and coordinate all activities. Although the building itself is still not functional, the HRH already 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. One of the most significant activities during 2013 was presenting Comments on the 2013 Progress Report of the European Commission about Serbia, more precisely, the part which relates to political criteria for EU accession. These comments represent a result of permanent monitoring of all state institutions in the area of human rights, rule of law and fight against corruption. They represent an addition to the official comments and notes of the European Committee about achievements the Republic of Serbia has made in the above-mentioned areas. Comments are presented during public discussion with MPs, national institutions dealing with human rights, CSOs and European Commission representatives. Comments gained great visibility and wide support from different stakeholders.



-Since its establishment in 2011, CI has been leading, in cooperation with NUNS and CZKD, the SECO (Sectorial Civic Society Organisations) mechanism for civil society, media and culture, that aims to provide participation of CSOs and build partnership between the Government and non-governmental sector in the process of planning development assistance, in particular IPA programming and monitoring. We are the main channel for dissemination all relevant information from SEIO (Serbian European Integration Office) to 184 CSOs gathered under our platform (calls for proposals, invitations for meeting with relevant ministries, workshops, commenting different documents regarding IPA, etc).

/Enabling environment for Civil Society Development

-CI was a major player in advocating for changes in laws related to enabling environment to CS development, mobilizing hundreds of CSOs and individual citizens. It included changes to the Law on Accounting, to recognize differences of the non profit sector, adopted in 2013, with implementation started in 2014; promoting need to change the Law on Volunteering; raised awareness about the novelties of the Law on Budgetary System and opening of bank accounts in the national treasury; put on the agenda the issues around the new Law on Public Procurement and its effects on CSOs; together with number of CSOs, we advocated for the adoption of the Action plan for the implementation of the Law on Social Protection and adoption of by-laws – CI recommendation were adopted by Parliamentary Committee on Social Issues; CI prepared amendments for the set of educational laws, and managed to introduce the role of CSOs in some of them. CI run a consultative process with more than 150 CSOs to develop the Action Plan for the Implementation of the Strategy for Civil Society Development in Belgrade 2012 – 2017; at the beginning of 2012, the Serbian Government adopted the Bylaw on Transparent Mechanisms for Funding CSOs from the State Budget that CI advocated for. In 2012, after years of CI advocacy activities, Government of the Republic of Serbia allocated for the first time funds for co-financing CSOs projects supported by the EU. Office for Cooperation with Civil Society announced the first public call for co-financing of CSOs that have been granted from the European Union in the framework of the EU IPA Civil Society Facility 2011-2013. The call was repeated in 2013.

-More than 25 different CSO initiatives were supported throughout the campaign “Openly about Public Spaces” to gain and renovate public property and use it for their own initiatives. A blog www.javni-

prostori.org was developed with an online map of over 90 “unused spaces” throughout Serbia; a You Tube clip about the campaign was created, as well as a Twitter and Facebook page with more than 1650 fans. Conquering and reviving abandoned public spaces as a form of citizens participation in local communities is the topic that “Openly about Public Spaces” publication deals with. Successful stories, CI YP activities during this campaign and possible solutions for reviving and using public spaces all over Serbia are presented. 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. CI Youth Program participated in an advocacy initiative Keep the Youth Policy High on Political Agenda to secure the continuity of the youth policy and the Ministry of Youth and Sport in the new Government. CSOs released a statement to remind 6 targeted political parties about their pre-electoral promises, and the Ministry of Youth and Sport remained as separate Ministry.

-MLADGRAD Award (Youngtown Award) that CI established in 2010 became a highly recognized and appreciated award on the national level and especially among local municipalities. The MLADGRAD Award aims to encourage individual citizens, local self-governments and organizations to engage in efforts to improve and advance the status of youth in their communities recognizing and rewarding their successes, on International Youth Day. Around 40 candidates have been nominated per year in three categories: for overall contribution of local self-government to the improvement of the position of youth in their local community, for local self-government that allocated public space to youth initiative and for youth organization/non-formal youth group/individual for their contribution to the improvement of cooperation between local self-government and young people. Also, within MLADGRAD has been established Special prize for contributions to improving the position of marginalized youth. The award ceremony gathered more than 150 participants per year, representatives of Donors, international organizations, CSOs, local and national institution, with high media coverage. It is an important tool for improving relations and trust between citizens, CSOs and institutions. The MLADGRAD 2013 Awards are organized by Civic Initiatives in association with the Ministry of Youth and Sport and the Ministry of Regional Development and Local Self-Government, with support of the U.S. Agency for International Development (USAID), OSCE Mission to Serbia, UNICEF, GIZ, Serbian Youth Umbrella Organization (KOMS),



National Association of Youth Workers (NAPOR), Association of Independent Electronic Media (ANEM), Youth with Disabilities Forum, Union of Secondary School Students of Serbia and NALED.



-Civic Initiatives, as the Balkan Civil Society Development Network (BCSDN) member has started an initiative “Balkan Civil Society Acquis”. The main objective of this initiative is to influence on creating enabling environment for CSOs development. Also, the project is aimed to strengthen the cooperation and create easily accessible channels for exchanges and information sharing between the members of the network, increase ownership and cooperation in the region and provide services available to a wider public. After comprehensive research on domestic legal framework as well as practice for CSOs’ work, Civic Initiatives produced a draft Monitoring Report. Advocacy strategies and policy briefs will be developed during the 2014 based on report’s findings and recommendations. There will be 8 reports covering countries in the Western Balkans and Turkey. Matrix is already recognized by EU and Western Balkans governments as relevant tool to monitor country progress in the area of CSO development.

-CI was involved and actively contributed to the “DG Enlargement draft Guidelines for support to civil society in the enlargement countries 2014-2020”, which will be used for regular self-assessment of progress in the cooperation of State institutions and civil society organizations that will be monitored in the European integration processes.

-CI inputs to the European Economic and Social Committee Opinion

of the Section for External Relations on The role of civil society in EU-Serbia relations were incorporated in the final document officially adopted at the ECOSOC Plenary Session held on July 10-11, 2013.

-CI comments and suggestions to the Serbian European Integrations Office (SEIO) developed a draft document “National Priorities for International Assistance (NAD) 2014-2017 with 2020 Projections” were incorporated in the final version. This is the key document of the Serbian Government, which defines priorities and measures in different sectors and will serve as a platform for programming IPA II, as well as for other multilateral and bilateral developmental assistance to the Republic of Serbia. CI was involved in commenting the EU Country Strategy Paper for Serbia, a key document produced by EC that identifies the policy areas for EU assistance to Serbia in the period 2014-2020, based on NAD.

-Parliamentary Committee for Labor, Social Matters, Social Inclusion and Reduction of Poverty unanimously adopted conclusions from the Civic Initiatives Report on the implementation of the Law on Social Protection regarding children, refugees and internally displaced persons. CI organized public hearing in the Serbian Parliament with 150 representatives of different stakeholders. The main bylaws are consequently adopted, and other changes are still being implemented. Based on this Report’s finding and recommendation, as well as opportunities provided by the Law, we developed idea on CSOs strengthening for service providing. CI project Equal in Social Service Providing aimed to strengthen capacities, sustainability and position of CSOs in Sandzak as social service providers was approved and financed by EU. Its implementation will be carried out during 2014.





Other advocacy achievements

-Civic Initiatives Delegation Participated at the International Observation Mission in Georgia: A ten-member delegation from Serbia coordinated by Civic Initiatives stayed in Tbilisi from September 26, 2012 to October 3, 2012. Together with 70 more international observers they monitored Georgian parliamentary elections held on October 1, 2012. The mission in which members of 40 different human rights and civic organizations represented Azerbaijan, Belarus, Bulgaria, the Czech Republic, Lithuania, Poland, Romania, Serbia, Sweden and the USA was organized by Centers for Pluralism Network (CfP), together with the Institute for Democracy in Eastern Europe (IDEE). More than 100 electoral units throughout Georgia were monitored in order to secure that the procedures were respected and that all the irregularities were reported.

-CI started Initiative for Education Reform, involving more than 40 prominent individuals, CSOs and institutions. The aim of the initiative is to influence Government of the Republic of Serbia and other relevant institutions to speed up the education reformation process, make it more transparent and inclusive. The Members of the Initiative stated common understanding of the great need for changes and coalition building in order to advocate, have a watch dog role and impel better and more effective changes in this area. Policy Recommendation for the Serbian Government was made in evidence-based document in order to accelerate the beginning of the profound reform of education in Serbia. Recommendations are created on the basis of assessed needs of secondary school and university students, teachers and professors, parents, experts, school principals and other stakeholders. More than 300 people directly participated in this process. The Initiative will monitor the work of the Government and Ministries regarding education reform give constructive proposals and suggestions about improvement in different education areas and be a partner to the institutions in the realization of the reform.

-The Summary of Education Strategy 2020 was made and discussed in five university centers in different geographical areas in Serbia. Individuals, CSOs, institutions with different backgrounds targeted problems, solutions and recommendations related to the necessary reform of education in Serbia. A lot of segments were covered: inclusive education, teachers' competences, life-long learning, adult education, school leadership, students' standard, high drop-out rates, ethics in education, textbooks, curricula, civic education, corruption etc. The recommendations from the consultative meetings are in preparation phase and will be sent to the government. CI presented the findings to the members of the ruling political parties, in order to achieve common standing of different political parties in Serbia on education reform.

-We introduced a web portal "Better School, Better University" (<http://www.popravni.rs/>) with aim to collect examples of problems and issues in schools. The portal enables students and parents to be active participants in the reform of educational system. The data is gathered and used for concrete initiatives toward changes in the educational system. The most of reported problems related to standing of Civic education in primary and secondary schools, violence, discrimination, evaluation of teachers, qualitative changes of textbooks.

-The public hearing on validation of foreign higher education degrees in Serbia was organized in partnership with the Committee for Education, Science and Technological Development of the Serbian Parliament. MPs, university professors, CSOs, experts, university professors discussed the subject. The discussion contributed to the process of problem solving and questions of the country's long-term development strategy.

PR, OUTREACH AND INFORMATION DISEMINATION

All of the project activities were followed by intensive promotional campaigns that were aimed to reach the widest possible audiences and spread the information about CI and our activities. These promotional activities were planned and implemented within the "Civic Initiatives Outreach Strategy 2011/14" as the core document that regulates all of the CI external communications. The document is updated during transition and new plan will be fully done in March 2014.

Through our promotional activities we have strived to send tailored messages to engage different target audiences. Various communication channels and strategically planned communication messages were sent to young people, civil society organizations, public institutions, media and donors as our key target audiences.

1. Promotional activities

As in previous years, CI organized a lot of public events to engage different groups and stakeholders in order to deepen and contribute to public discussions about topics that are of social and political relevance. A great number of representatives of CSOs, national and local institutions, media representatives and individuals attended to 34 public events organized by CI in 2013. Whether these events were round tables, discussions, exhibitions or "speed dating" events, wide promotional campaigns were launched to make each activity as much as possible visible in public. As in previous years, CI have continued to follow our strategic decision that round tables and discussions (or innovative "speed dating" events) are always more appealing to the general public than usual press conferences aimed only for the media representatives.

By sending public statements to raise awareness about some problem or issue, such as: human rights and freedom of assembly violations, issues of unused public spaces, the Laws on Volunteering and Social Protection, national and local youth policies and etc. 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.

Within our "CI PR and Outreach Strategy" CI PR Manager has developed a wide network of contacts that are responding to our invitations and often reporting about our activities. By directly communicating with media representatives and inviting them to cover different public events, we have also strived to make them directly involved in different projects. For example: we have invited local journalists to participate in the process of election of the youth volunteering actions that were supported within the "Youth are the Law" project. B

By meeting, communicating and announcing all activities to editorial staff of different media, we have strengthened the position of CI as an organization with experts who are relevant speakers for the top-

ics such as: civil society development, different legal aspects set for CSOs, the issues of volunteering, Law on Social Protection, youth and human right issues and etc.

To engage targeted audiences we have produced 3 short films that are dealing with YouthBuild program, youth volunteering actions and Openly about Public Spaces campaign. Along with this, 4 video clips that are showcasing the results of CI seven years long work were produced within the Civil Society Advocacy Initiative project. All of these materials together with various TV shows and CI staff media appearances are available on: <http://www.youtube.com/user/gradjanske>.

Information dissemination through CI Internet platforms: to meet the interests of different target audiences and communicate with them, CI has continued developing the existing ones as well as launching new Internet platforms that are successfully combining traditional websites and blogs with social media networks

- gradjanske.org is the main CI website where all project activities and information important for CSOs are being published. It is combined with the main CI Facebook page: facebook.com/GradjanskeInicijative, CI Twitter profile: twitter.com/gradjanske and You Tube channel: youtube.com/user/gradjanske

- youthbuildsrbiya.org/ promotes all the activities of the YouthBuild Serbia program and similar topics and it is also available as a Facebook page: facebook.com/YouthBuildSrbija

- javniprostori.org/ covers all the news regarding the "Openly about Public Spaces" campaign and issues of the unused public spaces in Serbia. People can also access it and be engaged via Facebook: facebook.com/javniprostormladgrad.rs/ is a MLADGRAD award website where visitors can read more about the award, previous winners and categories which are also available via: facebook.com/MladGrad

- www.popravni.rs or "Better School, Better Faculty" web application enables reporting problems in education and it will be used as a tool during the project. It is also available as a Facebook page: facebook.com/boljaskolaboljifaks and on Twitter: twitter.com/popravni

- lokalnapartnerstvavr.blog.com/ contains information about local partnerships that were established between CSOs, entrepreneurs and local institutions, good practice examples and etc.



- facebook.com/pages/Gradjansko-vaspitanje/ is a Facebook community of Civic Education teachers, their students and partners
- www.fens.rs is the Internet presentation of the Federation of Non-Government Organizations of Serbia (FENS) where all relevant information about this network can be found. However, the content of this website is yet to be updated due to the future strategic changes within the network.
- <https://www.facebook.com/Ranirazvojdece> is a Facebook fan page that shares information about the “Empowered Roma Women Contribute to their Children’s full Potentials” project and all the relevant news and texts about the topic of early child development in Serbia and elsewhere.
- <https://www.facebook.com/pages/Mladi-su-zakon-BG-okrug/144094055772532> is a Facebook fan page that shares info about the activities of the “Youth are the Law” project.
- Civic Initiatives Newsletter – to keep all of our donors informed about all of the activities we are producing and distributing Civic Initiatives Newsletter. This short report about our previous activities is being written in English, linked to CI website and sent through MailChimp campaign sender – a specialized online platform, to around 180 e-mail addresses.

2. Measuring outreach

As in previous years in 2013 we continued to cooperate with Nina-media Clipping Agency which provided us with all press clipping units that are made as a result of all the above mentioned promotional activities. Civic Initiatives and our project activities were presented in texts, statements and media appearances of our staff members in 741 clipping units that were collected in 2013. Within that number, 115 newspapers articles, 504 texts on different web portals, 122 TV and radio appearances is collected. By analyzing and collecting all the units, Ninamedia Clipping Agency estimated that we have managed to reach up to 4 000 000 people. However, this number is not definitely 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.

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 continued to be our most visited web site. During 2013 it was visited by approximately 114.000 unique visitors counting around 7 000 visitors on a monthly basis.

In 2013 we were especially focused on communicating with targeted audiences through social media channels (Facebook pages, Twitter profiles and YouTube channel) that are now reaching up to 15.000 people. People are being constantly engaged through posting different content, discussions and comments about issues of Civic Education, youth issues, the usage of public spaces, civil society, citizens’ participation, problems in education, volunteering and etc.

CI FUNDING 2013

CIVIC INITIATIVES FUNDING PLAN

Funder	2013 overall budget/income in us\$		
	Beginning balance	Income	Total income
Balkan Civil Society Development Network	0,00	19.505,10	19.505,10
Bernard Van Leer Foundation, Holland	21.298,53	68.481,63	89.780,17
Caritas Luxemburg	17.810,91	43.368,63	61.179,54
Charles Stewart Mott Foundation, USA	28.498,34	50.000,00	81.083,26
Delegation of the European Union to the Republic of Serbia	0,00	106.930,49	106.930,49
Dutch Embassy, Belgrade	3.989,46	31.623,57	35.613,03
Fund for Open Society, Serbia	0,00	17.794,39	17.794,39
Ministry of Human and Minority Rights	0,00	12.029,60	12.029,60
Ministry of labour employment and social policy	0,00	18.044,42	18.044,42
Ministry of Youth and Sports (MOS)	160,43	22.693,08	22.853,50
OSCE	0,00	13.076,02	13.076,02
Royal Norwegian Embassy on Belgrade	47.441,08	34.198,74	81.639,82
UK Embassy in Belgrade	23.989,97	45.498,10	69.488,07
UNDP	0,00	66.621,72	66.621,72
USAID	0,00	102.055,43	102.055,43
Youth Build International	0,00	35.824,02	35.824,02
Youth in Action	0,00	17.729,61	17.729,61
Others	51.971,62	36.857,66	88.829,27
GRAND TOTAL	195.160,34	742.332,20	940.077,46

ANNEX 1: CI AUDIT REPORT



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Šifra delatnosti: 6920
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INDEPENDENT AUDITOR'S REPORT

To the Assembly of the Association "Civic Initiatives" Belgrade

We have audited the accompanying financial statements of the Citizens Association for Democracy and Civic Education "Civic Initiatives", Belgrade (hereinafter the "Association") which comprise of the Balance sheet as of 31 December 2013, and the Income statement for the year then ended and a summary of significant accounting policies.

Management's responsibility for the financial statements

Management of the Association is responsible for the preparation and fair presentation of these financial statements in accordance with accounting regulations of the Republic of Serbia, and those internal controls that management determines to be necessary in the preparation of financial statements that are free of 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 International Standards on Auditing, and Law of Auditing of the Republic of Serbia. 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 expressing our auditor's opinion.

Unmodified Opinion

In our opinion, the accompanying financial statements give a true and fair view of the financial position of the Citizens Association for Democracy and Civic Education "Civic Initiatives", Belgrade as of 31 December 2013, and of its financial performance for the year then ended, in accordance with Accounting Regulations of the Republic of Serbia.

Belgrade, 19. May 2014

 
Snežana Kostić
Licensed certified auditor

