



Educational center – Krusevac (Serbia)

Campaign Report

1st of May 2016 – 1st of July 2016.

INTRODUCTION

Between 1st of May and 1st of July 2016, Educational center - Krusevac was implementing a campaign under the motto "Are you an active Europe Citizen?" in city of Krusevac in Serbia, in the frame of Homo Europeanus - Overcoming the Knowledge Deficit project.

One of the main aims of the campaign was to raise awareness and in final stage spread more knowledge about EU particularly in the field of youth and opportunities which are offered to young people by different programs of European Union and European Commission in order to overcome the knowledge deficit. Other aim was to bring awareness to the European values and the importance of EU Citizenship and rights coming from that citizenship.

The campaign was consisted of different methodological approaches. Primary target group were young people from 15 to 30 years old, secondary target group were citizens of Krusevac area. Campaign named "*Serbia in EU! What do I have from that? What does Krusevac have from that?*" was implemented during May and July 2016 on the wider territory of city of Krusevac. Campaign was consisted of series of workshops with high school students. They have been producing series of promotional materials using the technique of MEME, Cover photos and other graphic designed materials. Volunteers have been using method of sharing produced materials in private messages with their friends and on their accounts on different social networks including (Twitter, Instagram, Facebook and other). After three workshops with high students and two workshops with university students, two public exhibitions have been organized with produced materials during this campaign. Open European day has been organized in cooperation with touristic organization in Ethno village near the city where visitors had opportunity to meet volunteers and discuss with them about European Union, membership of Serbia in the EU and opportunities for young people in different EU programs. Campaign has been mainly targeting social media and using private messages to reach the audience. One of the most commonly form of Meme used to transfer messages to broader public was starting with... What if I tell you... and than realistic fact about EU and opportunities provided by EU followed. The aim was to raise awareness and spread knowledge about EU and to brake different myths in society related to European Union and membership of Serbia in the EU.

TARGET GROUP

City of Kruševac and area around have 134.568 inhabitants. Out of this number 37.590 are young people. During this campaign our target group have been young people from 15 to 30 years old from the city of Kruševac and are around. Having in mind that Kruševac is facing the high percentage of brain drain, we have not limited our campaign geographically only on city and area round. We have been conducting lot of activities online and our target group have also been young people from Kruševac who live temporary out of Kruševac and Serbia.

OVERVIEW OF THE MAIN ACTIVITIES

Workshops

Series of workshops have been implemented during the preparation of campaign. In total five workshops have been implemented, two with high school students from eight different high school on the territory of Kruševac and two with university students. The entire program of workshops was participants-based and entirely EU-oriented, experiences and contributions from participants constitute and inherent part of the all activities of the campaign. We have been offering space for interaction of volunteers, sharing of ideas and avoiding passiveness during the following period.

Participatory methods allowed participants to contribute to the activities of the campaign with their own knowledge and skills to undertake their own analyses and plan and prepare objectives of the campaign as well as detailed plan.

As mentioned, workshops are participant-oriented, using interactive methods and combining theoretical and practical parts. During the workshops participants created personal aims and personal involvement plan in the campaign. During the campaign, participants acted as multipliers, for building capacities of local communities in order to be more informed about offered possibilities in order to overcome the knowledge deficit. Participants were also expected to act as multipliers in their schools and universities and we strongly believed that participants from the target group we had in focus are more than capable of doing that.

The idea of this campaign was created due to the necessity for further development of informational system and communicational tools to better respond to the needs of young people living in disadvantaged neighbourhoods, fostering their active participation in society. According to "Recommendation of the Committee of Ministers to member States on the access of young people from disadvantaged neighbourhoods to social rights" - Young people living in disadvantaged neighbourhoods have limited access to information and counselling because of their location and lack of resources. However, they are among those who need such services the most. The following approaches improve access to information

and counselling for these young people: investing in improving and, where they do not exist, considering the feasibility of creating comprehensive and fully accessible youth information systems that provide up-to-date and youth-friendly information on, inter alia, social rights, civic and social participation and international mobility, taking full advantage of new information and communication technologies (ICTs); There is also need to improving existing and developing new approaches to youth information and career counselling, taking into account the specific barriers experienced by young people from disadvantaged neighbourhoods in searching for and acquiring vocational training opportunities, apprenticeships and later employment

1. Workshop with high schools students 1 – MEME

During the first workshop participants have been exploring different possibilities offered to young people by different European programs. In the later stage of the workshop, participants have been introduced with form of meme as social intervention method. Participants have been also introduced with other online tools which can be used in youth work. Participants have created plan of the campaign and their personal involvement plan in the campaign. The strategy developed by participants has been to send produced materials in private messages to as high number of people as possible, their friends and friends of friends. To ones who respond to message in any manner, they would approach and reveal the true goal of the campaign. Participants would provide information about different programs and possibilities offered to young people by EU programs.



2. Workshop with high school students 2 – Cover photos



During the second workshop participants have been exploring more possibilities offered to young people by different European programs. In the later stage of the workshop, participants have been introduced with form of cover photos as social intervention method. They have evaluated ongoing campaign and shared experiences related to it and implementation of it by this workshop. They have revised their works plans. Participants created cover photos which will be shared in private messages with friends and friends of friends.

3. Workshop with high school students 3 – Preparation of public exhibition

During the second workshop participants have been preparing materials for public exhibition. They have prepared public call for exhibition which has been shared with other young people which have shown interest in the campaign and which were willing to find out more about different possibilities offered to young people by various EU programs in order to overcome the knowledge deficit. Workshop has been organized in our organization, Educational center – Krusevac with representatives of all eight high schools from Krusevac and representatives of high school parliaments in these schools.



4. Public exhibition 1



Exhibition of materials produced during this campaign has been organized in Kruševac. Exhibition has been public, we have invited citizens to visit our exhibition, representatives of local NGOs, local municipality, activists, etc. Representatives of media have also been invited during public exhibition where they had opportunity to interact with the participants. Unfortunately, due to problematic privatisation process of media in Kruševac, no media attended the public exhibition. During this year this has been common practice with media in our city, and unfortunately we have not been surprised that none of them attended the

exhibition. Public exhibition which has been organized in Kruševac also contributed to dissemination of campaign objectives.

5. Workshop with university students - MEME

During the first workshop participants have been exploring different possibilities offered to young people by different European programs. In the later stage of the workshop, participants have been introduced with form of meme as social intervention method. Participants have been also introduced with other online tools which can be used in youth work. Participants have created plan of the campaign and their personal involvement plan in the campaign. The strategy developed by participants has been to send produced materials in private messages to as high number of people as possible, their friends and friends of friends. To ones who respond to message



in any manner, they would approach and reveal the true goal of the campaign. Participants would provide information about different programs and possibilities offered to young people by EU programs.

6. Workshop with university students – Cover photos

During the second workshop participants have been exploring more possibilities offered to young people by different European programs. In the later stage of the workshop, participants have been introduced with form of cover photos as social intervention method. They have evaluated ongoing campaign and shared experiences related to it and implementation of it by this workshop. They have revised their works plans. Participants created cover photos which will be shared in private messages with friends and friends of friends.

7. Workshop with high school students 3 – Preparation of public exhibition

During the second workshop participants have been preparing materials for public exhibition. They have prepared public call for exhibition which has been shared with other young people which have shown interest in the campaign and which were willing to find out more about different possibilities offered to young people by various EU programs in order to overcome the knowledge deficit. Workshop has been organized in our organization, Educational center – Krusevac with representatives of all eight high schools from Krusevac and representatives of high school parliaments in these schools.

8. Public exhibition 2

Exhibition of materials produced during this campaign has been organized in Krusevac. Exhibition has been public, we have invited citizens to visit our exhibition, representatives of local NGOs, local municipality, activists, etc. Representatives of media have also been invited during public exhibition where they had opportunity to interact with the participants. Exhibition has been organized in coffee where lot of young people are gathering and spending free time. On the opening of the exhibition, one of local bands which members have taken participation in the campaign has been playing live music for visitors.



9. Open European day

Open European day has been organized in cooperation with touristic organization in Ethno village near the city where visitors had opportunity to meet volunteers and discuss with them about European Union, membership of Serbia in the EU and opportunities for young people in different EU programs.



10. Conclusion

We can say that our campaign fulfilled its target. We involved more than three thousand local people directly combining all our phases – preparation workshops, sharing in private messages, public exhibition and on Open European Day. Young people have shown high interest in promotional activities we have been organizing, as well as in opportunities which are being offered to them in the frame of different EU programs for young people. We strongly believe that we have managed to create positive social change and inform young people, provide them with opportunity to develop themselves. We remain at their disposal for any future engagement. However, as we have been explaining them, no one will push them, no one will chase them, no one will call them. They need to catch the opportunity, they need to take it. It is up to them!