

FINAL NARRATIVE REPORT

1. Description

1.1 Name of the beneficiary of grant contract:

CESI – Center for Education, Counselling and Research

1.2 Name and title of the Contact person:

Sanja Cesar, Program Manager

1.3 Name of partners in the Action:

OMG – Open Media Group

1.4 Title of the Action:

National Awareness raising Campaign for Prevention of Gender based Violence

1.5 Grant contract number: 117319

1.6 Start date and end date of reporting period: December 21, 2007 – August 20, 2008

1.7 Target country(ies):

Main target country is Republic of Croatia, but some activities will be implemented in Serbia and Montenegro and Bosnia and Herzegovina.

1.8 Final beneficiaries & / target groups

Target group is young women and men, secondary school students, regardless of ethnicity, religion, marital status, sexual orientation, etc. Combating violence against girls and young women is already one of the most pressing human right issues across Europe. However, while young boys and men frequently figure as actual or potential perpetrators of violence, their role as advocates of non-violence is often neglected.

Young people work on the issue of gender-based violence using creative techniques in 59 secondary schools and 4 youth NGOs in Croatia. 64 educators were trained in the implementation of the gender based violence prevention using creative methods. In addition, from January 2007 till August 2008, more than 2000 young people gained new knowledge and awareness on gender based violence through lectures, workshops, panels and presentations organized by CESI staff and associates. 1014 young people from 42 high schools participated in the quantitative part of the research. Through the web site SEZAM young people have been informed about gender-based violence and 810 young people received advices through on line counselling. 1000 copies of the research report was published and 900 distributed to schools, centres for social welfare and counselling centres, institutions, policy makers and nongovernmental organizations throughout Croatia, Bosnia and Herzegovina, Serbia, and Montenegro. With the media campaign majority of secondary school population has been reached in Croatia and several hundred thousands of citizens were reached with our messages.

2. Assessment of implementation of Action activities

2.1 Activities and results from December 20, 2007 till August 20, 2008

Activity 2.1.1 : Research «The prevalence of and attitudes towards gender-based violence in adolescent population in the Republic of Croatia» conducted on 1014 adolescents from 42 schools

Results:

- Data on young people's perceptions and understanding of gender-based violence collected and analysed.
- Research conducted on 1014 adolescents from 42 high schools from 21 counties in Croatia.
- 1000 copies of the research report produced and 900 copies disseminated throughout the Western Balkan region.
- CESI presented the research results at 18 different events in 3 countries for around 640 people present.
- Data on teen dating violence used in the media campaign
- Recommendations for changes in policies and programs that will ensure introduction of gender equality principle into the educational system developed. The recommendations have been emphasized during all presentations of research results to relevant institutions throughout Croatia.
- Regionally, the research methodology represents a valuable matrix for other ex-Yugoslav countries to conduct similar research, while the results provide the basis for possible joint advocacy efforts. Concrete steps in that direction are represented by requests to use the questionnaire in Bosnia-Herzegovina and plans by two NGOs to replicate the survey in Serbia and Bosnia and Herzegovina, for which the organizations are currently fundraising. Some schools used questionnaire to investigate situation in their local community/schools and few undergraduate students used methodology to conducted research on students in higher education institutions.

• Young People's Work on Gender Based Violence Issues Using Creative Techniques

Following successful education in using creative techniques to address GBV in adolescent relationships, the teachers organised various educational activities for students and teachers in their respective schools. Education activities were followed by forming groups of motivated students who started working on GBV prevention activities that were to be presented at the project's final event. Teachers introduced the topic of gender based violence to students using documentary films, conducting workshops, organizing panels and discussions. At the seminar they received CESI manuals developed for work with youth on gender equality and GBV: "Better Safe than Sorry", "Sex and Gender under Magnifying Glass", "Both sides of democracy", brochure for adolescents "Dark side of Love", and educational documentary "Almost Equal". We have also produced 400 copies of DVD containing the 4 TV clips as well as 500 copies of DVD for educational purposes that have been distributed to the schools after the seminar. Majority of teacher reported that they used CESI manuals for educational purposes. Teacher's feedback on the manuals was extremely positive. Provided detailed plans enable educators to realise workshops without additional planning or adapting, while more experienced ones can use it as starting point, or for additional activities. In some schools teachers organized seminars for colleagues and after that every class in school received at least one lecture on teen dating violence prevention. For example in Čakovec 783 high school students received lecture on GBV and in Beli Manastir 22 classes (apox. 400 students) received two hours workshop on GBV. In some schools teachers implemented 5 modules (11 hours) program developed by

CESI and presented in the manual "Better safe than sorry". In few schools they created groups of motivated young people and at the meetings, beside education, students created posters, organized debates, creative workshops. In Rijeka, a member of music creative group created a song **Silence is not Gold** which was presented at the final event.

The teachers used various methods to recruit students for work on GBV using creative techniques, from announcement boards, meetings and discussion groups to workshops and screening of the documentaries received from CESI.

Following this introductory sessions, young people developed groups which started to work on a particular gender-based violence issue during extra-curricular activities, using creative techniques/forms of expression.

In order to support the partner schools' activities / projects, CESI has disbursed 59 grants (200Eur each) for material costs for the production of the theatre play, short film, comics, and investigative newspaper articles. Together with the auditing agency CESI developed contracts for all schools / participants involved which were signed by schools headmasters and CESI director. The grants have been well received by the schools, as school budgets could not afford to cover material costs for such activities in most instances and in some other cases, the external impetus motivated the schools to seek matching funding and get involved in the campaign.

CESI was in constant communication with educators and young people in schools participating in the project monitoring the progress, supporting them in their work and helping them in solving problems. Teachers were also obligated to send reports on their activities as well as list of participants in creative projects to CESI.

63 educators have been running projects, but CESI received 57 reports from teachers about their activities and lists of young people involved in work on gender based violence prevention. According to the received reports, a total of 879 students (68% female and 32% male) were involved in the project creative activities, producing films or theatre plays, comics or investigative news articles, all dealing with GBV in adolescent relationships. The inspiration came from materials provided by CESI in the form of documentaries, manuals, stories which the students adapted in their screen-play development or in some instances from real-life stories that the students were aware of.

The deadline for receiving final product was May 31. By that date CESI received products from 61 educators. Results of students' work have been 25 films, 16 theatre plays, 10 newspaper articles and 34 comics from 12 schools. After that all products was copied and distributed to members of the jury.

In the projects participated high schools from 35 towns: Osijek, Požega, Šibenik, Samobor, Makarska, Beli Manastir, Orahovica, Bjelovar, Čakovec, Zadar, Pakrac, Split, Karlovac, Pula, Ivanić Grad, Zabok, Opatija, Zagreb, Čazma, Virovitica, Koprivnica, Bjelovar, Rijeka, Knin, Lepoglava, Velika Gorica, Sisak, Križevci, Ogulin, Krapina, Pregrada, Prelog, Bedekovčina, Metković i Đurđevac.

50% of the schools and 75% of teachers involved in this project are those who have not before taken part in any of CESI's educational activities, and CESI is commended for having spread the network of its associate schools and teachers even further.

Results

- 25 films, 16 theatre plays, 10 newspaper articles, one radio show and 34 comics produced.
- In total, more than 900 students participated in creative works. The participation in GBV awareness projects has a positive influence on attitudes of students; students have been sensitised to recognize stereotypes and GBV, and empowered to remove themselves from violent relationships.
- In comparison to previous projects, increased participation of boys and young men in activities concerning GBV and gender equality for fifty percent.
- 59 small grants (200 EUR) has been awarded for school's projects, in order to cover material costs for production of theatre plays, short films, reportage etc.

- The education activities have achieved the desired specific objectives of recognizing various types and forms of gender based violence, and enabling and encouraging the teachers to continue working with youth on GBV prevention and promotion of gender equality.
- The high levels of students' satisfaction with participation in this project - 97% of students stated that they would be willing to participate in further activities dealing with the prevention of GBV in adolescent relationships.
- Participation in the project has had positive impact on young people's readiness for civic engagement - 31% of students who stated that they would like to join an organization supporting victims of GBV.
- Improved teamwork and communication among students, increased students' self-esteem.
- Increased quality of relationships between the students and their teachers.
- Students and teachers involved in the project received public recognition and rewards for their voluntary engagement. They received positive feedback and gained respect from other students and teachers as well as from their families and friends.
- The project has directly contributed to the institutional and human resource capacity building of involved teachers.
- Increased co-operation between CESI, OMG, schools and institutions in a way that enables them to share experiences and information, and provide ongoing support for each other.
- In other CESI activities related to GBV and gender equality, during 20 months more than 2000 young people gained new knowledge and awareness on gender based violence through lectures, workshops, panels and presentations organized by CESI staff and associates.

- **Public Debates/Discussion with Publicly Known Young People**

The **five public debates** were held during April and May 2008 in the high-schools participating in the project activities in Osijek, Rijeka, Zagreb Split and Samobor. Some 470 high-school students participated in the debates and the discussions were interesting and useful, since both the speakers and the students shared their views on or experiences with GBV.

The purpose of the debates was to additionally motivate youth and strengthen the media focus in the months before the final campaign event. Guests on these discussions were young people, who are publicly well-known, and successful in their work, and who can act as positive role-models for youth, and are, at the same time, generators of media attention.

CESI, in collaboration with OMG, made a list of famous young people that should be invited to the round tables. After that CESI organised focus group discussions with young people from several schools. Discussion guests were chosen by young people themselves through focus groups discussion organised in high schools in Zagreb, through direct inquires at educational sessions as well as through CESI consultations with director of youth magazine Teen.

In collaboration with schools which participate in the project CESI have chosen schools in Zagreb, (Gimnazija Lucijana Vranjanina) Rijeka (Strojarska škola za industrijska i obrtnička zanimanja) and Osijek (Graditeljsko -geodetska škola Osijek) as well as cinema Kinoteka in Split in which public debate will take place. Due to great interest we decided to organise additional discussion in Samobor.

In organizing these debates CESI engaged Croatian youth idols, mostly pop singers, to be the speakers at these events. The Croatian "celebrities" were contacted and most of them said that they would like to

support the campaign, but for some of them the problem was time frame. Finally CESI arranged meetings and distributed the campaign materials to famous young people – Ivan Dečak, front man of rock group Vatra, actress Nela Kočiš, singers Luka Nižetić, Ida Prester, Emina Arapović, members of teen rock band Angels and actress Iva Šulentić. They all participated at the public discussion in different schools. This approach proved very efficient as on the one hand it ensured a higher participation rate of youth and on the other generated additional media attention. The quality of the TV clips and very clear and useful presentation of the purpose of the activities ensured their quick acceptance to participate in the project and willingness to further collaborate with CESI.

Participants in the discussions were secondary school students who got the chance to talk to their 'media heroes', and to see that their role-models are aware of the gender-based violence issue, its causes and consequences, and of the importance of prevention activities, and that they stand for and promote the values of gender equality and 'zero tolerance' for violence.

At public panels celebrities explained their reasons for supporting the campaign, sharing opinions and experiences of GBV and their views about good quality relationships. The project purpose and results of research on teen dating violence were presented by CESI staff and TV clips broadcasted. Young people raised lot of issues and concerns related to different forms of violence, role and work of institutions (schools, police, centres for social welfare), how to help a friend in violent relationship.

In addition, these media-exposed young people were asked if they are willing to talk about gender-based violence and gender equality issues, and to present the campaign and its messages at other various public/media events, and in that way to act as 'special' campaign promoters.

In Osijek public discussion took place on April 03 in Graditeljsko -geodetska škola Osijek, but also students from other schools from Osijek and Beli Manastir participated. In total 160 students participated in public discussion.

In Rijeka (Strojarska škola za industrijska i obrtnička zanimanja) around 70 students from two high schools participated.

In Zagreb panel discussion was held in Gimnazija Lucijana Vranjanina, Malešnica but students from Pregrada and Bedekovčina also participated. Interest was big but only 70 selected students could participate.

The most active students at the panels got shirts Silence is not gold. At all events local and national media were present.

In Split public discussion took place at the beginning of May in Kinoteka and students from four schools and members of youth NGOs participated. In total around 70 students participated in public discussion with our Guests Luka Nižetić and Emina Arapović.

Due to big interest of student, but also famous young people, additional panel discussion was held in Samobor in Vocational high school. In total 100 students participated in the discussion. They were very active and interested for discussion with Iva Šulentić, Emina Arapović about the violence in relationships and their view of quality relationships in adolescence.

Local media in Split and Samobor announced events and some local radio stations were present at the public discussion asking questions to speakers and taking statements after panel discussion.

Results:

- 470 high-school students from 11 schools participated in the 5 interesting and useful debates with celebrities on their views and experiences with GBV. The students expressed great interest and motivation for public debates and in the most of schools there wasn't enough space for all interested students.
- The celebrities gladly responded to CESI's request, since they found the topic very relevant and understood that their position as youth idols entails pressures of acting as positive role-models for youth. The feedback reveal very high levels of enthusiasm and positive reactions to taking part in these activities, and indicate their willingness to continue the cooperation should the circumstances arise.

Media campaign "SILENCE IS NOT GOLD"

ŠUTNJA NIJE ZLATO

The broadcasting of the TV clip on domestic violence continued in the reporting period on Croatian Television and also started on RTL Television.

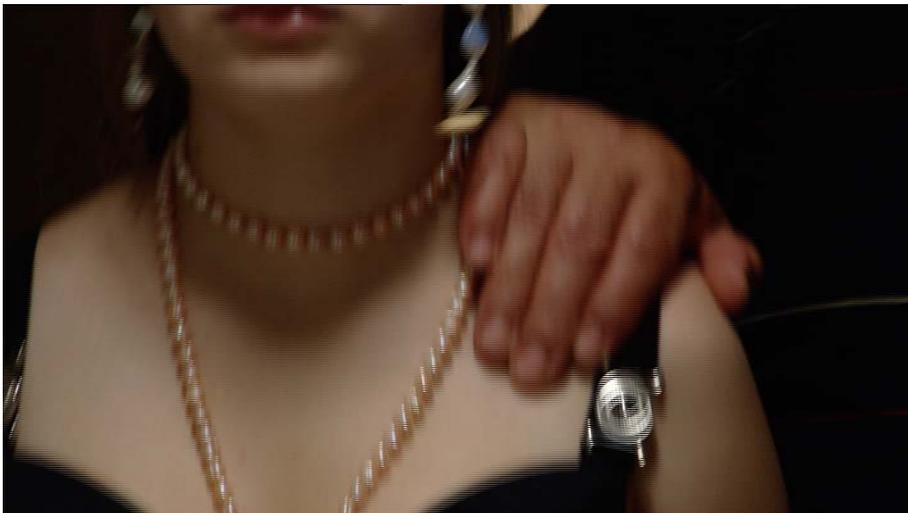
The reactions on the domestic violence clip were very good. We were following the web forums and were pleased with the number of people writing about the issue of domestic violence in their personal blogs as a reaction after seeing the clip. The blogs are not only written by people from Croatia, but also Serbia and Slovenia, where people can see the HTV (Croatian) television program. In forums about other topics people also refer to the clip. The TV clip was broadcasted on Croatian Television from November 25th 2007 until February 15th 2008 and on RTL Television the TV clip on domestic violence was broadcasted from January 1st until February 15th 2008.



The broadcasting of the TV clip on date rape started on February 15th and lasted until the May 1st. The clip was also well admitted and the broadcasting times provided by the television are more than satisfactory. RTL Television has broadcasted the TV clip before and in breaks of the films (e.g. the clip was screened in the break of the film "War of the Worlds" by Steven Spielberg) and most popular TV series: CSI, Urota (popular Croatian TV series.)



The airing of TV clip on trafficking started in the beginning of May and it was the time in the year when the school year comes to an end, first for the graduates and then for the rest of the high school pupils. It is also the time when the girls are deciding about their summer activities which often include travelling abroad, working in foreign countries as baby sitters, au pairs etc. In these situations there is a potential risk that they would be approached by the traffickers, and with this clip we want to make them aware of such a risk. Our goal is to urge them to be careful when applying to the ads and to check them for signs of trafficking.



Since the media plan is based on the free broadcasting time, we were aware that due to the European football championship that broadcasting time would be limited in June. But again the media plan in May was very good and the clip as broadcasted before and in the breaks of the most popular TV series: CSI, Invasion, Missing, Cut me; and also films and news.

The broadcasting of the TV clip with the topic of trafficking continued until July 1st, after which the broadcasting of the last clip with the term “gender-based” violence started. The broadcasting lasted until September 30th. The clips in this period are broadcasted in the breaks or in between the most popular movies and series (e.g. “Dr. House”, “Bones”, “CSI”, etc), and are based in the evening time, which we requested due to summer holydays. The people are most often out during the day – and watch TV only in the evening.

The total value of broadcasting time is estimated to be **3.200.000,00 HRK (450.700eur)** provided by RTL and the total value of broadcasting time provided by Croatian Television is estimated to over **12.500.000,00 KN (1.748.250eur)**. Please find enclosed the broadcasting reports.

All the TV clips are posted on *youtube* platform and had 6500 viewers. The comments posted on you tube are also very positive and they refer to the issue of violence and to the quality of the clips. Please find enclosed several postings.

The TV clips were also broadcasted on panel discussions with publicly well-known young people in Osijek, Rijeka, Zagreb, Split and Samobor. Majority of the participants, high school students and teachers have seen TV clips on TV and the feedback was positive.

Vecernji list – the biggest daily newspaper in Croatia agreed to publish ***Silence is not gold*** ads. OMG staff has prepared the visual and they have published ads on 3 x 1/8 page for each ad. The ads on domestic violence were published on January 23, January 28 and February 13. For date rape part, they are also publishing the ads on February 27, March 19 and April 16. The ads against trafficking were published on May 7th, May 23rd and June 13th. The ads on gender based violence were published on July 13th, September 3rd and October 1st. Please find enclosed the media plan and the printouts of the ad visuals. The total value provided by **Večernji list** is 65.052,00kn (9.100eur)

We have also arranged free media space with providers of spaces for billboards and citylights. We had an agreement with Europlakat to put the citylights and billboards when they have space available, but their previous arrangements prevented them to give any contribution the the campaign. We then contacted company **PIO** and arranged for the billboards and citylight places. The total value of the billboards places is estimated to be 200.000,00 KN. Please find enclosed the list of billboards and the photos of the billboards.



Billboard in Opuzen on the road towards Metković

Few months before the end of campaign, we have contacted several media agencies for doing the media campaign evaluation: “Puls”, “Valikon”, “GFK”, “Target” and “Hendal”. After reviewing the offers sent and telephone discussion with the agencies, we decided to employ “Hendal”. It was decided that the evaluation will be conducted in the last two weeks of the campaign broadcasting – September 15th – October 1st. We have made detailed consultations regarding what information we want to find out and what is the group being questioned. The research was conducted by CATI methodology, on nationally representative sample, the number of people questioned being 400.

We presented the TV clips to the Group of ambassadors which consists of: H.E. Nienke Trooster from Netherlands, Mr. Wilfried Buchorn from UNHCR, Sandra Flegar from UNDP, H.E. Ann-Marie Nyroos from Finland, H.E. Dr. Oana-Cristina Popa from Romania, H.E. Tracy Reid from Australia and H.E. Aminah Tun

Karim Shaharudin from Malaysia. They decided to include the clips in their activities on prevention of gender-based violence, especially related to International Women's Day.

2000 T-shirts have been produced. The T-shirts were distributed to the celebrities participating in the public debates, as well as to famous people who can help with the visibility of the campaign by wearing them. We have negotiated with Croatian Women Bowling Team to promote the campaign. The rest of the T-shirt were distributed to the high school pupils participating in the creative work and in the final event (volunteers, presenters, etc.)



Results:

- Increased co-operation between CESI, OMG, schools, media and institutions
- 4 different TV clips produced
- 1 radio jingle produced
- **Free broadcasting time – Croatian television** 12.500.000,00 KN (1.748.250eur); **RTL Television** 3.200.000,00 HRK (450.700eur), **PIO** 200.000,00 KN, **Večernji list** is 65.052,00kn (9.100eur)
- 4 different billboards produced
- 4 different citylights produced
- 4 different newspaper ads produced
- DVD with the clips created, 400 copies made
- Enabled new contacts, exchange of ideas and networking
- Raised public awareness and understanding of the concept of gender equality and the importance of gender based violence prevention.
- Developed and maintained relationships with the media in order to inform the general public about project activities.
- Media showed a great interest to support the project. National TV (both programs), RTL television, Croatian Radio and Radio Sljeme broadcasted produced clips and jingle free of charge.
- The total value of fee of charge media space has been **2.235.000,00 EUR.**

FINAL EVENT

The project's final event was envisioned as a celebration of the successful completion of GBV prevention projects in schools, the award ceremony for the works produced and as a place for meeting and networking of teachers and students from all over Croatia.

Unfortunately, not all students who participated in creative projects were able to participate in the final event because they had senior class trip (maturalno putovanje) in the same time. Some of them graduated from high school in May and were too busy preparing for the entering examination for university.

Preparation

The date for the final event was decided to be June 21st, as the first Saturday after the end of school year. In this way we ensured that the large number of pupils participating in the campaign would come to Zagreb because their school obligations were behind them, and also we were happy to give them one more opportunity to celebrate the work well done.

We received official authorization from Ministry of Science, Education and Sports that all students and teachers from high schools which participated in the project can participate in the final event.

OMG and CESI members held the meeting on which the structure of the final event and the venue were discussed.

CESI provided information regarding the number of works to arrive in each category (film, theatre, comics and journalist work), as well as on the format on which they have arrived until now. The members of jury were discussed and it was decided the expert that were giving the lectures were to be in the jury, together with members from CESI and OMG. Three awards were to be given in each category, with total of 12 awards. It was decided that statutes were to be made for the each award, and that OMG will put its efforts to find sponsors for awards, mainly book stores. Also each participating school would receive the thank-you note and T-shirts with the logo of the campaign.

The ceremony would be structured in the following way. First the host would give short overview of the campaign, then the awards would be presented to winners and in the end the winning film would be screened and the winning theatre play would be performed. The host would then invite everyone to see the exhibition of comics and journalist works, and the concert in the courtyard would follow. Based on this structure we were able to make rough schedule: the arrival time would be at 14:00, the ceremony would start at 15:00h, screening of films and the theatre play would be from 16:00h until 17:00h, the time to see the exhibition would be from 17:00h until 17:30h, and at 17:30h the concert would start. The planned time for ending was 19:00h. This schedule would give enough time for the pupils coming from the farthest parts of Croatia to come and return to their town on the same day. For students and teachers from Metković and Makarska accommodation was organised because for them it was impossible to return home on the same day.

Due to fact that the activities would last whole day, we decided to ensure meals and water for the participants. OMG would make inquiries what to be the best solution regarding the meals and would also try to find sponsor water for the event.

Regarding the venue, three places were proposed: Cvjetni trg, the square in the centre of Zagreb in which various public activities are often held; Ribnjak, the park behind the Cathedral in which there is a building with cultural centre; and Studentski Centar, which has multiple spaces that can be used for different purposes.

Different advantages were discussed before making the final decision. Cvjetni trg is very well placed, has the possibility of passers-by seeing the event and thus achieving even more visibility. But the pupils coming to Zagreb would be unsheltered, with no roof over the head to protect them against sun or rain; the infrastructure is not well – the access to water or toilette is difficult to arrange for 800 people, and technical possibilities for screening the film and for performing the play are poor: the screening and performance would not be heard perfectly because of the noise of the city, and the whole event would be dispersed. Ribnjak would be better in the sense that it is the park and there are shades, so people would

not be in the sun; the Cultural centre building could be used as infrastructural point for water and toilette but two things remain problematical: the ceremony was still outside and screening and performance would not be perceived perfectly, and it was hard to find the space in the park that has enough space to accommodate 800 people at the same time for them to be able to look at the screening and performance.

Studentski Centar on the other hand was perfect for the event for multiple reasons. It is a big complex with biggest cinema in Zagreb with 800 chairs; there is enough space for the exhibition of comics and journalist work, in the building there is the student canteen in which the meal for the pupils can be organised; the court yard is big enough for the concert. There is also the parking place for the buses in the vicinity where pupils can safely get off the bus, especially since there are a great number of buses.

As the award presenters, we would invite the donors and representatives of the media that provided free media space for the campaign. Regarding the performers, we made the list of band that would be best for the event: Hladno pivo, Jinx, Edo Maajka, TBF, Svadbasi, Le Zbor, Bura Bend, Angels, Let 3, Lollobrigida, and Angels.

After the meeting we contacted Studentski Centar and to make arrangements with them. We set up the meeting with Nataša Rajković, the manager of the cultural program in Studentski Centar. On the meeting we discussed the places within the Centar to be used as well as technical possibilities. We were discussing the use of the courtyard for the concert, the canteen for the meals for participants, the cinema for the ceremony, the lobby for the exhibition, the information point, the press counter, and giving the thank you notes and T-shirts; the place for the buses to park. It was arranged that the award ceremony would be in the cinema, the lobby would be used for informational counter, receiving the pupils, giving them letters of thanks and T-shirts and distributing water, and the exhibition would be set in the Klub SC in the first floor because there were too many activities in the lobby already which will disable looking at the exhibition. We also decided on where the stage for the concert would be in the courtyard. We were given instructions whom to contact for technical details and the canteen.

The three companies which can organize travel to Zagreb and have buses to rent were contacted and finally Fenix D tours was selected. CESI was in contact with all schools and teachers and has collected number of people coming to Final event from 32 towns.

23 buses were rented. Together with manager from Fenix we made detailed plan and timetable that was delivered to all teachers. Teachers were responsible to inform students about time of departure and return and all other logistical details including agenda of the event.

After making these first arrangements, we engaged the scriptwriter, the director and the producer for the final event.

The scriptwriter and the director started to work on the script for the ceremony and the whole event. The synopsis for the event was prepared and it included the following: first the introductory speech would be given by the host about the campaign in the whole, presenting all the activities in the campaign and mentioning all the donors of the campaign and the people that participated in the public debates. Then the TV clips from the media campaign will be screened and after that he would give the overview about the young people's work on gender based violence issues using creative techniques, mentioning the workshops the number of schools participating and the number of works created. Then the award ceremony would start. It was decided that the awards would be presented in the order: film, theatre, comics, journalism; each presenting first third, then second and then first prize. For each prize first a short animation would be screened, and then the host would announce the presenter of the award. The presenter would say the winner and read a short explanation by the jury. Then a short trailer of the work would be presented and the award given to the winners. For final script we needed to know the winners and the technical needs of the theatre play in order to decide on the sequence of events.

This synopsis, along with the schedule of the event, was forwarded to the producer who then started to make all the arrangements.

The producer made the list of activities and engaged people needed for their implementation. One organiser was engaged for contacts for the media, the police and relevant institutions for permits and making all the written communication with the Studentski Centar or suppliers. Press release was prepared and sent to all relevant television editorial boards and shows as well as in radio and news papers. Press release was also prepared to be collected on the spot, both in paper and electronic version. The police was contacted regarding the permits. We needed to submit the official application to have the public event. They informed us that we need to have security and monitoring staff, while the ambulance and fireman was not obligatory due to the form of the event. Several security agencies were contacted and Tigar Cikatic was selected, and two security officers were engaged. Based on all this information, the formal application for event permit was prepared and submitted.

Also invitations to presenters were sent. We invited donors: Mr. Vincent Degert, Head of Delegation of the European Commission to the Republic of Croatia, Mr. Alfons Peeters from the Delegation of the European Commission to the Republic of Croatia, H.E. Ms. Nienke Trooster, Ambassador of the Kingdom of the Netherlands, H.E. Ann-Marie Nyroos, Ambassador of Finland, Mr Jens Erik Grøndahl, Chargé d'Affaires a.i., Embassy of the Kingdom of Norway, Ms Jadranka Kosor, the Minister of Family, Veterans' Affairs and Intergenerational solidarity, as well as Mr. Stjepan Adanić, State Secretary and Mr. Jozo Čikeš, the Head of the Children and Youth Department.

Our invitations went also to the media that has provided the free broadcasting time for the campaign and thus contributed to the campaign: from Croatian television we invited Mr. Vanja Sutlić, the General Manager, Mr. Domagoj Burić, Manager of television programme, Mr. Janos Roemer, spokesman and Dijana Majer from marketing who helped us a great deal with the media plan. From RTL Televizija we invited Mr. Christoph Mainusch, manager, Ms. Tea Novak, Marketing Manager, and Marie-Diane Meissirel, Manager of the Humanitarian Association "RTL Helps Children". In Večernji list, the invitations went to Mr. Marjan Jurleka, President of the Managing Board, Mr. Benjamin Cerovac. Marketing and Promotion manager and Mr. Silvije Šimac from Marketing.

We also invited ambassadors that have supported us throughout the campaign: H.E. dr. Helga Konrad, Ambassador of Austria, H.E. Ms. Tracy Reid, Ambassador of Australia, H.E. Ms. Ourania Arvaniti, Ambassador of Greece, and H.E. Ms. K.S. Aminahatun, Ambassador of Malaysia, H.E. Ms. Oana-Cristina Popa, Ambassador of Romania, Mr Yuri Afanasiev, Resident Representative, United Nations Development Programme, Mr. Wilfried Buchorn, UNHCR, Office in Croatia.

Croatian institutions have also helped us in many ways and we invited Mr. Luka Mađerić, Head of the Government of Croatia Office for Human Rights, Mr. Zlatko Mehun, the Spokesman of the Government of the Republic of Croatia (previously the spokesman of the Ministry of the Interior), Ms Gordana Sobol, Deputy in Croatian Parliament, who helped us in the start of the campaign, Mila Jelavić, Ombudsperson for Children, Gordana Lukač Koritnik, Ombudsperson for Gender Equality, Helena Štimac Radin, Head of the Government of Croatia Office for gender Equality and Mr. Tin Gazivoda, Director of the Center for Human Rights.

The other organizer was engaged to find sponsored water and sponsors for the awards. All eight water companies that exist in Croatia were contacted and we were fortunate that Cetina replied favorably and provided us with 4 water apparatus and 50 bottles of water (each bottle containing 18 litres). With Studentski Centar the places where the apparatus would be placed were arranged as well as electricity for cooling and where the bottles of water will be held.

For the awards, following numerous bookstores were contacted and Algoritam, Naklada Ljevak and Matica hrvatska replied favorably.

For the ceremony the animator was engaged to make 12 animations – 3 awards in each category. For finalizing the video material, we needed to know the winners and the technical requirements of the cinema and video equipment that would be used.

Regarding the technical needs we needed to have the final list of the performers both in the cinema and on the concert in the courtyard. CESI informed us about the quire that have composed and will perform the hymn of the campaign – the song under title „Silence is not gold“ – and we decided that they perform it within the award ceremony.

For the concert, we started contacting the performers from the list. Hladno pivo had previous engagement in Popovaca, Jinx were in Slovenia, Edo Maajka in Skopje, Angels, Le Zbor, Lollobrigida and Bura Bend were not able to perform, and we were informed by Menart that TBF was not available. We then made further inquiries and contacted Pips Chips and video clips as well as Stampedo, but they both were not allowed to perform due to the contractual agreements, and Kawasaki 3P was not able to perform. We engaged groups „Le Mond“ and „Route 66“ to perform. Formal request to ZAMP was made regarding the concert.

All the performers were contacted for their technical requirements, which enabled us to search for the equipment. When the arrangements regarding the equipment were made, we coordinated between the company and Studentski Centar regarding the electrical voltage and power source, and the needed cables and connectors. Also the schedule for the sound technical rehearsal was communicated between Studentski Centar, the rental company and the performers.

Other technical requirements were in the cinema for screening the animation and the trailers of the winners. The relevant information was communicated between the rental company and Studentski Centar to establish the distance of the screen to the edge of the stage, that should also create enough space for the theatre performance, and would also be sufficient for the projector to have quality picture. We also discussed the format for the final video material. Before telling us the best solution, we explained exactly how the ceremony will go, and in which intervals, with which pauses will the video material be screened. After these consultations, it was decided that it is the easiest way for manipulation to have the DVD with everything on it in a sequence that is required for the ceremony and with the breaks between different things. This information was then forwarded to people that were working on the video material, to know how to proceed and finale the material.

Several companies were contacted regarding the statues for the awards, and SD elektronik d.o.o. was chosen. We decided on the size and the shape of the awards, and gave instructions what to write. The statues were cut out, but the inscriptions were not able to be written until the winners were known.

We looked at all the comics received and decided which to use for the exhibition. In Studentski Centar we were informed that they have the posts that we can use for the exhibition. Producer went to measure them and to count them. Based on these measurements and the number of comic chosen, she made the plan where to place the posts within the room and which comics to place on which post. Then she made calculations which size should the posters be enlarged on. Of course, the posts were saved for the winning comics. Also, in one part of the room the „reading room“ was envisaged, for the journalist works.

The breakdown of the needed volunteers for the days was made, and forwarded to CESI. They contacted with Volunteer centre to find the volunteers.

For the final event we needed to design letters of thanks, the banner for the stage and the penguin for the cinema stage. Also, Neumatik made the redesign of the posters by adding the logos of Embassy of Finland and of Ministry of Science, Education and Sports, and by adjusting them to B2 size. After the designs were finished, several printing companies were contacted for prices and the cheapest was decided on – Linea tisak. We coordinated between the designers and the printing company to ensure the right preparation for print and to ensure the delivery.

Producer also decided to make pointers for the exhibition, the canteen and other relevant places within Studentski Centar, to enable pupils who have never been there to find their way easily. Signs were printed and posts placed with the poster and the pointer.

Meals were negotiated with the Studentski Centar canteen as well as the place for 800 pupils to eat. Arrangement was made that we prepare our own vouchers for the pupils that will be distributed to them on arrival. We bought numerated pads that enables easier tracking of number of meals and forwarded them to CESI to put their stamp on for identification.

Accreditations were designed and produced (printed and plasticized, holes made and the ribbon attached). Since the T-shirts were made in several sizes (girls T-shirts were small, medium, large and extra large and boys were in medium, large, extra large and extra-extra large), we decided that teachers should give the list with number and sizes, and the bag will be prepared for them to take before leaving.

After the juries have reached their decisions in all four categories, that information was forwarded to everyone to be able to finish their work. The screenwriter and director now made the detailed script with the final sequence of the ceremony and the final text to be written. The editor received copies of three winning films and theatre play and after looking at them and choosing the best parts the trailers were edited and forwarded to the person who was in charge of making the final DVD with the video material for the screen. The video clips, the animation, the trailers and the animator comics and journalist works were all digitised into the needed format, put in the sequence according to the script, with the appropriate pauses requested by the technicians. The winning comics and journalist works were copied in bigger format suitable for the exhibition. The titles of the works and school names were designed and printed to be put on the boards. The names of the winners were also forwarded to the company that produces the statues to finish them. The school of the winning theatre play was informed of the award in order to be able to perform it during ceremony. They were asked for the technical requirements as well as for the props for the play, and the rehearsal was scheduled on their arrival. This was communicated with Studentski Centar and the equipment rental companies.

The host, camera man and photographer were hired.

The hourly schedule was made for the last two days before the event and for the event itself in order to give assignment to organizers, runners and volunteers. On June 19th, the training was made for the runners to understand what needs to be done and be secured on the day of the event. They were given the task list and we walk them through the day, so they would be able to react on the spot and make adjustments if needed. The mail was sent to Studentski Centar with the registrations of all the vehicles that will need to enter the courtyard for organizing the event. In the afternoon the meeting was held in Volunteer Centre with the volunteers, to give them overview of the event and to arrange the time when should they be in Studentski Centar.

On Friday June 20th the final arrangements were made. In the morning, posters, penguin, and banner were delivered from the printing company; tapes, ropes, pens, pad etc. were delivered, copied comics, journalist works, letters of thanks and accreditations were pick up; books for the awards were picked up; statues were picked up, the DVD with the video material was picked up, special recognition notes were printed.

From 11:00h last checks were made in Studentski Centar: the tables for the info counter, the posts for the pointers, the electrical power for the water, the place for the T-shirts. At 12:00h, scriptwriter and director had the meeting with the host to explain the go through the event. At 12:30h, the director had the meeting with the lighting engineer to arrange the lights on the stage: for the host, for the presenters, what to do when the trailers are screened, and what to do when is the theatre performance. At 13:30h the putting up of the exhibition started. At the same time in the office organizer checked with the invited presenters to see who will attend, and forwarded this information to the scriptwriter to make final adjustments.

At 17:00h everyone returned at the office the prepare everything for tomorrow: the bags for the teachers were prepared with the letters of thanks, as well as bags with the awards, and everything that was to taken in the morning to the place of the event (statues, DVD with the video material, DVD with the winning films, tapes for recording, press materials, props for the theatre performance, cables, pens, banner and penguin, tapes, ropes, scalpels, pointers, etc.

The final event

The day of the event went great, with many participants and with great atmosphere.

Many of the preparatory activities being done until the day before, the morning was used to make the final arrangements. All things prepared in the office and packed were delivered to the venue (the T-shirts for the participants, the bags for the teachers, banners, accreditations, awards, etc.). The stage for the concert was assembled during the night, and at 10.00h the meeting was held with volunteers to give assignments.



The volunteers were given T-shirts and accreditations to be easily recognized. Their responsibilities were: coordinators of the volunteers, assistant to the host and tasks were – putting up the banner on the stage, putting up banner of sponsors, putting up penguins on the stage, distribution of water for participants, final arrangements of the exhibition, preparing the info and press counter (exposing the posters, contact forms, brochures, press releases etc.), putting up sign posts for the participant to more easily find the exhibition and lunch room. The awards were laid on the table in the order of presenting, to be ready for the ceremony and for the host and presenters.

At 11:00h the video screening equipment arrived, and were assembled and at 12:00 the technical rehearsal of the ceremony started in which the screening was tested as well as audio settings, and the producer went through the whole scenario with the technician, arranging the breaks and the changes of lights, and agreeing on method of communication and contingency procedures for emergencies and unforeseen situations.

Since the first participants were scheduled to arrive at 13:00, the volunteers were given break and lunch from 12:00 – 13:00h. At 13:00h they all went to their pre arranged tasks, at that time mostly based on welcoming the participants.

At 13:00h also the technical checks started for performers – the chorus “Zbor mladih” from Rijeka which performed the hymn “silence is not Gold” which they composed; and the winning theatre play - “Ma, sve je u redu...”, by students from Ivan Zakmardi Dijankovečki, Gymnasium from Križevci. This was especially important for preparing the microphone positions, to prepare the lights and to prepare the props and other stenography elements and to coordinate it with the volunteers. During the ceremony it is important to bring the tables and other needed props quickly on the stage and put it in the right position for the play, as well as moving it quickly after the play to ensure the flow of the ceremony.



As participants started arriving, the OMG and CESI members as well as volunteers were welcoming them on the info counter, making notes of which school arrived, giving to the teacher the thank-you notes, vouchers for lunch and taking the number and sizes of T-shirt, which will then be prepared for the pupils.

At 14:30 the presenters of the awards started coming. They were welcomed, explained the scenario and their involvement, and then shown to the sits designated for them.

The presenters were members of the jury, representatives of donors and dear guests: The presenters were following:

- Nataša Bijelić – CESI, member of jury
- Mr. Joonas Heiskanen, the First secretary Embassy of Finland
- Ms. Ivana Roščić, actor
- H.E. Nienke Trooster, Ambassador of Kingdom of Netherlands
- Kristina Jakšić – drama pedagogue, member of Jury
- Mr. Christian Ebner, president of the Austrian Cultural Forum
- Amir Hodžić, CESI, member of Jury
- Stiv Cinik, animator, member of jury
- Her Excellency, Ms. Karim Shaharudin Aminahuntun
- Sanja Cesar, CESI, member of jury
- Sandra Flegar, UNDP



The awards were given to the following works:

FILM

- 1) Elementary school Rudeš - "To sam ja" (That's me)
- 2) Construction-geodesian high school Osijek - "Oprosti srećo" (Sorry love)
- 3) Vocational School Pula - "Tamna strana prve ljubavi" (Dark Side of First Love)

THEATRE

- 1) Ivan Zakmardi Dijankovečki Gymnasium, Križevci - "Ma, sve je u redu..." (It's all right)
- 2) dr. Ivan Kranjčev Gymnasium, Đurđevac - "Drugo lice ljubavi Sanje i Marka" (Other face of Sanja and Marko's Love)
- 3) High school Metković – "Marenda" ("Lunch")

STRIP

- 1) III. GYMNASIUM Split "3ska" (Slap)
- 2) Info zona Split – "Okovani san" (Fettered Dream)
- 3) School of Crafts, Požega "Opasno dobra ponuda" (Dangerously good offer)

JOURNALISM

- 1) Gymnasium Čakovec - "Rodno uvjetovani stereotipi – o čemu vi to ?!" (Gender-based stereotypes – what are you talking about?!)
- 2) II. High school Beli Manastir - "Mama i ti si dijete!" (Mama, you are child too!)
- 3) High school Pakrac "Nasilje u adolescentskim vezama problem je i pakračkih srednjoškolaca" (Violence in high school relationships is a problem for Pakrac pupils too)

To each winner a statuette was presented with engraved slogan of the campaign, the award and the name of the project and school that received the award. They were also presented with books donated by sponsors: Naklada Ljevak and Algoritam.



We decided to present two special mentions in film category – one for Marijan Bilić, main actor in film “Oprostí srećo” from Osijek, who got the part in the full-length feature film produced by 4 film.

The other special mention was for School for Art, Design, Graphic and Clothes from Zabok, for the exceptional film expression of all films presented.



After the awards were presented, the winning theatre play was performed live on stage, and two winning films were screened. Afterwards the participants were guided to the exhibition to see the winning comics and journalist works in the “reading corner” of the exhibition, as well as other remarkable works from comics category.

In the end of the day, the concert was prepared as the reward for all participants, as additional time to relax and get to know each other.

CD-ROM “Lessons learned”

After the event was finished, we prepared the DVD-ROM Lessons learned. The DVD-ROM has on it all award-winning projects, the 3 minute film from the Final Event, all video clips and downloadable material (e.g. ring tones). The DVD-ROM was copied in 200 copies and will be distributed to schools.



Results:

- 800 young people and 60 teachers participated in the final event.
- The event enabled networking and contacts of teachers and students from all over Croatia.
- 12 prizes in 4 categories were awarded, as well as two special mention awards
- Cooperation with the Volunteers' Centre in Zagreb ensured the participation of 20 volunteers, who have subsequently become CESI's regular volunteers.
- "DVDs Lessons Learned" containing all award-winning projects, the 3 minute film from the Final Event, video clips and downloadable material will serve as an inspiration and a set of guidelines for working with youth on the prevention of GBV.
- Co-operation with sponsors was established - sponsors provided the books for the award winners and water for all participants of the event and organizers.



- **Website**

CESI website «SeZaM – Sexual Education for Young People» (www.sezamweb.net) provides complete, clear and accurate information on complex issues related to sexuality, gender equality, gender-based violence, and adolescents' sexual and reproductive rights has been regularly updated.

As a part of SeZaM website, young people also have possibility of using e-mail to ask questions, which are answered by experts in a short time. In the reporting period we have answered about 370 questions on gender based violence, contraception, sexually transmitted infections and psychological aspects of sexuality. In total, CESI staff and associates gave advices and information to 810 young people during 20 month period of project implementation.

The questions posted by youth corroborate the fact that Croatian youth are inadequately informed about sexuality and violence, gender identities and roles, as well as STDs and emotional and psychological dimensions of sexuality.

On the web site are posted materials for parents and for teachers, including all CESI produced publications and other written material available for download.

In addition, CESI has negotiated collaboration with the *Teen* weekly magazine, whereby they sometimes publish texts of contents relevant to teenagers. They published information about public debates with famous young people, but also intimate story of one lesbian young women. CESI collaborates with the leading national web portal on health, www.plivazdravlje.hr, submitting articles on reproductive and sexual health of youth. We are partners in the campaign launched by Bayer Schering Pharma for promotion and protection of reproductive and sexual health and rights.

Sub-domain "Silence is not gold" www.sezamweb.net/sutnjanije zlato/ was created just before media campaign started in order to provide schools involved in the project and general public with information about campaign activities. In addition, discussion groups/forum on gender-based violence issues has been developed. Information about creative school projects can be found on the web site as well as TV clips, ring tones etc. All TV clips have been posted on Youtube where they were seen by 6950 people.

Results:

- 810 young people received advice from CESI on gender based violence, gender/sexual identity and psychological aspects of sexuality. In comparison with previous years the number of people increased for 40%.
- Adolescents received basic knowledge and information on gender based violence through the web

site. The site is also relevant regionally, as evidenced from the monitoring activities, which show that 65 % of hits are from Croatia, 23% from Bosnia-Herzegovina and Serbia, and 12% from other countries.

- Developed national campaign subdomain “Silence is not golden”, which includes all information relevant to the national campaign, including TV clips, posters and leaflets as well as a list of involved schools and brief descriptions of their projects.
- Discussion groups/forum on gender-based violence issues has been developed.

Advocacy and public policy

Advocating for the inclusion of gender perspective in violence prevention programs for children and youth has been an integral part of the whole project. Research provided scientifically verified data to formulate recommendations for programmatic interventions.

This is in accordance with National Strategy for Youth and National Policy for Advancement of Gender Equality directions. Working plans and implementation programs of both documents obligate competent state bodies to create and implement school curricula on «systematic education on gender equality and sexuality and promotion of awareness of gender equality in regular education, with special emphasis on peaceful conflict resolution and stamping out every form of violence within education system», and Ministry of Science, Education and Sports is obligated to prepare proposal for introducing measures of protection of students from sexual harassment and abuse and professionals' education on the problem.

Advocacy work include developing and maintaining contacts with media and policy makers, collaborating and networking between schools, institutions and policy makers, continuous monitoring of competent state institutions' work, developing improved and sustainable models of gender awareness, creating recommendations, and participating in relevant public panels, roundtables and working discussions.

CESI representative was a member of the Expert Working Group established by the Education and Teacher Training Agency, which is responsible for drawing up programs for upgrading and training in gender equality for those responsible for educational activities. This is one of the measures from The National Policy for the Promotion of Gender Equality. The Working group consisted of representatives of government institutions, research institutions, educational agencies and NGOs. Representatives of NGOs CESI and Center for Women's Studies were recognized as the most competent for development of program. Ministry of Education approved National program for gender equality and it will start with implementation in October 2008.

Croatia has developed new National Action Plan for Youth which establishes the basic goals of its policies toward young people for the period 2009 – 2012. CESI has been involved in the process of preparation of the document advocating for inclusion of gender perspective and emphasizing importance of making young women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of the NAPY. The central problem in Croatia is a lack of clear provisions for mainstreaming gender equality into policies and programmes in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetuated. The Ministry of Families, War Veterans and Generational Solidarity has been responsible for both, development of gender equality law and National Action Plan for Youth but they failed to include gender perspective in NAPY.

CESI was included in development of new Gender Equality ACT as members of working group developed by Ministry of Family, War Veterans and Generational Solidarity. Majority of propositions coming from NGOs were rejected. Therefore, together with Babe we organised press conference to inform public and lobbied MPs in the Parliament to propose amendments on the Act.

The national media campaign significantly contributed to more effective implementation of public policies related to gender equality and gender based violence prevention. It is of the utmost importance to continue with the activities of awareness raising around these issues in our society which is dominated by strong patriarchal values.

The results of this project could serve as means for facilitating further discussion and policy recommendations for the implementation and realization of other measures suggested and designed in the National Policy for the Promotion of Gender Equality, National Plan of Activities for Youth etc.

CESI's research on GBV in adolescent relationships, on which all advocacy efforts are grounded, has been accepted as a credible, expert-based source of data by the relevant professional and policy institutions, including the representatives of the Ministry of Families, War Veterans and Intergenerational Solidarity and experts from universities who publicly spoke about the problem of GBV in adolescent relationships. Some of county Family Centres, institutions founded by Ministry of Families, implement teen dating violence prevention programs as a part of their regular work with young people.

The Civic Coalition STOP HIGH RISK SEXUALITY EDUCATION

In January 2007 CESI initiated launching the Coalition, in response to the intentions of the Croatian Education Ministry to introduce an experimental abstinence based sexuality education into Croatian elementary and high-schools, prepared by Association GROZD. The coalition consists of some 170 civil society organizations and 300 individual members, and the Coalition Board that coordinates its activities, of which CESI is a member.

CESI raised funds and in February strategic planning of the Coalition was conducted with a help of external consultant.

The coalition's activities mainly consist of exerting public pressure on the responsible Ministry to transparently release all documentation related to this policy, which was not only content-wise but also procedurally, decided upon in a manner contrary to the principles of good-governance. In response to advocacy and lobbying within EU institutions and like-thinking politicians in the Croatian parliament, and stirring up media attention at home, this issue was placed on the national political agenda, and the Coalition was successful in at least ensuring that an evaluation of the experimental implementation be conducted.

CESI will present work of Coalition on the panel "Building sexual and reproductive rights movement in Central and Eastern Europe as a response to the rise of religious fundamentalism" which will take place in Cape Town on AWID International Forum on Women's Rights and Development "The Power of Movements".

As the pilot phase of the experimental sexuality education program took place during the 2nd semester of school-year 2007/08, the evaluation results are expected in October 2008. The Coalition's further activities will focus on ensuring the publication of the evaluation report, as per Freedom of Information Act, and scrutiny of its findings, followed by further media covered events, focusing the public's attention on the issue again, after summer holiday season. Impacts on the actual education policy will only be evident after the publication of the official evaluation report of the experimental sexuality education programs and decisions made thereafter. Ultimately, the possible positive result of the collective complaint before the European Committee for Social Rights which was submitted by Interrights in collaboration with CESI and Center for reproductive rights will be the key indicator of the successfulness of our advocacy activities.

In 2009 CESI will start with project of enabling young people to influence and participate in development, implementation and monitoring of public policies on the SRHR issues and ensuring that the particular sexual and reproductive health needs of young people are addressed and youth-friendly services provided.

Results:

- CESI bases its advocacy work on research on GBV in adolescent relationships which has been accepted as a credible, expert-based source of data by the relevant professional and policy

institutions, including the representatives of institutions and experts from university who publicly spoke about the problem of GBV in adolescent relationships.

- Recommendations for changes in policies and programs that will ensure introduction of gender equality principle into the educational system developed.
- Raised public awareness and understanding of the concept of gender equality and the importance of gender based violence prevention.
- The national media campaign has significantly contributed to more effective implementation of public policies related to gender equality and gender based violence prevention.
- CESI's long and good cooperation with institutional human rights protection and gender mechanisms are definitely a positive indicator for the success of advocacy efforts, as is the planned media campaign. The project has been presented to the relevant state institutions and enjoys their support.
- As a result of our advocacy efforts the Ombudswoman for Children publicly stated the gender-based violence in adolescent relationship represents a serious issue that needs to be tackled by a newly developed law, since current legislation does not cover the issue, thus placing the topic on the national political agenda.
- CESI has so far been successful in placing the need for human rights-based, scientifically grounded sexuality education on the national political agenda in Croatia as a EU candidate country.
- The CESI reacted to the political issues related to sexual education and has successfully mobilized over 170 NGOs to oppose the Government's lack of transparency and negligence of human rights and scientific criteria in the design of the experimental sexual education programs.
- Developed relationships with the press in order to inform the general public about our activities and to educate them about gender sensitivity and equality.
- CESI has established cooperation and build up relationship with representatives of relevant state institutions, representatives of political parties and institutions in order to inform them about our activities. All of them are willing to participate and support project activities, and provide relevant information. Established cooperation with these institutions is crucial for the sustainability.
- CESI has been involved in development and implementation of policies and law related to gender equality, youth and education.

Media outreach

With our analysis we have covered daily newspaper, television, radio, weekly and monthly magazines, including local editions and local television and radio stations, but without internet. The report has been prepared on the basis of articles in our archive, and internal system of recording media appearances (activity calendar).

2.2 What is your assessment of the results of the Action? Include observations on the extent to which foreseen specific objective and overall objectives were met and whether the action has had any unforeseen positive or negative results. (please quantify where possible; refer to Logframe Indicators)

The Project Purpose has been defined in the form of four Specific Objectives:

1. To point to different types of violence, such as domestic violence, teen dating violence and date rape, trafficking, and to increase recognition that all these forms are gender-based violence.
2. To sensitise secondary school students, in recognizing the existing gender stereotypes and discrimination in Croatia, and to induce them to react when encountering violence.
3. To equip secondary school teachers with the needed knowledge and skills, and to encourage them to work with young people on the prevention of gender-based violence and on the promotion of gender equality.

4. To initiate improvements and effective implementation in the existing policies and programs that will ensure introduction of gender equality principle into the educational system and violence prevention programs.

In order to achieve the specific objectives, CESI and OMG conducted the following activities: (1) research on prevalence of and attitudes towards GBV in adolescents in Croatia; (2) capacity building trainings for secondary school teachers; (3) adolescents' direct work on GBV issues using creative techniques; (4) adolescents' engagement in public debates on GBV with youth idols; (5) national level awareness-raising media campaign; (6) production of educational and promotional material; and (7) policy advocacy.

The project has fulfilled all of its specific objectives by implementing a unique logic of intervention whereby research results were used to raise awareness and to influence the decision-makers, and at the same time to create the educational programs for both youth and their teachers for the prevention of GBV. Moreover, a national media campaign addressed the most alarming findings of the research. Logical sequencing and combination of project activities have resulted in enhanced GBV awareness among youth, reduced gender stereotyping, and increase in their communication skills, enhanced teachers' competencies in GBV prevention and motivation to initiate new education projects, greater openness of education institutions to GBV prevention and sexuality education in high schools' curricula and greater public awareness of the need for GBV prevention and sexual education.

Thanks to the project activities young people work on the issue of gender-based violence using creative techniques in 59 secondary schools in Croatia.

Secondary schools have been very interested for the project and they have been very motivated for participation in the project activities. 64 educators were trained in the implementation of the gender based violence prevention using creative methods. Organised trainings have long term impact. Knowledge acquired through such type of training enable teachers to reconsider their educational practice and to pay special attention to gender issues. The long-term perspective has been reflected in CESI's initiative to build a partnership with the Agency for Teachers Training. The Agency has recognized CESI's teachers' training on GBV as a relevant component of the teachers' professional development program and included developed trainings in their curriculum. 94% of teachers plan to continue with educational activities dealing with and preventing GBV, combining the methods applied in this project with other activities, from incorporating GBV in their regular education activities and encouraging colleagues to do the same, to assisting in designing peer-education activities and even joining an NGO supporting victims of GBV.

According to the reports received from schools, a total of 879 students (68% female and 32% male) were involved in the project activities, education and producing films or theatre plays, comics or investigative news articles, all dealing with GBV in adolescent relationships. The result of their work is 25 films, 16 theatre plays, 10 newspaper articles, one radio show and 34 comics produced. That unforeseen positive result has been that their work was presented on some other events, including film festivals, exhibitions and in the media. The students' self-assessment of knowledge and skills related to GBV prevention reflects an average increase from 3,08 at the beginning of the project to 4,01 at the end. The highest increase is reported in recognizing gender stereotypes, indicating the achievement of the project's specific objective related to students' recognition and sensitivity to gender stereotypes. The inspiration came from materials provided by CESI in the form of documentaries, manuals, stories which the students adapted in their screen-play development or in some instances from real-life stories that the students were aware of. At least three times more young people were involved in different education activities in the schools.

470 high-school students from 11 schools participated in the 5 interesting and useful debates with celebrities on their views and experiences with GBV. The students expressed great interest and motivation for public debates and in the most of schools there wasn't enough space for all interested students. 810 young people used services of on line counselling and received advice from CESI on gender based violence, gender/sexual identity and psychological aspects of sexuality. In comparison with previous years the number of people increased for 40%.

In addition, more than 2000 young people and teachers gained new knowledge and awareness on gender based violence through lectures, workshops, panels and presentations organized by CESI staff and

associates. Family centers in different counties also started with implementation of GBV prevention programs using CESI manuals.

1014 young people participated in the quantitative part of the research. 1000 copies of the research report was published and 900 distributed to schools, centers for social welfare and family and counselling centres, institutions, policy makers and nongovernmental organizations throughout Croatia, Bosnia and Herzegovina, Serbia, and Montenegro. Cooperation with relevant international organizations and NGOs in the region was established. With support of the Autonomous Women's Centre, Foundation CURE, CARE International and Humanitarian Centre Novi Sad, the Research Report was presented in Belgrade, Novi Sad, Zenica and Sarajevo which is unforeseen positive result.

Final event was envisaged as the meeting point for all the participants involved in the creative works. The awarding the best works in each category – film, theatre, comics and journalism, has proved to be additional motivation for the effort the high school pupils have put into the creation of the works. This effort has deepened their understanding of the topic they were dealing with the notion of gender based violence.

The long discussions of the jury regarding the works to which awards should be presented proves the diversity and the quality of the works.

Also, the presence of highly distinguished guests who presented the awards, has showed their appreciation of the project, and has also showed to the participants that their work is noticed and appreciated.

The reactions of participants of the event on the spot and afterwards in the external evaluation shows clear determination for continuing the creative work and the work on the topic of gender-based violence.

The goal of **the media campaign** was to enhance the understanding of the notion of GBV and to recognize the forms of the GBV. The media evaluation research was conducted on population of 400 young men and women from the target group - 15-18 years old.

The results of the media campaign evaluation show that it has been very successful. Large number of examinees saw the clips, which reflects the success with ensuring the free broadcasting time, as well as that the media plan is carefully prepared and implemented.

The greatest and the most important success of the media campaign is that 91% of the examinees see the connection between the 3 types of violence presented – violence in family, date rape and trafficking. The answers on the question what is the connection show that they also understand the connection. The knowledge of the term gender-based violence is 13%, but since this is the first campaign and we are literally introducing this term to the public sphere, this result is great. Especially since they understand the notion and the meaning even if they do not know the term.

In answering the question if the clip encourages them to act in prevention or report the violence, the examinees answered positively in 95,8 – 97,4%

The viewers have reacted strongly on the TV clips and they have been the central point of the whole campaign. This is confirmed by the fact that the celebrities that have participated in the debates have agreed to be the part of the project largely based on their seeing the TV clips. The high school pupils participating in the creation of artistic works have also seen the TV clips in the large numbers and this has also been part of their motivation to participate.

The net analysis of the answers provided proves all the clips to be very strong. The first clip with the little girls was well received by the broad public which can be seen in the reactions on you tube where the clip is posted and comments on web blogs. It was also greatly received by the film critics when the clip was presented on Croatian national film festival "Croatian Film Days" in March 2008. Other three clips will be in competition of the festival in 2009.

The second TV clip that deal with the topic of date rape, proved to be somewhat controversial. It was very hard for the people firstly to accept that it is shown that teenagers have sexual intercourse; and then it was very hard for them to understand what actually is rape on a date or within the relationship. These reactions showed us that the TV clip hit the right place, and disturbed some “still waters” which exactly was its aim. The discussion and controversy are always a good start to have a proper public debate about the certain topic. The target group on the other hand reacted very strongly: the net analysis of the answers provided in the media evaluation shows that the TV clip left strong impressions on the teenagers, which proved that the scenario and the direction of the clip was well thought through and developed to meet the expectationf of the target group and of the message that wanted to be conveyed. The extract from the research that was used in the end of the TV clip saying that 29% of young men and 9% of young women think that when woman says *no* she actually means *yes* was very strong for the viewers and they remembered it very well – 9% of the viewers were able to say the number correctly and additional 23% the message strongly: NO means NO

The strong point of the whole campaign was also the slogan “SILENCE IS NOT GOLD”. The slogan was derived from the proverb saying “SILENCE IS GOLD”, and this moment also played the role in the receipt of the slogan. According to the media evaluation 92% of the examinees are familiar with the slogan. The slogan proved so strong that it entered the common language and people are using it when it is important to speak up. it was even used as the light-motif of the university students’ protests against conditions at the Law Faculty in Zagreb in September 2008, indicating that it has become part of the jargon (see <http://promethea.blogger.hr/post/ipak-se-krece/964948.aspx>).

The fact that the TV clips were also used in the activities of the Women Ambassadors group in their activities related to the celebration of International women’s day and other activities related to gender equality proves their quality and acceptance by the public.

The evaluation of the media campaign clearly shows that the target group has gained understanding of the notion of GBV through the media campaign and recognizes the forms of gender-based violence.

The beneficiaries of the campaign that were involved in the creative works have also shown that they recognize patriarchal gender roles and stereotypes as the main causes of GBV, which was evident from the stories of the films and theatre play, as well as comic books.

These indicators show that the project has succeeded in achieving the specific objective of pointing to different types of violence and increasing of recognition that all the forms of violence presented in the media campaign are gender-based violence. The data collected from the media evaluation campaign also show that the target group – secondary school students have been encouraged to act and report the gender-based violence. The high percentage of recognition of the connection between the three types of violence presented in the media campaign also show that the target group is sensitized in recognizing gender-based violence

In total the clips were aired 627 times on HTV and 116 times on RTL, while the radio jingle was played 164 times in the period January – October 2008. The total value of free broadcasting TV and radio time is estimated at some 2.3 million EUR. The most powerful scenes from the TV clips were used for the production of four different billboards and four different citylights, that were put in 76 advertisement spaces all over Croatia, in the period March- April and August 2008. The total value of free billboard and citylight space is estimated at around 40.000 EUR. The same logic was followed in the design and production of four different newspaper ads that were published simultaneously with the airing of the TV clips. The ads were published 12 times in total in Večernji list between January 23 and October 1, 2008, with additional accompanying newspaper articles that ran 5 times in the same period. The estimated value of free newspaper space is 10.000,00 EUR. Finally, 2000 T-shirts with the campaign slogan and EC, CESI and OMG logo printed.

In Croatia live 272 200 young people age 15-19, which is our primary target group and more then 300 000 young people age 20-24, which can also benefit from our campaign. Before the research, which was

conducted in October 2008, 92% of respondents knew for the term "Silence is not gold", while 13% of respondents knew for the term "gender-based violence" that is being introduced with this campaign. Considering that the term "Gender-based violence" is only now being introduced, 13% is not small percentage and we can assume that continuing with the campaign would raise that percentage.

Through the media campaign and web more then 250 000 young people has been informed about gender-based violence. Connection between all three types of violence have been noticed by 91% respondents, significantly more women than men, more than half respondents noticed it is a violence on women/girls.

The national media campaign has significantly contributed to more effective implementation of public policies related to gender equality and gender based violence prevention.

Good cooperation with relevant Government institutions and related NGO has been established as well. The National program of systematic teachers training on gender equality was developed and started with implementation and CESI representative is one of the authors of the program. The inter-institution structure has been adequate to allow for efficient project implementation. Representatives from different institutions have been involved in the project (Children's Ombudsman, Government Office for Gender Equality, Government Office for Human Rights, Education and Teacher Training Agency, Ministry of Science, Education and Sport etc.).

Law on Gender Equality is in place, as well as National Policy for the Promotion on Gender Equality 2006-2010 and Institutional Framework for the Implementation of the National Policy for the Promotion on Gender Equality.

The CESI reacted to the political issues related to sexual education and has successfully mobilized over 170 NGOs to oppose the Government's lack of transparency and negligence of human rights and scientific criteria in the design of the experimental sexual education programs.

Positive changes related to prevention of gender based violence were reflected in increased interest of the general public and media. More newspaper articles with positive connotation have been published in the last year. To influence public opinion is a long process; however, the first successful steps were already undertaken.

In the whole region, cooperation was established with NGOs dealing with this issue.

Project has good potential for significant impact. And achievement of the Overall Objective of raising awareness about responsibility of secondary school students as future acting and decision-making members of society in recognizing and challenging gender stereotypes and other causes of gender based violence and to promote gender equality in attitudes and behaviours of young women and men.

The results of this project could serve as means for facilitating further discussion and policy recommendations for the implementation of measures defined in the National Policy for the Promotion of Gender Equality. In the regional context, the outcome of the research could also function as the effective "tool" in some future processes in the region.

The European Parliament Committee on Women's Rights and Gender Equality in their report on the situation of women in Balkans presented National Campaign for Prevention of GBV as an "outstanding example" of work on elimination of violence against women.

2.3. What has been the outcome on the final beneficiaries and/or target group (if different) and the situation in the target country or target region which the Action addressed?

Students

The students' self-assessment of knowledge and skills related to GBV prevention reflects an average increase from 3,08 at the beginning of the project to 4,01 at the end. The highest increase is reported in

recognizing gender stereotypes, indicating the achievement of the project's specific objective related to students' recognition and sensitivity to gender stereotypes. Students also reported readiness to react to GBV one is exposed to which indicates that students are able to recognize and remove themselves from violent relationships. They also expressed willingness to assist and support a friend in a violent relationship now and in the future but lot of them still feel uncomfortable with getting involved in other people's relationships even when violence occurs. For the purpose of assessing the impact of project activities on the primary target group, the project external evaluator used a set of statements regarding myths about violence in relationships from the research conducted within the project on the general adolescent population. About half of the myths about violence in relationships are present in significantly lower percentages among youth involved in project activities, when compared to their peers who were not exposed to GBV prevention. This is particularly true of statements referring to emotional and psychological aspects of GBV that were not recognized as violence among the general population. These finding strongly argue for the introduction of GBV prevention in the regular educational curriculum.

It is evident for both sexes that participation in GBV awareness projects has for the most part a positive influence on their attitudes. The most significant difference is evident in the female perception of jealousy, where 20% less girls involved in project activities, compared to the general female adolescent population, hold jealousy to be a way of showing affection. Interestingly, the same statement did not show significant differences among males. For the male population, the biggest difference is observed for statements referring to consequences of psychological abuse and decisions to leave abusive partners, indicating that involvement in project activities broadens their understanding of the complexity of emotions within a relationship as well as understanding of sexual violence. An increase in the students' levels of recognition of stereotypes and types of GBV was also reported by a vast majority of teachers, in their responses to the question of the project's most significant impact on students. Other reported impacts include teamwork, better communication among students, and increase in students' self-esteem.

The high levels of students' satisfaction with participation in this project is evident from the fact that 97% of students who responded to the evaluation questionnaire stated that they would be willing to participate in further activities dealing with the prevention of GBV in adolescent relationships.

31% of students who stated that they would like to join an organization supporting victims of GBV is a significant unexpected result of the project, since according to numerous research, Croatian population in general is not very interested in civic engagement. Such a finding indicates that thought-through projects implemented properly achieve not only their specific objectives, but positively impact young people's readiness for civic engagement.

An additional side effect of the project education activities is an increase in the quality of relationships between the students and their teachers. Many teachers have stated that the involvement in the project has positively impacted the student-teacher rapport, increased confidence levels and provided insights into young people's ways of reasoning, enabling a much better mutual understanding. This is corroborated by the fact that 80% of students involved in project activities trust their teachers' abilities to help them or their friend, should they find themselves facing or witnessing GBV, in the form of direct assistance, advice and support. This finding is very relevant in the light of CESI research which found that an extremely low number of adolescents would decide to contact relevant persons in schools, SOS telephone services and/or police, to report violence and ask for help.

In addition to supporting education professionals and students that have been treated as the target group in this project, CESI has also delivered public presentations and workshops to interested high-school students, recruited through youth organizations, individual teachers, schools and public libraries. In the project implementation period, CESI provided 29 workshops and 30 lectures for some 2500 individuals, of whom about 240 were teachers, pedagogues and psychologists, and the rest were high school- and students in higher education. An added value of these activities is the recruitment of volunteers for CESI and 20 peer-educators who have subsequently organized round tables for an additional 820 high-school students in Velika Gorica near Zagreb.

CESI's website «SeZaM – Sexual Education for Young People» (www.sezamweb.net) provides complete, clear and accurate information on issues related to gender-based violence, sexuality and gender equality and serves the purpose of educating youth, their parents and teachers on how to approach sexuality. Young people can pose questions directly via the Internet, so the portal acts as an on-line counseling line. In the project implementation period, 810 young people received advice from CESI on gender based

violence, gender/sexual identity and psychological aspects of sexuality. Apart from Croatian youth, the site is also relevant regionally, as evidenced from the monitoring activities, which show that 65 % of hits are from Croatia, 23% from Bosnia-Herzegovina and Serbia, and 12% from other countries.

In conclusion, it can be stated that the education activities as a whole have achieved the desired specific objectives of recognizing various types and forms of gender based violence, and enabling and encouraging the teachers to continue working with youth on GBV prevention and promotion of gender equality. When it comes to students, they have been sensitised to recognize stereotypes and GBV, and empowered to remove themselves from violent relationships.

Teachers

The increase in skills and capabilities of teachers before and after the project in combating GBV was tested by means of self-evaluation. Although this is a highly subjective method, the reported increase in knowledge and skills in all tested areas testifies to the importance of such education activities to the overall increase in confidence of participating teachers in reacting to gender stereotypes and GBV in schools. Not surprisingly, the highest increase was reported in skills relevant to designing and implementing GBV prevention activities, followed by an increase in recognizing gender stereotypes and readiness to react to and support students in case of GBV.

94% of teachers plan to continue with educational activities dealing with and preventing GBV, combining the methods applied in this project with other activities, from incorporating GBV in their regular education activities and encouraging colleagues to do the same, to assisting in designing peer-education activities and even joining an NGO supporting victims of GBV.

In terms of motivation, the highest number of teachers (59%) states that they wanted to raise awareness of gender stereotypes and enhance students' recognition of violence in order to entice positive changes in their behavioural patterns, while only 8% reported as their motivation an opportunity to gain skills relevant to their promotion.

Campaign "Silence is not gold" has raised the awareness of young people and this campaign makes them more sensible to forms of gender based violence.

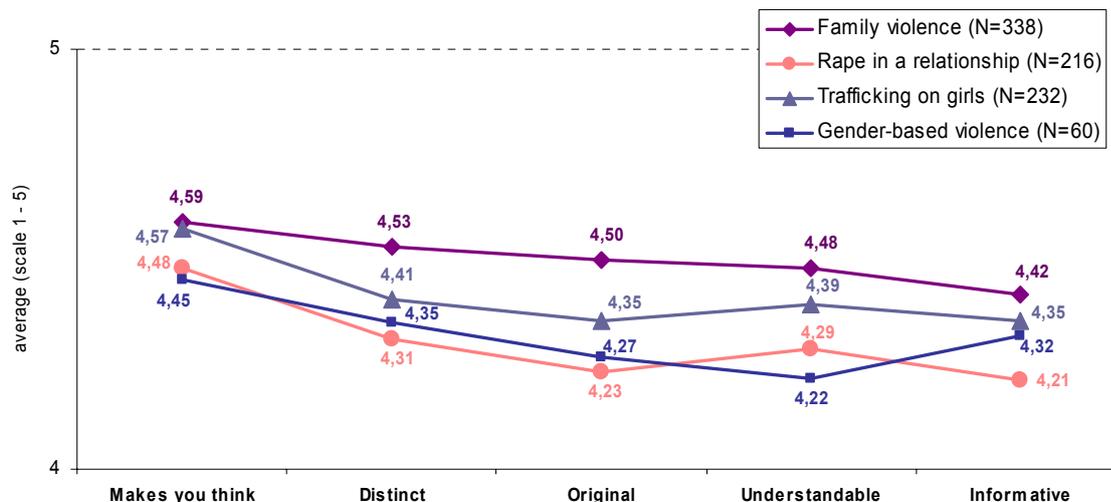
The main goal of public awareness media campaign evaluation has been measuring efficiency of the campaign from the aspect of influence on opinions and attitudes of target group. The research was conducted on nationally representative sample of young people 15-18 years old (N=400).

The results of the campaign have been achieved, what we can see from very high percentage of recognizing term "Silence is not gold" and high percentage of recalling all separate campaigns (around 60% of respondents recalled "Trafficking" and "Date Rape", while 70% of respondents recalled "Family violence"). In Croatia live 272 200 young people age 15-19, which is our primary target group and more then 300 000 young people age 20-24, which can also benefit from our campaign. Before the research, which was conducted in October 2008, 92% of respondents knew for the term "Silence is not gold", while 13% of respondents knew for the term "gender-based violence" that is being introduced with this campaign. Considering that the term "Gender-based violence" is only now being introduced, 13% is not small percentage and we can assume that continuing with the campaign would raise that percentage.

Slogan "Silence is not gold" is very common and should not be changed since it has very high percentage of recognition in all videos.

All TV clips have been noticed the most on TV - TV clips "Family violence" and "Trafficking on girls" have been noticed significantly more on TV compared to other clips. Croatian TV channels are popular in other countries in the region and we have knowledge that lot of people in Serbia, Monte Negro, Macedonia and BiH has seen Silence is not golden campaign. TV clip "Family violence" has higher total spontaneous awareness (70%) and higher prompted awareness (85%) among respondents compared to all other campaigns of interest.

All TV clips have very encouraging effect on respondents and make them to think more about the issue. More then 95% of young people who seen it stated that they are encouraged to act or report violence. The respondents were asked to asses different aspect of TV clips on a scale 1 – 5 where 5 means I completely agree. All measured elements of the video have high rates (4.21 – 4.59) which shows their influence on target audience. They made them think more about various forms of gender based violence, they found it understandable, informative, distinct and original.



Connection between all three types of violence have been noticed by 91% respondents, significantly more women than men, more than half respondents noticed it is a violence on women/girls.

2.4. Please list all publications (and no. of copies) produced during the Action on whatever format, amongst other containing new approaches, innovative ways of communicating... (please enclose copy of each item, except if you have already done so in the past.

Please state how your publications are being distributed and to whom.

1. 'Violence does not pass by itself. Research Report on Teen Dating Violence in the Republic of Croatia'

The publication 'Violence does not pass by itself. Research Report on Teen Dating Violence in the Republic of Croatia' has been based on **research «The prevalence of and attitudes towards gender-based violence in adolescent population in the Republic of Croatia» conducted on 1014 adolescents from 42 schools**. Research report was designed by BESTIAS d.o.o and published in 1000 copies.

The promotion was held mid September 2007, in Novinarski dom, Zagreb. Research results, presented by Amir Hodžić, show alarming data: more than two thirds of Information about the research results was announced at 8 web portals, 4 daily newspapers, 3 radio stations, 1 TV station, and 1 monthly magazine. Besides the official promotion in Zagreb, research results were also presented at other 15 different events in Croatia, in Sarajevo and Zenica (BiH) and Beograd and Novi Sad (Srbija) for around 680 people present all together.

At these presentations research report were distributed.

Besides the published research report, an article about the research results was written for *Entre Nous – The European Magazine for Sexual and Reproductive Health*, Issue No.65 –Gender Issues in Sexual and Reproductive Health, published by WHO Euro.

Research report is being distributed widely in Croatia and in the region, and it is also available for download as PDF at CESI website. In addition to distribution at the presentations, the research report was directly sent to all participating schools, to social care centers, relevant police departments, research centers and institutions, civil society organizations, and to governmental organizations working in the fields of sex/gender equality, violence prevention, education, health care, and children and youth.

Moreover, the research report is already listed as additional literature for the course 'Sociology of gender' at the Department of Sociology, Faculty of Philosophy, University of Zagreb.

Great media interest; more than 340 school pedagogues and psychologists present at the Zagreb and Osijek expert meeting; as well as 3 requests to use the questionnaire in small scale research in Croatia and plans to replicate the survey in Serbia and Bosnia and Herzegovina, all point out to the significance of the teen dating violence issue. It is also clear that through the above mentioned activities, CESI has additionally increased co-operation with media, schools and institutions, and established itself as an expert and resource center for addressing the issue of teen dating violence.

2. Educational materials – DVD

CESI and OMG made selection of documentaries and TV clips about gender based violence produced in Croatia. We also included two animated films produced in Brazil about gender roles and identities "Once upon the girl" and "Once upon the boy". Before that we contacted authors and got written copyrights for Promundo's animated video clips and CARE International documentary about trafficking in Croatia. Since we got discount and there were great interest for such educational materials among teachers we made 400 copies DVDs.

3. TV clips

The TV clips were produced as part of the media campaign "Silence is not gold". Four TV clips were produced in which three forms of gender based violence were presented – domestic violence, date rape and trafficking in young girls. The fourth clip consists of the most recognizable parts of the three previous clips showing that they are connected and introducing the term Gender-based violence to the broad public sphere.

The TV clips were exported on digital beta tapes which are suitable for television broadcasting and also in the DVD format. The DVD was duplicated in 400 copies and disseminated to schools, institutions and donators of the campaign.

4. Billboards and citylights

Four different billboards and citylights were designed based on the most impressive shot of the each TV clip. The billboards were printed in 100 copies each – total of 400 posters and citylights were printed in 300 copies each – total of 1200 copies.

They were posted on spaces by company PIO, who provided the free posting spaces. Please find enclosed the design of the billboards, the photos of the billboards posted and the list of the media spaces occupied.

5. News-paper ads

Four different newspaper ads were designed and published in the top Croatian daily news-paper "Večernji list". Each ad was published in size of 1/8 of a page and published three times. Please find enclosed the printouts of the ads and the media plan provided by **Vecernji list**.

5. T-shirts

T-shirt with the slogan "Silence is not gold" were designed and produced. On the back, the T-shirt has EU flag and logos of CESI and OMG. They were produced in different shape for men and women and in different sizes: men T-shirt were produced in sizes M, L, XL, XXL and women T-shirts were produced in sizes S, M, L, XL. Total of 2000 T-shirts were produced and they were disseminated to all the teachers and high-school pupils participating in workshops and creative works, the celebrities that participated in the debates as well as to all the pupils participating in the debates, to donors and people who have influenced the project.

6. DVD Lessons Learned

DVD Lessons Learned is envisaged as a tool for future activities in similar projects as well as the collection of outputs of this project. The DVD-ROM contains:

- three awarded films
- three awarded theatre plays
- three awarded journalist works
- three awarded comics
- three-minute film about the final event including the performance of the hymn "Silence in not gold"
- four TV clips
- four ringtones

The DVD-ROM was duplicated in 200 copies and 100 copies are already distributed to schools in Croatia and our collaborators in the region for educative purposes.

2.5 List of all contracts above 5000Eur (since the last interim report)

- **Final Event – rent a bus**

Transportation - Renting of buses, Fenix D. tours travel agency, 85.1000,00 KN

Renting of buses for the purposes of transportation of students and teachers to the Final event in Zagreb was awarded by means of a negotiated procedure without publication, in which CESI consulted three suppliers and negotiates the terms of the contract with one of them.

The time-limits for receipt of tenders were 14 days which allowed interested parties an appropriate period to prepare and submit their tenders.

All tenders were evaluated by CESI Executive team on the basis of the exclusion, selection and award criteria announced in advance.

The costs of transportation were more than we predicted in the budget. One of the reasons is that companies raised the prices due to increased cost of gas, and in Dalmatia cost are higher because tourist season started. Therefore, in accordance with Article 9.2 of General and Administrative provisions, and with authorisation of European Commission (mr. Alfons Peeters) we transferred amount of 1499Eur from item 2.2.1 Seminar to item 2.2.3. Final event.

The contract was awarded to the most economically advantageous tender prepared by **Fenix D. tours**. This tender offered the best price-quality ratio: the price was the lowest (85.100,00KN in comparison with tender offered by **Meštrović prijevoz d.o.o.** (99.400,00KN) and **app turizam** (96.100,00KN).

2.6. Describe if the action will continue after the support from the European Community has ended. Are there any follow up activities envisaged? What will ensure sustainability of the action?

The sustainability of the project can be perceived on different levels. The TV clips produced as part of the media campaign we published on DVDs and they can be used for different further activities about the gender based violence and the use of art and media in communication of the message. 400 DVDs with documentary films, TV clips and animation about gender equality, trafficking and violence against women that have been produced and distributed to high schools can be used for future in school activities. The teachers have received knowledge about gender equality and about working in four different art and

media forms (theatre, film, journalism and comics). This knowledge will be used through work in this project, but after the project is over the teachers will be able to use it on future generations of high school students. The DVD-ROM „Lessons Learned“ was produced that includes the best art work of pupils that participated in the project. This DVD-ROM has been distributed in Croatia, but also in Bosnia and Herzegovina and Serbia with the goal of presenting the good practice examples and the experience of the project.

The project has been presented to the relevant state institutions and enjoys their support. Some of the project's results need to be supported by the state institutions, and it has already happened (Agency for Teachers Training has recognized CESI's teachers' training on gender based violence as a relevant component of the teachers' professional development program and included developed trainings in their curriculum). National program for teachers training on gender equality has been developed and respective agencies started with delivering education to elementary and high school teachers. CESI representative was involved in the process of developing program and training agenda together with representatives Ministry of Education, Institute for Social Research, Education and Teachers Training Agency, Centre for Women's Studies, Government Office for Gender Equality.

We have established cooperation and build up relationship with representatives of relevant state institutions, representatives of political parties and institutions in order to inform them about our activities. All of them are willing to participate and support project activities, and provide relevant information. Established cooperation with these institutions is crucial for the sustainability.

Financial support for the project activities and approval to administer the questionnaire at the school premises was secured from the Ministry of Science, Education and Sport.

Law on Gender Equality is in place, as well as National Policy for the Promotion on Gender Equality 2006-2010 and Institutional Framework for the Implementation of the National Policy for the Promotion on Gender Equality.

Croatia has developed new National Action Plan for Youth which establishes the basic goals of its policies toward young people for the period 2009 – 2012. The document hasn't been adopted by Croatian parliament yet. CESI has been involved in the process of preparation of the document advocating for inclusion of gender perspective and emphasizing importance of making young women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of the NAPY.

Cooperation established not only between partners and associates but also between various stakeholders – media, schools, local communities, decision-makers, NGO activists, provide base for future work and co-operation and development of strategies for successful prevention of gender based violence in Croatia. Some state institutions and service providing agencies recognized problem and have been working on raising awareness, counselling and education of professionals and peer educators about teen dating violence, non-violent communication and skills needed to establish good quality relationships.

The structures established through the project will continue to exist after the end of this grant. The project sustainability is partially based on step by step education of school staff and transfer of the activities to schools, and partially on involving and activating all relevant resources.

Teachers have been trained on gender based violence prevention and this process will provide basis for sustainability because they continue to work with other students, equipped with knowledge, skills, contacts, tools and materials. 94% of teachers plan to continue with educational activities dealing with and preventing GBV and encouraging colleagues to do the same. 97% of students who responded to the evaluation questionnaire stated that they would be willing to participate in further activities dealing with the prevention of GBV in adolescent relationships.

Policy support

State institutions in Croatia have shown willingness to support promotion of gender equality.

The project significantly contributes to democratisation, especially in promotion of human rights. Various activities aimed at the promotion of human rights' standards and gender equality have been organised.

Positive changes related to prevention of gender based violence were reflected in increased interest of the general public and media. More newspaper articles with positive connotation have been published in the

last year. To influence public opinion is a long process; however, the first successful steps were already undertaken.

In the whole region, cooperation was established with NGOs dealing with this issue.

Project contribution to management capacity

The project is well embedded in local structures and contributing to institutional and capacity building.

The project has built close cooperation with relevant state institutions, international organisations and NGOs dealing with this issue.

Representatives of the relevant institutions are included in the project activities. 65 teachers have been trained and developed trainings are included in curriculum of the Education and Teachers Training Agency.

2.7. Has the action promoted gender equality, disabilities...? If yes, please explain.

Whole project has been devoted to the gender equality and prevention of the gender based violence.

Target group is young women and men, secondary school students, regardless of ethnicity, religion, marital status, sexual orientation, etc. Combating violence against girls and young women is already one of the most pressing human right issues across Europe. While young boys and men frequently figure as actual or potential perpetrators of violence, their role as advocates of non-violence is often neglected.

However, in this project young men have been included and actively participated in the project activities.

Young people work on the issue of gender-based violence using creative techniques in 59 secondary schools in Croatia. 64 educators were trained in the implementation of the gender based violence prevention using creative methods. In addition, more than 1500 young people gained new knowledge and awareness on gender based violence through lectures, workshops, panels and presentations organized by CESI staff and associates. 1014 young people participated in the quantitative part of the research.

Through the web site young people has been informed about gender-based violence. 1000 copies of the research report was published and 800 distributed to schools, centres for social welfare and counseling centres, institutions, policy makers and NGOs throughout Croatia, Bosnia and Herzegovina, Serbia, and Montenegro. With the media campaign majority of secondary school population in Croatia and several hundred thousands of citizens have been reached with campaign messages.

It is difficult to judge if gender equality have been increased, but there is no doubt that project significantly contributed in awareness raising on prevention of gender based violence and gender equality.

2.8. How and by whom have the activities been monitored/evaluated. Please summarise the results of the feedback received, including from beneficiaries.

In order to provide information for all decision-makers involved in the project, including co-operating organizations and target groups CESI uses Monitoring/ Evaluation/ Adjustment system. Monitoring has included the systematic observation and documentation of information on the implementation of the project, based on the project plan. Project Manager is responsible for monitoring of project implementation, evaluation and final narrative report and Finance Manager is responsible for the payments, control of finances and financial reports. At the end of the process, an internal assessment has been made of the information collected through monitoring with respect to the conformity of the real implementation process. The evaluation has been followed by an adjustment made by the project management, on the basis of empirical facts ascertained in the monitoring and verifiable evaluation process.

We measured the impact of the message by quantitative measures: number of beneficiaries reached by our message; number of the people participating in the project activities; number of publications distributed. All quantitative indicators have been documented.

We evaluate our effectiveness through standard procedure: evaluation forms for each training, evaluation of the performance of trainers and through media coverage of the events. Participants have evaluated each seminar, using an evaluation questionnaire. Processing of the questionnaires reveal further needs of

the participants, and provide an evaluation of the trainers' work and participants' acquired skills. By evaluation questionnaires, participants of project activities give us feedback and their opinion, which we very much consider in next project cycle. At the same time, project results direct both further activities and plans of our organisation for further projects.

Media campaign was evaluated by media research agency HENDAL using AdVisor campaign tracker. The campaign has been evaluated by the next elements – to what extent was it noticed and to what extent did the target group understand the message. HendaI provided a separate report for the media campaign which is enclosed to the final evaluation report.

The project progress has been monitored in the period by The Regional Monitoring Office in Sarajevo which is charged by the Commission Services with the Monitoring of EC assistance to the Western Balkans and Turkey. The mission was conducted from 08 April to 16 April by Ms. Renata Duspara, Regional Monitor. The key observations and recommendations are following: " The project has made very good progress; it has been managed at a very high standard, high degree of efficiency and in a transparent way. The project team, partners and beneficiaries have established very good cooperation. There is no doubt that the project has significantly contributed in raising public awareness and understanding of the concept of gender equality and the importance of gender based violence prevention." The marks we received for the different aspects of project are following:

- | | |
|---|----|
| 1) Relevance and quality of design | A |
| 2) Efficiency of implementation to date | A |
| 3) Effectiveness to date | A |
| 4) Impact to date | B |
| 5) Potential sustainability | B. |

External evaluation of the project has been conducted from June 2008 till October 2008 by MAP savjetovanja d.o.o. An external evaluator conducted field research, internal documents analysis, and analysis of management procedures. The goal of the evaluation was to assess the levels of accomplishment of expected project results in relation to implemented project activities contributing to the realization of specific objectives, the project's impact on target groups, the effectiveness and efficiency in project management, and sustainability of project results.

The evaluation is based on the following activities: Review of project documentation, review of research findings and other materials produced within the project, review of the impact assessment of the awareness-raising campaign, participant-observation of the project's final event, semi-structured interview with project manager and project associate and with representatives of project partners; telephone interviews with representatives of experts providing specific know-how in creative techniques; Telephone interviews with celebrities endorsing project activities; questionnaire responses from 50 teachers involved in TOT activities; questionnaire responses from 545 high-school students participating in project activities. Evaluation report with recommendations will be disseminated to all stakeholders and donors and will be included in the Final report.

According to the external evaluator "The project has fulfilled all of its specific objectives by implementing a unique logic of intervention whereby research results were used to raise awareness and to influence the decision-makers, and at the same time to create the educational programs for both youth and their teachers for the prevention of GBV. Moreover, a national media campaign addressed the most alarming findings of the research. Smart sequencing and combination of project activities have resulted in enhanced GBV awareness among youth, reduced gender stereotyping, and increase in their communication skills, enhanced teachers' competencies in GBV prevention and motivation to initiate new education projects, greater openness of education institutions to GBV prevention and sexuality education in high schools' curricula and greater public awareness of the need for GBV prevention and sexual education.

...the education activities as a whole have achieved the desired specific objectives of recognizing various types and forms of gender based violence, and enabling and encouraging the teachers to continue

working with youth on GBV prevention and promotion of gender equality. When it comes to students, they have been sensitised to recognize stereotypes and GBV, and empowered to remove themselves from violent relationships and to a lesser extent to react when witnessing violence. This however should not be viewed as a shortfall of the project, since such an ambitious objective is in the evaluator's opinion beyond the scope of any individual project in a country with prevalent patriarchal traditions and systemic, coordinated, long-term action of state and non-state actors is crucial in achieving such behavioural changes."

Teachers who were selected for participation in the project showed very high levels of enthusiasm and positive reactions to taking part in these activities, and indicate their willingness to continue the cooperation should the circumstances arise, given the very high level of professionalism and dedication that they saw on the part of CESI team.

The effectiveness of the seminars for teachers was evaluated through standard procedures: verbal statements and evaluation forms. Evaluations have been extremely positive and a good co-operation has already been established through a constant flow of information among some participants, and between CESI and participants. The participants' evaluation, filled out by all participants, indicates that the seminar topic was highly relevant. The combination of feminist theory on GBV, information of current activities and campaign and creative learning skills has been highly appreciated by the teachers, as reflected by the average evaluation grades. The participants' self - assessment on the increase in their own knowledge indicate that the workshops were very effective in significant improvement of in their understanding of GBV, recognition of gender based discrimination and gender stereotypes.

All seminars were very successful, marked with the average 4,85 out of maximum 5 for relevance, quality of presentations, interactive teaching methods, exchange of experiences and best practices and usefulness of printed material. Some comments indicated a high level of satisfaction with the quality of the publications, since they are professionally written, interesting to read and easy to use. Namely, CESI has developed the methodology and contents of each workshop to be held in the classroom, therefore minimizing the amount of additional preparation time. A side-value of this innovative seminar series has been the engagement of four renowned professionals in their respective fields - a journalist, a film-maker, an artist and an actor – who have hence joined CESI's circle of collaborators.

94% of teachers plan to continue with educational activities dealing with and preventing GBV, combining the methods applied in this project with other activities, from incorporating GBV in their regular education activities and encouraging colleagues to do the same, to assisting in designing peer-education activities and even joining an NGO supporting victims of GBV.

Many teachers have stated that the involvement in the project has positively impacted the student-teacher rapport, increased confidence levels and provided insights into young people's ways of reasoning, enabling a much better mutual understanding.

80% of students involved in project activities trust their teachers' abilities to help them or their friend, should they find themselves facing or witnessing GBV, in the form of direct assistance, advice and support.

The high levels of students' satisfaction with participation in this project is evident from the fact that 97% of students who responded to the evaluation questionnaire stated that they would be willing to participate in further activities dealing with the prevention of GBV in adolescent relationships. 31% of students who stated that they would like to join an organization supporting victims of GBV is a significant unexpected result of the project, since according to numerous research, Croatian population in general is not very interested in civic engagement. The students' self-assessment of knowledge and skills related to GBV prevention reflects an average increase from 3,08 at the beginning of the project to 4,01 at the end.

Impacts of the media campaign on the main target audience was conducted by the specialized market research agency Henda, in the period 15 – 25 September 2008, on a nationally representative sample of 400 youth aged 15-18.

On the whole the campaign was most noticeable on TV – with 68,3% of the total sample remembering the family violence clip, 55,8% remembering the date-rape clip, 61,2% recalling the anti-trafficking clip, and 6,8% recalling the final mixed clip.

The ratings of the clips on a scale from 1-5 (1= completely disagree; 5=completely agree) for the measured elements are given in the table below:

Element	Family violence	Date rape	Trafficking	Mixed clip
makes you think	4,59	4,41	4,57	4,45
distinctive	4,53	4,38	4,41	4,35
original	4,50	4,23	4,35	4,27
understandable	4,48	4,29	4,39	4,22
informative	4,42	4,21	4,35	4,32

All clips had very encouraging effects on the respondents' readiness to act upon or report violence, and made them think about the issues presented. Furthermore, the connection between all three types of violence has been noticed by 91% respondents, with 72% of those claiming to see the connection having correctly attributed it to some type of gender-based violence, indicating that the campaign has fulfilled its objective – recognizing the connection between various types of violence. As for the term “gender-based violence” itself, 13% of respondents claim to have heard it before the survey. Since the term was used for the first time among the general population within this campaign, HENDAL's analysts claim that this is not a poor result, given the relative shortness of the campaign, and presume that continuing with the campaign would raise the percentage of recognition and understanding of the term.

The slogan is very well accepted, and with a very high percentage of recognition in all clips, indicating that the campaign designers did a good job in its creation. This finding is corroborated by the fact that the slogan was also used as the light-motif of the university students' protests against conditions at the Law Faculty in Zagreb.

2.9. What has your organisation/partner learned from the action and how has this learning been utilized and disseminated?

OMG has gained great experience in managing and administrating the project of this size, including the reporting and co-ordination with the partners. This has proven a valuable experience in preparing new project which we are currently developing, and will surely enable easy management of future projects.

We are happy that the results of the external evaluation conducted by MAP and media campaign evaluation conducted by HENDAL have shown that the approach we used in developing the project activities proved very fruitful and that approaching the target group and beneficiaries through media and art gives such great results.

Since Open Media Group is dedicated to promotion of civil society and protection of human rights, especially rights of the young by compiling modern technologies with arts, especially film art; we are even more convinced that our activities in using film art and media should in the future develop even more. In 2008 we have worked on implementation of the campaign “**Report Trafficking in Human Beings**” targeted at potential clients of services offered by trafficking victims, with participation of famous ex football player Davor Šuker. The campaign was realized as part of the Twinning project between Croatian Government Office for Human Rights and Ludwig Boltzmann Institute for human rights from Vienna, Austria. The campaign is targeting the football fans and was broadcasted on Croatian television in time of European Football championship. We are also currently developing two projects with goal of empowering women: first is media campaign with the goal of promoting equal representation of women in local elections in May 2009 co-financed by Government of Croatia Office for Gender Equality and the other is awareness raising media campaign for promotion of women with disabilities co-financed by Ministry of Family, Veterans' Affairs and Intergenerational Solidarity. These two new project also show that the institutions are becoming more and more aware of the need of addressing the public through media and art. Their recognition of art and media being a valuable tool is partly based on the great success of the media campaign “Silence is Not Gold”

3. Partners and other Co-operation

3.1 How do you assess the relationship between the formal partners of this Action? Please specify for each partner organization

Before this project OMG successfully collaborated with CESI on project Active, Visible, Empowered in which OMG was involved in developing the script of the documentary film "Look At Me!" and was responsible for the production of the film. The film had presentations in several cities and was broadcasted on Croatian Television.

At the beginning of the project implementation CESI team and OMG partners team had meetings discussing the start of the implementation, monitoring, structure, and evaluation of the project activities—research, education, campaign and promotion of the project. CESI and OMG staff has meetings on regular basis in intervals of approx. 15 days, for the purpose of arranging implementation strategies, institutional structure of the project, financial issues, questions of human resources, and questions regarding campaign visibility and web site.

We also developed the contract, which regulates responsibilities and rights of both parties.

Regarding the fact that this is first partnership relation between CESI and OMG we would assess it as correct and valuable since CESI don't have professionals with expertise in media campaign and film / TV clips production and this partnership is additional value to the CESI program "Building Gender Awareness" under which this project is implementing. Opposite to that CESI has feminist approach to the gender equality issues and is actively working on advocacy and education, which is added value to OMG staff skills and knowledge.

As the main bearer of the project, CESI was in charge of the project management, given their experience in managing large funds from international donors and familiarity with EC reporting and financial procedures. On the other hand, project positively impacted OMG competences in terms of managing large projects with strict monitoring and reporting guidelines and procedures.

Both partners participated in the design of project activities, each elaborating the part of the proposal pertaining to those activities they were supposed to coordinate in the project, with feedback and inputs of the other partner. Once implementation started, the partners had regular meetings every two-three weeks, for the purpose of monitoring the pace and adjusting the activities' implementation if and when necessary, in order to achieve project's objectives. All decisions regarding the contents of education activities, campaign and the final event were reached by consensus.

3.2. Is the partnership to continue? If so, how? If not, why?

The formal partnership on the project ended, but we will continue working on gender based violence prevention using produced materials.

3.3 How would you assess the relationship between your organisation and State authorities in the Action countries? How has this relationship affected the Action?

To improve the quality of program implementation and to strengthen its influence, CESI and OMG cooperate with local and state institutions as well as governmental institutions.

CESI and OMG presented the campaign in Croatian Parliament, during the Special Session of Gender Equality Committee. Beside Croatian Parliamentarians, members of international institutions (Ambassador of Norway, Ambassador of Australia, representatives of Belgian and Canadian Embassy, USAID, CARE International...), relevant ministries (Ministry of Science, Education and Sports, Ministry of Health, Ministry of Family), Ombudsperson for children, Ombudsperson for gender equality; state offices (Office for Gender equality, Office for Human Rights, Office for NGOs), City of Zagreb's Offices and non-governmental organizations were present.

Ministry of Family, War Veterans and Intergenerational Cooperation started the process of developing National Strategy for Youth (2008 – 2012). CESI is involved in various advocacy activities for including gender perspective in goals and measures of the new policy. Namely,

Anita Juka, OMG project coordinator is the National Coordinator of the Council of Europe Campaign “All Different – All Equal”, and used the opportunity to presented the campaign to the government institutions involved in the campaign, and especially to Ministry of Family, Veterans' Affairs and Intergenerational Solidarity, Department of Family that showed interest. Due to the fact the Open Media Group has proved to be a valuable partner in awareness raising campaign, The Ministry was very happy to support the production of the TV clip against domestic violence.

Ministry of Interior was involved in the previous campaign produced by OMG “Report violence against women”, and because of the great success of that campaign and successful collaboration on the documentary film “Bad Blue Boys” directed by Mr. Branko Schmidt which was the Best screenplay Award in Croatian Film Days and was selected as one of the best 15 films from 21 countries of the region to be screened in the official Competition of Sarajevo Film Festival, Ministry of Interior expresses readiness to become involved in the action. We are planning joint direct activities in schools: as the part of regular activities of policemen visiting schools they will incorporate gender based violence issues and the promo materials we will provide. We are also setting the meetings with Department for Minors to see how to work on education of officers dealing with minors.

CESI staff has occasional meetings with the representatives of Mechanism for Gender Equality, representatives of political parties and institutions in order to inform them about our activities, what we also do via e-mail and post.

With them we have build correct relationship and they are all open to participate and support our activities, and provide us with information.

The co-operation CESI established with the Governmental office for gender equality, Ombudsperson for GE and Children, Parliamentary committee on GE is crucial to the sustainability and eventual growth of our projects.

At the promotion of CESI publication 'Violence does not pass by itself: Research Report on Teen Dating Violence in the Republic of Croatia' deputy of Ombudsperson for Children, emphasized the need for ensuring legislative framework, public policy and other social conditions for comprehensive and systematic implementation of teen dating violence prevention. The presenters were also spokesperson for the Ministry of Internal Affairs and assistant to the director of the Education and Teacher Training Agency.

Financial support for the project activities and approval to administer the questionnaire at the school premises was secured from the Ministry of Science, Education and Sport.

As a recognition of CESI's long term work with women, youth and decision makers on gender equality, in 2008 CESI was provided with office space for rent based on reduced price by city of Zagreb authorities. From 2004 City of Zagreb Office for Health, Labour, Social Protection and War Veterans also supports CESI work in schools on GBV prevention and gender equality.

CESI program manager is a member of the Working group responsible for developing teachers training on gender equality in co-operation with representatives Ministry of Education, Institute for Social Research, Agency for teachers training, Centre for Women's Studies, Office for Gender Equality.

3.4 Where applicable, describe your relationship with any other organisations involved in implementing the Action:

CESI have associates, professionals in the field of research, training methodology, various creative techniques – film, strip, theatre, journalism as well as school teachers with whom we are cooperating on

this project and they are involved in various activities including research on GBV, education and campaigns.

We are maintaining and strengthening relationships with high schools and teachers in high schools in Croatia. Over the past three years, youth and teachers from more than 90 schools participated in various educational activities organised by CESI. We have established a long-term co-operation with most of them. They regularly make use of our manuals and other materials, as well as the knowledge they gained in our training, in their work with students. Some of them are conducting trainings on gender issues for colleagues from different schools in their county.

We believe, it is necessary to continue supporting the teachers who have become active in GBV prevention, as well as recruiting and training the new ones.

The long-term perspective has been reflected in CESI's initiative to partner with the Croatian Agency for Teachers Training which has recognized CESI's teachers' training on GBV as a relevant component of the teachers' professional development program for which the teachers are given credit by the Agency.

At the same time, CESI has remained open to react to the political issues related to sexual education and has successfully mobilized over 170 NGOs to oppose the Government's lack of transparency and negligence of human rights and scientific criteria in the design of the experimental sexual education programs, outsourced to NGOs, including a conservative program endorsed by the Catholic church, promoting abstinence and heteronormativity.

The National Foundation for Civil Society Development has recognised CESI's program as the best practice in Croatia in the field of prevention of gender based violence among young people and gave us financial support to share our knowledge, skills and produced materials with members of institutions and NGOs from Serbia. 20 educators implement GBV program in 8 towns in Serbia.

O.M.G. has great contacts established with Embassies and international organisations – UNHCR; UNDP; OSCE. The success of the previous campaigns in which they collaborated with Open Media Group ensured their interest in this action. The direct result of this is co-financing of the media campaign by the Royal Netherlands Embassy, Royal Norwegian Embassy and Embassy of Finland.

This is the results of the OMGs relations with embassies and international organisations which are long-term and ongoing. H.E. Elisabeth Walaas, previous Royal Norwegian Ambassador to the Republic of Croatia recognized OMG as relevant partner in their work in Croatia by inviting OMG members to the meeting with Norwegian Parliamentarian to discuss the position of women in Croatia. With H.E. Nienke Trooster the Royal Netherlands Ambassador to Croatia we are planning joint activities with the goals of establishing contacts to improve the cultural ties between the two countries.

With UNHCR O.M.G. worked on developing the campaign "Report Violence against Women" which was an example of a very successful cooperation, which is extended to other media and awareness projects UNHCR is implementing. OMG was involved in making the clip about the effort of UNHCR in the world which was broadcasted in cinema before the film "Blood diamond". After seeing the TV clips and learning about the artistic work that pupils will do as part of the action, UNHCR is very interested to become involved in direct work with the children in the schools as the part of this campaign, especially in schools which are on the territories of special state care.

OMG is also deepening its cooperation with UNDP, started on the previous campaign. OMG members are members of Coordinating Committee of the campaign for amnesty and legalisation of weapons – "Less Weapons – Less Tragedies", we were involved in preparing the celebration of 62nd anniversary of the foundation of United Nations, 15th anniversary of Croatia becoming a member of the UN and of Croatia becoming the member of Security Council. Based on the cooperation these activities we were invited by UNDP to plan the action with UNDP which would connect UNDP's Safe Communities Project and National campaign for prevention of GBV.

All representatives of Embassies and international organisations that have seen the TV clips are more than satisfied. The suggestion was made that TV clips would be used in the meetings that international organisations and ambassadors would have around Croatia to celebrate the International Women's Day, which is the great recognition of the OMGs work.

The abovementioned Embassies and international organisations have shown their appreciation of their partnership with OMG and the quality of OMGs work on the project "National Campaign for Prevention of Gender-Based violence" by participating in the award ceremony of the final event by presenting the awards for the best creative works.

Furthermore, co-operation established not only between partners and associates but also between various stakeholders – media, schools, local communities, decision-makers, NGO activists, provide base for future work and co-operation and development of strategies for successful prevention of gender based violence in Croatia.

Regional Co-operation

Promotion of research report in Belgrade was organised in co-operation with Autonomous Women's Center and the results our research on teen dating violence were also presented in Sarajevo in co-operation with Foundation CURE and CARE International.

"The Role of Education in the Prevention of Gender Based Violence" was the title of the 2nd regional conference held in Zenica from 13th until 16th of November 2007. Conference was organized by CARE International North West Balkans, CESI from Zagreb, Medica from Zenica and Autonomous Women's Center from Belgrade in partnership with Agency for Gender Equality of Bosnia and Herzegovina and Pedagogical Institute from Zenica.

The discussions on the conference were organized through panels on the following issues: formal education and current program; alternative education; and best practices and obstacles. Based on the conclusions from each panel the recommendations were formulated. These recommendations propose cooperation between governmental and non-governmental sector when dealing with the issue of gender based violence; creating joint prevention strategy for schools; introduction of the subject "Relations between the Genders" in the curriculum and mainstreaming gender in educational system and legislation.

In May promotion of the research report was organised in Novi Sad, Serbia in co-operation with Humanitarian Centre Novi Sad.

3.5. Where applicable, outline any links you have developed with other actions.

OMG presented the TV clips of the campaign "Silence is not gold" to the Group of ambassadors which consisted of: H.E. Nienke Trooster from Netherlands, Mr. Wilfried Buchorn from UNHCR, Sandra Flegar from UNDP, H.E. Ann-Marie Nyroos from Finland, H.E. Dr.Oana-Cristina POPA from Romania, H.E. Tracy Reid from Australia and H.E. Aminah Karim Shaharudin from Malaysia. They decided to include the clips in their activities on prevention of gender-based violence, especially related to International Women's Day.

CESI in partnership with the association for human rights ZORA in Čakovac in several schools held 3 lectures on the topic of the prevention of gender based violence at the same time over 400 flyers were distributed concerning the gender based violence in the adolescent relationships. Followed by six one day workshops for more than 80 interested students that were facilitated by the activist of the ZORA association with the help of two volunteers while using CESI educational materials.

In Nova Gradiška a lecture was given on the topic of prevention of violence in the adolescent relationships within the expert convention for teachers of sociology and ethics. 15 professors participated in the lecture as well as twenty students of the second year of high school that chose take the psychology class.

The expert convention entitled „Training in gender equality and the prevention adolescent relationship

violence" was organized by the Education and Teacher Training agency in Zagreb for elementary and high school teachers from Zagreb, Zagreb County and the Karlovac County and in Osijek. In total 320 persons participated in the expert conventions, where CESI presented the results of the research, CESI program and educational materials, National campaign „Silence is not golden“ and the film „Almost Equal“ was shown.

CESI held workshops and presentations on the issue of introducing the gender perspective into the programs intended for young people on various conferences, and round tables including the round table „Empowering women – improving the fight against HIV/AIDS in Croatia“ global conference „Women can do it“ in Belgrade where we had a workshop on the guidelines for working with young people on the issue of gender equality, and we talked to young politicians concerning the gender perspective in the political parties and the National plan of Action for youth, on a round table „don't be a mere pawn, go to the elections“.

In Zagreb a presentation of the campaign Youth Educated Sexually was organized in the Europe House and a street action in the center of Zagreb where volunteers of ASTRA Youth Group from Armenia, Cyprus, Macedonia, Poland, Russia, Croomsic-a, HUHIV-a and CESI handed out promotion materials. A petition for implementing an all-encompassing sexual education was signed and the signatures were collected in various states of CEE and were presented to the European Parliament. Through the campaign we are trying to raise the awareness among the youth on the importance of sexual education as the basis for realizing and respecting sexual rights of the youth, promotion of gender equality and prevention of GBV:

CESI also held a presentation in the round table “Different, so what” organized by the Public Open Collage of Velika Gorica; in the Symposium “The Bible and the Equality of Sexes: Insights and Experiences ” organised by Evangelistic Theologian Faculty. Osijek, in the round table , "Youth Prevention Programs" organized by Women's Room and round table "The Invisible Victims of Sexual Violence" organized by the Women's Room.

3.6. If your organisation has received previous EC grants in view of strengthening the same target group, in how far has this Action been able to build upon/complement the previous one(s)? (List all previous relevant EC grants).

• **European Commission Delegation to the Republic of Croatia, Budget Line B7-541 "Gender Net: gender- focused educational, capacity building and media program" (2003)**

"The National Campaign for Gender based Violence Prevention" project is built upon our previous activities and on the results achieved during the implementation of the "Building Gender Awareness" program which has been implemented since 1999. The part of this program was "Gender Net: gender-focused educational, capacity building and media" program that was implemented with an aim to achieve gender equality, tolerance and respect for diversities within educational system. CESI staff developed, implemented and evaluated The Gender Awareness pilot program for high school students and enabled schoolteachers through capacity building and distribution of educational material for its implementation. A booklet containing model project as a guideline for similar projects resulting from the monitoring and evaluation of the implementation of the Gender Awareness Program for Youth was produced as well as educational video film entitled “Almost Equal”. Through media and information campaign we advocated for introduction of gender equality and sex education into the school curricula.

Since then some progress has been made. In 2008 National program for teachers training on gender awareness was developed and started with implementation. CESI program manager is co-author of the program and Teachers Training Agency is responsible for implementation. Some positive changes in the field of gender equality are evident in textbooks, laws and policies related to education.

CESI has opted for gradual awareness-raising and skill-building among education professionals who would act as multipliers in their own institutions and would thus, in the mid-term perspective, compensate for the lack of formal education contents and, in the long-term perspective, become competent to implement the prospective official curricula on GBV, once and if such are designed and approved.

Based on previous experience, we concluded that it would be useful to raise awareness of gender based stereotypes and related violent behaviour and to entice the staff in schools to mainstream the issue of gender based violence in their everyday activities in classrooms. Teen dating violence mirrors adult domestic violence and is equally serious. Violent behaviour ranges from verbal and emotional abuse, to physical assault, to murder and rape. In addition, some consider teen dating violence as a stage in the intergenerational cycle of violence, linking witnessing or experiencing violence during childhood, to perpetrating or experiencing intimate violence in adulthood.

During the last 4 years CESI has been implementing projects, focused on the prevention of gender based violence in adolescent relationships. The activities included a training of trainers and workshops for teachers and high schools students, publication of relevant education materials, follow-up research on GBV in adolescent relationships, media campaigns, creation of a specialized website including an on-line help-line, disbursement of small grants to partner schools and advocacy initiatives. This project enabled CESI to build upon our past work with teachers, upgrade our research on GBV and youth and develop national media campaign for GBV prevention.

3.7. How do you evaluate co-operation with services of Contracting Authority?

The co-operation with Delegation of European Commission was excellent throughout the project on several levels. Mr. Vincent Degert gave strong personal support to the project, firstly by signing the letter to Croatian Television and RTL Television with the request for approving the free media time, and the further by personally coming to the meeting with Mr. Vanja Sutlić, the General Manager of Croatian RadioTelevision and Mr. Domagoj Burić, the Chief Editor of Croatian Television. This support we greatly appreciate.

The co-operation with Mr. Alfons Peeters who was our contact officer was excellent and very efficient, especially when there was the need to clarify the VAT exemption rules and procedures. We also established great contact with Mr. Mirella Rašić with whom OMG communicated regarding the presenting the EU flag on the TV clips and on the T-shirts.

CESI had meetings with Mr. Alfons Peeters before and immediately after the contract was signed. At the meetings we had a chance to clarify our roles and obligations.

We got prompt answers on our questions and requests as well as valuable assistance when we faced problems with CODEF regarding VAT exception. We also got an opportunity to participate in the European Union Visitor program.

4. Visibility

How is the visibility of EU contribution being ensured in the Action?

CESI and OMG have taken all necessary steps and used every opportunity to publicize the fact that the European Union has financed the project. We are applying visibility rules and for that purpose we are using visibility guidelines provided us by EC. Both CESI and OMG have mentioned the European Union's financial contribution to the project in information given to the beneficiaries and in any dealings with the media. We displayed the EU logo wherever appropriate e.g invitation for seminars, promotions, and press releases, reports and web sites.

In media campaign:

- EU flag in the last telop of the TV clips
- EU flag on the billboards, citylight and newspaper ads
- EU flag on the T-shirts
- EU flag on the cover of the DVDs with the TV clips
- EU flag on the cover of the DVDs with the films for dissemination to schools
- EU flag on the posters of the campaign
- EU flag displayed on the big screen in Studentski centar during the award ceremony
- EU flag on the cover of the DVD-ROM „Lessons learned“
- EU flag on the menu page of the DVD-ROM „Lessons learned“

We also displayed EU flag at the promotion of the publication. Office equipment that we bought from the EU funding has stickers with EU logo.

On every occasion when presenting the project (workshops, seminars, round tables, presentations of research, forums and in radio jingle) and certain activity, we are mentioning EU contribution. On all publications, materials and notices concerning the project, including those given at seminars, it was specified that CESI and OMG received funding for this activity/publication from the European Community. The representative of the Delegation of the European Commission to the Republic of Croatia was invited at the promotion of campaign as well as research report “Violence does not pass by itself”. In all of CESI’s reports and web pages it is clearly stated that CESI has received financial support from the EU.

CESI and OMG members were invited to participate in radio and TV shows as guests, and gave interviews for the Croatian daily and weekly press covering issues such as gender based violence, gender issues and youth sexuality. Whenever is appropriate we emphasize that we implement important project which is funded by European Commission.

The European Commission may wish to publicise the results of Actions. Do you have any objection to this report being published on EuropeAid Co-operation Office website? If so, please state your objections here.

We don't have any objections to this report being published on EuropeAid Co-operation Office website.

Name of the contact person for the Action: Sanja Cesar

Signature:

Location: Zagreb

Date report due:

Date report sent: