



## Open Media Group

### fact sheet

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## Open Media Group fact sheet

The mission of the O.M.G. is to create society of equal opportunities for all citizens, in which sensitized citizens make informed decisions and are conscious of their responsibility for society as a whole.

Open Media Group has been founded with the aims of promotion of civil society and protection of human rights, especially the rights of youth by combining modern technologies with arts, especially film art; awareness raising of young and promoting progressive values of society and equal opportunities for all citizens.

Open Media Group has staff of six (6) full time employees. Its work has been mentioned as a good practices in the PR brochures broadcasted by the EU implementing agencies. Open Media Group has been engaged by the Croatian Central Finance and Contracting Agency for EU funds to provide the training on successful project implementation to other counterpart Civil Society organizations. Organisation's total income in 2020 was 653.750,00 HRK (86.374,23 EUR).

## SOME OF OUR PROJECTS:

### **All families are equal (01/01/2021 – 12/31/2023, Fund for Active Citizenship in Croatia, 148.059,76 EUR)**

The project "All families are equal" aims to reduce discrimination based on sexual orientation or gender identity in the general population and ensure increased support for human rights by implementing a public campaign based on a documentary film about the plight of an LGBTQI + family who wants to foster a child. First project objective is to raise the awareness of the general population about everyday discriminatory practices directed towards members of the LGBTQI + community on the example of the impossibility of fostering children. Second objective is to ensure lasting and purposeful multi-sectoral cooperation between the public and civil sectors in the field of human rights education and the elimination of discrimination for decision-makers in the field. There will be three main project activities: 1. public campaign which begins with the broadcast of a serious documentary on one of the public televisions, 2. Education of employees of social welfare centres, and 3. networking and maintenance of an informal network of NGOs, institutions, professionals, stakeholders to eliminate discrimination against LGBTQI + families and the community so that social care centers have support in fostering children in LGBTQI + families. The project is implemented as of January 2021 in synergy of partners from two different countries and it will last for 24 months. The project applicant is Open Media Group and the partners are Rainbow Families (Croatia) and Dikkedokken Film Fellowship (Norway).

Open Media Group's share of the grant is 74.029,88 EUR.

### **LaundromA(r)t LaundromA(r)t (04/02/2021 – 04/02/2022, ESF/Ministry of Culture and Media, EUR 63.360,98)**

The project, which has been implemented since February 2021, is managed by Open Media Group with the Centre for Cultural Activities in a partner role, aims to enable young people to develop talent and create works of art under the online supervision of mentors. It includes online workshops for young



people from five fields of culture and art: music, writing, filmmaking, painting and fashion design, with included online mentoring. The works of art created during the workshops will be transferred to the digital platform where everyone will have the opportunity to participate in the exchange of ideas, content and vote for the best work of art. Distribution or presentation possibilities will be ensured for created works of art.

**Let's define the EU future (31/12/2020. – 30/06/2021, EU / European parliament, 51.890,00 EUR)**

The Open Media Group (O.M.G.) received grants for the implementation of a project worth €64.874 (EP funding is €51.890) from the European Parliament for the engagement of society. The project is implemented online throughout Croatia for a duration of six months. Its aim is to prepare civil society organisations to participate in the process of the Conference about the future of Europe and to raise awareness of its population in general existence. This means that O.M.G. will encourage organizations of civil societies from smaller and rural towns to discuss the future of Europe, organise public events interesting for the general public and encourage the population to join together.eu web platform.

**I choose differently – violence and hatred are not my choice (01/06/2020 – 01/06/2021, Ministry of Labour, Pension System, Family and Social Policy, 11.230,36 EUR)**

The one-year project „I choose differently – violence and hatred are not my choice“ is funded by the Ministry of Labour, Pension System, Family and Social Policy, and activities are implemented in the area of prevention of violence against and among children, with emphasis on prevention of peer violence. The implementation of project activities started on 1<sup>st</sup> June 2020. The project includes 4 video animations that will inform young people about types of violence, harmfulness, reacting, responding and protection against violence. During February 2021, a public campaign was held during which video animation was promoted and, according to the epidemiological situation, an online round table was held on the prevention and prevention of violence against and among children and youth, attended by invited experts and the interested public.

**From foster care to work (07/19/2020 – 30/03/2021, City of Zagreb, 2.642,44 EUR)**

Young people from foster care belong to socially vulnerable groups that often face discrimination in society because of this status. The project From foster care to work aimed at addressing the problem of youth unemployment from children's foster care. In cooperation with CZSS Zagreb, Children's house Zagreb and local companies and employers, we enabled young people without parental care to actively participate in the labour market and thus contributed to their financial independence and stability and eliminated social exclusion of this vulnerable group of society. 40 young people without adequate parental care filled in a questionnaire with information about the profession, potential employers and job positions they were interested in. According to the obtained results, we defined profiles of employers that were included in speed dating. By organizing the event of gatherings between employers and young people (speed dating), we worked on their integration into the labour market which they need, and thus directly worked on their social inclusion. This event gave young people the opportunity to meet potential employers, to learn what knowledge and skills are needed to work in a particular profession, and most importantly, to get a chance to find employment. During their participation in speed training in Zagreb, young people met future employers and introduced themselves live at one-on-one meetings that lasted



for 15 minutes. Young people rotated, i.e. they talked to several employers according to their education and the desire to work in certain companies and/or trades and potentially get a job. With the organisation of speed dating, we informed the local community about project activities via the web and Facebook page of the association and press releases, thus informing the public about the needs of young people without adequate care for active inclusion in the labour market. The project directly contributed to the integration of young people without adequate parental care into the labour market, thus directly contributed to their social inclusion.

### **I want to work and earn (29/07/2020 – 30/03/2021, City of Zagreb, 1.321,22 EUR)**

Young people from homes without adequate parental care belong to socially vulnerable groups that often face discrimination in society because of this status. The project I want to work and earn aimed at addressing the problem of youth unemployment from children's homes without adequate parental care by providing professional support and empowerment for a better position on the labour market.

In cooperation with CZSS Zagreb and the Children's home Zagreb, 20 young people without parental care were included in the educational cycle of 4 workshops during which they were educated on financial literacy, CVs, personal presentation during job interviews and workers' rights. This education empowered young people to be as competitive as possible on the labour market and contributed to their financial independence and stability. In addition to organizing workshops, we informed the local community about project activities via the Web and Facebook pages of the association and media releases. We created a media campaign in which we informed the public through infographics about the needs and problems of this vulnerable group, thus informing the public about the importance of supporting young people without adequate care in order to be as competitive as possible in the labour market and become financially independent. The project directly contributed to the integration of young people without adequate parental care in the labour market which they need, thus directly contributing to their social inclusion.

### **RESTART (08/2019 – 01/2021, ESIF/EU, 149.803,00 EUR)**

The amount of the grant is 1,128,015.22 HRK and covers all project costs. The grant was awarded from the OP "Effective Human Resources" funded by the European Social Fund in the financial period 2014-2020. (UP.04.2.1.05.0009) and from the budget of the Republic of Croatia. The project lasts 18 months (August 2019 - January 2021). The Restart project, through a partnership of two CSOs (Open Media Groups and the Black Mamba Association), aims to help reintegrate minors in the post-penal period into their own local communities. By leading self-help groups and mentoring to help integrate into the education system or the labor market, thoroughly trained volunteer veterans will help reintegrate at least 30 minors and older adults in 7 counties. In order for local communities to be ready to accept returnees, localized public awareness campaigns will be conducted for the general public. The Black Mamba Association and OMG began preparations in August 2019, while the first training for volunteering mentors (veterans of the Homeland War) was held on November 2019. Educated volunteers will mentor older minors and younger adults who left the penalty system and returned to their local middle. At the trainings, they acquired knowledge and acquired the necessary skills for future volunteer work. Under the guidance of an experienced psychiatrist mg. sci. honey. Elvira Koić and psychologist Magdalena Živković studied what is pathological and what is normal (and whether there is a limit), how PTSD is transmitted trans generationally and much more. A second and then a third educational workshop had





been organized. Empowered mentors through undertaken education are engaged in mentoring the youth and supervised by the psychiatrist and psychologist.

**Be careful who you trust (16/12/2019 – 17/05/2020, Ministry of demographics, family, youth and social policy, 10.173,39 EUR)**

The project “Be careful who you trust” focused on the elderly who are no longer capable of taking care of themselves or think they cannot take care of themselves, and who refuse or cannot enter the institutionalized care system for the elderly and the helpless. Therefore, they are at risk of signing an immortal maintenance contract that can leave them literally on the street or in absolutely inappropriate accommodation with inadequate care. Therefore, the project consisted of a public campaign aimed at the elderly. Appropriate communication channels were used to reach such persons. There is no use of the internet and smartphone applications, because online content does not reach most of the elderly. The public campaign was conducted on television, radio and leaflets in places where the elderly gather (health institutions, retirement clubs). Video and radio jingle lasting up to 60 'were broadcasted on national television and on radio stations listening to the elderly. Posters were distributed throughout Croatia using different pension clubs as well as leaflets containing information on the harmfulness of signing the mortal maintenance contract and several scary examples of the consequences of signing such agreements (including examples of contract signing with family members, healthcare professionals and third parties). The campaign was conducted over three months, and video and radio jingle remained ready for new retransmissions if necessary.

**SOLO MOM – SOLO DAD (13/03/2020 – 15/12/2020, City of Zagreb, 4.624,27 EUR)**

This project intended to contribute to the sensibility of employers and raise public awareness of the need for a more flexible relationship towards workers (single-parent families) who have underage children. For the life of a child, especially at the earliest age, the role of parents in upbringing and its integral development is extremely important. A situation in which a parent must fulfill eight hours (and often overtime) working hours in a rigid business system causes a violation of the relationship between a parent and a child, which is bad for the entire child's development. With animated film we wanted to encourage employers to develop responsibility towards parents who have minors in such a way as to ease already difficult to harmonize business and parental obligations.

**Surrogate mother (13/03/2020 – 15/12/2020, City of Zagreb, 9.248,53 EUR)**

The documentary “Surrogate mother” answers the cultural needs of Zagreb citizens by enriching audio-visual art and expanding the offer of cultural activities. Research on cultural needs shows that documentaries are becoming an increasingly popular genre among the public, and there is a need for greater production of these materials. This was an innovative project which for the first time presented the subject of surrogate motherhood in the form of audio-visual content. This topic is particularly contemporary today, especially in the context of discussions on the topics of pregnancy/motherhood/family in Croatia, and we believe that the general public is interested in this topic. Through a new audiovisual work, the aim is to sensitise the public about the problem of infertility, but also about the moves that families decide on due to the legal framework of the Republic of Croatia. Shooting a new documentary promotes Croatian culture in the world, and since a number of Zagreb cinematographers worked on the film, the promotion of the film directly promoted the work of Zagreb



filmmakers. The distribution of films at international film festivals directly contributed to the increase of visibility of the project by Zagreb filmmakers, and their contribution was permanently stored on the video-on-demand service, which will be offered the right to screen films throughout the world. The project established a co-production between Zagreb and Moscow, which we considered an extremely important step since there was not much film cooperation between the two countries. In addition to cultural contributions, this project had an educational dimension, through which it offered a view of the advantages and disadvantages of alternative family planning, which is increasingly discussed worldwide.

**Let's stop human trafficking, (01/09/2019 – 01/09/2020, Ministry of Demography, Family, Youth and Social Policy, 11.228,68 EUR)**

The project "Stop Human Trafficking" aimed at preventing human trafficking by conducting a public national campaign. Based on OMG's five years of experience in conducting trafficking campaigns from 2004 to 2008, it continues where the organization left off eleven years ago. As the situation in the Republic of Croatia has changed in the meantime, the focus of the new national campaign has shifted. The campaign had been aimed at young people who are preparing to emigrate from Croatia, and due to the lack of information they have a better chance of becoming victims of human trafficking. The first part of the campaign focused on broadcasting the video (up to 60 seconds) on two national televisions at appropriate times when the target group is most likely to watch the television program from time to time. It was clearly emphasized in the video that more information is available on the OMG website and on the FB profile (media that are much more interesting to the target group). OMG recorded a podcast with regional experts in the field of human trafficking which is available on YouTube and on the web page and FB profile and on various links of institutions. A 60-minute podcast was chosen as the form because it is less formal than the panel and is more likely to hold the attention of viewers. The podcast explains what human trafficking is, what its forms are, and what to look out for to avoid the possibility of becoming a victim. Additional material on human trafficking are available on the website and FB profile. The campaign had been implemented in July and October 2020 around the European and World Anti-Trafficking Day, and with regard to the media used, it covered the entire Republic of Croatia.

**Together to Young Entrepreneurs (15/07/2019 – 31/12/2019, City of Zagreb, 1.321,22 EUR)**

The project Together to Young Entrepreneurs was implemented in the City of Zagreb area. The project dealt with self-employment and entrepreneurship among young people. Through education and informing young people from Zagreb about green entrepreneurship and self-employment, the project directed and encouraged young people to actively engage in green entrepreneurship. Through project activities, 20 young people have received a better picture of entrepreneurship, gained knowledge to develop their entrepreneurial ideas and gain full support in implementing them. The workshop "If I want to be an entrepreneur/entrepreneur" focused on youth and entrepreneurship, encouraged young people to think entrepreneurial, providing them with the necessary information, advice, training and mentoring.

**Pitcher Perfect - a three-day international film workshop, (27/09/2019 – 29/09/2019 US Embassy in Croatia, the Canadian Embassy in Croatia, Croatian Audiovisual Center, the Croatian Film Directors Association, City of Zagreb, 10.921,83 EUR)**





On Friday, September 27, 2019, a three-day international film workshop Pitcher Perfect was held, led by Canadian consultant Jan Miller. The three-day event was held at the Double Tree by Hilton Hotel, organized by the Open Media Group and the Four Film Production Company. It was the first such event in Zagreb, in which, in addition to Jan Miller, an international consultant for the Canadian Association of Media Producers - CMPA, director of Trans Atlantic Partners (TAP) and a senior international associate for the German Erich Pommer Institute, Katie Mustard, one of the most important producers of the younger generation according to Variety magazine and producer of the world's most famous VOD platform Netflix, and Mimi Steinbauer, president of the distribution company Radiant Films International on a series of Oscar-winning films such as are the Lord of the Rings, the Matrix, Sergeant James and many others. For the first time, one of the representatives of Netflix, the world's largest VOD platform available in 190 countries, which has over 135 million subscribers, came to Croatia to give a lecture, and it was also the first workshop for the presentation of projects led by leading film experts in North America. The workshop was attended by eight producers from all over Europe, who are developing new feature films, and wanted to improve their knowledge of the project presentation, practice their pitch and learn how to interest foreign donors and partners to invest money and time in their project. Total cost of the Action was 15.016,14 EUR. Croatian Audiovisual Center, City of Zagreb and Canadian Embassy in Croatia co-funded the project.

#### **Young entrepreneurs (13/07/2019 – 31/12/2019, City of Zagreb, 1.321,22 EUR)**

The project included a workshop of 10 young people (5 girls and 5 young men) aged 17 to 20 (3<sup>rd</sup> and 4<sup>th</sup> grade of high school). Young people were introduced to the basic settings of entrepreneurship, completed a practical exercise and received basic information on the skills and knowledge needed to start entrepreneurial ventures.

#### **S.O.L.O. Mom / Dad - Conscious Responsible Legitimate Family, (1/11/2018 – 30/10/2019, Ministry of Demography, Family Youth and Social Policy, 11.232,88 EUR)**

The overall goal of the project was to contribute to the active support of families by raising awareness of the public and employers about the rights and needs for adjustment of working hours according to the needs of single parents. Through this project, we directly supported employed single parents by conducting a campaign that included parents and employers with the aim of easier reconciliation of family and business obligations based on a more flexible approach in the organization of working hours of parents in single-parent families. A survey was conducted with 5 single-parent families (focus groups) which provided answers about their problems and possibilities of reconciling business and private obligations. After the focus group, a brochure on the rights of single parents was prepared and 373 employers were educated on the needs and rights of single parents from employment through a brochure sent to their e-mail addresses. More at <http://www.omg.hr/wp-content/uploads/Prava-roditelja-u-jednoroditeljskim-obitelji.pdf> Also, the employers who received the brochure also received a link to the video animation. A campaign was carried out in which video animation was distributed on social networks, which is informative and encourages the study of the brochure. More at <https://vimeo.com/366191552>. This project produced new easily accessible and easily understandable reliable sources on the rights of parents from single-parent families that describe the basic rights and how to get them and the reference list of organizations in which single-parent parents can get help. Employers also have a list in one place of the rights they must provide to their employees in a specific status.



**We'll agree (28/11/2018 – 28/02/2019, City of Zagreb, 1.319,90 EUR)**

The overall goal of the project was to strengthen prevention and reduce discrimination and violence among children and youth by holding educational workshops where they trained communication skills and active listening. The two workshops included 19 young people with the age of 18 to 25 who received additional, informal education and skills and improved their already existing knowledge of the skills of successful communication, conflict situations management and active listening.

**Fighting discrimination and anti-Gypsyism in education and employment in EU (04/01/2016 – 04/01/2018, Europska komisija, 1.021.106,42 EUR)**

The strong project consortium included partners from over 9 countries (1/3 of the EU), namely Belgium, Czech Republic, Italy, Greece, Slovenia, Romania, Spain, Hungary and France. Leading partner was UC Limburg from Belgium. The project PAL was aiming to develop a comprehensive approach and endorse a number of goals in education, employment in order to speed up Roma Integration and support the implementation of national Roma inclusion strategies and the Council Recommendation of Roma Integration. The project aimed to support Roma youth participation of different levels, by gathering qualitative data about approaches and practices of Roma youth and supporting initiatives where Roma participation is key to long-term change. Open Media Group participated in the project as associate partner. Total cost of the Action was 1.276.383,04 EUR.

**Gelem Gelem World4Them (2015 – 2017, IPA 2012, 149.766,80 EUR)**

Overall objective was to contribute to the improvement of the level of human rights protection in Croatia, to ensure effective implementation of the EU human rights protection standards, eventually leading to overall social development of Croatia and the fulfilment of the EU 2020 strategic goals regarding Roma inclusion and the Croatian National Roma Inclusion Strategy from 2013 to 2020 Specific objectives: 1.) Establishment of co-operation and co-ordination of activities of the CSOs, aimed at enhancing the efficiency of human rights enforcement; 2.) Establishment of co-operation between CSOs dealing with human rights and educational institutions thereby providing the vulnerable groups (i.e. the Roma people) with better access to human rights. Activities 1.) Capacity building activities :a) Research on minorities and issues that are troubling Roma people b) Educational activities for CSOs on human rights issues c) Developing new and strengthening existing CSOs networks for managing cross-institutional collaboration. Outputs:2 capacity building trainings for 10 CSOs, 2.) Awareness raising: a) Awareness raising trainings of educational institutions' employees regarding access to human rights; b) Promotional activities towards local authorities; c) Promotion at film festivals. Outputs: a) 2 interactive workshops for minimum 20 teachers, screening of films in minimum 10 schools, b)2 round tables with the representatives of local authorities in the City of Zagreb and the Medimurje County; 2 Roma evenings 3.) Developing cooperation between CSOs and educational institutions, Outputs: An animation film and a documentary about Roma's rights produced by pupils of the Elementary and Secondary schools; c) Promotional leaflets distributed in 100 schools, films distributed in 100 schools (The brochures consist of a DVD, the results of research and instruction for teachers on how to proceed in the case of racial conflict) d)"Integration corners" in at least 5 schools e) web platform f) Community classes with Roma integration topics Results: 1.) Raised awareness of the importance of social inclusion of vulnerable groups 2.) Increased number of Roma CSO's willing to support continuation of education



of Roma children and their social inclusion 3.) Created network between different CSO and educational institutions; 4.) Built capacities of Roma CSOs for enforcement of Roma rights 5.) Increased teachers' capacities for working with Roma children and awareness of Roma rights; 6.) Increased number of schools ready to establish the Integration corner; 7.) One Community class in a month dedicated to Roma integration 8.) Web-portal as a hub for Roma integration relevant topics 9.) Increased number of individual completions of elementary and secondary education among Roma children; 10.) Increased interest of non-Roma children for Roma culture and tradition and for joint activities with Roma children. Total cost of the Action was 157.649,26 EUR..

### **3 steps towards a better future (01/09/2017 – 31/10/2017, City of Zagreb, 1.979,84 EUR)**

After the child turns 18, the Social Welfare Act allows him to stay in the foster care and help him to become independent until he turns 21. Children without parental care are given accommodation and professional support. By implementing project activities (alternative education and training), we have provided assistance to young people without adequate parental care on their way to the labour market, in order to become independent as soon as possible after leaving their homes.

### **Informal employment office (01/02/2017 – 31/12/2017, Foundation Reach for Change, 23.758,11 EUR)**

The project Informal employment office utilized noninstitutional experts and professionals for developing soft skills and better job opportunities for foster children. We wanted to connect the professionals and experts with the foster youth in attempt to provide them with new skills, knowledge and an outlook to the world that can help them achieve better job opportunities and overall approach to life.

### **Informal employment office: Ready to live! (01/04/2017 – 31/12/2017, City of Zagreb, OTP banka Hrvatska d. d., 3.299,74 EUR)**

Implementation of project activities ensured active social inclusion of young people without adequate social welfare and young people from foster care into the labour market, thus influencing the promotion of social cohesion and equal opportunities through implementation of informal educational workshops with experts from different areas. Also by implementing project activities, they managed to provide innovative responses to social needs and introduce new initiatives in the field of employment of unprivileged young people by developing programmes for acquisition of emotional and social competencies, information and financial literacy, and development of communication skills. Organising workshops has launched and created new partnerships between foster care institutions and entrepreneurs, thus creating a climate for easier access to the labour market for young people who leave the social welfare system. The City of Zagreb supported the project with 15,000.00 and OTP bank with 10,000.00 HRK.

### **The patriarchal world of art (01/09/2017 – 31/12/2017, City of Zagreb, 2.243,82 EUR)**

The aim of the project was to draw public attention to the necessary equality of men and women, but also to the ability of art to be equal to all of us, men and women, and to never subject inspiration to the

effects of love or hatred. By filming performances and through interviews with historians, we presented the role of women in art and discovered whether the patriarchal world of art is still in force. With the theorists of art history, we spoke about women through art and whether women are still today only seemingly socially emancipated. Women artists were once perceived primarily as women, and only then as artists. We tried to determine whether such treatment of a woman, whose artistic equality has never been recognized, was still present. In history we have many cases where women artists have withdrawn from their world of creativity and knowingly sat aside. We tried to figure out whether this permissibility was the consequence, on an individual basis, of the traditional subordination of women to men, or is it in the nature of a woman to subordinate herself to a man? Finally, women's rights and freedoms do not seem to be fully achieved even today, but there is always a strong tendency to undermine these rights.

### **Heroines of Performance, part of the Patriarchal World of Art programme (2017, City of Zagreb, 3.963,66 EUR)**

The general objective of this programme was to draw public attention to the necessity of equality between men and women, but also to the ability of art to be equal to all men and women. As part of the implementation of the “Heroines of Performance” project, we worked on filming a short documentary movie, which represents the first part of a documentary series on the history of female performance from its very beginnings, i.e. in segmented aspects we follow women's performative practices chronology according to decades and thematic division. The project was submitted in 2016 as part of the Public Needs Programme for Zagreb Culture 2017 (Film and Audiovisual activities - Film production). The programme “The Patriarchal World of Arts” continues to apply for tenders with the aim of filming two more parts of the documentary series on the history of female performance. The “Heroines of Performance” project was co-financed by the City Office for Education, Culture and Sports of the City of Zagreb, while the “The Patriarchal World of Arts” programme was applied for the public tender for Financing programmes and projects of civil associations in the field of human rights promotion from the budget of the City of Zagreb for 2017, and it was recognized by the City of Zagreb, Sector for the promotion of human rights, civil society and national minorities.

### **Let us get to know each other (09/2017 – 12/2017, City of Zagreb, 1.981,83 EUR)**

This project represents a continuation of the activities of the project “Gelem, Gelem-World4Them” (IPA 2012, Capacity building of civil society organizations to ensure effective implementation of EU standards in realization of human rights), whose implementation was successfully completed by the end of April 2017, together with partners: the Roma Association of Zagreb and Zagreb County, the Centre for Cultural activities, the Economic school of Čakovec and the Elementary school August Cesarec from Zagreb. The project was financed by the European Commission, while the project was co-financed by the Government Office for Cooperation with NGOs and Open Media Group. By the end of 2017, the Open Media Group participated as a partner in the implementation of the project “Fighting discrimination and anti-Gypsyism in education and employment in EU - PAL”, which also addressed the problems of inclusiveness and integration of young members of the Roma minority into the education system and labour markets across Europe, in line with national strategies. The project was sponsored by Leuven Limburg University and donated by the European Commission. Implementation of the “Let us get to know each other!” project Open Media Group started at the beginning of September 2017 and hosted an educational panel for students and teachers of Zagreb high schools, attended by lecturers and experts in the field of human rights and documentary and animated film producers that

emerged from the project “Gelem, Gelem-World4Them” which was shown at the panel. The lecturers educated the participants of the panel about the ways and importance of protecting human rights, particularly the protection of the rights of members of the Roma minority, and organized a screening of animated film “Imagination Connects People” and a short documentary film “You Can Do It”, in which high school students of Roma and non-Roma nationality speak about the problem of Roma youth inclusion in the Croatian society and the importance of their staying in the educational system of the Republic of Croatia. The “Let us get to know each other!” project was submitted as a part of the public tender for financing programmes and projects of associations in the field of human rights promotion from the Zagreb budget for 2017. The project was co-financed by the City of Zagreb, Sector for the promotion of Human Rights, Civil Society and National minorities.

### **A step closer to work (07/12/2016 – 16/01/2017, Zagreb City Assembly, 923,93 EUR)**

On December 8, 2016, in the premises of the Croatian Chamber of trades and Crafts in Zagreb, Open Media Group carried out activities of the project “A step closer to work”, within which it organized professional and educational workshops (workshop for writing CVs and preparing for a job interview and financial management workshop), as well as a speed date program (information programme for employment) on youth employment from homes for children without parental care. Through organized professional and educational workshops, young people from foster care received alternative education, training and opportunities for active participation in the community in order to facilitate independence. One of the biggest problems young people from foster care face after leaving their foster care institutions is the inability to find employment. Through this project we directly connected employers and young people from children's homes without parental care through professional educational workshops and speed-date program. Also, as part of the implementation of the project, a speed-date program (information programme for employment) was organized and held, where young people from children's homes presented themselves to the representatives of successful Croatian companies: HEP, Atlantic Grupa, LIDL, Kaufland, Blitz CineStar and UNxgroup. The project was supported by HEP with 7,000.00 HRK.

### **From foster to a better future (2016, Raiffeisenbank Austria d.d., 1.979,84 EUR)**

Through the project “From foster to a better future”, Open Media Group supported young people from children's homes without adequate parental care for their equal participation in the labour market and active inclusion in society. Through educational workshops, young people from homes received alternative education and training and an opportunity for active participation in the community and quality socio-cultural activities in order to facilitate independence. One of the biggest problems young people from home encounter is the inability to find employment. With this project we wanted to directly connect employers (big companies) and young people from children's homes without parental care through educational workshop and speed date (information program for employment).

### **Violence is done (2015/2016, Ministry of Social Policy and Youth, 14,533.41 EUR)**

As part of the project implementation, students of the Osijek school of Economics and Administration, in collaboration with professional artists in the fields of performing arts and film, made a video and a play on the prevention of violence among young people. Students recorded personal audiovisual messages showing the importance of preventing and suppressing peer violence and creating a non-





violent environment in schools. Conveying their experiences, the students independently came to the conclusion that violence is not the answer and that it is necessary to further work on establishing quality intergenerational relations. The project ended with a roundtable discussion at the Department of Culture, Josip Juraj Strossmayer University in Osijek. The project was implemented in synergy with Centre for cultural studies.

### **Ring a Bell Twice (13/01/2014 – 30/06/2014, European parliament, 29.996,39 EUR)**

The project Ring a bell twice aimed towards popularization of policies and values of the European Parliament in the election year of 2014 in then new member state of Croatia. The core of the project was media campaign on the European Election, series of thematic events in Zagreb, and their Internet video streaming. The events were held in short span of time in unusual places (attics, basements, city gardens, abandoned factories, atomic shelters, etc.) and included introduction (documentaries, performances) followed by discussions of experts with audiences. The issues covered were youth unemployment, gender equality, European cultural identity and environmental issues. The main target groups were the first-time voters and absentees from the last election. Total cost of the action was 84.927,50 EUR. External sponsors of the action were Croatian Ministry of Foreign and European Affairs and National Foundation for Civil Society Development.

### **2Cast4Youth (05/06/2014 – 31/10/2014, City of Zagreb, 1.319,90 EUR)**

The aim of the project was to involve young people from the City of Zagreb in promoting culture and art, new media and technologies through the launch of a film-oriented web service. The target group were young people aged 18 - 29 from the City of Zagreb. The end users of the web service were young artists – directors, producers, other film experts, young people aged 18 to 29 who want to work in the film industry, the general public and society as a whole which benefits from a more creative use of free time and encourage the development of new media.

### **Mezzaluna (01/01/2014 – 31/12/2014, Foundation Kultura nova, 10.569,75 EUR)**

The project include the production of a short documentary on a small part of Croatia's maritime heritage and thus puts the need to preserve and continue to cherish valuable cultural traditions of building and using Croatian autochthonous vessels in focus. We wish to present stories that are lost in the dark of oblivion due to difficult and expensive maintenance and extruded by serial, confectionary plastic barriers and ships, which are an extremely important formative part of the culture of living on the eastern Adriatic coast. This film, as the first in a series of films about Adriatic ships, wants to enter the rare remaining carriages that still build traditional forms in wood, the workshops of masters Bakica, Radovan and Culic, also wants to hear, both the expert opinion of the largest Croatian authority on the issue of traditional shipbuilding prof.dr.sci roka Markovina, as well as the personal experience of every single boat owner, his experience, the family purpose of the vessel and the role it played in the nutrition of the family. The film represents the starting point in the subsequent development of the project when it will be used as strong support through advocacy activities in cultural and other relevant areas. Apart from cultural workers, the project beneficiaries are individuals directly involved in the shipbuilding sector and related activities, relevant institutions in the cultural, educational, ethnology, history and tourism sectors, and ultimately the entire public.





**Changing my (working) status (04/02/2013 – 31/10/2013, Agency for Mobility and EU Programmes, 12.799,09 EUR)**

Open Media Group organized round table as an opportunity for the discussion between young people from foster care and all relevant stakeholders regarding absence of policy on employment of young people from foster care that would ensure active social inclusion of all young people. Round table took place in Zagreb on 15th May 2013 after 6 start up-meetings held with young people separately from relevant stakeholders in order to ensure proactive participation which was shown in variety of suggestions for preparation of the national policy for employment of young people from foster care. Over 90 young people participated in the round table together with representatives of relevant ministries and institutions. Target group is young people that have left the system of foster care due to an age limit of eighteen. Once legally adult young people without adequate parental care have no longer state support regarding their employment as there is lack of policies that promote inclusion of young people in labour market. Total cost of the Action was 17.108,80 EUR.

**International fair of EU values – VrijEUdnosti/ValuEU (13/09/2013 – 31/12/2013, City of Zagreb, 3.501,23 EUR)**

Open Media Group in partnership with the Centre for Cultural activities implemented the project entitled “International fair of EU values – VrijEUdnosti/ValuEU”, financed by the City of Zagreb, and within the project organized the marking of Human Rights days on Thursday 19 December 2013, starting at 18:00 A.M. at the Zagreb European House, Jurisiceva Street 1/1, Zagreb. Since tolerance, understanding and mutual respect are the basic values nurtured by the citizens of the European Union, we consider it appropriate to connect human rights day and EU values in order to point out the importance of promoting “life, freedom and security ... without any differences” (Universal Declaration on Human Rights 1948). In the community of the City of Zagreb, as well as in the entire Republic of Croatia, there is a need to raise awareness of the values of the European Union. Since the Republic of Croatia joined the European Union, it also adopted values propagated and promoted by the European Union. It is important that Croatian citizens, especially the local community in Zagreb, understand the values of the European Union and why it is important to know and adopt them. We want to focus on other values that are in the spirit of EU action: multiculturalism, mobility, diversity, mutual respect, environmental protection, proper waste management and recycling.

**Inf'O'youth (13/07/2013 – 31/12/2013, City of Zagreb, 1.321,22 EUR)**

Open Media Group, in co-operation with the Centre for Cultural activities, implemented a project called Inf'O'Youth, financed by the City of Zagreb. The aim of the project was to encourage associations to develop Inf'O'Youth One Stop Shops in which young people will receive all relevant information related to the life of young people in Zagreb. It was planned to create One Stop Shops as the key places in associations where young people can get all relevant information for their lives in Zagreb. Such One Stop Shops will mark points – a certain level of quality of associations. Since One Stop Shops will be places – sources of information for young people, the same points will contribute to the quality of life of young people in Zagreb. Such information points will contain information related to leisure, education and other areas concerning young people in Zagreb. Since these points will enable obtaining relevant information in one place, the life of young people from Zagreb will be improved in the form of informing them on all relevant issues related to youth life. Thus, this project will define a framework within which



information will be provided on the life of young people in Zagreb to target groups. Those One Stop Shops will have a programme that will contain basic and, over time, additional data related to the life of young people in the City of Zagreb.

**Everything has its place (24/07/2013 – 31/12/2013, City of Zagreb, 1.321,22 EUR)**

The children represent our future. It is therefore very important to learn and educate how to manage waste sustainably from a young age. It is important to adopt a lifestyle that will enable the eco-sustainability of the community and thereby contribute to the ecological sustainability of the entire world. As part of the project “Everything has its place”, Open Media Group and partner association Centre for Cultural activities organized a workshop and education in Matija Gubec elementary school in 4a (teacher Božena Katalinić Cindrić) and 4c (teacher Marina Čulin) class department. Education on waste disposal, proper waste management and recycling was conducted by Mr. Eugen Vuković from Green Action. After education, students drafted pastels on waste disposal, nature preservation and recycling. The workshop was cheered as a surprise guest by renowned Croatian actress Kristina Krepela. To the general enthusiasm of students, the actress showed that she is preserving nature and managing waste properly and is trying to recycle whenever possible. Students were given the opportunity to take an autograph from the actress and photograph themselves, and, among other things, together with the actress, they swore to protect and watch our planet Earth. Pupils from Nikola Tesla 4. c elementary school (teacher Lidija Paleka) also attended the workshop. A calendar is made of drawings, which will be given to all pupils who participated in the project, and will also be sent to other elementary schools in Zagreb area. In addition, on Thursday, December 19, 2013, at 18:00 A.M. at the European home of Zagreb (Jurišićeva 1/1), an exhibition of pupil works was installed as part of the project “Everything has its place”.

**I want to work and build my future (25/07/2013 – 31/12/2013, City of Zagreb, 1.321,22 EUR)**

Open Media Group, in partnership with the Centre for Cultural activities, implemented a project entitled “I want to work and build my future” financed by the City of Zagreb. The project aimed to promote sustainable integration of young people from foster care into the labour market. Since many young people who are adults or still growing up in homes for children and young people without parents/guardians live in the City of Zagreb, there is a need for sustainable integration of the same young into the labour market. The life of young people who are adults/adults in foster care needs to be improved in such a way as to facilitate their access to and integration into the labour market. The project “I want to work and build my future” was a set of activities that will improve the quality of life for young people from target groups in terms of facilitating integration and access to the labour market. Integration and access to the labour market relate to the part of life spent by persons in the workplace, that is, the part of life in which persons are working. Since this is a long term period of time, it is necessary to provide target groups with sustainable access to the labour market and sustainable employment. Employment denotes a very significant part of life and it is necessary to do it sustainably, in order to improve the quality of life. That's the same with young people from foster care. In order to improve their quality of life in the city of Zagreb, it is planned to promote sustainable integration of young people from foster care into the labour market, as the main goal of this project. Three youth workshops will be held as part of the project without parental care.



**Minority – 3D, Diversity, Dialogue, Development (27/01/2012 – 27/09/2013, IPA 2009, 233.137,48 EUR)**

The project contributed encouraging active citizenship and proactive role of CSOs by putting the emphasis on day to day issues which prevent members of minorities to equally participate in local community, thus encouraging the integration of minorities, especially Serbs. The intent was to raise awareness of secondary school students as future acting and decision-making members of society in recognizing and challenging stereotypes as main cause of prejudices and national discrimination, and therefore to improve the understanding and to raise the tolerance among different nationalities in Osijek and Osijek – Baranja County, fostering proactive involvement of local authorities in implementing reconciliation process. The project included reform – changing the attitudes of target group, participation – high school pupils and minority CSOs participated in the project themselves through creation of documentary films about their everyday life presented through their personal stories and creating cultural programs, and empowerment – we influenced the minority CSOs and local authorities to get more involved in resolving the important issues which the members of minorities are struggling with, so they can make most of their assets and meet the challenges that they face after the project is finished. Through this project we wanted: 1) to increase the general knowledge and specific skills of young people through teaching them how to create documentary movies; 2) to create joint initiative and platform for cooperation by majority population and minorities; and 3) to initiate creation of new partnership among CSOs, cultural societies and organisations. Project partner was Centre for cultural activities. Total cost of the Action was 259.041,65 EUR.

**From Foster to Prosper! (02/01/2012 - 02/01/2013, European Commission, 253.201,50 EUR)**

This was a project that formed networking and transnational cooperation of 5 CSOs from 4 different countries who are experts in media and raising public awareness about important issue of civil society: social cohesion, Human rights and development of social inclusive societies. Through this project Government officials and public bodies in charge for employment policies were encouraged to recognize young people as future acting and decision making individuals with unlimited possibilities to actively contribute to society. Overall objective of the project was to ensure active social inclusion of young people from foster care by promoting participation in the labour market and to promote social cohesion and equal opportunities for all young people through adequate efficient social protection systems and social inclusion policies. Specific objectives of the project were: to provide innovative answers to social needs and to introduce new initiative in the field of employment of underprivileged young people; to produce awareness-raising campaign by using media tools about necessity for social inclusion of young people from foster care; to initiate creating new partnerships among foster care and stakeholders. Aim of the media campaign was to raise public awareness about the problems of young people raised in foster care, and to raise awareness and knowledge of the employers about the abilities of these young perspective individuals and the advantages of employing them. The project introduced new initiative in the field of employment, putting targeted countries in the accordance to European aquis. Project results: 1) Cooperation and networking established between foster care, CSOs ad Government institutions; 2) platform for future cooperation between stakeholders and foster care created; 3) media campaign produced; database of young people from foster care seeking employment and employer interesting in employing youth is created; 4) unemployment among young people from foster care reduced; 5) raised overall visibility of the issues about transition stress and uncertainty regarding young people from foster



care through PR activities used through project spokesperson. Project introduced a new concept: speed dating of foster youth with potential employers. The event was so successful that it became a traditional event organized by OMG. In the last ten years the results were stunning, in the country with high youth unemployment, we have managed to employ more than 60 youth leaving the foster system. Total cost of the Action was 317.089,50 EUR

**Let us get to know each other ("Upoznajmo se!") (16/12/2009 – 16/10/2010, EIDHR/2009/227-796 (CL), 100,000.00 EUR)**

Project Let us get to know each other aimed to raise awareness of secondary school students as future acting and decision-making members of society in recognizing and challenging stereotypes as main cause of prejudices and national discrimination, and thus to improve the understanding and to raise the tolerance among the nations in Vukovar and Vukovar-Srijem County, fostering reconciliation. Main project objectives were to sensitize about multiple sides of nationality and to emphasize values and richness it represents, to equip secondary schoolteachers with the needed knowledge and skills, and to encourage them to work with young people on the prevention national discrimination and on the promotion of cultural difference, to initiate creating the new partnerships among teachers and cultural societies of different minorities, and finally to produce 4 documentary films by high school pupils in Vukovar. The project was implemented as of December 2009 in synergy of Open Media Group and Center for Cultural Activities and it lasted for 12 months. Total cost of the action was 125.219,96 EUR.

**Series of documentary films on responsible and positive parenthood and children's rights (2009, The National Foundation for Civil Society Development, 17.200,02 EUR)**

Tata od formata - a documentary series aimed at promoting responsible parenting and raising social awareness about the importance of father's role in raising a child. The aim was to educate the public about the children's right to quality and positive growth, and special emphasis was placed on the role of the father, the importance of his presence for raising a child and his father's resourcefulness in that role, raising awareness of responsible parenting, and demonstrating what it means for different couples - from different parts of Croatia, different professions and customs - to be a parent, to show the joy of parenting and the importance parents have in the life of the child. Creating a positive and stimulating environment for child growth and development. Participation of both parents in the life and upbringing of each child is very important for the family and for the child itself. Father's participation enables women to dedicate themselves to their careers and families, and the child has the opportunity to spend time and learn from both parents, thus becoming a more versatile person. The series included different fathers in different family circumstances, to give a picture of a positive paternity that is always "cool", regardless of the conditions. Since the focus is on personal human story and personal experience, approach and experience of paternity, protagonists are very different and distinctive characters that have different family, financial, business and social situations, and each episode is adapted to the specific characteristics of the father, his situation and parental approach. We told universal, interesting stories about fatherhood and aspects of fatherhood. Through observation of other persons who undergo the same or similar experiences and resolve them in a unique way, viewers are encouraged to think about the importance of parental procedures, as well as family values. In each episode, a special section was dedicated to associations that promote positive parenting. The project was implemented in co-operation with Croatian Television, production company 4 film from Zagreb, Vertigo from Ljubljana, FIST from



Sarajevo and SEE film Pro from Belgrade. Co-financing of the project was conducted partnerly, and the project received support from the European Commission's IPA fund for media production for the promotion of civil society.

### **Programme Increasing the Visibility of Civil Society and Promotin Civil Society Projects through Media Campaigns and Organisig Public Events**

This programme represents a regular program of the association which lasts continuously. This programme also represents the self-financing of regular work of the association. Since members and employees of the association are talented creators, who graduated from the Academy of dramatic Art, direction of direction, attended numerous international workshops and masterclass for professional training (eQuinox Masterclass, Nipkow Program, Berlinale Talent Campus, Screen Leader Training, F.R.A.M.E., Producers Lab Toronto, Trans Atlantic Partners, Erich Pommer Institute) and are the authors of numerous audiovisual works awarded in the Republic of Croatia and worldwide, the association regularly designs and produces social awareness campaigns on topping topics. The mission and one of the main goals of our association is to create recognizable campaigns for the promotion of various human rights, which contribute to the democratisation and development of civil society. The Open Media Group has designed and produced over 20 socially conscious media campaigns that have been shown on various TV channels: ARTE, ÖRF, HRT, Nova TV, RTL, ZDF, as well as on many local televisions. In various campaigns we promoted gender equality “Silence is not Gold”, the right of women with disabilities “They Can do Anything”, then the first media campaign in the Republic of Croatia against the physical punishment of children for the Ministry of the Family, Veterans' Affairs and Intergenerational Solidarity, “I Need Love”, campaign against trafficking, campaign against domestic violence for UNHCR, etc. All campaigns, due to their quality, have attracted great interest among citizens and the media, which can be seen from the media space of large media outlets given for free (over 17,000,000.00 kn of media space for the campaign “Silence is Not Gold” given for free), the number of clicks on YouTube and Vimeo channels, blogs and forums. We are proud to have received the ERSTE Foundation award in Vienna for the campaign “Silence is Not Gold”, which we conducted in co-operation with CESI. During 2016, we also campaigned for the Association for self-advocacy. The Open Media Group was responsible for creative design, recording, production and post-production of promotional video as part of the campaign “Whose Property is My Property?”, and then we worked for the Croatian fire department on shooting, production and postproduction of educational television video “Incineration of Vegetal Waste”, and we also had successful cooperation with the Women's Room-Center for Victims of Sexual Violence, within which we provided education on the topic of conducting a national media campaign entitled “What is a Media Campaign?”





## **WE ARE PARTNERS AT FOLLOWING INTERNATIONAL PROJECTS:**

### **RADAR — supporting the advocacy potential of civil society organisations for the protection of women's human rights in health care (01/01/2021 – 31/12/2022, The Active Citizens Fund, 149.998.03 EUR)**

The problem of violating the reproductive rights of women in the Republic of Croatia has been recognised during the campaign #Stop the silence 2018 when the public becomes aware of the forms of verbal and physical violence, denial of anesthesia during gynecological procedures, lack of gynecologists, unfair charging of gynecological examinations to pregnant women. This project will strengthen the capacities of at least 8 CSOs from different parts of the Republic of Croatia for the protection of reproductive rights of women, which will help them strengthen their members and users. This will be achieved by including different CSOs in most activities, from strategic litigation, participatory workshops in the “World café” form and the so-called “edit-a-thon”, which will significantly contribute to the drafting of public policy proposals. CSO capacities will be strengthened for the use of international mechanisms and for participation in shadow reports through a workshop on the use of international mechanisms and human rights protection systems and the development of shadow reports for associations. Development of programmes, training of trainers on adopting techniques for the suppression of dominance and development of educational tools to numerous associations will provide a concrete tool for working with authorities in health care and governmental institutions which will contribute to the strengthening of membership and user base. This project is the best response to existing problems because changes in the reproductive health system occur only through constant pressure from the civil sector and active citizens and citizens encouraged by the project. The project leader is the Parents in Action – Roda, and the project partners are Women's counseling from Iceland and an Open Media Group. Total cost of the Action is 166.664,47 EUR. The financial share of the Open Media Group in the project is 10.900,00 EUR.

### **PAL Art - *Boosting positive narrative on Romani integration through Arts* (01/03/2021 – 30/08/2022, Erasmus + KA2 programme, 200.305,00 EUR)**

After almost two decades of the adoption of the Racial Equality Directive and almost a decade of the Framework Decision on Racism and Xenophobia, Romani community continues to face widespread discrimination across the EU. At large, EU perspective sees Romani community as an outsider. Nevertheless, Romani is Europe's largest minority, with an estimated population of 10 – 12 million across EU and established since around 1,000 years ago. Thus, they are part and add value to our Cultural European diversity. However, Romani community has been portrayed mostly with negative aspects that make it difficult for Society at large to recognize them as part of our EU heritage. They have had a small representation in the framework of the agenda for cultural diversity and intercultural dialogue. Therefore, PAL Art aims to provide capacity building trainings and work base learning experience to trainers and educators to provide skills and opportunities for Romani to express and create their integration through Arts. Art Inclusive approach is essential to provide Romani learning positive habits for their integration process, based on the principle that quality education should fit the learner rather than requiring them to fit into an existing system. The project is looking to put Romani participation as the key to their integration through Art positive narratives. The project is implemented as of March 2021 in synergy of partners from six different countries and it will last for 24 months. The project applicant





is Dum narodnostnich mensin o.p.s. (Czech Republic), and the partners are UC Limburg (Belgium), OECON Group Bulgaria (Bulgaria), Architecture Frederic Lebard (France), Lighthouse of the World (Greece), and Open Media Group. The content of the activities is the reflection of a benchmarking of a transnational strategy from 6 organizations – NGOs, educational institutes & private entities – from 6 different EU countries – Czech Republic, Bulgaria, Belgium, Greece, France and Croatia – that are actively working in Romani inclusion and Art field. Since Open Media Group is a specialist in rising awareness campaigns for social development and social capital building, has the expertise in producing short films with Romani community and displaying them in cultural events for massive audiences, it will be in charge of designing and coordinating of the project's Dissemination Plan and developing content for the campaigns. Open Media Group will be in charge of executing all the dissemination activities, including the creation of the project's visual identity, newsletters, updating social media of the project (e.g. Facebook, Twitter, LinkedIn), coordinating contact with stakeholders and so on. Finally, Open Media Group will organize a workshop in order to equip up to 20 Romani people with necessary basic skill in video production. Open Media Group's share of the grant is 24.783,00 EUR.

**PALKonnnect – Empowerment of social groups through creativity and cultural works  
(01/03/2021 – 28/02/2022, Erasmus + KA2 programme, 291.726,00 EUR)**

The project entitled *Empowerment of social groups through creativity and cultural works* under the Erasmus + program "KA2 - Cooperation for Innovation and Exchange of Good Practices" aims to support artists from socially excluded and marginalized groups and to promote and present to the public their artworks in post-COVID 19 circumstances and to inspire their cooperation within the European countries. The project is implemented as of March 2021 in synergy of partners from eight different countries and it will last for 24 months. The project applicant is RomPraha (Czech Republic), and the partners are Asociatia Mergi Inainte (Romania), Fondazione Mondinsieme del Comune di Reggio Emilia (Italy), Lemon Grass Communication SL (Spain), Apostolina Tsaltampasi Kai Sia EE (Greece), Medborgarskolan Kulturama (Sweden) and Open Media Group. There are four main project outputs: 1. Supporting artists from social exclusion groups in post-COVID-19 period, 2. Training Curriculum for Empowerment of social inclusion groups through Creativity and Artworks, 3. Testing of the Training Curriculum, and 4. Digital Open Art studio platform. The main objective of the first output is to assess the situation of the culture and community in the post-COVID 19 period and to present possible methods and techniques to support artists from socially excluded and marginalized groups to enhance their presence in the new circumstances. The aim of the second output is to elaborate and test a training plan for empowerment of artists from socially excluded and marginalized groups through their direct involvement in artistic and creativity activities. The curriculum will be planned in two main pillars: training of trainers and training of learners. Third output aims to assess and pilot the produced training materials at local and international level. The aim of last output is to create a platform for artists, arts educators and arts organizations working with social exclusion groups such as refugees and asylum seekers in Europe and beyond, Romani and others. The Open Media Group is specially in charge, based on its experience, in the implementation of the following components of the project: leading output 4 (Digital Open art studio platform), organizing and coordinating multiplier events, developing dissemination strategy and maintaining project website together with the project consortium and hosting Local Art Studio in Zagreb and final project meeting. Open Media Group's share of the grant is 27.652,00 EUR.



**Cultural re-generation (02/02/2021 – 02/02/2022, ESF/Ministry of Culture and Media, 61,103.09 EUR)**

The „Cultural re-generation“ project, which has been implemented since February 2021 with its leading partner, the Centre for Cultural activities, will offer over people over the age of 54 a wide range of online interactive content that will help them safely reintegrate into society and maintain mental and physical agility, thus improving the quality of their life and meeting cultural needs. Literary club, creative writing workshops, dance courses and art expression workshops will be available throughout Croatia during the 12 months of the project. One hundred and four people over the age of 54 will thus prepare themselves for inclusion in the digital everyday life.

**ROBOTICS 4.0 ALL (11/01/2018 – 10/31/2020, Erasmus + programme "KA2 – Strategic partnership", 282.898,00 EUR)**

Open Media Group was one of the partners from seven EU countries that cooperated on the Robotics 4.0 All project since October 2018. The project was co-financed by ERASMUS + KA-202- Strategic Partnerships for Vocational Education and Training under the auspices of DIKA - Norwegian Mobility Agency. The project aimed to develop competencies through STEM education in robotics based on LEGO Mindstorm robotics for teenagers aged 13 to 16. These skills and competencies helped our target groups and users to be better prepared and equipped for future educational and professional challenges given the new digital age ahead and the fourth industrial revolution (Industry 4.0). In the first year of the project following sets of activities were executed:

- Conducted a European survey and analysis of the current state of STEM and education in robotics in 7 countries and prepared recommendations for decision makers
- Prepared an innovative curriculum for education in robotics that will combine best practices and fill in identified gaps
- Trained trainers and educators in the field of STEM / robotics for the educational methodology contained in the newly prepared curriculum
- Trained teenagers (aged 13 to 17) to design, build and program robots using STEM concepts at local Robocamps from which participants were recruited as 'participation languages' at the Transnational Robocamp.

The research and analysis, conducted in seven countries and focused on policy initiatives and / or guidelines from regional and national education authorities relevant to STEM education and robotics, is available at <https://robotics4all.eu/research.html>. All national survey reports were integrated into the report in English. An innovative robotics education curriculum that combine best practices was developed and coordinated by partners, and for the feedback gathered from teachers, we are confident that it will be useful and accepted by teachers in the field of robotics. Open Media Group established cooperation with the Ivo Andrić Elementary School and we sent two teachers to Bodo (Norway) at the training for coaches and teachers held in the period from 12. – 14.11.2019. to prepare a national Robocamp for teenagers aged 13 to 17. Open Media Group's share of the grant was 30.206,00 EUR.

**PAL\_Push\_Entrepreneurship (01/10/2017 – 30/09/2019 , Erasmus + program "KA2 - Cooperation for Innovation and Exchange of Good Practices", 203.560,00 EUR)**

The project entitled "PAL Network for Roma Entrepreneurship" under the Erasmus + program "KA2 - Cooperation for Innovation and Exchange of Good Practices" aimed to improve Roma business

initiatives and self-employment in the Czech Republic (LP), Albania, Belgium, Bulgaria, Croatia, Greece, Italy and Slovenia. The project was implemented as of September 2019 in synergy of partners from 8 different countries. The project applicant was RomPraha (Czech Republic), and the partners were the University Rehabilitation Institute of the Republic of Slovenia-Soca, (Slovenia), Fondazione Leone Moressa (Italy), UC Limburg (Belgium), Anatoliki-Development Agency of Eastern Thessaloniki 's Local Authorities (Greece), OECON GROUP \_ (Bulgaria), Open Media Group (Croatia) and Shqiptare e Ambientalisteve Industriale (Albania). The project aimed to develop a comprehensive approach to training and employment in order to accelerate Roma integration and support the implementation of national inclusion strategies and recommendations for Roma integration through Roma participation. The objectives of the project, in accordance with the selected priorities, were (1) Improving the entrepreneurial competencies of Roma who intend to start an entrepreneurial venture, (2) Increasing knowledge and skills for establishing and managing entrepreneurs, (3) Delivering tools for developing entrepreneurial competencies, (4) Helping future Roma entrepreneurs present the entrepreneurial idea they want to develop. Open Media Group participated in the implementation of the following components of the project: 3.1. We participated in the creation of content for webinars. The main goal of the webinar was to help young Roma entrepreneurs to start and develop their business idea and company. They were created as a result of the project "PAL Network for Support of Roma Entrepreneurship" and from the joint work of experts from 8 European countries. 13 online free entrepreneurship learning courses have been prepared and these video conferences used the internet to connect audiences with webinar hosts. At the end of each webinar, questions and answers were prepared that answer possible viewer questions. More than 120 people followed the Croatian version of the webinar at <http://www.palpush.eu/learners-material>.

### 3.2. Game Entre Preneur

An innovative approach in project design involved the development and testing of a game intended to encourage the acquisition of entrepreneurial knowledge among Roma. The game has 121 questions to answer and is closely related to the E-learning platform on entrepreneurship on the PAL Push project (webinars). The game was built as a quiz game and consists of 121 question. The questions in the online game are defined to highlight the most important concepts and facts from each lesson and to enable the learning process of future Roma entrepreneurs. Enter Preneur can be played individually or against other players in nine different languages and the technical game manual is available in the same nine languages). Link: <http://www.palpush.eu/>. The game can be played in 8 languages from which the project partners come and English as the 9th language.

### 3.3. Camp for young Roma, future entrepreneurs

The Pal Push Team organized a five-day entrepreneurship camp from Monday to Friday, April 1-5, 2019, to support 16 Roma in acquiring knowledge and skills about entrepreneurship and helped them develop their business ideas and develop their own business plans.

The Entrepreneurship Camp for Young Roma provided participants with knowledge and skills through a combination of different teaching methods, exercises and translating ideas into work. Participants had the opportunity to learn from partner experts, gain a comprehensive understanding of key factors within the business sector in the partner country, understand what is needed to realize their business idea. The Open Media Group sent 2 young Roma women from Medimurje County from Croatia to the camp. We participated in the Supervisory Board meeting in Prague and in the meeting in Sofia, which was also the final meeting of the project, where we planned how the partners could continue to implement some of the activities started together. Open Media Group's share of the grant was 25.480,00 EUR.



### **Lambs in wolfskin (2019, City of Omiš, City of Benkovac, 1.597,99 EUR)**

The feature-length film Lambs in wolf skin is a story about Croatian soldiers who defeated superior military enemy in the military operation Maslenica. Members of various Croatian units and from different parts of Croatia fought for freedom in the same area. It is also a story of human courage, harmony, personal sacrifices and love for the homeland. The total value of the project is HRK 3.633.100,00. Open Media Group participated in the co-production, with 4film production company running the project.

### **Music instruction to digital and media literacy (11/29/2017 – 11/29/2019, ESIF/EU, 191.748,86 EUR)**

The project "Music education to digital and media literacy" in an accessible, fun and creative way aimed to raise the digital and media literacy of high school students and turn them from consumers into producers of digital media content. After educating teachers for e-learning and audiovisual content production, an e-learning platform was created for learning to play 4 instruments and singing for pop and jazz music. During the implementation of the project, students learned to play using an online system, and learned to record AV materials about their progress that they can make available on an adequate online platform. Music School Ladislav Račić was the leader of the project in which 1200 video clips were prepared for 150 modules for learning to play 4 instruments important in pop and jazz music (guitar, bass guitar, keyboards, drums) and for singing with the help of its long-term teaching staff. These 150 modules are ready for the e-learning platform. They will organize training for educational staff on the establishment and use of e-learning systems. The project partners were Marko Marulić Secondary School and Open Media Group, which within this project prepared and recorded 1200 videos for 150 modules for learning to play and sing, and in addition we organized a series of workshops for educational staff (2 two-day workshops ) on the production, post-production and digital distribution of audiovisual materials in the context of increasing students' digital and media literacy, and 2 two-day workshops for students (40 in total) where she taught students to record, edit and upload audiovisual content. The emphasis in these workshops was on mobile recording, the use of free or cheap post-production software, and the legality of uploads.

### **Laurie Hutzler - "Emotional Tools: Get to the Core of the Story! - Master Class Zagreb (2019, Croatian Audiovisual Center, 9.904,32 EUR)**

Master Class Zagreb 2019 "Emotional tools: Get to the core of the story!" was realized in cooperation with 4film production company with the support of the Croatian Audiovisual Center (HAVC). "The Saturday Sessions" eQuinoxe Europe series masterclass workshop covered various screenwriting topics starting with a lecture by American media advisor Laurie Hutzler in Zagreb entitled "Emotional tools: Get to the heart of the story!", which took place on November 30, 2019 in the premises of the Croatian Journalists 'Association - Journalists' House and continued during the first quarter of 2020 in Munich with lectures by David Magee, two-time candidate Oscar (Drinking Life, Marry Poppins, Finding Neverland). Laurie Hutzler has been collaborating with entertainment industry professionals for many years during the development of feature films and various formats of television programs for both the domestic and international markets. She has worked as a creative advisor for Oscar winners Nick Park and Steve Box at Aardman Animation Studios and as a story and character advisor at the BBC, Channel 4, ITV, talkback THAMES, Mersey Television / Lime Pictures and Aardman Animation Studio (UK).



Then for Pixar, Disney and Dreamworks (USA), Endemol Netherlands (NL), RTL, Wiedemann & Berg and Grundy UFA (Germany), GloboMedia (Spain) and TNT (Russia). She has been a consultant for Endemol and FreemantleMedia in various screenwriting and entertainment formats in the UK, Europe and Australia, as well as a screenwriting consultant in a number of award-winning feature films. Laurie has taught for many years about writing and screenwriting as part of the MFA program at the UCLA Film School as well as for the Royal Literary Fund in Cambridge, England, the Sorbonne in Paris, the Royal Holloway College, the University of London, the DFFB Film School in Berlin and the IFS Film School in Cologne. The lecture was open to the public and is intended especially for writers, students, film and media professionals, while promoting media literacy in the community and society.

**Health & Injury Prevention for Young Athletes (HIP Ya!) (01/01/2014 – 30/06/2015, Erasmus + Sport program, 210.000 EUR)**

Health & Injury Prevention for Young Athletes (HIP Ya!) - Atletski sportski klub "ASK" Split, Croatia. The project aimed at exchange the best practices in athletic training and to improve practical training methodology conducive to prevention of injuries and health protection of young athletes in close co-operation with medical professionals. Output was the training manual on health & injury prevention including video for coaches in athletics. Partners on the project were Alba regia Atlétikai Klub, HU; Atletski Klub Koper, SI; Unione Sportiva dilettantistica BOR- IT; Athletick Club Malacky – SK; AK Olymp Brno – CZ; Open Media Group, HR; Ordinacija opće medicine Mirjana Bezdrov, dr. med – HR. Open Media Group's share of the grant was 14.940,20 EUR.





## **SOME OF OUR MEDIA CAMPAIGNS AND DOCUMENTARIES:**

### **Let's get to know each other**

It was the project which contributes to better understanding of the two nations in that city through the joint work on production of the documentary film by high-school pupils of different ethnicities in Vukovar – namely Croats and Serbs. Teams consisted of boys and girls of both nationalities had been formed in order to develop and produce 4 documentary films in which they will picture the third nationality living in the area. During that process they learnt what does it mean to be of different nationality, and to what extent does that differentiate people from one another. Working together on the creating an art work in the project that interests them, high-school pupils of different nationalities learnt to listen to each other opinions, to respect each other and to make joint decisions; all of which have lasting impact on the process of reconciliation in this war-torn community.

### **Awareness Raising Campaign on Prevention of Gender Based Violence**

The overall objective was to raise awareness about recognizing and challenging gender stereotypes and other causes of gender based violence and to promote gender equality in attitudes and behaviors of young women and men. The targeted audience was secondary school students as future acting and decision-making members of society in. Specific Objectives are: 1. To point to different types of violence, such as domestic violence, teen dating violence and date rape, and trafficking, and to increase recognition that all these forms are gender-based violence; 2. To sensitize 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. Open Media Group created, developed and implemented the media campaign as part of the project. The media campaign consisted of 4 TV clips on the subjects of domestic violence, date rape and trafficking, while the fourth TV clip shows that all the three have the same root and are gender-based. The slogan of the campaign is “Silence is not Gold” (as opposed to proverb “silence is gold”) and the TV clips were broadcasted on Croatian Television (the public television) and RTL Croatia (commercial television with national reach). Both televisions provided free media time, and in eight months the campaign lasted the value of broadcasting time is over 17.000.000,00 HRK (approx. 2,3 mil. EUR). The campaign was also supported by “Vecernji list” that provided free media space in value of 63.052,00 kn (approx 8.700,00 EUR), and by P.I.O. that provided free billboard spaces in value of approx 200.000,00 kn (Approx. 27.500,00 EUR).

### **Becoming Dad**

Becoming Dad was the project which through the joint production of the documentary series in Croatia, Serbia and Bosnia and Herzegovina contributed to the broadening of producers' network and improved the technical skills of television professionals. By broadcasting the documentary series about new fathers on televisions in three countries the project also contributed to understanding and rising of tolerance among nations, thus fostering the reconciliation process. Duration: 18 months; Territory: Croatia, Serbia and Bosnia and Herzegovina. Overall objective was to contribute to the creation of network of television





professionals by increasing the level of cooperation between television professionals and to improve the technical and artistic quality of television production in Croatia and Bosnia and Herzegovina; to improve the understanding and to raise the tolerance among the nations in the region.

### **Silence is not Gold**

It was a two-year project co-financed by European Commission, Ministry of Education Science and Sports, CARE International, Royal Netherlands Embassy, Royal Norwegian Embassy, Embassy of Finland, Ministry of Family, Veterans' Affairs and Intergenerational Solidarity. Open Media Group created, developed and implemented the media campaign as part of the project. The media campaign consisted of 4 TV clips on the subjects of domestic violence, date rape and trafficking, while the fourth TV clip shows that all the three have the same root and are gender-based. The slogan of the campaign is "Silence is not gold" (as opposed to proverb "silence is gold") and the TV clips were broadcasted on Croatian Television and RTL Croatia. Both televisions provided free media time, and in eight months the campaign lasted the value of broadcasting time is over approx. 2,3 mil. EUR. For this campaign OMG was awarded by ERSTE foundation (in Vienna) for the best European campaign.

### **Get Involved !**

It was a media campaign with the goal of promoting participation of women in local elections in Croatia in May 2009. This campaign is initiated with the purpose of raising public awareness about the need of equal representation of women and men in representative bodies and institutions of executive power. The campaign consists of production and screening of educational and promotional TV clip which emphasis on pointing to stereotypes, especially gender stereotypes. Overall objective: The overall objective is to raise awareness about the need of equal representation of women and men in the representative bodies and institutions of executive power and to raise the number of women that are representatives in councils in counties, towns and municipalities. It is also important for all political parties that will participate in local elections to be aware of the issues concerning women and to include in their political programs the measures and activities that follow the national programs and Council of Europe Recommendations. The TV clip was produced with the participation of numerous men well know to Croatian public: dr.med. Darko Matić, specialist surgeon, Oliver Mlakar, television announcer, Viktor Drago, fashion disagner, Nenda Šepak, president Association of caterers Zagreb, Dražen Sirišćević, managing director of concert hall „Vatroslav Lisinski“ and the editor of TV show „Opera Box“, Luka Nižetić, singer, Davor Gobac, singer, Vladimir Paar, professor of physics and academician, Miroslav Ćiro Blažević, soccer coach, Željko Tomac, television and radio announcer i Tony Cetinski, singer. The TV clip was broadcasted on Croatian Television RTL Television and Nova TV in three weeks before local elections.

### **They can do Everything**

The Project was affirmative media campaign with the goals of raising awareness about possibilities and achievements women and girls with disabilities with emphasis on affirmation of rights and empowering their social position. The campaign consists of production and broadcasting the educational TV clip through which we show examples of success of women and girls with disabilities. The TV clip is affirmative, to grab as much attention from the viewers and to induce them to discuss and to act. Project objectives: to point to the fact that women with disabilities are important and full acting members of



society; to ensure the level of awareness that will enable women with disabilities to realize their rights and to participate in everyday life of the community as a whole, active members of society; raising awareness about the negativities of double discrimination women with disabilities. Target groups: women and girls with disabilities; broad public. Project activities: creating and writing the script and the slogan for the campaign; TV clip production, securing the broadcast time for the TV clip broadcasting.

### **Report Violence against Women**

It was awareness raising campaign aimed at witnesses of family violence with the purpose of urging them to report violence. The campaign was initiated by UNHCR and developed by OMG in collaboration with UNHCR. The goals of the campaign was to present three important issues regarding the family violence: that it happens in families of different financial, social and educational status (the TV clip shows two parallel stories – one in refugee hostel and other in the home of well known public person); that witnesses should react (in the refugee hostel the victim shuts the door of her room when her husband starts towards her, and at that same time all other doors in the hallway are shut, since no one wants be part of that incident and no one wants to be the witness); and that is transfers from one generation to the next in one form or other (in most cases the children that are witnesses to the family violence become either victims or molesters themselves, since in their childhood they learn that violent behaviour is normal), which is shown by the little girl that stay alone on the corridor. The production of the media campaign was supported by the group of Women Ambassadors that work on the issue of gender based violence, and the startgin of broadcasting was announced by H.E. Elisabeth Walaas, Ambassador of Kingdom of Norway to Croatia on Croatian Television on November 25<sup>th</sup> 2006, the International Day of Combating Violence Against Women. Croatian Television provided free broadcasting time, and the clip was so strong that it was often used in shows and reportages about family violence. The clip was also presented on several round tables organised on the occasion of March 8th, International Women's Day, organised by international organisations with missions to Croatia.

### **All Different All Equal**

The project was the Croatian national campaign against all types of discrimination, that was conducted as part of Council of Europe campaign. Anita Juka, then President of Managing Board was proposed for the National Council for campaign development and implementation, and then elected as National Coordinator of the Campaign. Open Media Group proposed the 2 year course of the campaign, with detailed set of activities that was based on two levels – national level and local level. National level consisted of media campaign with TV clips, multiplying DVDs with documentaries with topic of tolerance – «The Smell of the Sky » directed by Miroslav Sikavica, and producing T-shirts with slogan «All different – all equal». The local level was organised by local government, which is best informed about the activities in their town and county. Open Media Group proposed script for the TV clip and after being approved by the National Committee, Open Media Group also produced the clip. The TV clip was broadcasted by Croatian television, and was presented to Council of Europe Campaign Coordination, that was very pleased by the clip.

### **Bad Blue Boys**

Production of the documentary film that speaks about the impossibility of Croatian war veterans to socialise into today Croatian society. Its intention is to show the status of war veterans through the story



of one of them, and to re-examine how the State and the society perceive the veterans and take care of them; and how the veterans see the society they live in. Film was awarded for the Best Screenplay at Croatian Film Days in 2007 and was screened at Sarajevo Film Festival, the most important festival in the region as one of the 20 best documentary films from 15 countries. The film was also screened at prestigious documentary festivals Punto de Vista in Spain, ZagrebDox, Crossroads of Europe in Lublin. The film is invited also to the one of the most important international documentaries film festivals HotDocs in Toronto and to the most prestigious European short film festivals in Oberhausen and Hamburg, (Germany). Film that was broadcasted on Croatian television, continuously receives invitation to. Four Film Ltd. is the lead producer of the film, Ministry of culture and National foundation for civil society development is the donor and the Croatian television is the co-producer – they participated with in kind contribution (equipment, postproduction facilities, etc) in return for the broadcasting rights.

### **Facing the Day**

Production of the prisoners in Penitentiary Lepoglava, one of the strictest penitentiaries in Croatia, and re-examines the manners of resocialisation in Croatian prisons. Film was screened at numerous international festivals and received many awards including: Best Documentary Film at goEast Film Festival (Wiesbaden, Germany) for “an encouraging, coherent film which offers a deep analysis of the life of three prisoners who undergo a process of liberating transformation as they are offered the possibility to be engaged in a theatre play”; 3 awards at Croatian Film Days – Grand Prix for the best Croatian film, “Oktavijan” award for the best documentary film awarded by the Croatian Film Critic Society and Best Editing award; in Sarajevo Film Festival it was awarded Heart of Sarajevo for the Best Documentary. Film was also screened at prestigious film festivals in Montreal, Ljubljana, Sofia and Motovun and is invited to Calcutta and Sao Paolo. The success of the film enabled us to blow it up to 35mm and to have cinema distribution in Croatia, Serbia and Bosnia and Herzegovina. The topic of the film and the approach to the characters resulted in recommendations from Ministry of science, education and sports; Agency for Education, Government of Croatia Office for Human rights, Government of Croatia Office for prevention of drugs. They recommend that high school pupils and pupils from 7<sup>th</sup> and 8<sup>th</sup> grade of elementary schools should see the film because of the messages it conveys. After the cinema distribution in Croatia, Slovenia, Bosnia and Herzegovina, Serbia and Macedonia, the film was screened on Croatian Television, Slovenian television and Radio Television of Federation of Bosnia and Herzegovina.

### **Blue Rose Garden**

Documentary film “Blue Rose Garden” speaks about Special hospital for chronic diseases of the childhood Gornja Bistra in which live about hundred children and about the meaning of the volunteers for the hospital and for the lived of the children. Film was recognised as valuable contribution for raising awareness about this issue and was broadcasted on Croatian Television and RAI. Film was also awarded at 22<sup>nd</sup> Festival of Film and Multimedia in Niepokalanow in Poland and in XI. TV festival in Bar as the Best documentary for the deeply involved story about volunteers working with children with special needs, devoting attention to the children, understanding and love and receiving from them much more – learning of the beauty of living. Director Mr. Mladen Santric received the Best director Award at the same festival for delicacy and moderation in directing a storyline with a sensitive subject: children with special needs. Several charity actions were initiated for the Special Hospital as the direct consequence



of the screening of the film on the Croatian Television. Open Media Group is the lead manager of the project, Ministry of Culture and Ministry of family, veterans' affairs and intergenerational solidarity and donors that financed the production of the project. Croatian television is the co-producer with the creative team (film editor, sound designer) and equipment as in kind contribution (editing equipment, sound post-production).

### **Some Other Stories**

The project "Some Other Stories" contributed to promotion of gender equality and promoting tolerance among people of different nationalities. Project "Some Other Stories" consisted of producing and screening of full-length feature film in 5 countries, with the goal of fostering cultural dialogue and tolerance through showing different nations with different culture and religion that share the same basic values. Through realisation of an anthology film that consists of five short films, directed by five women directors from five different countries – Slovenia, Croatia, Serbia, Bosnia and Herzegovina and Macedonia – we contributed to promotion of women artists and stories told by women about women. Through this project we wanted to make a creative co-production in which five women directors from five different countries would jointly make a film. The film's title "Some Other Stories" reflects our goal to speak about new world and new beginnings in the region where people have fought each other only 15 years ago. We have therefore selected the common motive for all the five stories – pregnancy – as a symbol of a new life. Open Media Group produced several social awareness media campaigns which were broadcasted on ORF (Austrian television) and ARTE, and several award winning (goEast Film Festival, Montreal Film Festival, European Film Academy, Sarajevo Film Festival, Sapporo Film Festival, Toronto Film Festival – HotDocs, New York etc.) fiction films and documentaries which are promoting different human rights. The project "**Some Other Stories**" consisted of producing and screening of full-length feature film in 5 countries, with the goal of fostering cultural dialogue and tolerance by showing different nations with different culture and religion that share the same basic values. Through realisation of an anthology film that consists of five short films, directed by five women directors from five different countries – Slovenia, Croatia, Serbia, Bosnia and Herzegovina and Macedonia – we contributed to the promotion of women artists.