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LJUBAV VOLJA S(A)VEST OSMEH

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Vrednosti mladih u Srbiji

Cilj projekta „Vrednosti mladih u Srbiji” je identifikacija i smanjenje vrednosnog jaza među mladima u Srbiji, a u cilju prevazilaženju vršnjačkog nasilja, netolerancije i nepoštovanja drugih.

Projekat se realizuje kroz dva pristupa:

1. Medijska kampanja „Stvarno važno” koja ima za cilj pokretanje šire društvene akcije usmerene ka promovisanju pozitivnih ljudskih vrednosti kod mladih i njihovog okruženja.
2. Kreiranje platforme akcija i projekata koji imaju za cilj poboljšanje položaja mladih ljudi u Srbiji.

Krovna Organizacija Mladih Srbije (KOMS) je partner Fondacije „Ana i Vlade Divac” na ovom projektu.

Projekat je podržao USAID kroz program „Inicijativa javnog zagovaranja građanskog društva” kojim rukovodi Institut za održive zajednice (ISC).

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Shared Values of Serbia's Youth

The goal of the Shared Values of Serbia's Youth project is to bring together diverse components of Serbian society to jointly address the personal value gap among Serbian young people and to reduce the symptoms of this gap: street violence, bullying, and lack of tolerance and respect for others.

Two approaches are used to achieve this goal:

1. A sustained media campaign, entitled Stvarno Vazno (Really Important) engages positive celebrity role models and identifies and promotes the positive shared values of youth;
 2. The development and implementation of Platform of Action to improve the value base of Serbian youth.
- The Ana and Vlade Divac Foundation has partnered with the Krovna Organizacija Mladih Srbije (KOMS) in this project. Financial support has been provided by USAID, and its implementing partner Institute for Sustainable Communities (ISC), through the Civil Society Advocacy Initiative (CSAI) program.



Medijska kampanja „Stvarno važno“

Osnovni cilj medijske kampanje „Stvarno važno“ je uključivanje mladih ljudi u promovisanje pozitivnih životnih vrednosti, kao što su ljubav, bliskost, poštovanje i sl. U kampanju su uključene poznate ličnosti koje su promoteri pozitivnih vrednosti: Nađa Higl, Milorad Čavić, Marko Šelić Marčelo, Ana i Vlade Divac. Njihov zadatak je bio da mlade pozovu da se uključe u kampanju i kažu šta je njima stvarno važno. Kampanja je pokazala da su neke od zaboravljenih ljudskih vrednosti i dalje veoma značajne i da ih treba promovisati među mladima. Centralno mesto na kojem mladi mogu da kažu šta je njima stvarno važno je sajt stvarnovazno.org i društvene mreže (Facebook, Twitter i YouTube) na kojima je mladima omogućeno da učestvuju i međusobno razgovaraju o vrednostima koje su im zaista važne.

Rezultati medijske kampanje „Stvarno važno“ nakon prvih 5 meseci projekta su:

- 50.000 mladih posetilo je sajt stvarnovazno.org i napisalo 2.000 opisa vrednosti koje su njima zaista važne;
- 1.000 billboarda u celoj Srbiji koji promoviše kampanju;
- Saradnja sa najvećim medijskim kućama: Studio B, MTV, TV Avala, B92, TV Prva, SOS Kanal, TV Mreza, Radio Beograd, Blic, 24 časa i Press;
- Svakodnevna komunikacija sa velikim brojem mladih ljudi putem društvenih mreža Facebook, Twitter i YouTube.



Stvarno Vazno Campaign

Key Serbian sports and cultural figures, i.e. role models for today's youth were recruited to serve as program ambassadors for introductory TV spots, interviews and billboards. Nađa Higl (Olympic swimmer), Milorad Čavić (Olympic swimmer), Marčelo (rap artist), Miloš Biković (famous young actor), and Ana and Vlade Divac are promoting the positive message of Stvarno Vazno campaign, sharing their values with Serbian youth, and encouraging the celebration of those values. These ambassadors are just a first step in encouraging youth to publicly participate in the promotion of their own personal values by engaging in school and community-based events celebrate those values. The central point of the campaign is young people themselves and their own values. The campaign has shown that some of the forgotten human values are still the most important ones and they should be broadly endorsed among youth.

Stvarno Vazno Campaign results:

- 50,000 visits of young people to the Stvarno Vazno website, resulting in the sharing of 2.000 wall posts discussing the values important to them;
- 1,000 billboards and city lights promoting the website and the ambassadors throughout Serbia;
- Media partnerships include: Studio B, MTV, TV Avala, B92, TV Prva, SOS Kanal, TV Mreza, Radio Beograd, Blic, 24 casa, and Press;
- Everyday communication with hundreds of young people through social networks (Facebook, Twitter and YouTube).

Kreiranje platforme akcija i projekata

Pored medijske kampanje „Stvarno važno“, projekat „Vrednosti mladih u Srbiji“ usmeren je na kreiranje potprojekata i platforme akcija za poboljšanja položaja mladih ljudi u Srbiji.

Fondacija „Ana i Vlade Divac“ je u oktobru 2011. godine organizovala prvi Divac Idea Forum (DIF), kako bi na jednom mestu okupila sve relevantne subjekte u pravcu unapređenja položaja mladih ljudi u Srbiji.

Na prvom Divac Idea Forumu okupili smo:

- **250 mladih ljudi iz 90 omladinskih organizacija;**
- **7 ministarstava Republike Srbije;**
- **16 velikih kompanija;**
- **10 međunarodnih organizacija i razvojnih agencija;**

Sledeće teme identifikovane su kao najvažnije od strane učesnika Divac Idea Forumu:

- **Borba protiv nasilja;**
- **Zdravlje mladih ljudi;**
- **Kultura i kvalitetno provođenje slobodnog vremena;**
- **Obrazovanje i zapošljavanje;**
- **Zaštita životne sredine;**

Više od 200 mladih ljudi uzelo je učešće u radu tematskih grupa, koje su formirane tom prilikom. Pet radnih grupa se, nakon Divac Idea Forumu, posvetilo identifikovanju problema i kreiranju projekata u svakoj od pomenutih tematskih oblasti. Kao rezultat njihovog višemesečnog rada, razvijeni su projekti koji će biti realizovani u saradnji Fondacije „Ana i Vlade Divac“ i omladinskih organizacija širom Srbije. U saradnji sa mrežom donatora i partnera Fondacija će uložiti napore da obezbedi potrebna sredstva za implementaciju ovih projekata.

Fondacija „Ana i Vlade Divac“ u saradnji sa Ministarstvom sporta i nauke, UNICEF-om, novinama Press i drugim partnerima formirala je i Koaliciju za borbu protiv vršnjačkog nasilja kao deo zajedničkog napora da obrazovne ustanove postanu bezbedne za svu decu.

Platform of Action and projects

Building on the media campaign, the Shared Values of Serbia's Youth project has focused on the creation of a Platform of Action that outlines specific projects, activities and initiatives to advance the development and promotion of youth throughout Serbia.

The Ana and Vlade Divac Foundation organized the 1st Divac Ideas Forum (DIF) in October 2011, bringing together all relevant stakeholders interested in youth issues, including:

- **250 young people representing 90 youth organizations;**
- **7 Serbian ministries;**
- **16 private companies;**
- **10 international organizations and development agencies;**

The following topics were identified as the most important to initially focus on by participants:

- **Fight against violence;**
- **Health;**
- **Culture and free time;**
- **Education and employment;**
- **Environmental protection;**

More than 200 young people from various formal and informal youth and student organizations and groups participated in five thematic working groups during the event. Thematic groups worked on identification of problems and exploring possible solutions that could be implemented to address these problems. Subsequent monthly meetings of the working groups have resulted in a draft Platform of Action for each sector that describes projects that have been developed to address the identified problems. The Ana and Vlade Divac Foundation is working with a variety of bilateral, corporate and private foundation donors to provide the needed financial resources to fund the implementation of these projects through youth organizations across Serbia.

One emerging solution that has been developed in response to the growing incidence of violence within schools in Serbia has been the creation of the Coalition Against Violence in Schools, an effort spearheaded by the Ana and Vlade Foundation in partnership with the Ministry of Education and Science, UNICEF, Press newspaper and several other key stakeholders as a joint effort to make schools a safer place for all children in Serbia.

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Sledeći koraci

- Organizacija Drugog Divac Idea Foruma (DIF) na kojem će biti predstavljeni projekti razvijeni od strane tematskih radnih grupa i platforma akcija iz svake oblasti;
- Razvoj partnerstva i mreža podrške za svaki od predloženih projekata, kako bi se obezbedila sredstva za implementaciju projekata;
- Medijska kampanja širom Srbije koja promovira predložene projekte i zagovara teme koje su mladima stvarno važne;
- Pronalaženje novih načina komunikacije putem društvenih mreža za širenje pozitivnih vrednosti među mladima;
- Kreiranje silikonskih narukvica koje promovira pozitivne vrednosti među mladim ljudima;
- Promovisanje inovativnih modela za prikupljanje sredstava za lokalne omladinske inicijative kroz upotrebu ovih narukvica.

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Next Steps

- Organization of subsequent Divac Idea Forums (DIF) on a quarterly basis to present the results of developed and implemented projects and to track progress against the Platform of Action goals;
- Development of partnerships and networks of financial and in-kind support for each of the planned projects in order to secure funds for their implementation;
- Continued media campaign throughout Serbia promoting implementation of the projects and advocating for the 'really important' issues identified;
- Development of new methods and tools of communication through social networks in order to spread positive values among youth;
- Launch of a line of value-themed bracelets for sale among youth promoting positive values among youth;
- Promotion of innovative models of fundraising for local youth initiatives using value-themed bracelets.



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O Fondaciji „Ana i Vlade Divac“

Fondaciju „Ana i Vlade Divac“ osnovali su čuveni košarkaš Vlade Divac i njegova supruga Ana 2007. godine, nakon 18 godina bavljenja humanitarnim radom u Americi. Fondacija „Ana i Vlade Divac“ je osnovana u Srbiji sa ciljem da pomogne građanima, posebno izbeglicama, u praktičnom rešavanju njihovih životnih i egzistencijalnih problema sa posebnim akcentom na rešavanje njihovih stambenih pitanja. Do sada je zahvaljujući aktivnostima Fondacije 325 izbeglih i raseljenih porodica (oko 1.400 osoba) dobilo svoj dom.

Osim ovog segmenta rada, Fondacija „Ana i Vlade Divac“ je posvećena promociji pozitivnih vrednosti među mladima u Srbiji. Obnova dečijih igrališta u vrtićima, renoviranje i izgradnja sportskih terena, deo su akcije u kojoj nastojimo da mlade uputimo na prave vrednosti. Takođe, preko niza aktivnosti koje od svog osnivanja inicira i sprovodi, Fondacija podstiče razvoj individualne i korporativne filantropije u Srbiji. Različite akcije su usmerene ka razvoju svesti i promociji davanja kod građana Srbije, kao i društveno odgovornog ponašanja u biznis sektoru.

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About the Ana and Vlade Divac Foundation

Foundation Ana and Vlade Divac was established in 2007 by Ana and Vlade Divac on the occasion of Vlade's retirement from the NBA and was built on 18 years of their personal humanitarian work through the U.S. non-profit Divac Children's Foundation. Foundation Ana and Vlade Divac was established with the mission to provide financial, material and other resources necessary to fulfill physical, psychosocial and other needs of refugees, internally displaced persons (IDPs) and uncared-for persons. As a result of our endeavors 325 refugees and IDPs (about 1.400 persons) has been dislocated from the collective centers into their own homes.

Besides this program area, Foundation Ana and Vlade Divac is also focused on promoting positive values among youth in Serbia. Reconstruction of children playgrounds in the state owned kindergartens and renovation of urban sport terrains are important part of our endeavors to create healthy environment for children and youth. Additionally, through its activities and initiatives, Foundation is devoted to development of individual and corporate philanthropy, promotion of giving among Serbian citizens and companies.