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**Project title:**

**“FINAL COUNTDOWN”**

***Submitted by:***

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**Background**

“Forum NGO” – Kraljevo is an association of activists of two non-government organizations. These are: Citizens' Library "Lingua" – Kraljevo and "Belgrade Centre for Human Rights" – Kraljevo. The mentioned NGOs are non-political, non-profitable organizations aiming for the promotion of human rights, spreading the idea of civic society, struggle for democratization of the society, and change of the system... *Forum* gathers over 30 young activists, mainly university students.

## ABSTRACT

The aim of the project is to mobilize and educate young voters to come out to the forthcoming republic elections in as great a number as possible. With different activities, at public gatherings, happenings in open and closed spaces, successive campaigns, and the idea of necessity of coming out to the elections has to be developed with young people.

The project is imagined to comprise the greatest possible number of young people in the following municipalities: Kraljevo, Krusevac, Vrnjacka Banja, and Trstenik, where the "Lingua" activists are capable of achieving absolutely successful campaigns.

The total number of young people (18-30 years of age) within the stated municipalities is about 50,100.

The intention of the "Lingua" activists is to educate and animate just this category of citizens for work in NGOs and thus include them into active society reforms that are ahead of us, that are of crucial importance and unavoidable. In the campaign promotion of NGOs would be attained at the same time aimed to present ideas, aims and practical work of NGOs. The campaign motto would be "**Final Countdown**".

The whole project is imagined as a promotion of Forum NGO, because on all promotion materials there will be written its name.

## PROJECT OBJECTIVES

### The problem

On September elections and events that followed it became obvious that NGOs and engagement of young people had a great roll in the changes. For many years young people were excluded from political life and they had no wish to actively participate in solving social and political problems in the country, which was exactly the intention of the former regime.

Campaigns made by NGOs prior to September elections succeeded in animating great number of the young which proved to be one of decisive elements of former regime crash.

As after the happenings on October 5 winning euphoria began loosing intensity, especially among the young who had expected more dynamic democratisation process, there is a real possibility of repeating the situation of 1996/97 protests when the young also played the key roll in defending the election will of citizens, followed by drastic decrease of their interest for active participation in political life.

### Target Group

Target group of this project are primarily the young as the group comprising big number of abstains or not interested in elections (according to surveys there are around 40% of the young among abstains). In municipalities that would be covered by this project the numbers of the young, from 18 to 30 years of age, are the following:

Kraljevo (20600); Krusevac (21,000); Trstenik (5,000); and Vrnjacka Banja 3,500.

The total number of the young in the stated municipalities is **50,100**.

Of this number, the number of those who can take part in the republic elections for the first time (18 to 22 years of age) is about 20,000.

### Aims

- € To improve consciousness of the young concerning the necessity of coming out to elections
- € To mobilize the target group
- € To identify the problems of the young and present them publicly
- € To increase number of voters who come out to elections
- € To promote "Lingua" NGO targets, such as democratisation of the system, improving citizens' life conditions, active participation of the young in making decisions on issues relating to their lives, encouraging their initiatives in that respect...

- € To encourage the young to initiate particular actions and ideas, by which their active work in NGOs would begin
- € To train the young included in project realization for team work

## ACTIVITIES

Each activity will have clearly defined message to young voters saying that by the act of coming out to the elections they themselves create their destiny so they should take the opportunity. Every activity will be strongly aimed to elimination of poor or no interest of citizens for the forthcoming elections.

### 1 Promotion on media

The campaign would start with intensive media promotion that would be attained in/by the following:

- € TV spots on local TV stations (TV Kraljevo, TV Trstenik, TV Krusevac); Frequency: 3 times a day
- € Radio jingles on local radio stations (Radio Kraljevo, Radio Vrnjacka Banja, Radio Krusevac, Radio Trstenik); Frequency: 10 times a day
- € Posters sticking, 2.000 pieces
- € Distribution of leaflets, 50.000 pieces
- € Distribution of adequate condom containing flyers, 3.000 pieces

It is planned that four "Lingua" teams containing 6 members each make campaigns simultaneously in Kraljevo, Krusevac, Vrnjacka Banja and Trstenik. The teams would be promoting the campaign all the time during the first phase by distribution of leaflets and flyers and by pasting posters, while the fifth team including four people would be doing promotion on media, i.e. on local TV and radio stations. This phase is planned to last during the whole campaign, and to culminate in the last week when invitations would be distributed for the final manifestation that is to be held in Kraljevo on the elections day, December 23, 20000 at 8 p.m.

### 1 Organization of parties

The aim of the parties is to animate the young voting population. Printed promotion materials of the campaign would be distributed at the parties. Experience in Slovenia from the 1991 elections showed huge interest of the young provoked witty designed flyers with glued-on condoms.

Frequency: one party in each of the four towns

### 1 Multimedia tribunes

After medial campaign and animation of citizens, it is planned to start with particular actions directed to execution of the started changes and reforms through participation in elections and thus learning about way of work, ideas and aims of NGOs – through a process of informing and education.

The aims would be realized through

- organization of public tribunes with eminent persons from NGO sector (CRNPS, OTPOR, CeSID, BGCHR,...) as guest-lecturers that would also inform citizens of the up to date results obtained by NGOs and of their roll in previous happenings in the country, as well as of the importance of getting young people to start working with NGOs. The main aim of the tribunes would, however, be to explain and show the young the necessity of political changes that have already started in the country.

Frequency: one tribune in each of the four towns

## **1 Central manifestation**

Central manifestation would be organized and held on December 23, 2000 in Kraljevo directly after the polling places are closed. Huge number of the young are expected to gather at the central town square where the campaign "Final countdown" would end with huge fireworks, followed by waiting for and watching the election results on a video beam.

## **TIME SCHEDULE**

### **1 Organizational phase:**

From 1<sup>st</sup> to 11<sup>th</sup> December 2000:

Forming and education of local teams, preparation of propaganda materials (leaflets, posters, flyers, jingles, TV spots...)

### **1 Media promotion**

Starting on 11<sup>th</sup> December and lasting until 20<sup>th</sup> December 2000 (till the beginning of the election silence)

### **1 Multimedia tribunes**

Will be organized and held during the period from 14<sup>th</sup> to 18<sup>th</sup> December, one in each of the four towns.

### **1 Organization of parties**

Parties would be organized and made during the period from 18<sup>th</sup> to 20<sup>th</sup> December, one in each of the four towns.

### **1 Central manifestation**

Central manifestation will be organized on December 23, 2000 at 8 p.m. directly after closing the polling places in Kraljevo

**1 Evaluation phase:** from December 25<sup>th</sup> to 31<sup>st</sup> 2000 project evaluation, report writing and follow up are planned.

## **THE EXPECTED PROJECT RESULTS**

With this project "Lingua" expects to attain the following results:

- to animate, encourage and motivate as large a number of the young as possible to come out to the forthcoming extra elections for the Republic Parliament on December 23 and so contribute the changes initiated in Serbia
- to stimulate the young to include themselves, as the main factor of reforms and development, into the further activities of NGOs and so help spreading citizens' way of thinking and development of civic society in the country.

## **EVALUATION**

The project would be evaluated in a way that after the elections comparative investigation would be achieved with a control group with the aim to evaluate the campaign effects.