



Project No: 700 33 J 03

INITIATIVE, SENSE AND CONSCIOUSNESS (ISAC)

For many years the young were excluded from political life and had no wish to take an active part in socio-political problems solving in the country, which suited well the former regime. Former authorities purposely created the surroundings where real values and the highest achievements of civic society were shifted to margins. The then authorities feared from energy that would, if united and rightly directed, make an obstacle their remaining in power.

Target group in this project are the young as a category consisting of large number of those who do not turn out on elections are the target group of this project. Here also belong those not interested in active participation in politics. The number of such people, according to the latest polls, makes 40% of the total number of voters who do not want to turn out on elections. These data really point to greater number of the young who are not interested for personal engagement in politics. The ISAC project would be realised in two neighbouring municipalities in Central Serbia – Kraljevo and Cacak where the number of the young between 18 and 30 years of age is 42600.

The aims of ISAC project are the following: more active participation of the young in all forms of political engagement, increased awareness about significant role of the young as a drive power of democratic reforms of society, spreading of citizens' activism among the young, attempt to bring politics closer to the young and to brake prejudices that only "the chosen ones", encouraging the young to place their ideas through politics and create their lives and future by political means, identification of young people's problems in public, training of the young, included in ISAC project, for team work, a kick off for new initiatives that would, among other things, enable the project participants exchange new ideas and continue the started co-operation

Each activity during the project realisation will contain a clearly defined message to the young to engage themselves personally in political life and create their own future and to actively exercise this right. The project is going to be realised in three phases:

Promotion in media: The ISAC Project would start off with an intensive promotion consisting of TV spot on local TV Kraljevo, covering both towns where the Project is to be realised. The promotion would also include radio jingle on *Globus Radio*, which is the most listened youth radio station in the region. Then come designing and sticking of posters, distribution of leaflets and adequate flyers containing a condom.

Parties organising, aimed to animate young people in the stated municipalities who would, by getting together, entertainment, watching videos on human rights, distribution of promotion materials from the I phase, working through four-member teams – animate and sensitise the whole entertainment parties for taking an active part in politics.

Multi-media rallies (lectures followed with discussion)

After media campaigns and parties organising, this phase of interactive rallies having two well known experts each from within politics, sociology, journalism is also aimed to sensitising the young for active taking part in political life. Rallies would comprise documentary programmes on human rights and political engagement of the young in European Union countries.

Lingua NGO to achieve the following results with realisation of the ISAC project:

To sensitise, motivate and encourage as large a number of the young as possible to join the political parties of liberal and social-democratic orientation and contribute spreading the idea of citizens' awareness and development of civil society in the country; to encourage young people to start placing and promoting their ideas through politics and start creating their own life and destiny and finally to identify the problems of the young and make them generally known.