

1. Description

1.1 Title

Imagine Serbia

1.2 Location(s),

Country: Serbia and Montenegro,

Summary

As a country of South- Eastern Europe, with the status “country in transition” Serbia is still facing bad inheritance of past systems and wrongful approach to the problem solving. The main objective of the project is to minister a real chance to the youth, as to actively involve them into a society development planning process. For this objective to be realized it is absolutely necessary to objectively inform youth thru a web presentation, Bulletin and Multimedia CD *Imagine Serbia*, promotion materials, with the purpose to inform of successful fulfilment of all necessary conditions needed for rapid integration into the European Union. Target group of the project is youth, ages from 15 to 27, from which the enormous number is not interested to take active participant role in the social-political life.

1.5 Objectives

The main objective of the *Imagine Serbia* project is to minister a real chance to the youth, as to actively involve them into a society development planning process. For this objective to be realized it is absolutely necessary to objectively inform youth thru a web presentation www.imagineserbia.org, with the purpose to inform of successful fulfilment of all necessary conditions needed for rapid integration into the European Union, including respect toward human and minority rights, introduction to relevant facts from the recent past (facing war crimes), the fulfilment of international obligations of Serbia and Montenegro, improved cooperation with neighbour countries, society corruption index...

Other objectives are:

- Awareness improvement regarding the importance and role of youth as the moving power of democratic reforms in the society
- Introducing youth with priorities that are necessary for the integration into European Union (Stabilization and Association Process)
- Introducing youth to crimes that were committed on the territory of ex-Yugoslavia
- Protection and promotion of human rights and freedoms
- Propagation of civil activisms among youth
- Enable young people thru Internet presentation to promote their ideas and that thru political means influence and create their own future
- Encourage young people to **understand** their society and **imagine** better future and **make** concept of a new society
- Offer young people a chance to develop a vision of community in which they would like to live, and take necessary actions create that vision
- Providing relevant information, which in despite of all possibilities in communications created along with the rapid development of new technologies are still failing to reach a great number of young people

- Rapprochement and introduction of youth from the municipalities from central Serbia with youth coming from the territories of ex-Yugoslavia, where this project represents a rare opportunity for contact and exchange of opinions
- Improvement of the relationship between generations (younger and older generations)
- Training of youth which are involved in *Imagine Serbia* project realization, thru exchange of opinions in discussion groups on the web site, for the purpose of recognizing problems in their own society
- Raising the awareness of the NGOs in the society
- Stimulation for new initiatives, which will enable project participants to exchange new ideas and continue initiated cooperation
- Increase citizen participation in the work of NGOs in the Central Serbia region
- Strengthen carrier project organization (NGO LINGUA)

1.6 Justification

Current integration process of Serbia and Montenegro into European Union is put on hold. It is obvious that in Serbia and Montenegro powerful structures are present which control large capital, crime and politics taking upon them a “*status quo*” and which are very much concerned with the fact that one day they will have to face strict European standards which will endanger their monopolistic positions and profitable business activities. Identity crises, which presents a problem in all countries that are going thru transition process, in Serbia is additionally enlarged with the question of facing war politics and war crimes. Unfortunately, in Serbia we are facing “conspiracy of silence” regarding crimes committed during last decade “in the name of Serbian people”, and that conspiracy during previous years has grown into a “silence as crime”. Most of the Serbian citizens rather choose to forget, because in that way the responsibility for crimes committed in their name and with their help is taken off.

Overall, new political elite, after the murder of Serbian Prime Minister, March 2003, has not been able to open a new source of necessary energy while facing crime. Being unprepared and disingenuous in relation to the previous past, current political elite is pushing Serbia towards retrograde process which will isolate her from the rest of the world. In the absence of modern vision of Serbia, chetniks and Serbian controversial opinion is revitalized, which creates promoting a system of values against western civilization and culture. This orientation in the society is followed by the political radicalism. This is not just a matter of marginal conservative and extreme political powers. They are becoming a force with the support of traditional national institutions. Negation of democratic values scrapes thru the concept of human rights, which often results in violent actions against ethnic minorities, especially Roma population.

As a country of South - Eastern Europe, with the status “country in transition” Serbia and Montenegro is still facing bad inheritance of past systems and wrongful approach to the problem solving. Especially smaller local communities (in central Serbia region) are having problems with the acceptance of new approaches in behaviour, and for younger population a chance to be introduced and involved into decision making processes that are of a great importance for their community.

Poor financial and social situation, political instability, information thru electronic and press media (which are under the control of interest groups with radical opinions) resulted in sluggishness between younger populations, and the expansion of nationalism and xenophobia resulting again in the lack of interest among youth regarding movement, communication and the exchange of experiences. That kind of attitude of younger population results in lack of interest for active social engagement and represents a serious problem for fragile democracy in Serbia.

Media in Serbia is becoming „yellow” and “black” media that is having a hard time dealing with the market. In the central Serbia classic youth Informative Centres do not exist, neither the specific youth media. Their absence significantly affects the level of informing youth and their participation in the society. Existing youth organizations are insufficiently networked together,

and are not internally integrated. That is way their range of activities is limited and is targeting a small number of young people.

The only medium that constantly and increasingly attracts the interest of the young is the Internet. According to official Republic surveys the number of Internet users in Serbia is increasing with the annual rate of 150 %. Again, according to those information over 85% of users belong to an under 30 years of age group.

*The number of individual Internet users during the year 2002 was 640,000, while hosting number was 17,000. In August 2003 there were 20,000 hosts. The number of web sites was increased from 2,550 in August 2000 to 9,537 in the same month 2003. The number of domains increased from 5,860 in August 2000 to 16,081 in August 2003. Most of the users are young people. Approximately half of the Internet users have University degree, and almost all have finished high school. At the end of 2000, approximately 5% of the population used Internet. At the beginning of 2002, it has been estimated that Internet is being used by 600.000 users, which makes a 7% of the population. The real number of users is greater, taking in mind that one PC or internet connection is used by few different people.*¹

This rapid annual increase is similar to experiences that countries in Western Europe had during nineties, which brought to explosive market development at the moment when critical mass was reached and telecommunication monopoly was terminated.

It is very important to mention, according to data made by the Association for informational technologies as part of Serbian Chamber of Commerce, the number of PC's in Serbia in September 2003 was 600.000, while ITU states that in 2002 in Serbia and Montenegro only 290.000 existed.

Taking into consideration official estimation by the Republic Agency (in charge of Internet sector) that the number of Internet users is increasing with the annual rate of 150%, estimation is that in August 2004 there will be over 30.000 web site and approximately 1.400.000 individual Internet users, or 16,3 % of total population.

LINGUA activists, recognizing the potentials of the Internet development in Serbia, decided in 2002 to extend their activities to the Internet. For 2 years only an incredible success was recorded, illustrated by the following data: According to the latest investigations of the Internet Service Provider, EutelNET (rang.eutelnet.com), the most frequently visited non-commercial site in Serbia and Montenegro was the web presentation of *Forum NGO* (association of three NGO's: LINGUA, Kraljevo Centre for Human Rights and Centre for the Development of the Non-profit Sector in Central Serbia) located at www.forumnvo.org.yu. *Web presentation of Forum NGO Kraljevo rages 12th on the list of 300 most frequently visited sites in Serbia and Montenegro.*² *The ranking list of "YU top 100" is formed based on the data of the most relevant world browser (search engine) for domain ranking Alexa Web Search (www.alexa.com). According to the data of this American browser, web presentation of Forum NGO, by the number of visits, is at the first place in Europe in the category: Society – Human Rights and Freedoms).*³ At www.forumnvo.org.yu information are presented on LINGUA activities, directories of international governmental and non-governmental organizations active in Serbia and Montenegro, press reviews from leading world media, analyses, reports and recommendations on human rights, tortures, refugees, Roma population, Kosovo problems, etc. There can also be found forms of the projects implemented and realized by *Lingua* and the ones in progress.

Young population and NGO's activists are selected as a target group of this project as a moving power of democratic reforms in the society. In the situation where society is currently found, as carriers of society democratization, it is inevitable for young people and active participants of NGO's, thru project planned activities, to market their ideas and with personal engagement to influence their own future. Objective way of informing youth, thru web presentation www.imagineserbia.org (on Serbian and English), *Imagine Serbia* bulletin, as well as multimedia CD *Imagine Serbia*, will contribute to better information of youth, NGO's activists, representatives of local government, political parties, media and other relevant institutions, regarding the fulfilment of all necessary pre-conditions needed for rapid integration into European Union. Thru numerous programs, on *Imagine Serbia* web presentation, activities will be realized with the objective on protection of human rights and

¹ Republic of Serbia, Public report; Investing in Internet sector and IT in Serbia; May 2004

² rang.eutelnet.com

³ <http://www.alexa.com/browse/general?mode=general&catid=81062>

freedoms, ethnic minority rights, marginalized groups, necessity of cooperation with International Crime Tribunal in Hague, as well as the introduction to relevant facts from recent past, society index corruption, necessity to improve the cooperation with neighbour countries. These activities will have a positive impact on the implementation and propagation of citizens' activism among younger population, and as well speed up already started (but currently stopped) reform process, whose main objective is democratization of society.

WEB PRESENTATION - *IMAGINE SERBIA*

Objective way of providing information to the younger population, thru web presentation www.ZamisliSrbiju.org (on Serbian and English), will contribute to better inform youth, NGO's activists, representatives from local self-government, political parties, media and other relevant institutions, about the fulfilment of all necessary pre-conditions needed for rapid integration into European Union. Thru many programs, on Imagine Serbia web presentation many activities will be realized whose main objective is the protection and promotion of human rights and freedoms, rights of ethnic minorities, marginalized groups, fulfilment of international obligations of Serbia and Montenegro, as well as the introduction with relevant facts from recent past, society corruption index...

2.0.0 Preparing activities

- 2.0.1 Registration of domain www.imagineserbia.org (during first week of the first month of project realization)
- 2.0.2 Leasehold of 300 MB hosting space
- 2.0.3 Leasehold of Internet package (for dial-up connection)
- 2.0.4 Web site design (during first week of the first month of project realization))
- 2.0.5 Upload and official web presentation www.imagineserbia.org opening
- 2.0.6 Registration of web site users (registration of discussion table users)
- 2.0.7 Forming / the increase of data base concerning groups that are involved in the project
- 2.0.8 Forming / the increase of the mailing list

2.1.0 Promotion and protection of human rights – Main Discussion Board

- 2.1.1 Opening of discussion (introduction) regarding topic chosen by experts (well known sociologists, human rights experts, analytics, leaders of democratic political parties) in relation to the area that is to be discussed; dealing with the past, torture, multi ethnic society, fight against corruption, xenophobia and antagonism, chauvinism, sexism (two topics during each month of project realization)
- 2.1.2 Managing and addressing discussion by the Moderator
- 2.1.3 Internet research (survey) connected to current topic – it will act as a guideline for further discussion.
- 2.2.4 The selection of the main topic that will be discussed in the following two weeks – voting thru a survey on the web site (topics: dealing with the past, Hague Tribunal, national trials for war crimes, trials in front of International courts in Hague, torture, ethnic minority, fight against corruption, xenophobia and antagonism, chauvinism, sexism (two topics per month)
- 2.2.5 Closing of the topic
- 2.2.6 Closed topic results analysis
- 2.2.7 The selection of the most interesting texts (from discussion groups) which will be published in the Imagine Serbia bulletin

2.2.0 Info– Documentation Centre

- 2.3.1 Informing electronic and press media (before all Internet media), NGO's from Serbia and Montenegro territory, as well as from the territory of ex-Yugoslavia regarding project realization, thru unique mailing list (approximately 2.000 Mail addresses)
- 2.3.2 Formation of unique documentation centre with chronologically integrated documentation regarding history of human rights violations and committed crimes on the territory of ex-Yugoslavia in the time period between 1990 until October changes of 2000 (hundreds of photographs regarding war crimes, texts from the press, analysis, reports and other materials regarding torture, harassment of women, violence in families, manipulation by political parties...)
- 2.3.3 Upload of needed material issued by relevant international and domestic NGO's in human rights area (United Nations, Council of Europe, European Court of Human

Rights, European Stability Initiative, International Crisis Group, Amnesty International, Human Rights Watch, Committee of legal counsellors for Human Rights, Forum NGOs Kraljevo...)

- 2.3.4. The overview of the most interesting texts from daily and weekly press (the analysis tied to happenings in Serbia from relevant world media: Reuters, AP, AFP, BBC...)
 - 2.3.5. Daily update of info-documentation section of the web presentation in Serbian and English
 - 2.3.6. Offering service information to NGOs that are actively operating on the Central Serbia territory
 - 2.3.7. Offering information regarding current tenders for local NGO's
 - 2.3.8. The selection of the most active participants in discussions and conversations regarding sustainability and continuation of cooperation on this project
 - 2.3.9. Upload of valuable links, relevant international and domestic NGOs for the purpose of more detailed information
- 2.3.0 Online Legal counselling (by LINGUA Legal Advisor)**
- 2.3.1 Offering legal assistance in the area of human rights and freedoms protection
 - 2.3.2 Offering legal assistance in the area of torture
 - 2.3.3 Offering assistance in the area of minority rights protection
 - 2.3.4 Offering legal assistance in the area of corruption and criminal
- 2.4.0 Online NGO Support Centre**
- 2.4.1 Assistance and counselling regarding establishment and registration of NGOs
 - 2.4.2 Legal counselling – advise for legal regulation of NGOs
 - 2.4.3 Volunteering management –promotion of volunteering, examples, advises and answers to questions

3.0.0 BULLITEN – IMAGINE SERBIA

Bulletin *IMAGINE SERBIA* represents a publication with the concept to supervene onto web presentation program, i.e. to transfer all activities from „the internet onto paper“. The primary function of the bulletin is by carefully selected and targeted summary (the most interesting discussions from the web presentation, youth opinions (a vision of Serbia in which young population wants to live), documented photographs regarding war crimes, passages from the analysis, interviews with human rights experts, sociologists, analytics, leaders of democratic political parties) to inform, educate and attract additional number of people for active participation role into discussions on the web presentation. With this concept bulletin except informative – documentary role, also has a promotional role during the entire year (bulletin is published quarterly), for the period of *IMAGINE SERBIA* project realization. The fact stays that because of its context which is „provocative“ for the region where project is to be realized, being handed to other younger population will result in greater number of indirect project users.

3.1.0 Preparing activities

- 3.1.1 Presentation of the most interesting discussions from the web presentation
- 3.1.2 Gathering opinions of younger generation concerning problems and visions of the society in which they live
- 3.1.3 Interview with human rights experts, analytics, sociologists and leaders of democratic political parties
- 3.1.4 Design and bulletin preparation for the printing
- 3.1.5 Creation of bulletin electronic version in PDF format

3.2.0 Bulletin printing

- 3.2.1 Bulletin printing in the circulation of 8.000 copies, quarterly (3 bulletin during project realization). Total circulation of *Imagine Serbia* bulletin during project realization is 24.000 copies.

3.3.0 Distribution of bulletin

- 3.3.1 Distribution of bulletin by LINGVA active participants in most frequent places where younger generations are gathering in stated municipalities (schools, colleges,

- universities, café bars, city centres...)
- 3.3.2 Distribution of bulletin to NGO's, which are actively operating on the territory of 12 stated municipalities, representatives of local self-government, representatives from political parties, media and other institutions. Distribution of bulletin to a target group in stated municipalities will be done by two LINGUA teams. Teams will be consisted out of four LINGUA activists (Project assistant and three volunteers). Bulletin distribution in previously mentioned municipalities will always be done during the last week of the fourth month (quarterly) of project realization.
- 3.3.3 Publication of bulletin electronic version on the web presentation will be done simultaneously with the bulletin publication from the printing and its distribution.

4.0.0 MULTIMEDIA CD – *IMAGINE SERBIA*

Multimedia CD release of *IMAGINE SERBIA* is intended for users that did not have a chance to be introduced with programme activities presented on the web presentation. It will present a "Offline version" of a printed material, bulletin (three publications), discussions from the web presentation imagineserbia.org, documentation material (hundreds of photographs with committed war crimes in the name of „Serbian national interest“, documents, reports and analysis regarding human rights, torture, minority rights...). Multi media CD represents a reference and the source of information and data, some kind of an "Encyclopaedia of human rights violations and crimes on the territory of ex-Yugoslavia". Thru distribution of *IMAGINE SERBIA* CD release together with programme activities we will meet 2000 new young people in the Central Serbia region.