



ANNUAL REPORT 2006

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Centre of Modern Skills was founded in 1998.

Mission

Centre of Modern Skills is a non-governmental, non-profit and non-party organization committed to the process of democratization, development of political culture and dialog and, thus, to strengthening of the civil society in Serbia. It is our intention to contribute, through political and civil education, to strengthening and improvement of both women and men engaged in public work in Serbia today, and to provide them with appropriate knowledge and acquisition of modern skills. And that, primarily, means improvement of practical communication and managing skills necessary for democratic transformation of our society, which is based on observing law, pluralism and human rights. We want to contribute to creating of new political values and promotion of political leaders, both male and female, who will lead our country, decisively and responsibly, towards European and Euro Atlantic integrations.

Vision

Centre of Modern Skills is a leading organization which develops citizen's awareness of their needs for an active involvement in all social and economic processes for the purpose of claiming basic human rights.

Instead of introduction...

Centre of Modern Skills has also developed throughout this year. For us, this year was a year of hard work, new possibilities, challenges and, primarily, new partnerships. Those enabled us to enrich our own experience and develop more qualitative programs. Without such cooperation, solidarity, friendship and trust in the European future of our country, we wouldn't be able to realize more than hundred different activities, which is more than we ever accomplished in a year. The range of these activities went from half-day debates to international conference, from promotion of publications to days-long seminars. There were hundred and one media announcements on Center's activities, fifty of which were in local media (14 in printed, 36 in electronic media) and fifty one in national media (26 in printed, 25 in electronic). We became an important partner to relevant institutions in country and many international organizations. We worked in Bosnia and Herzegovina as well. We widened the range of our program activities and continued fighting for a society which will learn from others and



which will make an effort to preserve its own democratic and pro-European potential. We continued with activities on developing solidarity and establishing as big a network of partners, which would help us achieve our mission. We have grown into a relevant educational centre which, in cooperation with partners, should support the soon acceptance of EU standards and values, as well as creating and enforcing of network of political leaders, which will be stimulated and helped by efforts of civil society. This year, for the first time since our foundation, we have organized two conferences.

We want to express gratitude to our donors who became true partners in achieving mutual aims, and without whose support we wouldn't be able to realize our programs. Finally, we want to emphasize that these ambitious and qualitative programs wouldn't be achieved without the hard work, commitment and passion invested by the Center's team. We owe special gratitude to our dear volunteers without whom all this would be much more difficult to organize.

PROGRAMMES:

Political Communication Skills:

'*Political Communication Skills*' programme is our leading educational programme which includes courses, trainings and workshops that introduce our enrolled members to political skills, techniques of political marketing, peaceful conflict resolving, overcoming prejudice and communication skills.

The school is intended for the students of Belgrade University, activists of democratically orientated political parties, as well as of student and non-governmental organizations. The program of the school is designed to follow our primary orientation of giving support to new political leaders who will understand the real function of politicians and new roles that they have in the world as top managers or first-rate mediators.



In June, 2006, 93 enrolled members of the seventh generation successfully graduated from two-semester school of 'Political Communication Skills', receiving diplomas for participation in chosen modules. 319 candidates applied for the eighth generation in September 2006, and 111 of them were admitted. This year,

enrolled members of the school will follow teachings from the following modules: Public Appearance, Political Marketing, Political Skills and Skills of Constructive Dialog.

The school is free for all the members enrolled. It is traditionally held under the auspices of Friedrich Ebert Foundation.

Public Advocacy of Adopting the Gender Equality Law

In September 2005 Centre of Modern Skills, in cooperation with the Belgrade Fund for Political Excellence and Regional Secretariat of Work, Employing and Gender Equality, started the project 'Public Advocacy of Adopting the Gender Equality Law'. The main aim of the project was to strengthen the awareness of MPs and political public about necessity of quick passing of all laws that can get Serbia closer to the EU standards, through the process of public advocacy of adopting the Gender Equality Law.

The activities in the project included: promoting the Draft Law on Gender Equality in deputy clubs of the National Parliament of the Republic of Serbia, lobbying local governments to pass the offered Initiative to support the Draft Law on Gender Equality (presentations of the Draft Law and public stands), making allies among journalists and editors of national and local media, organizing national Conference in the final phase before adopting of the Gender Equality Law in the National Parliament. All these activities were organized to comprehensively and at the highest level observe the political and legal surroundings in which adopting of the law were to happen. The Draft Law on Gender Equality was presented to all deputy groups, (except for SRS), and they generally agreed on the Draft, so the chief deputy members signed this Draft. Presentations of the Draft and public stands on gender equality were held in 13 Serbian municipalities. Invitation to pass the Initiative to support the Draft Law on Gender Equality was sent to all the mayors and municipal presidents, and 21 local governments passed the Initiative and sent it to the National Parliament of the Republic of Serbia. In March, the Conference 'Moving Toward the Gender Equality Law - European Future of Serbia' was organized. Over 150 people from 111 organizations participated in the work of the Conference.



Beogradski fond za političku izvrsnost
Belgrade Fund for Political Excellence



The project was covered with numerous articles and reports of local and national media, in connection to the presentations of the Draft Law and activities on the project, as well as the Conference, and questions it brought out.

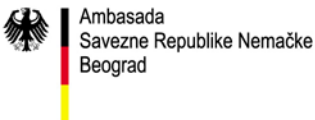
The Draft Law on Gender Equality was put into agenda of National Parliament in June, but it was quickly removed from the agenda as unconstitutional. We hope that passing of new Constitution of the Republic of Serbia, that guaranties equality of men and women and obligates the state to follow the politics of equal opportunities (Article 15), will help that this draft finds its way in front of the deputies of the National Parliament as soon as possible. Although, after very successfully designed and conducted activities in this project, under the auspices of American NGO Freedom House, it was formally completed in April 2006, we will continue to engage ourselves until the Law is adopted, and more importantly, applied.

Bringing Municipalities towards the Citizens

Center of Modern Skills for four years in a row is conducting the program Bringing Closer Municipalities toward the Citizens, as a part of an ongoing work to raise capacities and reforms of public administration in Serbia.

The main aim of this project is to provide the employees in the local government with an expert support for successful and efficient communication with local community, improving media coverage of their activities, services and departments for whose work they are responsible and overcoming problems which they come across in everyday work.

Project activities in 2006 included: organizing 18 two-day seminars for employees in local government who work in public relations, making of reference book for public relations in local government, networking of attendants through web site and organization of the Conference 'Branding municipalities and towns in Serbia'. The aim of the Conference 'Branding municipalities and towns in Serbia' was to point out to municipal presidents and to employees in local government to the significance of representing their municipalities as tourist destinations and places suitable for investing.



The most important aim of the project was to introduce and to reticulate people who work in public relations in local governments, to unite them into a single professional force and direct them towards cooperation. That aim was actively supported by the Public Relations Society of Serbia, founding a local section of the Society.

Within this project, a once-only training for the members of the Municipality Boards monitoring the implementation of the Code of Conduct for local government councilors and officials of the

Standing Conference of Towns and Municipalities was organized.

The project was realized with the help of the Westminster Foundation for Democracy, the Balkan Trust for Democracy and the Embassy of the Federal Republic of Germany in Belgrade, and with support of Public Relations Society of Serbia.

Students Against Prejudice

After 20 three-day seminars 'Neither black, nor white' (program of NGO Center of Interactive Pedagogy), from October to December 2005, project 'Students Against Prejudice' was continued throughout 2006 with research 'Students on Diversity' and campaign 'We Need an Ally!'.

The aim was to contribute to creating of stable civil and democratic society, as well as creating an atmosphere of equality and mutual respect where diversity would be looked at like something that enriches, not harms. This was done through developing awareness about the need for recognizing and condemning every kind of discrimination.

During the campaign 'We Need an Ally!', we organized four stands (Belgrade, April-May, 2006), we made a radio jingle (broadcasted on radio B92 and Beograd 202), we organized appearances in the media, handed out advertising materials... The themes of the stands were: Prejudice, discrimination and human rights, Prejudice, discrimination and media, Prejudice, discrimination and NGOs, Prejudice, discrimination and ethnic minorities.



By research 'Students on Diversity', we tried to establish views of the students from Belgrade University on problems of tolerance and non tolerance, and spread of prejudice in our country and in their academic surroundings. The research was conducted on exemplar of 500 examinees from 25 faculties. In every faculty, 20 students from different fields and courses were questioned, and from each year of study. Examinees come from not less than 98 different places, which makes this exemplar especially valuable. One of the results is that only one quarter of students claims that there is no non-tolerance towards anybody in the student population, while even 70 % recognizes the existence of non-tolerance and of fear of being different within youth population.

Special contribution to this project was given by students that went to the seminar 'Neither black, nor white' the previous year, and now they actively participated as volunteers in campaign and research, thus proving that prejudice and stereotypes are acquired patterns of belief and behavior and that they can be changed by



acquiring new knowledge. The project was supported by Norwegian People's Aid.

Different and Yet the Same

Centre of Modern Skills implemented ten two-day seminars under the project 'Different and Yet the Same' (programme of the NGO Centre for interactive pedagogy). The seminars were held from March the 1st to December the 31st 2006 in ten towns across Serbia.



The aim of the project was to promote the development and improvement of the civil society and nourishing democratic values such as human rights, tolerance, respect and accepting the differences, strengthening and the development of social capacities and equal opportunities society.

The project contributed towards students and young political leaders by increasing their awareness and knowledge on issues of discrimination, recognition of individual attitudes, beliefs and behaviors regarding the minority groups and influences of an oppressive system and discrimination of personal development as well as to support and increase the awareness about personal responsibility towards forming of prejudice and discrimination systems as well as for finding strategies targeting their sources. This project allowed all the seminar participants to take active part in fight against discrimination and prejudice and hence contribute towards development and establishment of a democratic society which will nourish the values of differences and social capacities they incorporate.

Seminars were held in Novi Pazar, Bač, Paraćin, Suborica, Zrenjanin, Prokuplje, Kraljevo, Užice, Niš and Novi Sad. Participants were informed about the seminars and ways of applying through posters, leaflets, mailing lists, local offices of democratic parties and NGOs. Turnout was excellent. Evaluation shows that the participants gained knowledge and skills which they will be able to use in the future to fight prejudice, discrimination and stereotypes thus enabling the development of a stable civil society based on democratic values. Project included 184 participants, 52.71% of them women. Project was supported by the Olof Palme International Center.



Election Campaign Techniques

Before the elections in Bosnia and Herzegovina, Centre of Modern Skills supported by Friedrich Ebert Stiftung held a three-day seminar on 'Election Campaign Techniques' for the representatives of Independent Socialdemocratic Party's youth. The goals of the project were to prepare the youth of SNSD for a successful campaign. 25 young people had an opportunity to get education sessions on: socialdemocracy today (in Europe and BiH) - ideology and organization, Running an election campaign, Tasks and duties of every party member, the role of the election board of SNSD in the campaign, four phases of a campaign, targeting the voters, working with the activists, door-to-door campaign, spin doctors and managing communication.

I like to choose

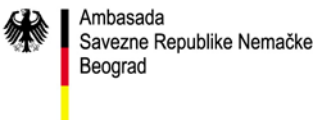
Centre of Modern Skills started a campaign in December for motivation of women to vote on the 21st of January elections and to vote for those parties that will represent their needs most adequately. It was also our aim to increase the problem transparency of women's abstinence in voting and increase the pressure on political management to raise the number of women in the national Parliament as well as to publicly offer solutions to specific women issues. Third aim of the campaign was to increase the media engagement on women's political needs which they stated through the opinion poll.



Within this campaign we organized various events in Zrenjanin, Kikinda, Prokuplje, Belgrade, Subotica, Bačka Topola, Bač, Niš, Čoka, Senta and Novi Pazar. Women were gathering for tea parties, received materials and took part in performances which proved that women's activism has its real and present face and that certain problems are easily recognized even by those not formally organized.

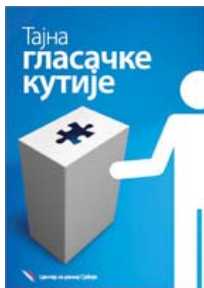
Campaign's success is perhaps best described by the election turnout and the fact that there had been much more women on these elections than before. In all the target towns (except Novi Pazar) the turnout was higher than the average in Serbia.

CMV's partners on this project were: Infomedia Centre - Zrenjanin, Centre for Support of Women - Kikinda, URBAN IN - Novi Pazar, Women's Club 'HERA'- Bačka Topola, Toplice Centre for Democracy and Human Rights- Prokuplje and was supported by the Embassy of the Federal Republic of Germany in Belgrade.





Београдски фонд за политичку изузетност
Belgrade Fund for Political Excellence



Secret of the Ballot Box

In cooperation with the Centre for Development of Serbia and Belgrade's Fund for Political Excellence we implemented campaign for election turnout increase targeting young people who are voting for the first time. We published a brochure called 'The Secret of a Ballot Box' containing text clearly explaining why it is good to vote, point out the importance of the voting process in creating personal and society's future and also gives instructions about voting for those who are voting for the first time. Brochure was printed in 10.000 copies and sent to addresses of the new voters in 12 Serbian towns: Subotica, Zaječar, Kragujevac, Kraljevo, Leskovac, Niš, Preševo, Prokuplje, Užice, Vršac, Novi Sad and Belgrade.

Apart from Prof. Žarko Trebješanin texts were also written by dr. Slobodan G. Marković, Mr. Lazar Marićević and Dragan Dobrašinović. Promoters for this campaign apart from Belgrade University students were also Nikola Djuričko, actor, and Danilo Ikodinović, waterpolo player who also gave their views on how important it is to vote.

In order to increase the popularity and visibility of this issue we organized a press conference in December. This project was supported by the Institute of Sustainable Communities.

And...

Centre of Modern Skills participated on EXIT festival held in Novi Sad on 6-9th of July. On the stand during the fair 'Place to move' we presented the Center's work and the campaign 'We Need an Ally!'. We handed out 3000 leaflets promoting our activities and talked to many visitors of the festival as well as the media. We received a lot of positive reactions to our material design and for using gender sensitive language.

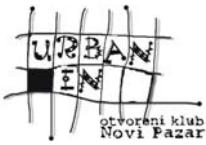
And...

This year, like always, our trainers attended various trainings, conferences and courses. We participated on the regional meetings organized by the Olof Palme International Center and Norwegian People's Aid as well as on the 'on line democratic academy' training for trainers. We also took part in People in Perilous Association (Bratislava) and NGO conference of the European Council 'Elements of participation in democracy' (Strasbourg). CMV's team went through special training 'Organizational overview, creating a vision, strategic planning and creating an action plan'. This three day training was held by the Civil Association of Local Development Initiative 'TalD' from Tuzla and was supported by Pax Christi Foundation from Holland.

And...

CMV's team continued its partnership with the Standing Conference of Towns and Municipalities regarding the training of local government representatives on implementation of the Code of Conduct for local government councilors and officials. We also





held a PR seminar for members of the Municipality Boards monitoring the implementation of the Code for 10 pilot municipalities.

And...

We organized a seminar 'Interparty dialogue' for women leaders of the Democratic Party, 10-12 November in Belgrade, supported by Alfred Moser Foundation.

And...

We organized a seminar 'Youth politics and local government' for municipality presidents. 22 local government representatives attended the seminar.

And...

Under the sponsorship of the Labour Party of Great Britain we held 8 seminars for members of the Democratic Party 'Strengthening political leaders'.

And...

In partnership with NGO URBAN-IN from Novi Pazar in September we started a project which involves a development of partnership relations between young democratic leaders in local government and promotion of youth political participation. This project was supported by the Democratic Commission of the USA Embassy in Belgrade. Within this project we had done a research on needs and problems concerning young people in Novi Pazar. Presentation of the research was given in February 2006.

And...

On the invitation of student organization AISEEC from Novi Sad we organized a lecture 'Good communication as a base of every success' during AISEEC week, 14-17 March.

And...

Under the sponsorship of OSCE Mission in Serbia we held a PR seminar 'Bringing the Institutions towards the Citizens' for the employees in National Parliament, Serbian Presidency and City Council of Belgrade.

And...

We participated in the regional meeting of organizations from Kosovo and Serbia under the support of the Balkan Trust for Democracy where we established the first contact which hopefully will be continued in 2007.

Lecturers

CMV is grateful to its lecturers and activists for all their energy, commitment and contribution without which none of this would have been possible in such a quality. In 2006 more than 70 of them took part in our activities. We tried to hire the best experts for each

of the elaborated topics: Neda Arnerić, Sonja Liht, Prvoslav S. Plavšić, Nataša Ristić, Dragana Koruga, Aleksandra Galonja, Dušan Stojanović, Zorana Smiljanić, Zorica Trikić, Milan Nikolić, Ashok Murty, Goran Bukilić, Jelena Vranješević, Bojana Vlahović, Vladimir Goati, Zoran Lučić, Maja Kovačević, Žarko Paunović, Slobodan Marković, Sanja Šifliš, Nebojša Andrić, Vukosava Crnjanski, Aleksandra Knez-Milojković, Nenad Simović, Danijela Maljević, Aleksandra Vidanović, Vladimir Kozbašić, Irena Belojica, Igor Bandović, Ana Arsenijević, Milica Vukičević, Jelena Stefanović, Tamara Tomašević, Miroslava Marjanović, Gordana Čomić, Vojin Dimitrijević, Teofil Pančić, Tamaš Korhec, Snježana Milivojević, Filip David, Miljenko Dereta, Miroslav Ružica, Marijana Pajvančić, Milka Puzigaća, Feđa Vukić, Božo Skoko, Violeta Ćosić, Maja Vukojičić, Bojana Lekić, Slobodan Lalović, Hans Ola Urstad, Snežana Lakićević-Stojačić, Rastislav Vrbenski, Dragana Petrović, Mirjana Ferić-Vac, Nada Ler-Sofronić, Monique Halpern, Senad Jašarević, Fuada Stanković, Erika Kvapilova, Radmila Gujaničić, Željko Ožegović, Bojan Stanojević, Alex Jaenicke, Birgit Singer Carter, Rodoljub Džamić, Petar Janjić, Srba Jovanović...

Associates

We would also like to thank our dear associates Zorana Kozomarić, Aleksandra Milaković, Uglješa Vrcelj, Stevan Zekonja, Momčilo and Dana Džunić, Branislav Mijatović, Gordana Mavrić, Tamara Koštro, Nataša Mrdak, Kristina Vukanović, Dejan Milovanović, Lena Bogdanović, Kaća Radović, Aida Ćorović, Ivana Popović, Marija Srdić, Dragan Dobrašinović, Atila Kovač, Djendja Seleš, Žana Poliakov, Boris Ranković, Miki Rakić, Slavka Šormaz...

Volunteers

Without them none of this would be possible to do. We owe a big gratitude to our dear volunteers: Ana Bošković, Petra Jokić, Jelena Vasić, Teodora Ledina, Mina Lazarević, Ivana Bartulović, Sandra Nešić, Dragana Kecojević, Bojana Popović, Mima Blašković, Miloš Trumić, Snežana Veljković, Miloš Nikolić, Aleksandar M. Lalić, Naldin Hadžialić...

Partners

CMV has up to now established cooperation and partnership with the relevant institutions in the country as well as with many international organizations but this year these efforts to create even larger partnership network have been additionally put. Apart from the Friedrich Ebert Foundation which has given us a significant support since the beginning, we organized educational seminars, trainings, instruction courses and other activities in cooperation with the Belgrade Fund for Political Excellence, PR Society of Serbia, Standing Conference of Towns and Municipalities, Center of the Development of Serbia, URBAN IN, Centre for Women's Support, Infomedia Centre, HERA Women's Club, Toplice Centre for Human Rights and Democracy, Association of the Disabled Students, JAZAS, National Democratic Institute, International Republican Institute, UGS Independency, McCann Erickson PR, New Folder, Direct Media, Struktura 9, O2, Prime Communication (Banja Luka) and many others.

Donors

Programme activities and institutional development of the Centre of Modern Skills in 2006 were supported by:

- Friedrich Ebert Foundation
- Freedom House
- Balkan Trust for Democracy
- The Olof Palme International Center
- Norwegian People's Aid
- Westminster Foundation for Democracy
- Embassy of the Federal Republic of Germany in Belgrade
- Pax Christi
- Alfred Moser Foundation
- Labour Party of Great Britain

Team

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