

BOOKLET



ADVOCACY FOR HUMAN RIGHTS: SHARE TO CHANGE

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ERASMUS+

Erasmus+ is the European Union Programme for education, training, youth and sport. It runs for seven years, from 2014 to 2020, with organizations invited to apply for funding each year for life-changing activities.

Erasmus+ aims to modernize education, training and youth work across Europe. It is open to education, training, youth and sport organizations across all sectors of lifelong learning, including school education, further and higher education, adult education and the youth sector.

Through Erasmus+:

- Young people can study, volunteer and gain work experience abroad, to develop new skills, gain vital international experience and boost their employability
- Staff can teach or train abroad, to develop their professional practice, build relationships with international peers, and gain fresh ideas
- Organizations can collaborate with international partners, to drive innovation, share best practice, and offer new opportunities to young people.

What can you do?

Erasmus+ offers exciting international opportunities to study, work, teach, train, and exchange ideas and good practice. Funding is allocated through three Key Actions according to the type of activity and the sector of the applicant organization. There are five sector categories: higher education, schools, adult education, vocational education and training, and youth.

“In Erasmus+ partnerships you learn so much, with and from people from different mindsets and different cultures.”

-Ruth Livesey from Regenerus

ABOUT THE PROJECT

How the project was born

Organization OAPA implemented capacity building project ‘Stand Up for Human Rights: From Knowledge to Advocacy’ in 2017. The project included partners from the Western Balkans (Serbia, Kosovo, Bosnia and Herzegovina, Albania and Montenegro) and Programme countries (Republic of North Macedonia, Latvia, Turkey, Denmark, Germany, Bulgaria and Croatia). During the project the participants addressed various issues in the area of human rights and human rights education. Moreover, the participants had the opportunity to strengthen their knowledge of Erasmus + Programme and work on ideas for future projects. This application is a result of project making sessions that took place during second mobility activity. The application demonstrates strong motivation of the partners to develop their competencies in the area of advocacy.

Main goal of the project „Advocacy for Human Rights: Share to Change” is to increase competencies of the partners to create and to run effective campaigns and to raise awareness on actual human rights in their communities.

Objectives of the project:

- To develop participant’s competencies in the field of campaigning for human rights;
- To equip participants by competencies to effectively use social media tools to run successful campaigns making the difference;
- To design and realize two mobility activities with aim to raise competencies of youth workers and leaders in the field of human rights campaigning;
- To create and deliver human rights campaigns targeting young people in the participant’s communities;

- to support cooperation between Programme and Partner countries of the Western Balkan;

- to provide the participants an opportunity to increase their knowledge of Erasmus + Programme and work on new projects ideas aiming to develop competencies of other stakeholders in the area of human rights.

Working methods:

- Ice-breakers and team building games to get to know each other. Workshops will leave room for guided but controversial discussions.

- Simulation games will allow identifying current challenges of non-formal education and showing possible measures that strengthen them. These sessions will provide the participants with concrete ideas that can be implemented in their local communities, thus ensuring an important multiplier effect.

- Reflection groups will serve as a platform where the participants can give feedback on the activities of the day and also share general impressions they had. Those sessions will be facilitated by experienced facilitators to ensure their quality and value.

Key Reasons:

- the organizations and their staff have good knowledge of human rights and human rights mechanisms, they are capable to train young people and raise their awareness on human rights issues;

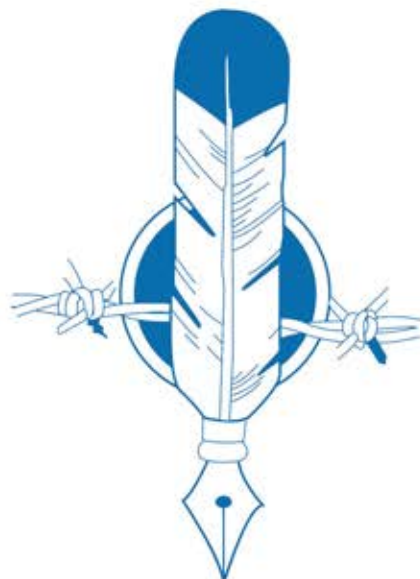
- on the other side the organizations are lacking competencies to prepare and implement human rights campaigns and to successfully advocate for human rights issues in their communities and countries;

- the organizations lack competencies to effectively use social networking tools to raise awareness on human right and get the audience motivated to take actions at local, national or international level;

- the organizations are in need to learn from existing practices of other partners.

Project output

- Dissemination activities in Partner Countries
- Project Web Site to provide information about the project activities and access to resources for youth organizations, youth workers, young people;
- Project Facebook Fan page
- Series of Articles published on the project blog and on the media channels of partner organizations that will bring information on the project activities, stories of the participants and project staff.
- Project Booklet in English providing information on project activities including methodology and techniques, Erasmus +, link to various resources. Booklet will be published online, spread through project channels and channels of partner's organizations with aim to raise awareness about human right issues that every partner county is facing.



PROJECT EVENTS

TIMETABLE OF ACTIVITIES

Training course in Prizren, Kosovo (05-13 April, 2019)

The main aim at this training course was to increase the participant's general knowledge about the project's topics by organizing a wide spectrum of activities. Starting from discussing some basic questions such as: „What is advocacy“, „What is the input of advocacy“, „What is campaigning“ that later developed into some deeper analyzes about advocacy's key elements and step by step implementation of successful social media campaigns. It is a great opportunity for the participants to learn new things, but also to share and be heard about the realities and the problems they are facing back in their countries, to get feedback and to get support for making a positive change.



Seminar in Struga, North Macedonia (03-10 July,2019)

The main object of this seven days seminar was to provide a comprehensive understanding of the participants about freedom of speech, human rights advocacy, discrimination empowerment, children's rights, overconsumption, syndicates, refugees, LGBTQ, low salaries, corruption, poor education, demographic crisis, global warming, rights of people with different abilities, pollution of cities and radicalization.

During the seminar, participants were analyzing the aims, strategies of campaigns and the power of campaigning as a tool for making a change, debating about important issues and sharing their opinions and practices in their countries. They also had an opportunity to learn from the project coordinator about Erasmus Plus Programmes, the aims and objectives of the programme and possibilities it offers.

Once the participants are armed with the necessary knowledge, they work on preparing a plan and working on their own capacity building events, that will be implemented after they go back home, in their local communities.



6 Dissemination events in every country

Dissemination activities are held, with an aim to spread the results and raise knowledge and importance about advocacy and campaigning about human rights. Around 60 participants are supposed to take part in dissemination activities per country, each partner country will make 6 dissemination activities and the results of the project are disseminated by presentations and online by publishing on project website, social media, youth websites in participant's countries, EU dissemination platform.



PROJECT PARTNERS



MACEDONIA

Youth Council Next Generation

Youth Organization Next Generation is non-profit, NGO founded in February 2010. Main goal of the organization is to give non-formal educational possibilities to the young people, to promote the idea of volunteerism, intercultural sensitivity and to contribute of development of young people full of potential. They are trying to help and give the right resources and basic knowledge to young people and youth workers, understanding the concept of intercultural sensitivity and promote the idea of multiculturalism for people with fewer opportunities. They provide training and financial support for young individuals for better development of the democracy and values of civil society. In the office, 4 people as staff are working on our local projects and choosing the right participants for international projects, based on the project aims and their learning needs and motivation.

Next Generation cooperated with many organizations from South East Europe and EU on projects within Erasmus + and other programmes of EYF, EU or other international foundations with topics: active participation, social inclusion, youth activism, European awareness, and youth leadership trainings. Currently they work together with “Youth workers Alliance Vranje” on project “Less opportunity + Media=Better opportunities”, in the Capacity building in the field of youth. Last year we worked together with the NGO OAPA, Kosovo and Youth workers alliance Vranje, on a project “Stand up for human rights: from knowledge to advocacy”, that was held in Prizren and Pristina. At local level they are providing trainings to high school and university students on soft skills and especially on Entrepreneurship in their local communities in different cities of R. Macedonia (rural especially). Next Generation works constantly with new established youth organizations helping them to build their capacities through monthly online trainings in Digital marketing, e-learning including Erasmus + Projects.

*Youth Council Next Generation
Skopje, North Macedonia
nextgeneration.contact@gmail.com*



VRANJE

Youth Workers Alliance Vranje

Youth workers alliance is a non-profit and non- government organisation founded in 2015 in Vranje, Serbia by group of youth workers. Their motto is that “We can’t build future for the youth, but we can always build youth for the future.” Youth workers alliance Vranje is directed towards implementing youth development projects and activities, mostly focused for people in rural areas and promoting non-formal education for all youth on local, as well as on international level. All the great things are done by the youth and our organization is focused to create better opportunities for youngsters in rural areas to participate in informal meetings, youth projects as well as in other cultural and educational events and activities, in order to contribute for a better living conditions of young people. In this way they will respect and honor the values and norms of the civil society. Good habits formed at youth, are the ones that will make a difference in the society.

They are aiming to improve the quality of life for the people with fewer opportunities, to promote human rights and fundamental freedoms through enabling social inclusion and educational support, but also to provide mobility opportunities and to promote young people’s social, spiritual, cultural and educational development. What they are trying to achieve as their goal is to raise awareness about the role of youth in the society and by that to make the civil society a place where all citizens will have equal opportunities and can freely express their initiatives, individual creativity and personal responsibility.

*Youth Workers Alliance
Vranje, Serbia
youthworkersalliancevranje@gmail.com*



KOSOVO

OAPA

OAPA is an NGO based in Prizren, Kosovo and operates mainly in the Prizren region where numerous ethnicities live in a perfect harmony. Municipality of Prizren is home of five official languages: Albanian, Serbian, Turkish, Roma and Bosnian.

OAPA it is mainly focused on youth issues covering almost all fields, but it is particularly involved in work with marginalized groups, minority communities. Main aim of OAPA is empower young people, marginalized groups and enable them to actively participate in community life .OAPA is running local projects focus on women empowerment, working with youth people on activism, developing their entrepreneur potential, empowering them as well as increasing their knowledge on their rights and possibilities through non-formal education and Erasmus+ Programme based activities. What it is worth to mention, OAPA, has been partner of two organizations OAPA has been implementing a number of activities which target youth in general. Most important activities OAPA has implemented and relevant for this application are:

- Advocacy on youth issues to local and international organizations/institutions;
- Support to youth organizations in terms of capacity building, with focus on youth marginalized groups (special needs people and minorities);
- Organizing workshops and seminars on youth related issues.

OAPA
Prizren, Kosovo
organizataoapa@gmail.com



Youth Season
Association
TURKEY

Gençlik Mevsimi Derneği

Youth Season Association „Gençlik Mevsimi Derneği” is a non-profit and non-governmental organization which was founded in 03.01.2014 by active in youth area and volunteer young people in Istanbul, Turkey. Their aim in setting up the Association is to support the development of young people around us. They started with themselves first to encourage them to develop in new areas. Because youth season is their most active time to learn and develop to the future. The seeds, which were planted during youth season, are shed light on the future. Research, knowledge, practice and teamwork is the character of this association.

The mission is arranging activities that support youth’s personal and physiological development and to contribute to the development of a youth that can generate a solution for the problems around them.

The main aims of association statute are:

1. To encourage the youth to be active in civil society and develop themselves and to contribute to the improvement of youth policy
2. Build local, national and international partnerships to improve the European Union and the United Nations norms, to produce and implement functional and professional projects;
3. To make joint efforts on social responsibility programs, with other NGOs, and support individuals, NGOs, SME who wish to use the offered funds
6. Using international connection in the provision of professional training and research initiatives, and use the non-formal and formal methods to organize social activities.

Gençlik Mevsimi Derneği
Istanbul, Turkey
uzungo7@gmail.com



ALBANIA

Youth for Social Changes

Youth for Social Changes (YSC) is a youth NGO which works to promote human development of the youngsters with fewer opportunities as people that have value and need equal opportunities. The vision of YSC is: to integrate and mobilize disadvantaged youngsters and with social problems in society by giving them the possibility to be the main actors of this change. They work in three main pillars: youth empowerment, human rights and social inclusion.

Youth for Social Changes has this general priorities: To build a youth movement for bringing a social change, to mobilize the youngsters to identify the community needs and to participate voluntarily on his development, to promote gender equality, to raise the self-esteem of the youngsters, to integrate and encourage the employment on them, to include youngsters from different cultures and minorities as Roma or from other minorities which are marginalized, vulnerable and face social exclusion, to increase their critical thinking and if they want a different world they have to give their contribution to it, to raise their capacities, to educate society, media and policy makers in their contribution as future leaders of society. YSC Activities: Advocacy / Lobbying, projects, trainings, seminars, workshops, self-organized activities, site visits, campaigns, youth centers etc.

Their motto is: “By young people for all people”

The role of Y.S.C. it is as sending organization. Sending organization chose and prepares youth participants in Albania and youth leader for active participation in project, concerning all roles of E+ Programme.

Youth for Social Changes
Tirana, Albania
yscalbania@yahoo.com

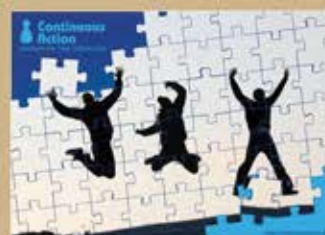
Akademija na uspeha

The mission of the organization is to empower people, professional youth workers, trainers and civil society activists by giving them the opportunity for personal and professional development through non formal learning activities.

They are one of the biggest organizations in the region strictly specialized in the field of education and training activities. They have organized several training courses (Erasmus +) which they aimed to educate young people about social entrepreneurship, European awareness, citizenship awareness, entrepreneurial abilities and developing skills for better employability. They have special programme developed by the staff in our organization for social entrepreneurship, and using non formal education methods to explain to youngsters the importance of it. They work actively on local and national level with governmental and non-governmental organizations, and local stakeholders in the fields strongly connected with the training courses we had organized.

They are also organizing local project together with the Municipality of Stara Zagora “Start-up - from idea to successful business” for the young people in Stara Zagora. They educated 60 young people how to write a business plan, make market research and develop good management plan. This project was done in 3 modules, each 1 month long. The project is very successful, now there are 3 businesses running with more than 3 employees each one of them. One is about jewelry production, second is web pages design business and third one local cafeteria.

*Akademija na uspeha
Stara Zagora, Bulgaria
info@asbg.eu*



ESTONIA

Continuous Action

Continuous Action is an organization which unites people interested in lifelong learning, cultural exchanges, learning mobilities and voluntary service. The aim of their activity in and through Continuous Action is to enable the possibility of lifelong learning and to act within the boundaries of equal opportunities irrespective of gender, social status, economic situation, knowledge, education or age.

They cooperate with other governmental and non-governmental organizations in order to promote mobility and lifelong learning opportunities, both in Estonia and abroad. Since 2005 they have successfully implemented different projects in the field of lifelong learning and initiated different projects in order to provide non-formal learning opportunities for different target groups.

Continuous Action
Talin, Estonia
info@continuousaction.ee

REALITIES IN PARTNER COUNTRIES

Bulgaria

Some of the issues connected to human rights that Bulgaria is facing are:

- Institutions for children and adults with mental disabilities

The conditions in Bulgaria's network of institutions for children and adults with mental disabilities have raised concerns. The Mental Disability Advocacy Center has launched a collective complaint under the European Committee on Social Rights regarding the failure to provide education for children in social care homes run by the Ministry of Labor and Social Policy. The children and adults with mental disabilities don't have equal rights, doesn't have the same quality of the education as the others, they are segregated from others and with lack opportunities to find a job or better opportunities for their life.

- Minorities

There are a lot of minorities living in Bulgaria that are facing problems in their everyday lives and whose human rights are met. Numerous cases have been cited regarding the ill-treatment of the Romani population by the Bulgarian police. For example, the Roma people don't have the same salary as the Bulgarians for the same job. Usually, they end up working some works that the Bulgarians don't want to.

- Human trafficking

There has been a growing awareness of human trafficking as a human rights issue in Europe. The end of communism has contributed to an increase in human trafficking, with the majority of victims being women forced into prostitution. Bulgaria is a country of origin and country of transit for persons, primarily women and children, trafficked for the purpose of sexual exploitation. The Bulgarian government has shown some commitment to combat trafficking but has been criticized for failing to develop effective measures in law enforcement and victim protection.

Here is what the Bulgarian team found out about the three following campaigns and the reasons behind their success.

S teniska na bala

The first campaign they chose to present is called “S teniska na bala” or in English “With a T-Shirt to prom”. This campaign is organized annually by the Bulgarian Red Cross. Its main inactive is to provide scholarships for studying in university to graduate orphans. It all started back in 1997 when the Bulgarian Red Cross in partnership with MOTO-PFOHE decided to raise money for the prom of the orphans, who are graduating. Since then this campaign has gained massive popularity and media attention. So far they have raised around 200 000 Euros for the cause, the campaign has spread to 53 different towns in Bulgaria and a total 191 scholarships have been given to those in need.

To promote their campaign they use mainly social media. The campaign has a Facebook and Instagram profile with the same name. On those platforms they use the hashtag “S teniska na bala”. On Instagram they also share the pictures of graduate students wearing their T-Shirts. Apart from social media promotion they also use their own website where they share more on how to make a donation and so on. In recent years, the campaign has been mentioned on TV and a few articles by local and national newspapers have been written on the topic.

S teniska na bala

*<http://www.steniskanabala.bg/>
#Steniskanabala*

#STENISKANABALA

Let's clean Bulgaria for a day

The next campaign we talked about is “Let’s clean Bulgaria for a day”. It is a part of the bigger initiative “Let’s do it world”. The next campaign will take part in September of this year. So far 90 000 tons of waste have been removed. This campaign is so successful, because it is heavily promoted by one of the largest TV channels in Bulgaria, BTV Media Group. Before the start of the campaign they show ads and also feature interviews with celebrities who participate in the initiative. The campaign is promoted on social media such as Facebook in the form of human stories posts.

Let's clean Bulgaria for a day
<https://letsdoitworld.org>
[#letsdoitworld](#)



Caps for future

The last campaign we presented is called “Caps for future”. Its main aim is to collect money for hospitals, more specifically for prematurely born babies. The way how the campaign works is that in almost every city there is a designated area where caps from plastic bottles are collected. For instance, such bins are placed in the town centers, schools, hospitals and other public places. So far with the collected funds from the initiative 11 incubators have been bought and donated to hospitals. Every action of the campaign is reported via photos or videos, hence it is very transparent and people feel encouraged to contribute more. Apart from collecting caps people can also make a bigger donation through the bank account of the campaign.

The main reason behind the success of this particular campaign is that it does not require from people to take big actions in order to provide help. In addition, as already mentioned one of the politics of the campaign is to be transparent, so they share a lot of videos on Facebook. Their Facebook page has 74 000 likes and the number of likes continues to grow. They do not have an Instagram profile. However, there is a hashtag with the name of the initiative which a lot of supporters of the campaign use to promote it.

Caps for future

*<https://www.facebook.com/kapachkizabudeshte/>
[#capsforfuture](https://www.facebook.com/kapachkizabudeshte/)*



Serbia

Human rights in Serbia are reflecting the country's social norms, local political processes, state and legal history, and foreign relations with parties such as the European Union. Recent reports by Human Rights Watch note persistent flaws with systemic exclusion of the Roma minority population, harassment of the press and LGBT populations, hesitant prosecution of war crimes, and faulty asylum protections (particularly for children).

There was little improvement in human rights protection in Serbia in 2018. War crimes prosecutions in domestic courts progressed slowly and lacked necessary support.

The most recent United Nations Human Rights Committee's periodic reports of Serbia note positive aspects of the improvement of the whole situation of violating the human rights in the country. However, the situation is not perfect yet. Some of the main issues are: discrimination of the Roma people, discrimination against LGBT and HIV+ people, lack of legal protection for those with disabilities, insufficient access to personal identity documents for refugees and displaced peoples, and a general failure to collect information of ethnic and racial minorities to ensure accountable reporting.

Some of the organizations that support civil society and human rights in Serbia are:

Human Rights House Belgrade

Human Rights House Belgrade has a focus on economic and social rights, discrimination, hate crime, minority issues, and access to justice.

The House supports human rights defenders, providing free legal aid in the first instance. The House also supports other civil society organizations in exercising freedom of assembly and association; it also supports the people whose human rights are not respected. This house is working a lot with Roma people, helping them in the process of education, finding a decent job etc.

The House will continue to fight against the trend of closing space for civil society, especially having in mind the rise of populist and nationalistic trends in Serbia.

Human Rights House Belgrade

***<https://humanrightshouse.org/human-rights-houses/belgrade/>
maria.dahle@humanrightshouse.org***



The Helsinki Committee for Human Rights in Serbia (HCHRS)

The Helsinki Committee for Human Rights in Serbia (HCHRS) brings together outstanding authorities in a variety of fields, and numbers of young activists - organized in youth groups - working on the advancement of democracy and respect of human rights.

HCHRS is mostly focused on:

1. Anti-discrimination - The HCHRS has been focusing on national minorities in Serbia such as Bulgarians, Macedonians, Roma people etc, and on their human and minority rights. It has also been engaged in raising public awareness, devising and implementing confidence-building measures for a multi-cultural and tolerant society via public debates, schools for the youth and via advocacy.
2. Monitoring human rights - The HCHRS has been monitoring human rights of people in prison. It was the first NGO to enter prisons and monitor the observance of human rights and it continues to advocate for their observance and the improvement of conditions in prisons.
3. Education - the HCHRS has conducted various non-formal educational activities on the local and regional level so as to empower young people to become active agents of social change and responsible citizens. One of the most important is regional program „Human Rights Education for Active Citizenship in the Western Balkans“. The integral parts of this program are: Human Rights Schools for Youth, organized on local and regional level; Youth Groups in different cities from inner Serbia and from the region which implement their own youth projects and advocacy activities for the improvement of Civic education as a subject in the formal school system.
4. Transitional justice - HCHRS has focused on the causes of wars in ex-Yugoslavia during the 1990's.. The program also includes awareness-raising about causes and consequences of ex-Yugoslavia's distinction.

HCHRS

*<https://www.helsinki.org.rs/about.html>
office@helsinki.org.rs*

MDRI - Serbia

Mental Disability Rights Initiative of Serbia (MDRI-Serbia) is an advocacy organization dedicated to the human rights and full participation in society of children and adults with mental disabilities. MDRI-Serbia promotes participation, awareness and oversight for the rights of persons with intellectual and mental disabilities, and participates in development of mental disability rights advocacy and self-advocacy movement. The organization's focus is on those children and adults who are at risk of or who are already residing in social and mental health institutions, since they represent the most endangered and marginalized groups.

MDRI

<https://www.mdri-s.org/about-mdri-s/>



Kosovo

Kosovo's population is made up of many diverse cultures and ethnicities due to its complex and rather unstable history. Historically, the region has been influenced and controlled by different countries. This has created a rich diversity of ethnic Serbs, Bosniaks, Roma and Albanians, or Christians and Muslims.

Some of the main human rights issues are: institutional discrimination and societal violence hate crime and hate speech against vulnerable groups – specifically Roma, women and the LGBTQ community – remain a major area of concern for Kosovo. Furthermore, a high rate of local government and private-sector corruption exists without any enforced punishment for said corrupt acts.

Some of the campaigns that participants of Kosovo showed are:

Sunny Hill Festival and foundation

Sunny Hill Festival is the biggest festival organized in Kosovo. The festival is organized by Dua Lipa and her Father Dukagjin Lipa in Prishtina Kosovo that gathered around 45.000 people altogether in 2018, which offers something that has been missing from the music lovers in South East Europe. The aim is to create a festival of high standards, one that will attract visitors from all over the world to visit, enjoy the festival and performances from dozens of famous artists of different genres including Miley Cyrus this year.

Sunny Hill Foundation is a charity organization set up in Prishtina-Kosovo under the patronage of Dua Lipa, its mission is to help reduce poverty and injustice, strengthen democratic values, promote international cooperation and advance human achievement. In 2018, the foundation has given 100.000 euro for charity, cultural events and music schools in Kosovo, which was allocated to 17 local cultural institutions and NGOs in form of small grants. The foundation welcomes applications form across Kosovo regardless of age, gender, ethnicity, religion, economic status or party affiliation and particularity welcomes applicants from minority and marginalized groups that will help realize their potential to be forces for positive social change.

Sunny Hill Foundation
<http://sunnyhillfoundation.org/>
info@sunnyhillfestival.org



Let's do it Kosova

Let's do it Kosova is a non-governmental organization (NGO) that advocates about saving the environment by organizing different activities with citizens such as cleaning actions, awareness raising campaigns and other voluntary activities in sense of addressing problems and raising awareness towards environmental issues.

Let's do it Kosova is part of the global movement "Let's do it World" that first started in Estonia in 2008 and it has spread rapidly all over the world. For the past six years it has managed to gather over 300 thousand citizen volunteers, high school students, university students and other local and international organizations and it has cleaned over 30 thousand tons of waste in 500 illegal landfills. It has also built dozens of parks, most of which are built in the areas cleaned of waste.

In every activity, Let's do it Kosova has paid special attention to the inclusion of minority communities in Kosova. The organization has representatives in various municipalities engaged as local and regional coordinators from RAE, Bosnian and Serbian communities. Thanks to its great engagement and frequent activities, it has also promoted the inclusion of famous figures of art, sport, politics etc. as part of the campaign "Let's clean Kosova". Also, they promote the organization in all social media like Facebook, Instagram and they go under the slogan "How to lose waste fast", #TrashDiet, so if you want to lose waste you should be on a trash diet.

Let's do it Kosova

<http://www.tapastrojmekosoven.org/>

Info@letsdoitkosova.org



Youth Initiative for Human Rights - Kosovo (YIHR Kosovo)

Youth Initiative for Human Rights - Kosovo (YIHR Kosovo) is a local non-governmental and non-profit organization, convinced that human rights and civic values are the basic of every open and progressive society. In its work, YIHR - Kosovo is dedicated to dealing with the past, protecting victims of human rights abuse, promoting the rule of law and strengthening the role of young people in the societies of the Western Balkans.

The youth initiative for human rights - Kosovo has been transformed into a regional network for Human Rights in Kosovo, Serbia, Montenegro, Bosnia and Herzegovina and Croatia whilst maintaining its mission, vision and values. The main objectives of Youth Initiative for YIHR - Kosovo are:

- Promoting human rights through education, activism, campaigns, local and regional networking and enhancing the critical thinking of youth,
- Contributing to strengthening the rule of law through documenting, reporting and advocating about legislation that impact human rights of all,
- Empowering the process of dealing with the past by establishing new links between young people in the region of Western Balkans.
- The work of the organization is structured in the following programs: youth and education program, human rights program, dealing with the past and regional cooperation and small grants.

The organization is promoted in social media under the slogan and hashtag “Youth for Justice”.

YIHR
yibr-ks.org
ksoffice@yibr.org



North Macedonia

The situation in North Macedonia is not bright either.

There do however continue to be problems with human rights.

According to the International Helsinki Federation for Human Rights, the following human rights abuses have been reported:

- Police abuse of suspects, particularly during initial arrest and detention
- Police harassment of ethnic minorities, particularly Roma
- Impunity and corruption in the police force
- Societal violence and discrimination against women, children and ethnic minorities, particularly Roma
- Trafficking in women and girls for sexual exploitation
- Government interference with union activity
- Labor relations in private enterprises and factories

Some of the campaigns that are implemented in order to minimize the issues about the human rights in North Macedonia are:

Opt4Democracy!

“Opt4Democracy!” is a project for strengthening public awareness and civic activism for human rights, solidarity and tolerance, supported by the USAID Civil Society Project, implemented by Open Society Foundation-Macedonia. One of the project components is collecting and analyzing individual and group cases of discrimination, i.e. the violation/breach of human rights and freedoms of the citizens of the Republic of Macedonia.

The project aims to enhance public awareness on human rights, solidarity and tolerance in the country, as well as mobilization of citizens through civic activism. Through civic activism at actual public events focused on specific topics in human rights, solidarity and tolerance; citizens and local civic organizations will contribute to turning public attention to the serious problems arising from erroneous (flawed) policies, as well as offer and ask for solutions for the issues Macedonian society is facing.

The main activities within the project include the forming and administration of Human Rights, Tolerance and Solidarity Working Groups (HRWG); the production of an awareness raising campaign for local media and the Internet, organizing civic activism public events in 4 cities according to needs, production of e-publications, including video production.

HRWG are responsible for four wider regions in the country, including Veles (central and eastern region), Bitola (southern region), Tetovo (western region) and Skopje (northern region).

Opt4Democracy!
<https://www.civil.org.mk/>
civil@civil.org.mk

Macedonian Human Rights Movement International

Macedonian Human Rights Movement International (formerly Macedonian Human Rights Movement of Canada) has been active on human rights issues for Macedonians and other oppressed people since 1986. It was formed in response to the release of the "Manifesto for Macedonian Human Rights.

Among the main objectives of MHRMI are:

- to pursue and attain all fundamental human and national rights including the right of freedom of expression and association and to support all democratic principles for all ethnic Macedonians, and other oppressed peoples;
- to support, promulgate, and adhere to the principles of human rights
- to provide information, advice, assistance and support to individuals and organizations of ethnic Macedonians and others, in all parts of Macedonia and beyond, concerning human and national rights and fundamental freedoms as Macedonians.

A large number of individuals and organizations support MHRMI by: helping with the collection and documentation of data and information; participating in letter-writing campaigns; supporting fund-raising activities; buying and distributing various publications produced by MHRMI and other human rights organizations; etc.

MHRMI
<http://mhrmi.org/>
info@mhrmi.org



Turkey

The main problems, concerning the human rights issues in Turkey are connected to the Kurdish people. The Kurdish-Turkish conflict has caused numerous human rights violations over the years. There is an ongoing debate in the country on the right of life, torture, freedom of expression as well as freedoms of religion, assembly and association.

The country's largest minority, the Kurds, which comprise big percent of the population, have no right to self-determination even though Turkey has signed the ICCPR. But also, Turkey is facing problems with: LGBT people discrimination, women discrimination, refugees etc.

Some of the organizations that are working on improving of respecting the human rights in Turkey are:

Refugee Rights Turkey

Refugee Rights Turkey is an independent NGO based in Istanbul that provides specialized legal counseling and assistance services to refugees and asylum seekers in Turkey; delivers trainings, reference materials and other types of expertise support to lawyers and legal practitioners on refugee law and Turkish asylum procedures; advocates for improvements in Turkey's asylum legislation and policies in line with international standards; and engages local communities and public opinion to encourage solidarity and positive attitudes towards persons escaping war and persecution and seeking legal protection and long term integration in Turkey.

Refugee rights Turkey
<https://www.mhd.org.tr/en>
info@mhd.org.tr

The logo for Refugee Rights Turkey is a dark blue square with white text. The words "Refugee" and "Rights" are stacked vertically in a white sans-serif font. The word "Turkey" is positioned below them, rendered in a light blue sans-serif font.

Refugee
Rights
Turkey

Women for Women's Human Rights (WWHR) - New Ways

This is an independent women's non-governmental organization (NGO) that aims to promote women's human rights, equality and non-discrimination in Turkey and on the international level. WWHR-New Ways has been founded in 1993 with the aim of promoting women's human rights in Turkey and around the globe.

Through two decades of persistent activism, advocacy and networking, WWHR-New Ways has become a widely renowned NGO, not just in Turkey but also around the globe. It has contributed significantly to numerous legal reforms; increased rights awareness of women and the realization of women's human rights in Turkey; the advancement of sexual and bodily rights in Muslim societies, and promotion of women's human rights at the United Nations (UN) level.

Issues they are working on:

- Investigating problems women experience in the sphere of human rights and devising potential solutions;
- Influencing decision making mechanisms at national and international levels;
- Developing and implementing national and international training programs on women's human rights;
- Developing publications, materials and tools for women's initiatives to support their organizing and the struggle against gender discrimination;
- Contributing to the establishment and work of effectual solidarity networks among non-governmental organizations working in the fields of gender, human rights and democracy in Turkey, on the regional level (Middle East, North Africa, South and Southeast Asia) and around the world.

Women for women's human rights

<https://wwhr.org/>

newways@wwhr.org



Albania

Some of the biggest issues nowadays concerning human rights in Albania include domestic violence, isolated cases of torture, and police brutality, the general condition of prisons, human and sex trafficking and LGBT rights.

Civilian authorities maintained effective control over the security forces. Human rights issues included pervasive corruption in all branches of government. Impunity remained a problem. Prosecution, and especially conviction, of officials who committed abuses was sporadic and inconsistent. Officials, politicians, judges, and persons with powerful business interests often were able to avoid prosecution. In response, authorities have undertaken an internationally monitored vetting of judges and prosecutors, and have dismissed a significant number of officials for unexplained wealth or ties to organized crime. Authorities also undertook technical measures, such as allowing electronic payment of traffic fines and use of body cameras, to improve police accountability and punished some lower-level officials for abuses.

The team from Albania introduced some campaigns implemented in Albania that they think really helped with tackling the issues with human rights.

The first one it has been a **student protest about their rights at their universities**. It began from a small group of students at the architecture faculty and then it included all faculties of Albania. A lot of students were there to protect our rights about having a better education, having lower fees and good conditions of studying but also good conditions at the dormitories. It started by hashtags on different social media like facebook, instagram or even twitter on each of us social media but also some pages with lots of followers in order our voice to be spread in a large group. The hashtag was #studentsprotest, some of our slogan was 'tax the bank not the students' or 'our power is bigger than people in power' or 'we are the future voice'. Also a lot of VIP in Albania helped us by supporting on their presence but also being with us in front of the Government to protest all together. It was the greatest protest of students from 1992 where then the students brought the democracy in us, and now it was called a new December since the both protest were held in the same month. It helped a lot us in order to raise awareness about our rights but also because we reached to get their attention and our rights to be respected not only in paper.

Another campaign it is called: „*Let's clean Albania*” from Green Line Albania. Every year on the 21st of September, people organize themselves to clean different places like beaches, lakes, mountains and fields. It is about raising awareness to people to love the nature to keep it clean and also to go green for a good future. Every year by posters on the city, by posting on social media pictures videos or even hashtags *#letscleanalbania* they invite the people that want to be part of the campaign. Every year, a lot of people, from youngest to oldest give their contribution on keeping the environment clean.

Firstly are identified the places which need to be clean and then it is the action. After that the employers of the municipality get the trash to certain places. It is monitored by cameras from media during the event but also in the beginning where are taken different campaigns in schools and universities to raise their awareness. Now we have a clean place and we work every year for that thanks to green line Albania.

Let's clean Albania (Let's do it)
<https://www.letsdoitworld.org/tag/clean-albania/>
info@letsdoit.org

Estonia

Human rights in Estonia are acknowledged as generally respected by the government, while there are concerns in some areas, such as detention conditions, police use of force, and child abuse. Estonia is ranked above-average in democracy press freedom, privacy and human developments. Individuals are guaranteed basic rights under the constitution, legislative acts, and treaties relating to human rights ratified by the Estonian government.

Several international and human rights organizations, such as Human Rights Watch and the Organization for Security and Co-operation in Europe in 1993, the UN Human Rights Council in 2008 have found no evidence or pattern of systematic abuse of human rights or discrimination on ethnic grounds, while others, such as Amnesty International in 2009, have raised concerns regarding Estonia's significant Russophone minority.

Some of the campaigns that Estonian participants listed are useful are:

HÜÜP

Huup is an Estonian company selling cotton bags that carry on them funky messages. They have 1050 likes on FB and 1074 on Instagram. The bags have become very popular, as they draw attention to the excessive consumption of plastics. The texts on the bags are mostly in Estonian, but also in English.

What makes this company special is that they are not just focused on selling their product, but they have also made it their goal to propagate recycling, sustainability and environmental-friendly lifestyle, as their different and varying posts on Facebook illustrate. Their love for nature also prompted them to start a campaign, which would encourage people not to just pick up trash on the World clean-up days annually, but every day. Their goal was to get people to form a DAILY habit of picking up trash.

The campaign took place under the hashtag "trashart" and encouraged participants to post pictures of themselves in the action of picking up trash and sharing it with others under the same hashtag. To encourage participation, the company rewarded one participant every week with one of their cotton bags. The campaign lasted for 4 weeks in May 2019. There were roughly 200 participants and the campaign was promoted by the partners of HÜÜP and by other media outlets.

HÜÜP

*<https://www.yaga.ee/huupeesti>
huupeesti@gmail.com*





I Land Sound

I Land Sound is a festival, that this year, is going to be held for a third consecutive year on the Estonian island of Saaremaa. They set a special emphasis on both the body and the soul and aim to bring together nature, art and a sense of community. The nature part is most evident in their desire to reduce trash and to emphasize the importance of reuse and sorting the trash, so to lead a sustainable and beautiful life. As they say, the habits we have at home are transferred to the society and vice versa. So by executing some neat ideas in the festival, they hope to inspire people to take those habits with them and to implement them in their everyday lives, as well.

For instance, they have aimed to replace one-time plastic dishes with regular ones, which can be washed at the site with eco-friendly dishwasher. 700 sets of dishes are being borrowed to the festival by a non-profit organization and as a result of this, the organizers say to avoid using about 66 000 sets of single-use plastic dishes during the 4-day festival.

They have also made it available to have free drinking water at the site, which comes from a local well. By doing that, the usage of tons plastic bottles is avoided.

In addition, the festival also aspires to be plastic-bag free. For that, they cooperate with the biggest local food chain, who has agreed to not sell any plastic bags in their stores during that week. Instead, they have replaced the plastic bags with paper and cloth ones. Also, plastic straws have been replaced. For those who really need one, there are 2 options available - you can either sip your drink from a straw made out of a macaroon or a reed.

However, when it comes to their media presence, they are rather active on FB and make sure to keep their fans up to date, especially now, as the festival is approaching. Their FB fan base comprises of a little over 5000 fans and their Instagram account has over 2600 followers.

I Land Sound
<https://ilandsound.ee/>
info@iloundsound.ee

Eesti Metsa Abiks

Eesti Metsa Abiks (EMA, which translates to "mother") is a spontaneous movement organized by some nature-loving citizens. It was created as a counter-action to destructive environment-policies of the Estonian government. It was created in 2016, on the 16th of December, when people were protesting in front of the parliament buildings against some changes made in policies regarding Estonian forests and the cutting of them. They also have petitions up on their webpage, so that everybody can make a contribution to the better implementation of policies regarding our environment.

On their FB page they share all sorts of posts to raise awareness regarding different important issues that are currently topical in Estonia. On FB, they have almost 5000 likes and on their Instagram they have 700 followers.

Eesti Metsa Abiks

<http://eestimetsaabiks.emaliikumine.ee/abi@eestimetsaabiks.ee>



ACTIVITIES & ENERGIZERS

Activities

The following activities mentioned are always based on participation and are strictly connected with the topic of the project. The aims of these workshops is at first to make people feel comfortable and to create atmosphere, to get to know each other, icebreakers and name games, energizers and team building activities as well as activities to introduce the topic, to make participants brainstorm and be creative and give knowledge on the topic.

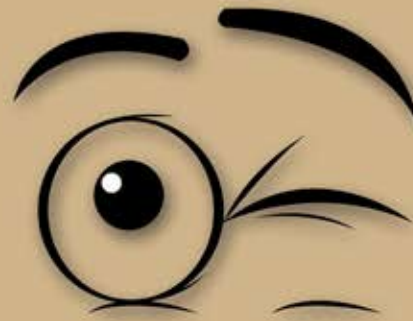
Energizers

An energizer is a brief activity that is intended to increase energy in a group by engaging them in physical activity, laughter, or in ways that engage the members cognitively (problem-solving). They can be used with any group, including during training

Who is the leader:

Ask everyone in the group to stand in a circle facing inwards. Then one person is chosen by the participants and sent out of the room. Whilst that person is out of the room, a 'leader' is appointed. This person is the one who (in a minute) leads the room in various movements (eg. stamping feet, spinning, standing on one foot, dancing, singing, etc.). Everyone else in the circle mimics the leader, without giving away who the leader is. The 'chosen' person comes back into the room, and commences the game. It's quite funny watching everyone mimic the leader (especially if they pull some crazy movements). The aim of the game is the person who was sent out of the room to guess who the leader is. They get three chances to guess it right. The guessed leader then becomes the 'guesser' and the game continues!

Age 8+	Number of participants 10 - 50	Materials None	Time 5 - 10 min.
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Winking killer:

Before the game starts, secretly ask someone to be the killer, and ask that person to keep the identity secret. Explain to the group that one person in the room is the killer, and that the killer can kill people by winking at them. Then, everyone walks around the room in different directions, keeping eye contact with everyone they pass. If the killer winks at you, you have to stop playing the game but not to reveal the killer. The others have to try to guess who the killer is.

Age 8+	Number of participants 10 - 50	Materials None	Time 5 - 10 min.
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Samurai energizer:

This game is named after ancient Japanese warriors. All of the participants will get a chance to be in a role of one of those fighters now. Participants have to be focused to protect themselves and our friends and when we attack others.

Ask the participants to stand in a circle, this game works without touching each other, the participants don't really "attack" themselves. They will just send impulses to each other.

When some participant attack someone they have to do movement and shout "HA", the attacked person receive the impulse, does the movement and shouts "HI", and the two persons next to the attacked person have to defend, by doing the movement and shouting "HU". At the end, the attacked person is attacking someone else, by doing the movement and shouting "HA". It is very important that the moving and shouting happens with a certain rhythm and goes really fast.

Age	Number of participants	Materials	Time
8+	10 - 50	None	5 - 10 min.

Stop and Hug:

Participants are separated into two groups: rows of equal number of people. Each participant should give a fast hug to the person behind and run on the back of the row. The group that finishes first hugging each other is winner.

Age
8+

Number of participants
10 - 50

Materials
None

Time
5 - 10 min.



Fruit Salad:

The group sits on chairs in a circle. There should be one chair for each player in the circle, with the facilitator standing in the middle. Each person is assigned the name of a fruit (e.g. apple, banana, orange, etc.) by the facilitator. There should be 4 or 5 people with each fruit name. When the facilitator shouts out the name of a fruit, all people with that fruit must change places, leaving one person in the middle (the facilitator takes one of the empty chairs). When a player's fruit is called, he/she must move to a new seat. They are not allowed to end up sitting on the chair they were sitting on when their fruit was called. The person who fails to find a new chair is left in the middle and he/she chooses the next fruit. If somebody shouts, "fruit salad!" then the whole group must swap places.

Variation: Instead of fruit, the facilitator can say "everyone with green socks/blond hair/glasses change places" or "everyone who likes to read/has been to Africa/have been leading a workshop" etc. This way the group can get to know each other a little better while moving around.

Age 8+	Number of participants 10 - 50	Materials None	Time 5 - 10 min.
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Name games

Playing a series of fun, interactive and exciting name-games is one of the most useful ways to help the group, especially people who don't know each other, to learn names. Name Games are designed to help participants learn each other's names, begin conversations, and set everyone in the group at ease, and make a good working atmosphere. It is always best to do a couple of these activities first before beginning other ice breakers or team building activities, so the participants can try and remember the names. A good name game not only reinforces names with faces, it helps associate participants with their personal interests or talents. Although all activities and ice breakers are fun, many people find new settings to be stressful, and these activities help establish basic introductions in a fun way. These name games are perfect for youth workers, camp counselors, resident assistants, teachers, or business meeting facilitators.





Story of my name:

All of the participants introduce themselves in front of the group and tell what they know about why they have their name, and what their name means, or if it is frequent used in other countries etc.

Age	Number of participants	Materials	Time
8+	10 - 50	None	5 - 30 min.

Name juggling:

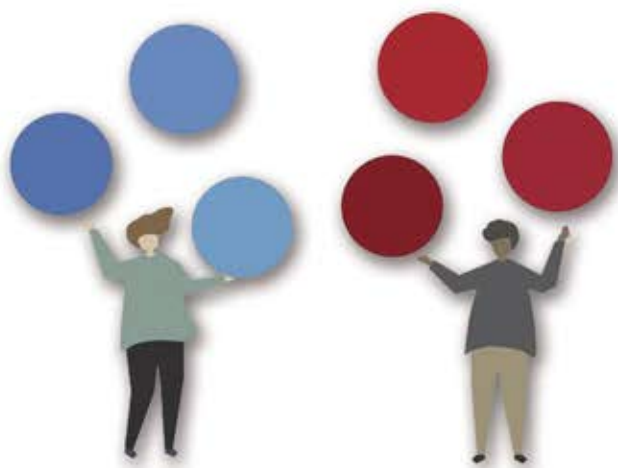
Ask the participants to stand in a circle. The facilitator starts by throwing the ball to someone from the circle, saying their name as they throw it. The participant catches the ball, says the name of the person from who he/she received the ball, says his/her name and throws the ball to other participant by saying his/her name while throwing. Once everyone has received the ball and the pattern is established, the facilitator introduces one or two more balls. So in the air are always several balls being thrown in the same time, following the same pattern.

Age
8+

Number of participants
10 - 50

Materials
None

Time
5 - 30 min.



Name + what I like:

The first person in circle must say his/her name and something they like that begins with the first letter of their name. The next player repeats this from the previous person and adds their own. Continue around the circle until the last person has to repeat everyone's name. There are other modifications, like:

- Name and adjective, when a person says their name and an adjective that starts with the same letter of their name. The next player repeats this from the previous person and adds their own. Continue around the circle until the last person has to repeat everyone's name + adjective.
- Name and gesture, when a person says their name, and does a movement. The next player repeats this from the previous person and adds their own. Continue around the circle until the last person has to repeat everyone's name + gesture.

Age
8+

Number of participants
10 - 50

Materials
None

Time
5 - 30 min.

ICE BREAKER

Ice-breakers

An icebreaker is an activity, game, or event that is used to welcome attendees and warm up the conversation among participants in a meeting, training class, team building session, or another event. Any event that requires people to comfortably interact with each other and a facilitator is an opportunity to use an icebreaker.

An effective icebreaker will warm the participants up in the training course or meeting, reinforce the topic of the session, and ensure that participants enjoy their interaction and are engaged in the session. The icebreaker, used effectively, does break the proverbial ice in a meeting.

Walk and talk:

This game is great as an energizer to get everyone moving and laughing together. It allows the group to learn about each other.

In this activity, music is playing in the background and the participants were walking in the conference room. When the music stops, the participants were asked to find one partner and discuss the questions that facilitator read:

- What do you plan to accomplish in the next 12 months?
- What are the 3 things that you are thankful to your parents?
- In your opinion what is love?
- If you won a million, how will you spend the money?
- What would you do if you are the president in your country?
- How much do you love coffee?

Age	Number of participants	Materials	Time
8+	10 - 40	None	As long as time allows

Muppet Show:

This is an icebreaker that will help the participants to interact with each other in pairs and improve their speaking skills.

In this game, they were divided into a group of 2 people, and were asked to discuss the following questions:

1. Name, Age and Occupation
2. What kind of things do you like to cook?
3. If you could disappear and start a new life - what your new life would look like?
4. What makes you roll your eyes every time you hear it?

After 15 minutes of discussion, the couples are invited on the floor to present, where they exchange the roles, and one person is talking, and the other one is in the back, doing gestures with the hands.

Age
8+

Number of participants
10 - 40

Materials
None

Time
10-30min.

Secret friend:

Participants were informed that they can during whole training course to share with each other personal feedback/small gifts in way to support team cohesion.

This fun activity was prepared with mission to support team cohesion and caring for others. Empty envelopes were shared among participants. They wrote their name on the envelope and stick it to the wall. In a bowl all the names of participants were written and each participant will choose a name (secret friend) where during the seminar time should share personal feedback/notes/small gifts/surprises in way not to be discovered by that person.

At the end of the training course, the participants in a funny way will discover who their secret friend for the past week was.

Age
8+

Number of participants
10 - 40

Materials
None

Time
10-30min.

Moving circles:

The main aim of this ice breaker is to develop communication skills and group problem-solving skills.

The participants should make a line up against a wall or stand on a line. The facilitator will instruct the group that they need to get into a line in order according to their birthday by month and date, without talking, they can use mimics, pantomime etc. The leader (facilitator) then checks the order that the group is in to see that it has the correct order.

After, the facilitator can ask them to do the same thing, but the line should start with the youngest and end with the oldest participant, or by the size of their shoes etc.

Age	Number of participants	Materials	Time
8+	10 - 40	None	10-30min.

TEAM BUILDING ACTIVITIES

Team building activities

Team building brings people together by encouraging collaboration and teamwork. Fun activities that help people see each other in a different light allow them to connect in a different setting. People on your team are asked to think about the implications of these activities at their workplace.

One of the most powerful reasons for team building is to get results. Through a series of planned team building events that are fun and motivational, teams build skills like communication, planning, problem-solving and conflict resolution. This team building activity ideas help to facilitate long term team building through fostering genuine connections, deeper discussions and processing.



City Hunting:

The facilitator delivers several tasks to the participants, and divides them into a group where they need to accomplish several tasks for a specific time. First of all, they work in small groups, but at the same time, the teams needed to collaborate between each other.

City Hunting tasks:

- Write a poem about the topic of the Seminar
- Find 3 locals, ask them if they know what Erasmus + is
- Take a picture with 3 locals with the poster
- Write 3 things which everyone has in common in the group
- Take a picture with the Erasmus plus flag
- Discover 3 cool facts about the place from locals
- Learn 5 words and phrases from the locals, and share the story
- Think and set at least 5 ground rules about the seminar and write them on a flipchart

After the participants accomplish their task, they arrived at the hotel and were asked to post all the materials in the group and each team to present their work.

Age
14+

Number of participants
10 - 40

Materials
Flipchart, Project poster
Erasmus+ flag(depends of
the task)

Time
30-90min.

Looking for ideal:

Looking for Ideal (Ideal Training, Ideal Participant, Ideal Facilitator/Trainer)

In the room where the participants are placed four flipcharts. Ask participants to write down their comments/sharing and cover given topics: ideal training course, ideal training/facilitator, ideal participant and non-formal education.

Following Elements/Characteristics were pointed out during presentations delivered by the participants and trainers:

Ideal Facilitator: Observing skills, objective, tolerant, to be a good listener, to give feedback, to motivate the other, to show leadership skills, to smile a lot, to give positive energy, keep an open mind, active listening, empathy, confidence, leader, good speaker and listener, uses different methods and techniques during the training.

Ideal Participant: Very energetic, ready to learn, to be active, assertive, agree to disagree, critical thinking, punctual, respect different opinions, motivated to learn, open minded, helpful, share our experiences in this field not being shy because in this way we break the ice and learn more about each other.

Ideal Training Course: Useable in real life, gaining knowledge, more debating, well organized and time management, positive thought at the end of the training course, safe, inspiring, concrete goals, well balanced activities, sharing knowledge with every participant being open to everyone, including every participant.

Age
14+

Number of participants
10 - 40

Materials
Flipcharts

Time
15-30min.

Intercultural night:

As we already know, Erasmus + focuses on the development of a wide range of skills, increasing youth employment and offering young people a whole range of possibilities, but it also focuses on the culture.

An intercultural night is an activity where participants have an opportunity to present their own country, traditions and culture, but also a way to sample different local flavor and to get more information about places and cities, costumes, music and folk dancing from different countries. The participants in a fun and creative way, present the country they come from, show some folk dances or sing traditional songs.

Age
14+

Number of participants
5 - 60

Materials
Traditional food,
drinks or other

Time
15-30min.



Kahoot quiz:

Kahoot quiz is a free, web based program for administering quizzes, facilitating discussions, or collecting survey data. The coordinator can make the quiz by itself and that share it with the participants. They can answer the questions from their phones.

This is an interesting tool for the participants that gives an opportunity to engage, test and challenge participants about the knowledge that they have gained on the training course.

Age
14+

Number of participants
5 - 30

Materials
good internet,
smarthphones or
other devices

Time
15-30min.

WORKSHOPS CONNECTED WITH THE TOPIC

World café:

A World Café is a structured conversational process for knowledge sharing in which groups of people discuss a topic at several tables, with individuals switching tables periodically and getting introduced to the previous discussion at their new table by a "table host".

„World Cafe“ where 8 different topics were delivered to 8 representatives of the group (What is a Freedom of Speech? What is a human rights violence? What is an advocate? What is advocacy? What is discrimination? Characteristics of an advocate, Basic human rights, What you can advocate For?

The others were split into teams and started working on the topic they received.

Every 4 minutes, the groups were changing and had the possibility to participate in all the groups, and the coordinators were responsible to manage the group and help them to discover and come up with more keywords regarding the topic.

The first group was working on the topic „Freedom of Speech“ the group explained that is a power of right expression, or to express opinion without censorship and legal penalties. People should be aware not to offend another person or group, we need to accept other opinions as well.
Pros of freedom of speech: expressing ideas, raise the voice everytime we feel discriminated, exchanging ideas.
Cons: Hate speech, spreading false information.

Examples of Freedom of speech: Empowering people, feminism, positive, contribution to the society.

The second group was working on the topic „What is a human rights violence?“, which was described as form where we are not allowed to say what we think, damaging human rights, each human rights has a specific way of being violated, cyber bullying, discrimination, racism, genocide, slavery, torture etc. As an example was given a deportation of the illegal immigrants.

The third group was working on the topic „Discrimination“ where the group explained through the words language, religion, financial, race, and gender. The group agreed that place where people can get help is Police, Court, Specific Ngo's that deal with this issue, governmental institutions etc. The question that was asked during this presentation was: Where is the line between the freedom of speech and hate speech.

The fourth group, was discussion the question about „What is Advocacy?“ where the group wrote that is a support of an idea and standing up for it. It's a way to convince people to support our cause, and taking action for it, by trying different methods to achieve our goals. They also mentioned about digital advocacy, which is a speeding process where the information is spreading faster. It's a way that gives people a space to interact.
Ex.: Fridays for future, World Cleanup day.

The fifth group received the topic „What is an advocate?“ where was explained as a person who speaks for us and represents our views, when we don't feel to do so. It provides information and guidance and attends meetings and gather and organize information and documentation.

The 6th group received the topic „Characteristics of an advocate?“ where people were explained as an active person, who is helpful team player. Good organizer, who at the same time is charismatic, researcher and passionate, effective, independent and knowledgeable.

The 7th group discussed for the question „Basic Human Rights“ where the group agreed that life is in the first place and security of the human. Also other rights were mentioned and discussed such as: education, health system, vote, privacy, civil and social right, fair trial, environment right, rights to drink clean water, abortion rights, a right for petition, for a property, migration and fair trade etc.

The last group, number 8, received the topic: „What can you advocate for?“ the group came to the following examples: against discrimination, human rights, religion, free contact, vote, fair trial, right to work, social security.

Age	Number of participants	Materials	Time
15+	15 - 60	round tables, flipchart markers, push pins, bell etc.	30min.-3h.

Game of crowns:

For this activity, the participants invited 1 person per country for a debate on specific topic, read by the facilitator. The situation that were read were related with violence of the human rights (discrimination at work, religion, sexual orientation, disabilities etc)

In every case the participants were asked if they have ideas about campaigning, human rights and heard many examples, they received a topic/ problem they need to raise awareness about and they need to give suggestions on what kind of campaign they would create and why (now they have many information about ways to use social media from campaigning).

Age	Number of participants	Materials	Time
15+	15 - 60	None	15min.-1h.

Empathy map:

This is a great technique and a tool that helps with gaining a better understanding of the target group, but also their desires/needs by asking questions such as: 'What they see/hear?' 'What they feel/think?' 'What they do and what we want them they do?' Participants worked on empathy maps individually or in small groups grouped by common interests and opinions. Participants worked on issues such as: involvement of young people in the process of making decisions at local level, environmental issues - pollution, destroying green areas, big factories that are polluting the air, protection of street dogs and cats and banning smoking in public places. Activity was closed by sharing the incomes with the whole group and discussing various aspects of empathy maps.

Age
15+

Number of participants
15 - 60

Materials
None

Time
10min.-1h.

Ted Talk Prizren:

Inspired by the nacional TED Talk Conferences that are very often happening worldwide, we decided to make our own mini conference „Ted Talk Prizren“. Participants took part in activity focused on developing their public speaking skills. Every participant was asked to prepare 1 minute talk and to inspire, to inform others on chosen issue. After every participant had an opportunity to talk, several tips on public speaking were shared.

Age
15+

Number of participants
5 - 60

Materials
None

Time
15min.-1h.

Loesje Workshop:

This is a great workshop implemented in Netherlands, but used worldwide. It is called a Loesje methodology which is combining creative writing and creating messages, the messages are positive and funny but also critical. During the workshop participants addressed topics such as: ecology, human, animal rights, women empowerment, overconsumption, syndicates, refugees, LGBTQ, low salaries, corruption, poor education, demographic crisis, global warming, rights of people with different abilities, pollution of cities, radicalization.

Example of several messages created during the session:

Gay=human, Lesby=human, human has rights!

Radicalization: Understand the others like you want to be understood.

Racism: You are not more than a piece of meat for the dinosaurs.

Age	Number of participants	Materials	Time
15+	5 - 60	None	15min.-1h.

NGO Fair:

This is a task for the participants to prepare a presentation or a visual aid to present their organizations and activities especially in the field of advocacy. The presentations were delivered in form NGO gallery when participants had an opportunity to mingle and to ask questions to each other. Part of the session was as well input from representative of local organization delivering advocacy based activities targeting Roma population in Prizren and its surroundings supported by Kosovo Foundation Open Society.

Age	Number of participants	Materials	Time
15+	5 - 60	None	30min.-1h.

DEFINITION OF TERMS

Advocacy

Participants from the training course came up with some definitions for advocacy. According to them, advocacy is a tool for “putting a problem on the spot, trying to provide a solution to that problem and building support for working on both the problem and the solution”. This definition expresses an important idea: In a digital age, advocacy is not just about influencing public policy, but also and first of all about influencing public opinion, and raising awareness about the problems in the society.

Advocacy is a process for social change that is affecting attitudes, social relationships and power relations, which strengthens civil society and democracy”. To fulfill its aspirations advocacy requires: efforts coordination, strategic thinking and thinking outside of the box, information, communication and mobilization.

Advocacy in all its forms tries to ensure that people, especially those who are most vulnerable in society, are able to:

- *Have their voice heard on issues that matter to them.*
- *Defend their basic human rights.*
- *Have their points of view and wishes considered when decisions are being made about their lives.*

Advocacy is a process of supporting and enabling people to:

- *Express their views and concerns.*
- *Access information and services.*
- *Defend and promote their rights and responsibilities.*
- *Explore choices and options*

An advocate is someone who provides advocacy support when the people need it. They can help you access information you need or support you on a meetings and interviews.

There are many different types of advocacy, including:

- *self-advocacy*
- *group advocacy*
- *peer advocacy*
- *citizen advocacy*
- *professional advocacy*
- *non-instructed advocacy*

Self-advocacy

Self-advocacy refers to an individual's ability to effectively communicate his or her own interests, desires, needs and rights. It requires communicating skills and self-defense.

Group advocacy

Group advocacy involves people with shared experiences, values, backgrounds etc, and gives opportunity to people to meet and talk about topics that are important to them. These groups aim to influence public opinion, policy and service provision.

Peer advocacy

Peer advocacy refers to one-to-one support provided by advocates with a similar disability or experience to a person using services. The peer advocates are usually people that are/were facing the same problems and that came up/have idea to come up with a solution for those problems.

Citizen advocacy

Citizen advocacy aims to involve people from the local communities by enabling them to have a voice and to make decisions about the things that affect their lives. They are unpaid and usually operate with support from a coordinated scheme.

Professional advocacy

They are paid and independent advocates that support and enable people to speak up and represent their views, usually during times of major change or crisis.

Non-instructed advocacy

There are four recognized approaches to non-instructed advocacy and providers should endeavour to integrate them all when providing support:

- rights-based approach - we all have certain fundamental human rights that can be defined and measured
- person-centred approach - based on the development of long-term, trusting and mutually respectful relationships between advocates and people
- watching brief approach - placing the person at the centre of thinking about the best way to support them
- witness/ observer approach - in which the advocate observes or witnesses the way in which a person leads his or her life.

It is important to remember that an individual's capacity to be involved in decision-making or to instruct an advocate may fluctuate. This provides a further argument in favour of a whole-systems approach to advocacy, which maximizes the chances of continuity of support.

Campaigning

Participants also came up with some definition that according to them is suitable and wide enough: campaigning is mobilizing the public in order to achieve a social, political or commercial aim. It includes a series of activities designed to influence the public (e.g. governments, institutions, companies and people).

Campaigning helps to show the public that some particular issue is not just concerning some smaller group of people but also members of the public, voters and consumers. A successful campaign is one that demonstrates the concern of large numbers of the public; it can be national or even international.

Campaigning is a driver for social change. It not only raises awareness of the public about the issue, but also motivates them to speak and act in support of change.

Raising awareness of the issue' is not the same as advocacy to change things.

Awareness of the issue is just the first, baby step in the engagement process. A lot of people can be aware of some problem, but they are not enough social active to make a change, or think that the problem is not important enough, or that they are alone etc.

Social media campaigns about human rights

The potential of using social media for human rights work is extensive. Nowadays, as we are living in a digital world, the usage of some social media platforms such as: Facebook, YouTube, Twitter, Instagram have become a strong tool for campaigning and continues to trend upward. It is a super effective way to expand reach, foster engagement and increase access to credible human rights based messages.

Social media tools can connect people to:

- Increase the potential impact of human rights information;
- Leverage audience networks to facilitate information sharing;
- Expand reach to a wider audience;
- Personalize and reinforce human rights messages that can easily be seen by the targeted group of people
- Facilitate interactive communication, connection and public engagement;
- Raise funds;
- Empower local communities etc.

Campaigning and advocacy social media sites like Instagram, Facebook and YouTube enable campaigners to reach global audience and increase the organization's visibility by :

- Educating people about their human rights
- Raising awareness of the problem
- Engaging and mobilizing partner organizations and activists; and
- Recruiting and mobilizing community members, organizations and activists.

A strong social media strategy should not focus on reaching a mass audience; it should focus on connecting with influencers, developing relationships, encouraging conversation and obtaining insights.

Some of the best practices for using social media for human rights campaigning are:

Blogs

Blogs are a highly visual medium, so it's good to dedicate your attention to them as a tool for the campaign. Effective blog posts often lead with engaging personal stories and conclude with an action item for the reader to get involved. Blog posts should be brief and include heading and block quotes to make it easier for the reader to identify the main points. If an organization has a lot to say on a topic, it should consider doing a series of shorter posts, rather than one long one.

Facebook

Types of content that can have impact in the campaign:

1. Status updates: Post brief original updates or share posts from other individuals or pages.
2. Videos: Embed YouTube and Vimeo clips and share them through status updates.
3. Photos: Facebook is the largest photo-sharing site on the web and posts with images receive three times more exposure than other posts in a NewsFeed. To increase visibility, advocates should upload, share, and tag photos.⁵
4. Links: Share content from the web by copying and pasting the link into a status update. If the preview appears below the draft status update, the URL can be deleted from the status update and replaced with brief introductory text.

YouTube and Vimeo

Consider videos that tell a story, explain a concept or promotion, include a contest, update viewers, or thank donors. Be sure to have a clearly defined audience in mind when creating a video. It is helpful to make viewers feel like they can contribute to change by including a call to action in the clip. YouTube recommends that NGOs:

1. Post compelling, short, and genuine digital stories;
2. Partner with other organizations;
3. Embed video onto other social media platforms.

Twitter

Twitter can be an effective advocacy tool. For example, users with many followers can generate a lot of interest and support through their tweets. Users can “retweet” (RT) other people’s tweets to their own followers as a show of support and as a way to spread the message.

Hashtags: a hashtag is simply the “#” symbol at the beginning of a key word or phrase in the tweet. The hashtag makes it easier for Twitter users to find the tweet in a search, such as this search for the hashtag #deathpenalty:

Twitter handles: Twitter handle is the “@” symbol followed by the name the person or organization uses on Twitter—typically a shortened version of the person’s or organization’s full name.

WORLDWIDE HUMAN RIGHTS CAMPAIGNS



Amnesty international:

Amnesty International is a global movement of more than seven million people who are independent of any type of political ideology, religion or economic interest and who take injustice personally. The movement campaigns for the world in which human rights are enjoyed by all.

The core activities of Amnesty International are research, advocacy and lobbying and campaigns and action. The organization employs experts who do accurate and facts-based research into human rights violations by governments and other actors. This analysis is, then, used to influence and press governments and decision-makers to undertake the necessary steps to stop or prevent human rights violations. The organization also employs the methods of campaigns and advocacy through petitions, letters and protests to call for action. In this way, the Amnesty International covers a big spectrum of human rights from seeking the release of political prisoners to protecting sexual and reproductive rights.

The logo for Human Rights Watch is a blue square with the words "HUMAN RIGHTS WATCH" written in white, uppercase, sans-serif font, arranged in three lines: "HUMAN", "RIGHTS", and "WATCH".

HUMAN RIGHTS WATCH

Human Rights Watch:

Human Rights Watch is an international human rights organization that investigates but also reports abuses of human rights around the world. Currently, it employs around 450 people, mostly country-based experts, lawyers, journalists, and human rights workers who work to protect those at risk. The organization works with and advocates towards governments, businesses and armed groups, forcing them to change their policies and laws. To stay independent, Human Rights Watch refuses government and corporate funding. Researchers, who work directly on the field, uncover facts about human rights abuses. These facts are shared with millions of people through social media every day to gain global reach. The scope of the work of the Human Rights Watch is wide and the organization is highly committed to reaching justice, dignity, compassion and equality.



CIVIL RIGHTS DEFENDERS

Civil Rights Defenders:

Civil Rights Defenders was established in 1982 in Sweden as an independent expert organization, with the mission to defend civil and political rights of people and empower human rights defenders at risk around the world. The organization is currently active in some of the most repressive regions in the world and collaborates with 200 local partners while focusing on innovation and sustainable change.

The organization uses advocacy, litigation, and public campaigns to advance people's rights globally. Through advocacy, the Civil Rights Defenders provides expertise and support to human rights defenders while holding those in power accountable for their actions. The organization also actively works on improving people's access to justice and freedom through increased respect for their civil and political rights.



Human Rights without Frontiers International:

Human Rights Without Frontiers (HRWF) is an international non-profit organization that promotes respect for human rights around the globe and advocates for democracy, the rule of law and social justice. Based in Brussels, Belgium, the HRWF became one of the most active organizations promoting human rights in EU institutions and shaping European policies towards human rights.

At the core of HRWF's activities is advocacy, which includes activities such as publishing research, sharing information, organizing public events and speaking to political leaders on a particular issue. The core of the HRWF's advocacy is international treaties and covenants, such as the International Covenant on Civil and Political Rights and the European Charter of Fundamental Rights, that bind its parties to respect human rights. Therefore, the HRWF is an active participant in several coalitions and networks advocating for the respect of these treaties.



SUCCESSFUL CAMPAIGNS CREATED DURING THE PROJECT

1. Dog rescue - Estonia
2. Eco clean up in Prizren
3. Beach clean up in Struga
4. Stop violence against women - Prizren

Case Study

Animal rights 'I thought you are my priority', the idea involved adopting street dog and transferring the dog from Prizren to Estonia.

This is a story of how one street dog from Prizren was saved, transferred to Estonia and now is living happily in the Estonian family. This is also a story of how one simple idea and initiative combined with effort and applied knowledge and action can give a success and result

This campaign was created during the training course in Prizren, while having the workshop about developing ideas and turning ideas into projects. The team from Estonia decided to work on adopting a street dog - a small puppy that they found on the street. They took a photo from the dog and decided to start raising money campaign through facebook and instagram, in order to collect money for the needed papers, vaccines and transportation ticket from Kosovo to Estonia.

At first, the team wrote their plan: goals, aims, plan how they will achieve the goal, what are the needed steps and through which channels they will achieve this. After that, with the help of the organizers, they managed to call and ask for the procedure of adopting a street dog, needed passport and vet appointment. They took care of the dog and took it to the vet, meanwhile they were launching an online campaign for fundraising. The channels they used were instagram stories and facebook posts, facebook groups and animal groups. They created posters and calls of action with a written bank account where they can donate. In just 2 days they managed to gather enough money for passport, vaccines and transportation of the dog. The dog happily flew from Prizren to Estonia. In the group, the Estonian team is regularly posting pictures from the dog, that now grew big and is living the happy and loved life.





Aleksandra Djurdjevic, Serbia

"First of all i would like to say that the training course "Advocacy for human rights: Share to Change" went beyond my expectations of learning about human rights, advocacy and creating a successful campaign, since I had the chance to actually implement everything that we have learned in launching a campaign of our own that was focused on cleaning Prizren, based on the model of cleaning trash challenges. I will never forget the confidence that the course gave me, and the people I connected with based on our shared values, even though we came from radically different cultural backgrounds. I had the chance to learn more about myself through the views of others, and to in turn contribute with my own viewpoint and skills. I really enjoyed the public speaking exercise, seeing a lot of people break.out of their comfort zones in to defend their cause, which really varied from country to country, and to inspire others to take action in their own way. I would definitely recommend young people to participate in Erasmus plus programmes."



José Francisco Carpintero Molina

"In spite of the fact that at first, I didn't have confidence in myself to do an Erasmus training, for the first time I decided to try it. I can only say that my experience in Prizren was incredible, since not only did I have the opportunity to learn more about human rights advocacy and campaigns, but I was also able to meet people from other countries, as well as learn about their customs and make new friends. Without a doubt, doing this kind of Erasmus training is something I would recommend to anyone. I hope to repeat again very soon so I can learn about new subjects and meet even more people!"



Ralica Haydushka, Bulgaria

"I want to express my satisfaction of the training course held in Kosovo. I had a great learning experience. The people I met there were amazing and we made some unforgettable memories together. The trainers were very friendly and helpful. The tasks given were very interesting and different. We had so much fun while doing them. Thanks to Erasmus+ I experienced something, which I will remember for a lifetime. "



Diana Sulbi, Estonia

"Hi! I'm a teacher from Estonia and I took part in a seminar „Advocacy for Human Rights“. As this was my first experience with an Erasmus+ project I had no idea what to expect when I was applying but I'm so grateful that I did! I had little knowledge on this topic but in a week that we spent there I learned more than I could have hoped. I really enjoyed the diversity of tasks, fun energizers between them and of course the amazing people that I had the honor to meet there. I wish we could have a part 2 to this project with the same group at the same place because it has been one of the best experiences I have ever had. Thank you for choosing me as a participant and giving me incredible memories, knowledge and friendships for life! “



Sara Xheka, Albania

"Hi, this is Salife from Albania. It was my first experience in Erasmus+, I am really grateful for the opportunity that I got because I had so much fun. I have learned new things about human rights how to advocate, made new friends and learned from their experiences but also their traditions. I have developed myself, my personality and of course that has motivated me for doing great things in my country to raise awareness for different issues. Also it is a good opportunity to know yourself. It will be always in my mind and I will recommend for everyone to join an Erasmus programme."



Jehona Musa, Kosovo

"I am very thankful that I have been selected to be part of the first Erasmus+ project for me, with the topic Advocacy of Human Rights. Not only my expectations were fulfilled to learn new skills, meet new amazing people, new cultures, different ways of thinking, lots of activities, fun games, and most importantly my knowledge for human rights has become wider and it is something that I will continue to fight for. Lastly, I would like to mention that the hospitality was excellent, such as the delicious food, accommodation and the area. Not forgetting the amazing facilitators, organizers who did a great job."



Gjorgji Risteski, Macedonia

"This was my first experience participating in an Erasmus + project and it was very beneficial for me from many aspects. Firstly, I have met many young people from different professional spheres who had the same initiative to make a change concerning the Advocacy of Human Rights in their place. Secondly, we had very productive sessions where my national team interactively brainstormed some ideas for the campaign that we are going to implement in our country. Also, we had a great help from the other participants, who shared their ideas with us in order to give advice and provide us with the good practice in their country for similar campaigns. Also, the organizers who had a lot of experience with similar projects led us on the right path to achieve the goal. Finally, the place where we were accommodated inspired us to create many activities for mutual interaction and communication."







Before



After



Before



After



LIST OF SOME USEFUL LINKS

Advocacy for human rights:
Share to Change

[HTTP://SHARETOCHANGE.INFO/INDEX.HTML](http://sharetochange.info/index.html)

Resource pack for intercultural communication-

[HTTPS://DRIVE.GOOGLE.COM/FILE/D/1MJEYM56QPLPGW61B4FEDNW7EB0YZURAY/VIEW](https://drive.google.com/file/d/1MJEYM56QPLPGW61B4FEDNW7EB0YZURAY/view)

Youth Council
Next Generation

[HTTPS://NEXTGENERATION.COM.MK/](https://nextgeneration.com.mk/)

SCIE

[HTTPS://WWW.SCIE.ORG.UK/](https://www.scie.org.uk/)

Amnesty
International

[HTTPS://WWW.AMNESTY.ORG/](https://www.amnesty.org/)

Youth Workers
Alliance Vranje

[HTTP://YOUTHWORKERSALLIANCE.COM/](http://youthworkersalliance.com/)

#A WHOLE NEW PRIZREN

A campaign that aims to improve young child's education

50%

is younger than twenty five and 70% younger than us.

OF KOSOVO'S POPULATION



If not for you, do it for them

SECOND HAND SMOKE CAUSES

Secondhand smoke causes the premature death of 43,000 adults and 400 infants



Clean indoor air laws reduce nonsmokers' secondhand smoke exposure by 28%



Dogs and cats are TWICE as likely to develop nasal cancer if their owner smokes



