

THIRD PARTY PROJECT OVERVIEW – IMPACT4VALUES

CALL 1 – SMALL AND MEDIUM PROJECTS

MEDIUM PROJECTS

10. Institute Pula: Beacon of Solidarity

Contact	Varja Bastiančić, institut.lungomare@gmail.com
Funding awarded	56.356,73 Eur
Project duration	12 months (1.9.2023 –31.8.2024)
Project partner	Association PET PLUS

Goal: Addressing the lack of comprehensive support for homeless individuals in **Zagreb, Pula, Poreč**, and across **Croatia**. In addition to the lack of holistic support, there are issues such as insufficient housing capacity, reliance on civil society initiatives instead of a structured national policy, absence of national strategies and regional housing policies for social care, and difficulties in accessing residency rights, which directly impact access to healthcare. Furthermore, there is inadequate awareness among the target group about their rights and opportunities that could improve their quality of life.

The project focuses on raising awareness of these challenges, providing holistic support to users in exercising their rights, and advocating for **policy changes** to address these challenges through **8 activities**.

Expected Project Results:

➤ **Increased scope and quality of community support** for vulnerable groups:

- 20 **individual work plans** created and evaluated.
- 4 different types of support made available to vulnerable groups with targeted user numbers:
 - Counseling: **20 users**,
 - Housing: **10 users**,
 - Street work: **10 users**,
 - Educational workshops: **20 users**.
- **40 vulnerable individuals** supported through one or more forms of direct support during the project.
- **100% increase** in the number of direct support beneficiaries compared to the previous 12 months.
- At least **60%** of users report improvements in their **safety, health, and quality of life** due to the provided support.

➤ **Increased awareness** within the local community and general public about the needs and rights of vulnerable groups at risk of homelessness and social exclusion:

- At least **4 publications** in local and national media.

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. The programme Impact4Values is co-funded by the Government Office for Cooperation with NGOs.

- **40 social media posts** on the topic published by project holders and partners.
- **400 reactions** (likes, comments, shares) on social media posts.
- An average reach of **500 people** per post on social media.
- **20 new followers** on the Facebook pages of project holders and partners by the project's end.
- **200 visitors** to live photo exhibitions and **200 virtual views** by the project's completion.
- **230 participants** at public events (roundtables and photo exhibitions), including:
 - 6 media representatives,
 - 8 experts,
 - 4 government representatives,
 - 10 associations,
 - 200 citizens.
- **4 members, volunteers, and associates** participated in project activities and connected through the organizations implementing the project.
- **1 advocacy proposal** submitted to **3 institutions** at the local, regional, and national levels (cities and ministries) based on roundtable discussions.

➤ **Strengthened collaboration** among organizations involved in the project:

- Participation of **4 CSOs** from 4 cities (**Pula, Zagreb, Split, and Osijek**) in the implementation and/or participation in project activities.
- Project holders and partners express satisfaction with the achieved collaboration (scoring **3.5 or higher** on a scale of 1-5) based on an internal evaluation conducted at the final partnership meeting.

Achieved results:

During the project implementation period from 1st of September 2023 to 31st of October 2024, the Beneficiary has achieved **Result 1 - Increased scope and quality of support in the community for vulnerable groups**. 28 individual work plans were developed, and 24 evaluations were done with beneficiaries. Through the implementation of the project, 4 different forms of support were available to beneficiaries from vulnerable groups: counseling (28 beneficiaries), accommodation (18 beneficiaries), street work (12 beneficiaries) and educational workshops (18 beneficiaries). A total of 32 beneficiaries in Pula and 15 in Zagreb used the services. Given the fact that there was no direct support to beneficiaries until now, a 100% increase in the number of beneficiaries of direct support is recorded compared to the previous 12 months. Based on the evaluation conducted, the project achieved a key outcome: more than 60% of beneficiaries recognized the benefits of the support provided for their own safety, health and quality of life. The specific results of the survey showed a high level of user satisfaction, increased improvement in knowledge about human and social rights, and the usefulness of the advice received in resolving important issues. In addition, participants highlighted the importance of the professional support provided, praising the professionalism and accessibility of the staff. These results confirm the importance of the educational and advisory activities of the project and indicate the need for their continuation and further expansion to cover more specific needs of beneficiaries.

To achieve **Result 2 - Increased awareness of the local community and the public about the needs and rights of vulnerable groups at risk of homelessness and social exclusion**, during the project a [virtual exhibition](#) was organized thanks to the engagement of 2 volunteers and partner employees,

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. The programme Impact4Values is co-funded by the Government Office for Cooperation with NGOs.

and it includes 40 photographs documenting the living conditions of beneficiaries on the street. The photographs are accompanied by texts informing the public about the challenges faced by this population. The exhibition was an exceptional success, with 334 views, which exceeded the planned goal. The exhibition is available to the public even after the end of the project on the Artsteps platform, which enables long-term preservation and display of virtual exhibitions, with minimal technical requirements. The link to the exhibition will be active and will be promoted through the official communication channels of the Association (website, social networks and information materials) and used for future similar projects with similar goals. The Artsteps platform will remain one of the tools for further awareness-raising and educational activities. In addition to the virtual exhibition, four live photo exhibitions were organized in Zagreb, Split, Pula and Osijek. 20 photographs were exhibited, documenting different aspects of homelessness, providing a powerful visual and emotional experience and encouraging citizens to reflect and dialogue on this social problem. The exhibitions were coordinated with the organization of round tables in the same cities, which further strengthened the impact and reached a wider audience. A total of 321 visitors were recorded at the exhibitions, but due to the location in open spaces, the actual number of participants was certainly significantly higher. These exhibitions proved to be an effective tool for raising public awareness and encouraging action to solve the problem of homelessness, which is also supported by the fact that after each exhibition the number of visitors to the virtual exhibition increased.

Also, an [advocacy proposal](#) was made and has been sent to the addresses of the Ministries, the Counties (Zagreb and Istria) and the cities (Zagreb and Pula) and the MRSOP. The advocacy proposal will be used as a basis for further activities aimed at systematically addressing the problem of homelessness.

Awareness-raising activities were also covered by the media, and the project resulted in 39 media posts, 42 posts on the social networks of the project's lead agency and partners, and 13 web posts. There were 2,520 reactions to posts on the topic on the social networks of the project's lead agency and partners.

Result 3 Strengthened cooperation between organizations involved in the project

A total of 4 CSOs from 4 cities (Pula, Zagreb, Split and Osijek) collaborated on the implementation and/or participated in project activities, and over the course of 12 months, cooperation was successfully established with 8 CSOs and other organizations such as the Red Cross, the Ivo Pilar Institute, Caritas, the Croatian Employment Service, and social welfare institutions.

Partnership is built on trust and implementation of the part of the activities for which we have undertaken the obligation, but at the same time with support if someone needs help. That is why the cooperation is successful and will continue in the future.