

## THIRD PARTY PROJECT OVERVIEW – IMPACT4VALUES

### CALL 1 – SMALL AND MEDIUM PROJECTS

#### SMALL PROJECTS

#### 5. GRAK ASSOCIATION: I4V - THE RIGHT TO AN ACTIVE LIFE

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<b>Funding awarded</b>	29.986,75 EUR
<b>Project duration</b>	14 months (01.10.2023-30.11.2024)

Inclusion of elderly people and people with disabilities in the cultural and social life of the city by implementing the "Right to an active life" project. We want to contribute to the quality and equal participation of socially disadvantaged groups in all segments of society through an advocacy campaign, integration of vulnerable groups and information about the rights of vulnerable groups.

#### Expected project results:

- **Strengthened advocacy role of local civil society organizations to meet the needs of target groups** (persons at risk of socio-economic exclusion, primarily pensioners and PWDs) through a minimum of 2 advocacy initiatives aimed at local authorities and the public sector. Formed and active Forum of Associations in culture and social affairs, in which at least 5 associations are active by the end of the project, at least 3 held consultations with members of the target group about their needs. At least 10 media announcements about the activities of the Forum of Associations in Culture and Social Affairs and advocacy initiatives as part of the project and 3 public events held on topics of importance for local social inclusion policies, processed from the perspective of EU values and relevant policies.
- **Increased support for vulnerable groups in their involvement in the community**, i.e. a minimum of 100 members of the target vulnerable groups were engaged in the community as part of the project's activities (ceramic workshops and studio practice, education, public events, etc.), a minimum of 100 members of vulnerable groups who have undergone some form of additional education as part of the project activities, at least 50% of workshop participants have increased their level of knowledge about the topics covered. Cooperation with a minimum of 10 stakeholders on social inclusion of vulnerable groups has been achieved, 1 Facebook campaign was carried out, at least 350 printed and 50 digital leaflets/brochures with a mini-guide on the rights of vulnerable groups were disseminated. The average reach of posts on the FB page during the campaign is at least 1000; the total number of reactions to posts during the FB campaign is a minimum of 200, a minimum of 50 new users of the association's FB page during the campaign.

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#### Achieved results:

The Civic Activism Association implemented the project "Right to Active Life" in the period from 1.10.2023 to 30.11.2024 and **achieved result 1 - Strengthened advocacy role of local civil society organizations to meet the needs of target groups (people at risk of socio-economic exclusion, primarily retired people and people with disabilities)**. As part of it, the Forum of Associations in Culture and Social Affairs was formed, consisting of 8 organizations that care for older people and people with disabilities. 3 public events were held on topics of importance of local social inclusion policies, during which 3 consultations were held with members of the target group on their needs. Based on the joint work of the coalition, but also the input of their users, 2 advocacy initiatives were developed and sent by the coalition to decision-makers: 1) Initiative for the establishment of a Commission for Older People and 2) Initiative for the establishment of a Pensioners' Club. During the project period, the first initiative was realized, that is, the Commission was established, while the second initiative was on its way to realization, based on the successful cooperation between the Coalition and the City of Petrinja. The coalition's activities were adequately covered by the media, with 11 media releases.

**Result 2 - Increased support for vulnerable groups in community inclusion** was also achieved. Members of the target groups were provided with support through workshops and work in a ceramic studio in Petrinja, workshops on social media safety and preventing fraud against vulnerable groups, and psychosocial support. The evaluation showed that these trainings, as well as participation in public events, were useful for members of vulnerable groups, as 82.68% increased their level of knowledge on the topics covered. The number of members of the target group who participated in one of the project activities and thus became involved in the community was 169, while the number of those who underwent some form of additional training was 115. It is important to note that the project, as an additional form of support for older people and people with disabilities, established cooperation with 15 stakeholders, namely associations that care for older people and people with disabilities, as well as other important stakeholders such as the City of Petrinja. A successful campaign was also carried out on the social network Facebook with a total of 52 posts, 1000 reactions, 122 new users and a total reach of 36193. The theme of the campaign was volunteering, and as part of it, 16 new volunteer programs designed by 4 associations were promoted and thus attracted 28 new volunteers who completed 585 volunteer hours. Finally, 500 copies of the [mini-guide on the rights of vulnerable groups](#) were printed and disseminated in physical and digital form (253 downloads).