

## FINAL PROJECT NARRATIVE REPORT

You will need to refer to your Project Application Form and the Agreement with WACC. Please answer the questions as fully and concisely as possible to help us learn about your completed project. The report should not exceed 15 pages, excluding appendices. Please return the report with any supporting documents and materials to WACC. We welcome stories about how individuals benefitted from the project, with photos. We also welcome case studies. Please place stories and case studies, if any, in an appendix.

### 1. GENERAL INFORMATION

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| <b>1.1 Project Title:</b><br>(as in the Agreement)                                 | <b>Promotion of Gender Ethical Journalism in Bosnia and Herzegovina</b>  |
| <b>1.2 Project Reference Number:</b><br>(as in the Agreement)                      | 1712   |
| <b>1.3 Full Name of Organisation:</b>  | <b>Association “Novi put”</b>  |
| <b>1.4 Country:</b>  | <b>Bosnia and Herzegovina</b>  |
| <b>1.5 Full Postal Address:</b>  | Zagrebacka 9, 88000 Mostar, Bosnia and Herzegovina   |
| <b>1.6 Physical Address:</b>   | Zagrebacka 9, 88000 Mostar, Bosnia and Herzegovina   |
| <b>1.7 Contact Person:</b>   | Mrs. Edisa Demic   |
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| <b>1.11 Website:</b>   | <a href="http://www.newroadBaH.org">www.newroadBaH.org</a><br><a href="http://www.noviput.ba">www.noviput.ba</a>               |
| <b>1.12 Period the project was implemented:</b><br>(from month/year to month/year) | <b>February 2012- February 2013</b>  |

### 2. OUTCOMES AND IMPACT

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| <b>2.1 What was the project’s long-term goal?</b>  |
| Increase the media’s commitment to gender-ethical journalism by supporting initiatives by women’s rights groups, media practitioners and other civil society organizations.  |
| <b>2.2 What was the project’s immediate purpose and to what extent was it achieved?</b>  |
| Purpose of this project was to promote gender ethical journalism and to increase the use of gender-sensitive language (GSL) in BaH print and electronic media, as well as to establish a close partnership between NGOs and BaH media aimed at improving gender equality.<br>“Novi put” achieved the immediate purpose, as it has succeeded to increase the use of GSL in BaH media. Also, a platform for future cooperation of BaH media and NGOs has |

been established. After the events, media started analysing the issue of gender ethical journalism more detailed. One media that dealt with the issue used parts of the “Novi put” leaflet that was designed for the purpose of the project.

2.3 To what extent were the expected outcomes and outputs achieved?

| Expected outcomes and indicators   | Achieved outcomes (disaggregated by sex)  |
|--|---|
| <ol style="list-style-type: none"> <li>1. editors’ policy in media changed for better in terms of gender-ethical journalism and GSL use in day-to-day work.</li> <li>2. Positive changes in terms of challenging gender stereotypes in news</li> <li>3. solid partnership between media and civil society organizations in improving gender equality established.</li> <li>4. Women and men citizens increased communication with media</li> </ol> | <ol style="list-style-type: none"> <li>1. number of media using gender sensitive language increased in majority of monitored media (approx. 20%)</li> <li>2. Media representatives demonstrated willingness to increasingly report on women in central news subjects, especially in key focus areas (politics, governance). They have started presenting women representatives of NGOs as crucial and key actors in BaH civil society. Some media started analyzing gender portrayal in BaH media.</li> <li>3. Collaboration of NGOs and media aimed at improving gender equality got increased after the project events.</li> <li>4. During the reporting period, many media (radio, web portals, newspapers) opened facebook and twitter accounts. Number of citizens’ comments has significantly increased during the reporting period. More and more citizens write comments and complain about some articles or way of presenting of some news.</li> </ol> |

| Expected outputs and indicators<br>Expected outputs:  | Achieved outputs (disaggregated by sex, if applicable)  |
|---|---|
| <ol style="list-style-type: none"> <li>1. BaH public and journalists informed about the Project</li> <br/> <li>2. Identified media committed/not committed to gender-ethical journalism and media using/not using GSL</li> <br/> <li>3. 60 policy/decision makers and journalists have improved skills on gender-sensitive reporting in media</li> <br/> <li>4. 60 policy/decision makers, journalists, and representatives of women NGOs discussed the current media situation and manners for overcoming of gender stereotypes in media reporting</li> <br/> <li>5. Awareness raising about the importance of Gender-sensitive reporting and use of GSL in media. Promotion of gender-sensitive reporting and use of GSL in media;</li> </ol> | <ol style="list-style-type: none"> <li>1. Media coverage of the press conference and all other project activities was quite high demonstrating the interest of media for the issue. The media reporting resulted in informing BaH public and NGOs about the project implementation.</li> <br/> <li>2. results of the media mapping showed percentage of media committed/not committed to gender-ethical and media using/not using GSL</li> <br/> <li>3. 39 women and 10 men policy/decision makers and journalists have improved skills on gender-sensitive reporting in media. They were actively involved in the discussions and recommendations making at all events.</li> <br/> <li>4. 27 women and 15 men policy/decision makers, journalists and representatives of women NGOs participated at the trainings. The discussions at both events were very active and all participants demonstrated need but also willingness to tackle the issues of gender stereotyping in BaH media.</li> <br/> <li>5. Since majority of events' participants were women, they all agreed to increase GSL use in the future. Men beneficiaries also agreed on constant use of GSL in the future. "Novi put" has been monitoring the GSL use after the events tackling the issue, and some improvements have been already noticed. "Novi put" will continue lobbying for GSL use and it is deemed the GSL use will be significantly improved. The fact that most of the editors and policy makers will most probably have no objections to increased GSL use will be in favour. The awareness raising about importance of gender-sensitive reporting</li> </ol> |

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| <p>6. Increased focus of BaH media on gender inequalities in the country.</p> <p>Expected indicators</p> <ol style="list-style-type: none"> <li>1. High media coverage of press conferences.</li> <li>2. results of the media mapping show percentage of media committed/not committed to gender-ethical and media using/not using GSL</li> <li>3. Attendance sheets, photos of participants, evaluations, reached conclusions, recommendations</li> <li>4. Attendance sheets, photos of participants, evaluations, reached conclusions, recommendations</li> <li>5. Attendance sheets, photos of participants, evaluations,</li> <li>6. 1500 pieces of informative materials distributed among all stakeholders and throughout BaH.</li> <li>7. Increased media reporting on the issue.</li> </ol> | <p>was one of the key activities at all events. It was also promoted during all contacts with media representatives during the reporting period.</p> <p>6. During the reporting period BaH media increased their focus on gender inequalities.</p> |
| <p>2.4 What other observations did you make? Please mention anything that may illustrate the benefits arising from the project.</p>   |  |
| <p>Participation of NGO and media representatives at the events organized by “Novi put” has resulted in creating a platform for future cooperation. The events were used to also identify ways in which BaH media could contribute to promotion of NGO activities, advocacy and awareness raising. On the other hand, BaH media will be able to use expertise and findings of NGOs while reporting about topics NGOs have been dealing with.</p>  |  |
| <p>2.5 If you observed any unintended positive outcomes arising from the project, please describe.</p>  |  |
| <p>Upon increased advocacy activities of “Novi put” for GSL use in media, that were published in some BaH media, Ms. Ismeta Dervoz, BaH Parliament Member launched an initiative for regular use of gender sensitive language in all official documents produced in both Houses of BaH Parliament, as this was not the case in the past.</p>  |  |
| <p>2.6 If you observed any negative outcomes arising from the project, please describe.</p>   |  |
| <p>n/a</p>  |  |
| <p>2.7 Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?</p>   |  |
| <p>ref. 2.4</p>   |  |

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| 2.8 What methods did you use for assessing outcomes and impact?  |
| “Novi put” used conclusions and recommendations reached at the events to assess their respective outcomes and impacts.   |
| 2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.  |
| The actual beneficiaries were BaH journalists, editors, NGO representatives and general public.<br>Out of total number of 217 beneficiaries, 187 were women and 30 men.  |
| 2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.   |
| Given that the GSL use has already increased “Novi put” deems that the same trend will be continued in the future. Also, a platform for cooperation of BaH media and NGOs has been established and NGOs realized that media can assist them in promotion of their activities. On the other hand, media realized that expertise and experience of NGOs can contribute to the quality of their articles covering gender issues NGOs have been dealing with.  |
| 2.11 What has been the most important change brought about by the project and what is the key evidence for this change?  |
| The most important changed is raised awareness of BaH media about the need for gender ethical journalism. All media representatives who attended the events organized during the project implementation stated that they had actually never considered gender ethical reporting important and they prioritized other issues, given the extremely difficult political and economical situation in the country. They also stated that the global trend in the media is also lacking gender sensitivity. The key evidence are recommendations and conclusions made at the events and also media reporting after the events. |

### 3. ACTIVITIES

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| 3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If applicable, please report on specific activities for women and men respectively.  |   |  |
| Planned activities  | Actual activities ( <i>state if they were specifically for women, for men, or for all</i> ):  | Explanation of change  |
| <ol style="list-style-type: none"> <li>1. Organization of 2 press-conferences;</li> <li>2. Mapping of the current situation in BaH media re. gender issues and use of GSL;</li> <li>3. Organization of interactive workshops for BaH journalists on gender equality in media;</li> <li>4. Organization of joint trainings for BaH journalists and representatives of</li> </ol> | <ol style="list-style-type: none"> <li>1. Organization of 1 press-conference to launch the project. At the end of the project implementation a Press Release was issued and sent to BaH media.</li> <li>2. Mapping of the current situation in BaH media re. gender issues and use of GSL;</li> <li>3. Organization of interactive workshops for BaH</li> </ol> | <ol style="list-style-type: none"> <li>1. Project events were organized in Sarajevo (the BaH Capital) and Mostar at it was attended by participants from other parts of BaH as well. It was a recommendation made by all present to issue a press release at the end of the project that could be sent to all BaH media instead of organizing a</li> </ol> |

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| <p>women’s NGOs;</p> <p>5. Lectures for general public on gender-sensitive reporting and use of GSL in media;</p> <p>6. Preparation and distribution of information material (leaflets, posters, brochures, etc) throughout BaH aimed at promotion of use of gender sensitive language in media;</p> <p>7. Lobbying for increase of media commitment to gender-ethical journalism and use of GSL</p> | <p>women and men journalists on gender equality in media;</p> <p>4. Organisation of joint trainings for BaH journalists and representatives of women’s NGOs (women and men);</p> <p>5. Lectures for general public on gender-sensitive reporting and use of GSL in media (women and men);</p> <p>6. Preparation and distribution of information material (leaflets, posters, brochures, etc) throughout BaH aimed at promotion of use of gender sensitive language in media;</p> <p>7. Lobbying for increase of media commitment to gender-ethical journalism and use of GSL (women and men);</p> | <p>press conference.</p> |
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3.2 How did the beneficiaries react to the programme activities?

“Novi put” staff prepared presentations in power point for all events. News showing prejudices and stereotypes against women, violation of human rights of women and even underage girls, sensationalism were part of the presentations and they really illustrated the need to finally start applying gender ethical journalism in BaH. The reaction of all beneficiaries was very positive, as they were really confronted with naked facts. After the presentations and discussions, all participants also agreed it was necessary to improve the quality of cooperation between media and women’s NGO and both sides are to make efforts in order to eventually overcome the issue in the media but also to make BaH public more sensitive for gender equality issue.

Women journalists stated that violence against women journalist is evident in BaH. Some high ranking politicians constantly violate the right to freedom of speech, openly insult women journalists during press conferences refer to them as “whores” and “layers” and they have never been sanctioned for that.

3.3. If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.

n/a

3.4. If the project included a workshop, seminar, or consultation, please attach the list of

participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.

Attached

#### 4. CHANGES IN THE ORGANISATION

4.1. Please note any important changes or events that took place that directly affected the project. These can relate to management, planning, staffing, or other matters.

The only change that took place during the project implementation was that the first press conference had to be adjourned. "Novi put" had planned to organize a press conference at the beginning of February 2012. However, due to extreme weather conditions and state of natural disaster in the entire country during the month of February caused by extremely low temperatures and deep snow (2 m), "Novi put" had to postpone the organization of the press conference. Thus, the press conference was held on March 12.

#### 5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.

|            |  |
|------------|--|
| Political: | There were no important changes that could have implied on the relevance of the project. |
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|         |  |
|---------|--|
| Social: | There were no important changes that could have implied on the relevance of the project. |
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|                      |  |
|----------------------|--|
| Natural environment: | There were no important changes that could have implied on the relevance of the project. |
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5.2 To what extent is the project still relevant in the present-day context? Please explain.

The Swiss Embassy to BaH supported the project as its context and activities are deemed as important.

Even though this was a small scale project, "Novi put" has succeeded to tackle the issue of Gender Ethical Journalism in BaH. In the past, there have hardly been any efforts to tackle the same issue. Since BaH is still a patriarchal country with many prejudices and stereotypes about women and their role in the society, this project is very relevant and it will be for a long period of time. With this project "Novi put" publicly disclosed something which is to be dealt with in the future as well.

#### 6. YOUR ORGANISATION'S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain.

"Novi put" has been recognized as a professional and one of leading BaH NGOs regarding gender based violence. However, this Project has enabled "Novi put" to gather other NGOs dealing with gender issues. The new contacts made during the project implementation will be used by "Novi put" to streamline any future activities. Reporting on non-governmental organizations dealing with gender issues, has increased in BaH media. "Novi put" had more than 50 media coverage during the year 2012 (TV, radio, newspapers, web portals). This year media has showed increased interest for all "Novi put" activities and their articles were not only dry reporting but also detailed analysis of gender-based violence (GBV) "Novi put" has been dealing with. The media coverage has assisted "Novi put" in awareness raising about the phenomena of THB, child

pornography and paedophilia and domestic violence. Due to increased presence in media, information about existence of a help line operated by “Novi put” has been widely spread among BaH citizens, including victims of domestic violence and enabled them to ask for assistance. Moreover, media that published the info on help line also tackled the widespread issue of domestic violence in BaH. Media coverage of the project activities also enabled “Novi put” to foster its position as one of the leading NGOs. Ministry of Security, Department for Combating THB, one of the key governmental partners of “Novi put” asked “Novi put” to also try to prepare a manual for journalists on reporting about THB cases and to train BaH journalists. “Novi put” will try to find funds for this activity, given the fact that number of underage THB victims is getting increased over the years and media reporting is still to be improved in this regard.

6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist?

“Novi put” cooperated with the Association of BaH Journalists from the very beginning of the project implementation. They support the implementation of the project and “Novi put” shared good practices, lessons learned, and informative material with them. They published all information about project activities on their web site. “Novi put” also established a close cooperation with the Club of Journalists in Herzegovina. Materials and information about the project activities were shared with representatives of all relevant institutions, such as Ombudsman for human rights, BaH Ministry of Security, BaH Ministry for Human Rights and Refugees, some Embassies to BaH, many BaH NGOs. During all project activities “Novi put” distributed the promotional materials that have been printed for the project promotion. The poster and the leaflet have been also published on the web site of “Novi put”.

The logos of the donors were printed on the promotional materials. The materials were distributed to participants of all events organized within the Project, but also to all other journalists that contacted “Novi put” regarding any other project. The Faculty of psychology asked NP to held a lecture for their students as their teachers deem media create prevailing images about perception of women in BaH

## 7. CONCLUSIONS

7.1 What lessons and good practices have emerged from this project?

Good practices that have emerged from this project are increased interest of participating media for women NGOs and reporting about their work. At the same time, NGOs representatives shared their concerns regarding media reporting about their respective activities. Contacts were exchanged among all participants and many journalists present agreed to have individual meetings with NGO representatives aimed at proper reporting but also awareness raising about their activities. The general conclusion was that the biggest problem is a lack of an active editing policy and media attempt to gain high ratings and circulation at the expense of gender-sensitive journalism.

However, Media Monitoring reports produced during the project implementation, have demonstrated that it is necessary to continue working on the issue of gender ethical journalism in the future as well as and to target young journalists and students of journalism, which was also a recommendation made by many journalists. As stated earlier, there are many prejudices about women and their role in BaH society. In February 2013 one BaH politician made discriminatory statements about women

politicians and Radio Sarajevo, one of the project beneficiaries, published a reaction of BaH Women Network and also emphasized the need for gender equality. "Novi put" has succeeded to get media as partner and tool for getting across messages on gender equality: and it will continue with strategic use of the media as a tool for advancing gender equality in all sectors, and to continue bringing gender justice to the public's attention.

#### 7.2 What challenges and difficulties were encountered, and how did you address them?

The project activities have mostly had positive impacts on participants and stakeholders, especially regarding treatment of trafficked persons, victims of domestic violence and abused children. However, media policy makers (directors and owners of BaH media) showed hardly some interest to personally participate in the project activities. "Novi put" had meetings with many media representatives to advocate for their participation in the project. Given the obvious need for tackling the issue of gender ethical journalism in BaH, they realized the need to delegate journalists (mostly women) from their respective media to attend the aforementioned events. The situation in BaH in general is very bad. Political and ethnical tensions have never ceased, even though the war stopped almost 18 years ago and in some parts of the country, especially in Herzegovina region, they are getting even worse. The war heritage is still present and many media still support division of the country along ethnic lines. Moreover, there are still some BaH media who deny gendercide, genocide and ethnical cleansing occurred during the 1992-1995 war in BaH.

According to the Freedom House Report on BaH media<sup>1</sup>, press status is partly free. It reported that political parties and leaders in BaH exert considerable pressure on the media. According to the survey BaH was on 95th place out of 197 countries. The report said that the pressures on the media has been increasing over the years so they are eventually placed in the public service of political parties.

Ms. Mary Ann Hennessey, Council of Europe Head of Office in BaH stated in April 2012 that<sup>2</sup> *"in BaH irresponsible media have been spreading the unscrupulous propaganda for 20 years. This is the moment to think about our prejudices, the words and the responsibility that we bear for what we say. Bosnia and Herzegovina is a country that is officially committed to compliance with the standards of the Council of Europe, human rights and legal system, and the media should follow these standards"*.

While implementing the project "Promotion of Gender Ethical Journalism in BaH", and based on the information obtained from BaH journalists, Novi put has concluded that stereotypes about women are still very dominant among BaH journalists, who still tend to reflect many of the gender-based stereotypes and prejudices. Many BaH journalists, both male and female, still do not demonstrate any sensibility in their work regarding gender equality. In BaH women are seldom made central news subject, especially in key focus areas, such as politics, economic and governance, which are reserved for men. Stereotyping and unbalanced reporting from a gender perspective contribute to unequal gender power relations. It is enough to just quickly go through a newspaper to see that women are most often shown as singers, actresses, poorly dressed starlets in sexy poses. With this kind of gender portrayal, BaH news media send a message to BaH girls and women that they can become successful only in entertainment business or in the best case they can be considered as „a more beautiful part of a couple“. Due to the learned practice, BaH journalist very often place women in a passive frame, confirming

<sup>1</sup> <http://www.freedomhouse.org/report/freedom-press/2012/bosnia-and-herzegovina>

<sup>2</sup> <http://www.vijesti.ba/vijesti/bih/80807-Hennessey-Mediji-moraju-postovati-ljudska-prava-pravni-poredak.html>

the conventional opinion that a woman is considered rather as an object and not as a subject. It is very difficult for BaH women to even think about being successful as this newspapers' policy does not go in favor of all those educated and intelligent women who are capable of making a career in „typically men professions in BaH“ but do not dare to take that step due to all aforementioned. During the latest election campaign held in 2012, a web portal organized a beauty contest for women politicians who run for office, whereas such a contest has never ever been organized for men politicians. This can be interpreted as a statement that women can run for office as it is a requirement of a democratic society, however they are to be considered as a “decoration” and not as decision-making politicians. Also, despite the fact that there was a quite number of women candidates for the last elections, they were hardly mentioned in the post-elections news.

### 7.3 Did the project have any impact on gender equality issues?

The project had good impact on gender equality issues. Reporting on non-governmental organizations dealing with gender issues, has increased in BaH media. “Novi put” had more than 50 media coverage during this year (TV, radio, newspapers, web portals). This year media has showed increased interest for all “Novi put” activities and their articles were not only dry reporting but also detailed analysis of the issues “Novi put” was dealing with. The media coverage has assisted “Novi put” in awareness raising about the phenomena of THB, child pornography and paedophilia and domestic violence. Due to increased presence in media, information about existence of a help line operated by “Novi put” has been widely spread among BaH citizens, including victims of domestic violence and enabled them to ask for assistance. Moreover, media that published the info on help line also tackled the widespread issue of domestic violence in BaH.

Since the workshops (WSs) that were held within the Project, some monitored media have started increasingly using GSL in their articles. After the workshops, media started analysing the issue of gender ethical journalism more detailed. One article that dealt with the issue used parts of the “Novi put” leaflet that was designed for the purpose of the project. During the reporting period “Novi put” has contributed to better informing of journalists on provisions of the Code of Editing of Electronic and Print Media in BaH related to gender-sensitive journalism and necessity to fully comply with them. Through giving positive and negative examples and in the open interaction during organized events, journalists were discussing the problems they face in practice and the reasons why they occurred. It was concluded that the biggest problem is a lack of an active editing policy and media attempt to gain high ratings and circulation at the expense of gender-sensitive journalism. So far the implementation of this project has resulted in raising awareness of the journalists who were present at our workshops in the way that they will correct their reporting in the future, thus reflecting what they have learned during this project. They will also transfer the gained knowledge to their colleagues from BaH media.

### 7.4 What further work needs to be carried out or follow up steps taken, if any?

Despite the fact that all media representatives who were present showed understanding and importance of gender ethical journalists, they stated they had to obey instructions given by their respective Chief Editors and media owners. Many of them stated that they articles were edited to the extent beyond their approval; however they had to sign and publish it for the sake of their jobs. Some of the female journalists reported they were “encouraged” by their supervisors to “entertain” some businessmen aimed at achieving better contract conditions for advertising in their respective media.

This project was very useful as it has tackled the issue of gender ethical journalism, and launched discussions among media but also women NGO representatives. Even though the general impact was very good, the project only “scratched the surface” so to say. It is necessary to continue working on this issue but on a larger scale, involving also relevant institutions such as BaH Regulatory Agency for Communication, BaH Gender Center, media owners as key policy makers, NGO representatives and other relevant stakeholders to achieve a long-term impact.

7.5 Other comments, if any.

BaH is a country with a strong patriarchal tradition and dominant prejudices and stereotypes about women, where women are generally perceived as unambitious, dependant, irrational or quite often they are pictured only as sex symbols. It is necessary to undertake activities to build critical media literacy of media audiences to enable them effectively engage with media on gender issues aimed at overcoming the existing gender stereotypes. It is still necessary to initiate positive changes in terms of challenging stereotypes in gender portrayal in news, establishment of partnership between media and NGOs aimed at improving gender equality, awareness raising about the need for proper reflection for women’s needs and concerns in media. Therefore, media monitoring reports, but also conclusions and recommendations, produced during the project implementation will be shared with all BaH media and BaH Association of Journalists, aimed at providing all other BaH media who were not direct beneficiaries of the project with, concrete evidences of the status of gender ethical journalism in BaH and how to improve it.

7.6 We would like to receive digital copies of materials produced such as manuals, training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.

- copy of the leaflet
- copy of the poster
- media monitoring reports
- photos of events
- financial report
- audit report

Name and position of person submitting the report.

**Signature: Edisa Demić**

**Date: 17.04.2013**

Version June 2012