

THE CENTER FOR CULTURAL ACTIVITIES (CCA) was founded in 2007 with the aim of promoting and connecting artists, especially young artists, education on the cultural values and values of European multiculturalism, especially youth education, promotion and preservation of cultural diversity, promotion of European cultural identity, development and improvement of cultural cohesion between European countries and citizens, awareness and promotion of quality of life through affirmation of youth culture, creation of new cultural values and better society in general.

During its existence, the Centre for Cultural activities specialized in working in two fields: AV media and work on the preservation of human rights with children and youth. The emphasis is on preserving the human rights of marginalised groups (national minorities, the Roma community, older people, young people without adequate parental care).

The association currently employs 6 people, while the organisation's total income in 2020 was HRK 366,554.00.

The Centre for Cultural Activities implements and has managed projects over the years, as follows:

Dads in action (2021./2022., Central State Office for Demography and Youth, 50.000,00 HRK)

The Centre for Cultural activities will design and produce three educational animated movies and distribute it on social networks in order to cover the widest possible target population in the entire Republic of Croatia. The aim is to improve the awareness of the population of fathers and custodians about their rights and possibilities to use parental leave, to improve the knowledge about the novels adopted by Directive (EU) 2019/1158, and to strengthen the parental competencies of fathers. We will organize a round table with different stakeholders and inform the general public of the opinions of prominent experts on the benefits of paid paternity leave and novelties adopted by Directive (EU) 2019/1158.

Podcast programmes of CKD (2021/2022, Agency for Electronic Media of the Republic of Croatia, 32,579.80 HRK)

Podcast programmes of CKD is a project that presents educational themes in the field of film art through audiovisual content, i.e. television and media industry with the aim of developing and encouraging media literacy and encouraging quality programs for children and youth. This is the first project of it's kind in the Republic of Croatia - where guests will be experts from the following fields: film producers, directors, actors, screenwriters, critics, journalists and other media professionals. In a relaxed atmosphere, in the form of a spontaneous interview, we will discuss with one or more guests about current issues of the profession, the film art and media/TV industry, the current projects of the domestic and foreign film scene and the upcoming trends in the industry. The author of the concept is the creative producer of the Centre for Cultural activities, Tomislav Goleš Babić.

Behind the scenes (2021., Government Office for Cooperation with NGOs / Croatian Association for public Relations, 30.000,00 HRK)

Behind the scenes campaign will produce a short *making of* movie of feature-length documentary *Memories for life*. These funny and warm short movies from the movie set will show how the elderly (but also the NGO employees) find themselves in an environment they are not used to and which pulls them out of their daily routines. With this campaign we will point out the fears and needs of third-age people and sensitize the general population and develop empathy with them. In addition,

the general public will get a direct insight into the activities of one NGO through this campaign and thus realize that civil NGOs are not only passive observers, but a key agent in addressing all challenges affecting society as a whole. Short movies will be adapted to the social networks formats (Facebook and Instagram) and will be broadcasted there.

Cultural Re-generation (2021 ESF/Ministry of Culture and Media, HRK 462,672.00)

The project Cultural Re-generation, which has been implemented with its partner Open Media Group since February 2021, will offer a wide range of online interactive content for people over the age of 54 that will help them safely reintegrate into society and maintain mental and physical agility, thus improving the quality of life and meeting their cultural needs. Literary club, creative writing workshops, dance courses and art expression workshops will be available online throughout whole Croatia during the 12 months of the project. 104 persons over the age of 54 will thus prepare themselves for inclusion in the digital everyday life.

Informed citizens monitor the prevention of future violations of human rights and the work of the Office of the Croatian Representative before the European Court of Human Rights (2021/2022, Active Citizenship Fund in Croatia/EEA and the Kingdom of Norway, EUR 149,764,80)

Public dialogue on improving the legal framework preventing future violations of human rights due to the intransparency of the conduct of the Office of the Croatian Representative before the European Court of Human Rights (ECHR) has not been conducted in Croatian society so far, nor has participation of civil society organizations as observers of this mechanism been requested. This project will change this situation by requesting amendments to the Regulation on the Office of Representatives regulating these issues. The requests will be supported by a series of public events for public education through the media.

The project is implemented in cooperation with partners: the Croatian Mediation Association, which will conduct education on mediation and mediation procedures for lawyers from Zagreb and 8 targeted counties and provide support in the reach of the legal professionals and will provide organizational support for the organisation of all events for the target group of lawyers and the professional public, as well as the Norwegian Helsinki Committee, which will conduct research on good practices of implementation of ECHR judgments in Norway that will be translated and presented to the interested public in the Republic of Croatia.

POP-UP Entrepreneur (2020-2023, ESF/Ministry of Labour, Pension System, Family and Social Policy, HRK 1,098,786.78)

The Centre for Cultural Activities signed a grant contract for the project POP-UP Entrepreneur on 6th of October 2020. The project is co-financed by the European Union funds from the European Social Fund and the Ministry of Labour, Pension System, Family and Social Policy and lasts 30 months. The project is planned around one general objective: to prove that social entrepreneurship in Croatia is possible, economically viable and at the same time socially useful. Therefore, for its entrepreneurial activities, the CCA has chosen an area where it shows significant results – audiovisual (AV) production and planning and implementation of socially beneficial campaigns – to ensure that economic effects are acceptable. On the other, socially useful, hand, the CCA introduces audiovisual production and public campaigns aimed at significant social values (prevention of discrimination, care for the environment, fostering social solidarity).

During 2020, preparatory activities for the project, visual identity preparation and web site template were under way, and during 2021 we plan to participate in social entrepreneurship workshops, production and implementation of public campaigns.

RE-GENERATION (Revitalization of the quality of life of the elderly) (2020-2022, Ministry of Labour, Pension System, Family and Social Policy, HRK 150,000.00)

The RE-GENERATION project (Revitalization of the quality of life of the elderly) is a three-year programme implemented from June 2020 until the end of May 2022 with financial support from the Ministry of Labour, Pension System, Family and Social Policy. The programme is implemented in cooperation with partners, the home for the Elderly Pescenica and the Centre for Rehabilitation Komarevo. Through various activities with the elderly, efforts are made to encourage and enable activities for active ageing, social inclusion and healthy lifestyles of the elderly through audio visual media, lectures, youth socializing.

Within the project, planned activities include creating video clips of older people through which they will tell their life stories, lectures for members of the sandwich generation about caring for the elderly, and a photo workshop for elderly and volunteers.

Smart No to Violence (2020/2021, Ministry of Labour, Pension System, Family and Social Policy, HRK 85,000.00)

The project contributes to the reduction of all forms of violence against and among children and young people by providing digital, available and free video content for children and young people on how to react to the violence they are exposed to, and by using protection mechanisms. This seeks to reduce the possibility of escalating violence among children and youth and prevent further development of violent behaviour. The project is implemented with the financing of the Ministry of Labour, Pension system, Family and Social Policy from 1st of June 2020 to 31st of May 2021.

The project produced 10 one-minute video animations which were presented in more than 60 elementary schools throughout Croatia. Those video animations gave the pupils advice on how to react to various types of violence and how to defend and prevent inter-peer violence.

Golden Clock Rule (2020, Croatian Audiovisual Centre, HRK 80,000.00)

The Centre for Cultural Activities, in co-operation with scriptwriter Tomica Bajsic and director Ivona Juka, is developing a feature-length documentary called the Golden Clock Rule. This is the story of military medical ambulance, who took care of the wounded during the Homeland War from the front line, which highlights the tragic details of medical interventions and cases when the wounded, who were already sentenced to death by all the rules of the profession, were rescued. We can thank the war ambulance for the lives saved because of their exceptional organization of in which 6,000 doctors and twice as many nurses, technicians and other personnel participated. The motivation for shooting this documentary is a true overview of the work of brave health workers as well as of events during the Homeland War. By focusing the documentary on the presentation of individual stories one can finally get a broader picture of their activity and success during the Homeland War.

Home Alone/World Elder Abuse Awareness Day (2020, City of Zagreb, HRK 15,000.00)

The Home Alone is the name of the digital campaign carried out on social networks of the Centre for Cultural Activities as part of a project financed from the budget of the City of Zagreb, City Office for Social Protection and Persons with Disabilities. The campaign consisted of 6 infographics aimed at encouraging the citizens of the City of Zagreb to include their loved ones and the elderly in creative ways in celebrating the upcoming Christmas holidays while respecting all epidemiological measures so that our elders remain protected and safe. The Campaign was implemented during the holidays of 2020 through social networks of the Centre for Cultural Activities and its reach was over 30,000.

Golden Clock Rule (2020, City of Zagreb, HRK 30.000,00)

The Golden Clock Rule is a documentary on combat medics, which took care of the wounded during the Homeland War in the Republic of Croatia. The idea for a documentary on health care workers during the Homeland War has emerged as a need to give recognition to brave medical workers for whom there is insufficient official data. The importance of combat medics and the important role they played for fighters on the battlefield are very little known today and that is the main motivation for the development of this project. The documentary is centered around doctors and medical personnel as protagonists, characters, real heroes. The project includes pre-production, production and post-production of the film.

Young People for the Old (2019, City of Zagreb, 15.000,00 HRK)

The project included training for volunteers who acquired skills and familiarized themselves with the characteristics of work with the elderly and the powerless, and established a volunteer monitoring system. 15 young people (5 young men, 10 girls) aged 17 to 20, from Zagreb, participated in the training. This allowed the launch of a voluntary programme that will contribute to the reintegration of the elderly into the life of the community.

No to violence against the elderly (2019, Ministry of Demographics, Family, Youth and Social Policy, HRK 70,000.00)

No to violence against the elderly is a project financed by the Ministry of Demographics, Family, Youth and Social Policy in 2019, which through a public national campaign wants to encourage witnesses of violence against the elderly to start reporting it. Since the witness of violence can become everyone, and violence against the elderly is still a taboo topic in Croatian society, the public campaign will use channels that are suitable for the entire population. The project was implemented with the aim of informing the general population about the existence of violence against the elderly and the recognition of violence and encouraging witnesses of violence against the elderly to report it.

Audiovisual materials have been prepared: 60 seconds video animation and 30 seconds radio jingle, which are placed under the No to violence against the elderly page of the Centre for Cultural Activities' website with links to the relevant campaign contents.

During June, July and August 2020, a public campaign was carried out to inform the public and raise citizens' awareness of the importance of identifying, reacting and reporting violence against the elderly. The public campaign was conducted with the highest intensity in the period around June

15th, when World Elder Abuse Awareness Day is celebrated. The campaign was conducted through social networks and guest performances on local radio stations and television. The campaign informed a large number of citizens about the types of violence against the elderly and the importance of dealing with the problem of violence, response to violence, protection and support for victims – the elderly, as well as prevention. The campaign sought to influence the public in order to encourage all witnesses of violence not to ignore these reports of violence against their older fellow citizens, neighbours, acquaintances or family members. By promoting video animation on the Facebook page, we informed more than 11,000 people about this problem.

Great Dad (2019, Ministry of Demographics, Family, Youth and Social Policy, HRK 65,000.00)

The project contributed to the realization of the general objectives of the project by producing the documentary film Great Dad that started to be distributed throughout schools in the Republic of Croatia at the end of the project, and public distribution of the film on TV is also being prepared. The documentary tells the story of four fathers who, in different situations of life, care for their children according to their needs. All fathers are very engaged (or want to be if they do not live with children) in raising and caring for children. The film effectively breaks stereotypes about the role of fathers in the family and promotes the principles of tolerance, altruism, respect for diversity and denies the thesis that fathers are not present in family activities. Also, a survey was conducted and a brochure on research was published with relevant data. Movie screenings were organized in 7 schools of the City of Zagreb and Brod-Posavina County, in the classroom communities of the 7th and 8th grades, and generated a discussion in all classes because some pupils recognized themselves in situations from the film.

Golden Clock Rule (2019, Croatian Audiovisual Centre, HRK 25,000.00)

The development and production of documentary film Golden Clock Rule began with the development of screenplay. For this purpose, a partnership association, the Open Media Group, was engaged, whose associates, together with screenwriter Tomica Bajsić, started investigating, writing and developing scripts for this documentary. They were also assisted by the employees of the Croatian Homeland War Memorial and Documentation Centre, who possess a large collection of archival materials about the health workers of the Croatian Army during the war. The project was presented at the Cannes film Festival where they contacted various international producers and received valuable recommendations for the further development of the project.

To Live Independently (2019, Ministry of Demographics, Family, Youth and Social Policy, HRK 73,000.00)

The project To Live Independently is intended for young people without adequate parental care who are 18 years old and are leaving the care system when they turn 21, and who are at serious risk of poverty and marginalisation, and do not have the support of a family that would provide them with economic and other security. Through two video animations on healthy and economical cooking and management of personal finances, the project enabled young people from alternative care to gain practical knowledge about the skills necessary for successful independent living. During the 6 months of the project, two video animations were made with practical knowledge and information on skills necessary for successful independent living and made permanently available to young persons who

are independent from the social welfare system or from the parents' home in the territory of the Republic of Croatia. Video animations have been published through the YouTube channel of the Centre for Cultural Activities. On the web site of the Centre for Cultural Activities there are articles with links to video animation and comprehensive information on the needs of life skills for young people from alternative care who enter the process of independence. In addition to the Facebook campaign, a public campaign was conducted at Instagram.

Video Info Corner for Asylum Seekers (2018/2019, Ministry of Labour, Pension system, Family and Social Policy, HRK 149,000.00)

The Video Info Corner for Asylum Seekers is a project enabling new asylum seekers in Croatia to easily and adequately access basic information about their rights, their status obligations and basic cultural standards in order to better fit into the local communities in which they live. The creation of a video info corner that will be available on YouTube was selected as an appropriate way of informing. This method of communication has been chosen because it is accessible to everyone if they have a smartphone and find free wifi (which is really not difficult in Croatia). The project consisted of writing a script for six educational-advisory ten to fifteen-minute videos recorded with English subtitles and Arabic synchronization. Video clips are informative and cover 6 important topics: general information, legal advice, accommodation and everyday life, health care, education, obligation to respect the legal framework and customs of the Republic of Croatia, and cultural characteristics in the local community.

During the creation of the clips, we collaborated with the Jesuit Service for Refugees and the Law Clinic of the Faculty of Law in Zagreb, who directly work with applicants for international protection and asylum seekers in Zagreb. By promotion on our Facebook page and YouTube channel and distribution and distribution of leaflets (eng/hr/Arabic) at the Porin, JRS and Law clinic, we have ensured that the target group is informed about video spots.

Let's activate youth associations (2018, Ministry of demographics, Family, Youth and Social Policy, HRK 41,299.77)

Two educations for youth associations have been implemented within the framework of the project. The first part of the education involved ways to search funds, how to apply for a national and European project, what is usually required from project documentation, how to write the budget and how to implement the project independently. Representatives of the Centre for Cultural Activities and 5 youth associations (with 2 representatives each) participated in the training. All youth associations from the City of Zagreb and the County of Istria applied for participation after the invitation for participation in educational workshops was announced. The second part of the education was about social entrepreneurship practices. We informed the participants about basic concepts and concept of social entrepreneurship. During the training, the associations are provided with mentoring for the elaboration of their project ideas, both in situ and on-line consultations.

The Courage of Medical Officers in the Operation Maslenica (2018, Ministry of Croatian Veterans – 55,000.00 HRK)

The project includes the development of an audiovisual work called The Courage of Medical Officers in the Operation Maslenica, where the courageous work of physicians and other medical personnel during the Homeland War will be presented. In the documentary, the intention is to show the effects of wartime health during operation Maslenica, or what medical care looked like during one of the bloodiest battles of Croatian history. It is known that medical conditions were extremely difficult and that medical personnel worked in extreme conditions under which they sought to save others' lives while taking their own risks. This film is intended to honour all medical professionals who, thanks to their exceptional courage, saved numerous Croatian soldiers. The project contributes to the preservation of the cultural and historical values of the Homeland War.

Young activists – project optimists! (2017/2018, Ministry of demographics, Family, Youth and Social Policy, HRK 97,000.00)

The Centre for Cultural Activities implemented the Young Activists – Project optimists! project, financed by the Ministry of Demographics, Family, Youth and Social Policy, with partners of the Osijek Volunteering Centre and the Slavonski Brod Volunteering Centre. Through the project volunteer centers and youth associations cooperate in joint activities to strengthen the capacities of youth associations and their programmes in rural areas of Slavonia. The main goal of the project is to strengthen youth associations for young people in order to improve the quality of life of young people in the urban and rural areas of Slavonia. Project activities encouraged strengthening of capacities and operational capacities of youth associations in order to encourage them to form and practice the role of an active citizen in various parts of social life and solving social problems, as well as encouraging volunteerism among young people. Strengthening local civil society organisations will improve the conditions for meeting the needs of young people. The beneficiaries of the project activities were youth associations from Brod-Posavina and Osijek-Baranja County. The project encompasses 13 representatives of associations from Slavonski Brod area and 19 representatives of associations from Osijek area.

Like Tolerance (2017, City of Zagreb, 10.000,00 HRK)

In December 2017, the Centre for Cultural activities held a creative workshop at the Rudesh elementary school called Like Tolerance. 20 pupils from 7th grade attended the workshop, and 3 school staff representatives (pedagogue, grade and school director) also attended. The educational workshop held a lecture and discussed the following topics: prevention of violence against and among children and youth, types of violence, how to counter violence, how to strengthen confidence, acceptance of differences among young people, which is tolerance, such as prejudices, stereotypes, discrimination, and which models of solutions can be established in prevention and elimination of violence. With their creative works, students showed their messages of mutual tolerance. After the workshop was implemented, a handbook Like Tolerance was drafted, containing contributions from workshops, drawings, photographs. The manual was distributed electronically to the e-mail addresses of elementary schools in the City of Zagreb and is also posted on the web site of the Centre for Cultural Activities.

The Colours of Tolerance (2017, Hrvatska elektroprivreda d.d., HRK 7,000.00)

Implementation of the Colours of Tolerance project raised the level of awareness of pupils and school staff who were directly involved in the project. At the workshop in which the students participated, they influenced the development of thought, analytical thinking on the themes of discrimination, prejudice, stereotype, violence and tolerance, all within the framework of the visual activity, within which the visual installation, drawings and GIF format (one of the most represented graphic forms on the Internet) was created. The project included 23 8A grade pupils from Rudesh elementary school in Zagreb and professional school staff (pedagogue and class 8A homeroom teacher). By organizing workshops and presentations on topics such as tolerance, discrimination, prejudices, stereotypes etc., students were informed and educated on these topics, and the level of awareness of pupils and teachers about the problem of discrimination and peer violence was also raised. Teachers were encouraged to work with pupils to promote tolerance and mutual respect.

We Know and Can (2016, City of Zagreb, 10.000,00 HRK)

The Centre for Cultural Activities in Zagreb in 2016 implemented the project We Know and Can, financed from the Zagreb City budget, through two educational workshops on topics: self-employment of young people and development and use of digital technologies in online business. Through these workshops, young, long-term unemployed persons had the opportunity to obtain non-institutional education within the framework of training and development of knowledge and skills, first about how to start the self-employment process, information about financial-legal frameworks and which steps are necessary for the start of such employment, i.e. how to select an adequate activity and then how to develop and improve digital skills and knowledge related to the use of video-journalism, video-production, Internet marketing and social networks in online business.

A Place for Everyone (2014/2015, ESF/Office for Cooperation with NGOs of the Government of the Republic of Croatia, 199,999.97 HRK)

The Centre for Cultural Activities, together with its project partners, Urban fest Osijek, carried out a project A Place for Everyone from 29th of December 2014 to 28th of December 2015. The project was related to the call for proposals "Micro projects supporting innovative activities of small civil society organisations for local development" and was implemented within the priority axis, measure 5.2.5. "Strengthening the role of CSOs for Social Economic growth and Democratic Development," and within the framework of the Operational Programme "Human resources Development 2007-2013" for Civil Society, published by the Government Office for Cooperation with NGOs of the Republic of Croatia. The aim of the project was to strengthen the role, capacity and cooperation of civil society organizations in providing innovative social services, for national minorities in the area of Osijek-Baranja and Vukovar-Srijem County, in four areas: education of CSOs members on the European Social Fund and preparation of projects for future tenders of European funds, visibility of civil society organizations and visibility of programmes they implement, use of social networks and electronic media to inform the general public and citizenship about CSOs' activities, civic initiatives and involvement of volunteers.

As a partner, the Centre for Cultural Activities has also carried out several projects over the past few years:

LaundromA(r)t LaundromA(r)t (2021, ESF/Ministry of Culture and Media, HRK 479,920.00)

The project, which has been implemented since February 2021, is managed by Open Media Group with the Centre for Cultural Activities in a partner role, aims to enable young people to develop talent and create works of art under the online supervision of mentors. It includes online workshops for young people from five fields of culture and art: music, writing, filmmaking, painting and fashion design, with included online mentoring. The works of art created during the workshops will be transferred to the digital platform where everyone will have the opportunity to participate in the exchange of ideas, content and vote for the best work of art. Distribution or presentation possibilities will be ensured for created works of art.

Gelem-World4Them (2015-2017, IPA 2012, 149.766,80 EUR)

The Centre for Cultural Activities participated in the implementation of the Gelem, Gelem-World4Them project, which was approved to the Open Media Group as project holder. The project aims to help the Roma national minority in access to human rights in Croatia, within the framework of the IPA 2012 Programme - Strengthening the capacities of civil society organisations to ensure the effective implementation of EU standards in the realisation of human rights. Due to the lack of systematic education on human rights, which consequently causes a low level of awareness of human rights and their role as a tool for preserving human dignity, the Open Media -group decided to develop this project, which includes partners besides the Centre for Cultural Activities and: the Roma Association of Zagreb and Zagreb County, the Cakovec School of Commerce and the Zagreb Elementary school August Cesarec. The activities of the project are aimed at strengthening the capacities of civil society organizations dealing with socially vulnerable groups, in order to ensure effective implementation of EU standards in the field of human rights and educational institutions to raise awareness of the importance of their role in the inclusion and integration of Roma people into the educational system of the Republic of Croatia.

Violence is done (2015/2016, Ministry of Social Policy and Youth, 110,000.00 HRK)

The Centre for Cultural Activities was a partner in the project, implemented by the Open Media Group association. As part of the project implementation, students of the Osijek school of Economics and Administration, in collaboration with professional artists in the fields of performing arts and film, made a video and a play on the prevention of violence among young people. Students recorded personal audio-visual messages showing the importance of preventing and suppressing peer violence and creating a non-violent environment in schools. Conveying their experiences, the students independently came to the conclusion that violence is not the answer and that it is necessary to further work on establishing quality intergenerational relations. The project ended with a roundtable discussion at the Department of Culture, Josip Juraj Strossmayer University in Osijek.

Minority 3D (diversity, dialogue, development) (2012/2013, IPA 2009, 259.041.65 EUR)

Minority 3D (diversity, dialogue, development) or Rastimo zajedno-4RAZ (Raznolikost, Razmjena, Razumijevanje, Razvoj) was financed by the European Union through the IPA 2009 programme, and Centre for Cultural Activities was a partner in the project led by the Open Media Group. The aim is to encourage active citizenship by placing emphasis on everyday problems that prevent members of

minorities from participating equally in the activities of the local community. The project includes high school students from Osijek-Baranja County who made 5 short documentaries on national minorities. One of the major activities of the project is to mark World Day for Cultural Diversity for Dialogue and Development in May 2013, which will enable interaction of local civil society organisations with elected local officials. The program is designed to organize a screening of documentaries on a ship that will sail along the Danube from Osijek to Novi Sad, Serbia.

From Foster to Prosper (2011/2012, European Commission-PROGRESS/Office for Cooperation with NGOs of the Republic of Croatia, City of Zagreb/Primorje-Gorski Kotar County/Ministry of Science, Education and Sports/Croatian Chamber of trades and Crafts/Croatian Post Office, 253.201,50 EUR)

The Centre for Cultural Activities was a partner in this project with Open Media Group. The project is designed to create support for young people from children's homes without adequate parental care as well as young people from foster families. In addition to being social outcasts, ridiculed and stereotyped against, they experience serious problems when they are supposed to become independent and are no longer wards of the state. This project is aimed at providing support for their employment, education and independent life. The value of this project lies in the fact that through various activities good connections are made between children's homes and the stakeholders such as local communities, successful companies, small private businesses, employer associations, non-governmental organizations and government institutions, thus creating the preconditions for financial independence of young people from the social care system. The campaign's spokeswoman was Deputy Prime Minister and Minister of Social Policy and Youth Mrs. Milanka Opacic. The European Commission has chosen the project as one of the best ten projects throughout Europe particularly for the specific support that everyone involved can offer young people from children's homes. Apart from Croatia, activities were carried out in Slovenia, Serbia and North Macedonia. Although the project ended in 2012, it was so successful and accepted that it continued over the past years.