



Fondacija za socijalno uključivanje u Bosni i Hercegovini * Фондација за социјално укључивање у Босни и Херцеговини
Zaklada za socijalno uključivanje u Bosni i Hercegovini * Social Inclusion Foundation in Bosnia and Herzegovina

Annual Report on the activities of the Social Inclusion Foundation in BiH (SIF in BiH)

January 1st 2020 – December 31st 2020

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INTRODUCTION

Basic information about the Social Inclusion Foundation in Bosnia and Herzegovina (SIF in BiH)

Social Inclusion Foundation in Bosnia and Herzegovina is a non-political, non-party, independent and non-profit non-governmental organization established by the Decision on establishment number IBHI/FSU u BiH/10, dated 19 January 2010, according the Law on Associations and Foundations of Bosnia and Herzegovina. The Social Inclusion Foundation in Bosnia and Herzegovina was officially registered in the Ministry of Justice of BiH on 28 January 2010.

THE AIM OF THE ANNUAL REPORT

This annual report covers activities in the period from January 1st 2020 to December 31st 2020.

Given the non-profit character of the SIF in BiH, and the fact that it is funded solely through project implementation, the purpose of this report is to provide more information on the implementation of activities in the past year, and future (currently planned) activities under the current project implemented by SIF in BiH.

In addition, SIF in BiH continues to provide up-to-date information relevant for the sector of social inclusion through its own official website sif.ba, the webpages of KOMA – the Coalition of Marginalized Groups in BiH at koma.ba, and the EU Civil Society Organizations Resource Center www.euresurs.ba, and other channels such as YouTube and other digital platforms and social networks, thus making available to civil society organizations and other stakeholders all the resources they need to strengthen their role in promoting a democratic society in BiH.

COMPLETED PROJECTS

There were no projects that ended in a year 2020.

CURRENT PROJECTS



PROJECT “BUILD UP FOR SOCIAL INCLUSION ADVOCACY PLATFORM IN BOSNIA AND HERZEGOVINA - #BUILDUP4SIAPINBIH – WILL YOU STOP AND LISTEN”

The contract for the project titled "Build up for Social Inclusion Advocacy Platform in Bosnia and Herzegovina - # BuildUp4SIAPinBiH" was signed on October 30, 2018 between the Delegation of the European Union to BiH (DEU) and Social Inclusion Foundation in Bosnia and Herzegovina (SIF in BiH) for the duration of 32 months for implementation of the Action. Financing of the Action of the total value of 476,990.00 EUR comes from the European Union, totalling 429,291.00EUR, and from the UNICEF in BiH, with amount of 47,900.00 EUR. The first and second project year (covering November 1, 2018 – October 31, 2020) has passed without formidable roadblocks and Ms. Ranka Ninković-Papić, director of SIF in BiH has presented the first interim report to DEU on November 19, 2019 and the second interim report on November 18, 2020.

The contract between the UNICEF Country Office in BiH and SIF in BiH was signed on January 16, 2019 and expired on December 31, 2020, and SIF in BiH will present the Final Report to UNICEF BiH in January 2021.

Overall goal of the project is to develop and strengthen the role, capacities and visibility of non-governmental organizations gathered through the Coalition of Marginalized Groups in BiH - KOMA, with the aim of participating in the creation of social public policies and advocating the rights of marginalized groups, as a precondition for a more equitable and more open society that supports the process of European integrations in BiH.

This goal will be achieved through four main components:

- 1) Research and analyses of current needs of the marginalized groups in BiH and development of key documents

- 2) Capacity building and strengthening of the cross-sectoral Coalition of Marginalized Groups in BiH-“KOMA”
- 3) Social inclusion advocacy activities
- 4) Communication activities and increased visibility

Specific objectives of the project are to:

- Improve the access to rights for the marginalized groups through the initiation and drafting of the Social Inclusion Strategies at the Entity and Brčko District levels;
- Increase the capacity, efficiency and visibility of the cross-sectoral Coalition of Marginalized Groups in BiH-“KOMA”, with engagement advocacy in field of social public policy;
- Encourage the networking, cooperation and communication amongst the CSO’s and related interested actors;
- Increase the knowledge and importance of dedications that EU accession process brings in relation to protection of social rights of the BiH citizens and subsequently strengthen the support of the BiH’s integration process in the EU, in the light of possible candidacy status of BiH on the European path.

Activities within the project

- Development and publication of two policy papers;
- Development and publication of the Study “Foundation and Guidelines for Developing Social Inclusion Strategies at the Entities and Brčko District levels”
- Organization of five specialized trainings;
- Social inclusion advocacy activities with the focus on 20-30 advocacy meetings, three round tables and three SWOT/PEST workshops;
- Communication and visibility activities, as well as wider promotion of project through media;
- Creation and promotion of a documentary focusing on the social inclusion of marginalized groups, as well as original song and lyrics;
- Organization of Final Conference - the "KOMA" Convention

Development and publication of two policy papers

The two policy papers „Towards the European Union – Key Social Inclusion Issues in BiH“ and “Towards the European Union – Recommendations for Improving Social Inclusion in Bosnia and Herzegovina” were prepared, discussed with relevant stakeholders, finalized and published in 2019.

Development and publication of the Study “Foundation and Guidelines for Developing Social Inclusion Strategies at the Entities and Brčko District levels”

In the second project year, preparation of social inclusion strategies for FBiH, RS and BD BiH was advancing as planned regardless of challenges caused by COVID-19, in full collaboration with competent FBiH, RS and BD BiH ministries. Strong team of policy experts, selected in January 2020, was comprised of Žarko Papić, team leader for development of social inclusion strategies for FBiH, RS and BD BiH, and members of the expert team Maida Fetahagić, Nataša Stevanović, Ljubo Lepir, and Fahrudin Memić, and they have completed three draft strategies in a local language by October 2020 and documents were submitted to donors for review. All three documents have undergone consultations with major stakeholders for the final feedback and refining, and then translated to English by December 2020.

Study titled “The Foundation and Guidelines for Developing Social Inclusion Strategies at the Entities and Brčko District level” represents an umbrella title for compilation of completed drafts of three separate social inclusion strategies for the FBiH, RS and BD BiH prepared by policy experts using the harmonized methodology for all.

Organization of five specialized trainings

Five trainings for different participants of the Coalition of Marginalized Groups in BiH "KOMA" were completed in 2019.

Social inclusion advocacy activities with the focus on 20-30 advocacy meetings, three round tables and three SWOT/PEST workshops

3 round tables were organized in 2019.

During 2020, there was a total of 10 advocacy meetings with government officials. Purpose of discussion with all project counterparts was lobbying for institutional support to development of social inclusion strategies. All advocacy meetings were positively concluded with:

- 1) Mr. E. Dilberović, Director of BiH Directorate for European Integration –DEI (June 03)
- 2) Mr. M. Pandurević, Assistant minister, Ministry of civil affairs BiH (June 16)
- 3) Mrs. D. Ramljak, Deputy director of DEI (June 17)
- 4) Mr. J. Komić, Director of RS Institute of Statistics (June 29)
- 5) Mr. V. Makarić, Assistant minister, Ministry of health and social protection of RS (June 30)
- 6) Mr. M. Vasić, Assistant minister, Ministry of labour and protection of war veterans and persons with disabilities in RS (June 30)
- 7) Mr. S. Jovetić, coordinator for EU integration of the Ministry for European integration and international cooperation of the RS (June 30)
- 8) Mr. V. Čamber, director of the Office of the Government of Federation of Bosnia and Herzegovina for European Integration (July 02)

- 9) Mr. M. Jurešić, Assistant minister, Ministry of labour and social policy of FBiH, (September 29)
- 10) Mrs. Amila Opardija, expert advisor in socio economic policy with BiH Directorate for European Integration (DEI) (December 17)

SWOT and PEST workshops took place on February 18, 2020 in Sarajevo and on October 20, 2020 in Brčko. Due to COVID-19 movement restrictions the one planned for Banja Luka was replaced with an online consultations on the draft social inclusion strategy of RS 2021-2027.

From November 24, 2020 to December 10, 2020 an online consultations were arranged with invitation to participants to deliberate on draft „Social Inclusion Strategy of RS 2021-2027“ as recommended by the EU Delegation and UNICEF. 17 participants submitted their comments (of which 6M/11F), of which 7 institutions (three ministries included), 7 civil society organizations and 3 representatives of academia. Consultations on draft „Social Inclusion Strategy of FBiH 2021-2027“ were held online from December 3 – 18, 2020 due to epidemiological situation. 35 participants were invited to provide feedback on the document. Comments were submitted by 11 participants (3M/8F) from 6 institutions and 5 nongovernmental organizations.

Communication and visibility activities, as well as wider promotion of project through media

The project through its media campaign has reached cumulatively approx. 2.1 million BH citizens through media activities.

The 2020 was marked with the following communication and visibility activities:

On October 20, 2020 **RTV HIT in Brčko** hosted an interview with Žarko Papić director of Initiative for Better and Humane Inclusion (IBHI) and Team leader of policy component of “Will You Stop and Listen” project. Mr. Papić explained what social inclusion by definition is, what is situation in BiH – what groups are marginalized the most, and in that respect, what are the recommendations of the EC from the EC Opinion on BiH candidacy.

On October 13, 2020 TV SA in its renowned „**Sarajevska špica**“ with Brankica Rudan hosted an interview titled “Social Inclusion in BiH – problems and solutions” with Žarko Papić director of Initiative for Better and Humane Inclusion (IBHI) and Team leader of policy component of “Will You Stop and Listen” project, Fikret Zuko director of association of blind of Sarajevo Canton and deputy chairman of association of blind of FBiH, and Željko Volaš chairman of the association of amputees „UDAS“ RS from Banja Luka. Guest shared their views with the journalist and elaborated on various reasons why social inclusion strategies are compulsory documents for progress to be achieved in FBiH, RS and BD BiH and impact on candidacy status of BiH for EU membership.

On September 7, 2020 **Dnevni Avaz, Oslobođenje, Nezavisne novine, Glas Srpske and Dnevni List** have published a newspaper article “No one should be excluded” - an interview with Project’s policy experts for preparation of social inclusion strategies for FBiH, RS and BD BiH.

By September 10, 2020 a shorter version of this article has been published at klix.ba, bljesak.info, radiosarajevo.ba, banjaluka.com, oslobodjenje.ba, slobodna-bosna.ba, faktor.ba, hercegovina.info.

Other audio-visual media products that were developed in 2020, are:

Story-telling video: In February 2020, **Aida Šahmanović from Sarajevo**, mother of twins with autism, spoke about parent’s love as a fuel needed for battle with public unawareness, stigma and intolerance, and bureaucratic hurdles for persons with disabilities. Her story had 19 251 views on YouTube and reached 102 083 people on Facebook.

Story-telling video: In September 2020, **Priča u fokusu - Sutra je novi dan**, association of cancer survivors from **Velika Kladuša** - story with 130 640 views on Facebook and 30 200 views on YouTube, talked about group support and importance of economic activity.

Compilation of five previous art works also went viral in September 2020, comprising of: video “Will You Stop and Listen” and stories in focus with Tatjana Kosak (chairman of the Association of citizens, parents, friends, persons with disabilities and additional needs “Utjeha” (Comfort) from Široki Brijeg), Aida Šahmanović (economist from Sarajevo and mother of twins with autism), Nebojša Kolak (civil war victim from Trebinje) and members of the Association of cancer survivors “Sutra je novi dan” from Velika Kladuša. Promotion of this video had 132 019 reach on FB.

Production of the **“Will You Stop and Listen” documentary film** was finalized by mid-October. A leitmotif of the film is person’s inspiration to reach a goal and move towards that goal unstoppably. Trailer was posted at EUresurs.ba and sif.ba. Trailer was viewed 60 022 on Facebook. Film was promoted live at two locations i.e. in Sarajevo on October 17 and in Banja Luka on October 23, 2020. Due to COVID-19 safety measures number of invitees was limited in both places, but media coverage was extraordinary. Later, the first public broadcasting by RTRS has happened on November 21, 2020.

Creation of **“Will You Stop and Listen” campaign song** lyrics and production of campaign song with original music were completed by October, 2020. The lyrics refer to vulnerable population. Author sees them as colours, and uses project’s motto “Will You Stop and Listen” (*Zastani i poslušaj*) as a refrain, with heartfelt message to people who close their eyes and turn their backs to marginalized groups to embrace all.

In line with the Law on Copyright and Related Rights (Official Gazette of BiH, no. 63/10), to protect its work from unauthorised replication and use, SIF in BiH has registered a campaign



song and a documentary film “Will You Stop and Listen” with the Institute for Intellectual Property of BiH in the records of copyright works and subject matters of related right.

Organization of Final Conference - the "KOMA" Convention

This activity is foreseen for the last quarterly period of project implementation, in April 2021.



PROJECT “BUILDING CAPACITIES OF CSOs TO ACTIVELY ADVOCATE FOR THE ROLE OF MARGINALIZED GROUPS IN THE PROCESS OF EU ACCESSION”

The project “Building Capacities of CSOs to Actively Advocate for the role of Marginalized Groups in the process of EU accession” has a budget of 47,130.00 EUR total with duration of seven months starting as of October 1, 2020 and ending on April 30, 2021.

Project is implemented with the support of the Embassy of the Federal Republic of Germany in Bosnia and Herzegovina.

Project objective 1: Increase the engagement of CSOs representing the marginalized groups and improve the understanding on the strength and value of their role in the EU accession process.

Expected project outcome 1: Ensured dialogue mechanisms for marginalized and vulnerable citizens and groups that enable EU accession process in BiH through fostered mutual trust, support and shared common values;

Project objective 2: Strengthen advocacy skills for the selected CSO representatives with the goal of enabling them to participate in and influence public policy in the field of social development and rights in the light of EU accession.

Expected project outcome 2: Empowered civil society organizations representing marginalized groups in BiH to promote, address and advocate for the civic, participatory and inclusive EU accession process.

Project objective 3: Foster networking and cooperation among civil society organizations representing marginalized groups in Bosnia and Herzegovina from both entities and Brčko District, interchangeably, to advance common goals and advocate for the role of marginalized groups in EU accession process.

Expected project outcome 3: Improved perceptions towards diversity and coexistence as well as increased awareness of the civil society organizations representing marginalized groups in BiH on the importance of their role in the EU accession process.

The project aims to develop capacities of CSOs to participate in policy making and represent marginalized groups in order to promote CSO awareness of a responsibility to publicly represent marginalized groups and interact with State actors to advocate for policies that serve these groups, particularly in the context of EU accession. The project will also include integrated communication effort, combining a story-telling video, info-graphics, a large-scale Convention of the Coalition of Marginalized Groups in BiH – KOMA, social media campaign in order to communicate the importance of a bottom-up approach in creating a social movement by gathering vulnerable and marginalized individuals and groups to advocate for inclusive EU accession process in BiH and fulfilling the Chapter 19.

Besides building CSOs' capacities, the project will also give space to the target groups to tell their personal stories and engage all relevant actors in this communication and awareness-raising effort. The methodology behind this communication approach consists of the following activities:

PR support and social media campaign

Social media activities, in particular on the SIF in BiH Facebook page and YouTube channel, will entail promotion of all project activities and events. The social media campaign will focus on increasing public awareness about the role of the marginalized groups in EU accession process in BiH while, at the same time, inspire wider audiences to target for more inclusive processes. All produced outputs will be shared throughout the project period in order to help the audience gain deeper understanding of the issue.

A story-telling video

A story-telling video (lasting approximately 10 minutes) is envisaged to be produced in order to depict cooperation among marginalized, vulnerable citizens emphasizing their common struggle for uphold of their human rights and fundamental freedoms and why joining the EU would be beneficial. This story-telling video will be a matter of a detailed journalistic research and approach, and entails a recording of 1-on-1 conversations with appropriate distance and other health safety measures observed. The story-telling video will be primarily used for social media channels and specially inclusive and adjusted to attract attention with easy-read subtitles for those who are watching them without sound. The video will be boosted through social media in order to reach wider audiences and become viral.

Info-graphics

Info-graphics on the social rights in the light of EU accession process, enriched by high quality, piercing imagery - photos and graphic solutions, will also be produced and doesn't require any field visits with physical interaction with project beneficiaries. Info-graphics will represent a great tool for a viral online reach and activation of the social media campaign, in particular referring to the campaign on the SIF in BiH Facebook page.

Trainings

First training **"Targeted communication and building advocacy plans"**: The training on the creation and implementation of advocacy and public awareness-raising campaigns is envisaged to provide the participants with understanding of the importance of advocacy work and confidence to carry it forward. The participants will learn about tools available for advocacy planning and implementation as well as understanding of how advocacy work can be done at different levels. The participants will be equipped with the range of skills needed to do advocacy work and learn how to create media content intended for awareness raising campaigns. Second training **"How to use social networks for digital advocacy"**: The training will equip participants with skills and knowledge in using social media in order to enhance their social and economic integration in communities by equipping them with knowledge and skills on how to build-up their social media platforms and establish, maintain and optimise social media campaigns and the basics of digital advocacy.

Implementation of Action plan for the implementation of the goals of the Declaration of Marginalized Groups in BiH

The Action plan for the realization of the goals of the Declaration of marginalised groups in BiH was an added-value deliverable from the previous project „The Role of the Marginalized Groups in the Reconciliation Process in Bosnia and Herzegovina“. The aim of the Declaration is to bring together and involve all social actors, legislative and executive authorities, political parties represented in the parliaments, civil society organizations, media, as well as religious communities, in the implementation of the eight conclusions.

Developing interactive toolkit-webinar on advocacy for CSOs representing marginalized groups

The toolkit will be designed as a practical resource that can be used when designing advocacy activities, programs as well as being an input to more complex planning processes, such as a strategic plan for advocacy.

Convention of the Coalition of Marginalized Groups in BiH - KOMA

In order to connect individuals/groups who share similar challenges, inspire them to personally engage and commit, and, in the process, deliver value back to their members, the project envisages organization of one final round-off large-scale event – Convention of the

Coalition of Marginalized Groups in BiH - KOMA. This event will be organized in Sarajevo and gather vulnerable and marginalized citizens from across country. Similarly to the previously held annual KOMA Coalition's conventions, these events will primarily focus on reaching out to the civil society organizations representing marginalized and vulnerable groups by maintaining good relations created within the KOMA's large membership (119 members, to date).

In the course of year 2020, the following activities/measures are implemented:

- Internal logistical preparations for project implementation have been completed
- A detailed Action plan has been prepared for adoption by donor
- PR support and social media campaign – PR Expertise and Consultancy support selected
- Project motto "Make it louder" ("*Glas do daske*" in local language) created
- Poster in B/H/S and English designed and produced
- Roll-up banner designed and produced
- Project-branded Leaflet was completed in time, too. The project motto "Make It Louder" and selected text and design are educational and inviting. The key message is about the importance of the bh civil society organizations' (CSOs) role in advocacy towards fulfilment of requirements for membership of BiH in the European Union. 500 pieces were printed and set for dissemination to various audiences.
- Two questionnaires developed for training needs assessment for members of the Coalition of Marginalized Groups in BiH "KOMA"
- Research among CSOs on their level of knowledge on selected topics for trainings has been performed and the Research Report prepared



- The first training "Targeted Communication and Building Advocacy Plans" was held on December 8 and 9, 2020 in Sarajevo (Hotel Grand). The goal of the training "Targeted communication and building advocacy plans" was informing and educating representatives of the NGO sector in BiH dealing with matters of marginalized groups - on importance and tools of creating and implementing advocacy campaigns. Representatives of 17 citizens' associations across BiH participated in training. The training was held by three lecturers. During training, participants learnt about tools for planning and implementing various lobbying interventions that will contribute to fulfilment of standards in Chapter 19 "Social policy and employment" of the negotiation process for BiH accession to European Union.
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- Round table "Enforcement of Action plan for the implementation of the goals of the Declaration of the Marginalized Groups in BiH" was held in Sarajevo on December 17, 2020 and Round table minutes prepared.
 - PR support and social media campaign has continued with a preparatory work for filming a story-telling video in early 2021. Outsourcing for production of a story-telling video (involvement of marginalized groups and collaboration in development of story-telling video, a detailed journalistic research and inclusive approach, involving marginalized groups into process) has been successfully completed.
 - Info-graphics: The first info-graphic with easy-read subtitles (text and design) was prepared and will be boosted in January 2021 on the social networks and the web site of SIF in BiH. Concept for the six (6) infographics was prepared in time. This material, within the PR support and social media campaign, will be published once a month.
 - Interactive toolkit-webinar on advocacy for CSOs representing marginalized groups: Procurement procedure for selection of the expertise for development of the interactive toolkit-webinar on advocacy for CSOs representing marginalized groups has been timely concluded and contractor selected.
 - PR support for the aforementioned items went according to plan. PR experts organized media monitoring of all project activities in this reporting period in cooperation with SIF in BiH (press releases and press clipping).