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ANNEX VI

INTERIM NARRATIVE REPORT

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List of acronyms used in the report:

AAGG – Albanian Association of Geriatry and Gerontology
CSO – Civil Society Organisation
GAROP - Global Alliance for the Rights of Older People
IFRC – International Federation of Red Cross and Red Crescent Societies
NGO – Non-Governmental Organisation
TASIOP – Taking Action on Social Inclusion of Older People
OEWG – Open Ended Working Group on Ageing
MOSHA - Movement of Organizations Supporting Healthy Ageing

1. Description

Taking Action on Social Inclusion of Older People (TASIOP) is a project created to harness the power of the civil sector in five western Balkans countries in response to demographic ageing: Albania, Bosnia and Herzegovina, Macedonia, Montenegro and Serbia.

The ageing of population is a prominent phenomenon across most of Europe: 23.2% of the European population was over the age of 60 in 2014 with estimated share of older people by 2050 climbing to 33.6%. The effects of population ageing are however different from country to country in terms of how the society accommodates to changing demographic structure. Global AgeWatch Index, a tool developed by HelpAge International to gauge and compare the quality of life of older people across the world and covering 96 countries as of 2015, ranks Albania as 53rd, Serbia as 66th and Montenegro as 68th (with data for Macedonia and Bosnia and Herzegovina as yet being incomplete) which clearly indicates that Balkans’ societies are underprepared to face demographic ageing.

The project is supported by European Union through its IPA fund, the Austrian Red Cross as well as the Austrian Development Agency. It aims to strengthen the networks of civil society organisations in Albania, Bosnia and Herzegovina, Macedonia, Montenegro and Serbia to improve social inclusion of older people in local communities and the society at large across the region. The project will improve inclusion of older people in decision making processes related to ageing and older age as well as reinforce the positive image of older people in the project countries. The countries selected for the project share a lot of institutional history and practices in relation to social and health protection of older people and the partner organisations in each country have years of experience in implementing projects and programmes focused on older persons and improving the quality of life in the older age. All the countries in the project are also on some of the stages of EU Accession process. This creates opportunities for sharing relevant experience across the region and ensuring that civil sector plays a significant role in assisting the decision makers in all of the countries undergoing transition and preparing for EU membership.
The project was launched in February 2016 and will run for 36 months. The activities will include:
• capacity building for civil society networks and older people themselves in the five countries,
• working with the media,
• educating media professionals in order to reduce discrimination and improve the perception of ageing and older people,
• raising public awareness on healthy ageing, lifelong learning and volunteering through campaigns that will be simultaneously organised in all the project countries.

These campaigns will work on improving the perception of older people as actively contributing to development of their communities and using their knowledge and experience to enhance social cohesion at national and local level. In turn, creating and spreading positive image of older people will help decrease their isolation and motivate them to be more active and take their rightful position in the society.

In addition to these activities, support will be provided for volunteer activities of older people in urban and rural environments.

Public advocacy for improved quality of life of older people will be another important part of the project and this is why research studies in all five countries are planned. The data collected and processed through these exercises will also serve to create recommendations for decision makers in creating inclusive policies.

The Red Cross of Serbia is the leading partner and coordinator of the project. It has a lot of experience related to working with and for older people, is a member of Global Alliance for the Rights of Older People (GAROP), affiliate of HelpAge International and part of the WHO network focusing on Global Campaign to Combat Ageism. Other partners are Austrian Red Cross (providing technical support), Albanian Association of Gerontology and Geriatrics, Osmijeh NGO, Bosnia and Herzegovina, the Red Cross of Montenegro, Macedonian Red Cross and Humanost, NGO from Macedonia. These partners are, each in their respective country, coordinating or founding civil society networks focusing on ageing and older people in their respective countries, leading the research and strategic planning activities and facilitating the capacity building for network members.

1.1. Name of beneficiary of grant contract: Milutin Vracevic
1.2. Name and title of the Contact person: Milutin Vracevic
1.3. Name of partners in the Action: Red Cross of Serbia, Albanian Association of Geriatry and Gerontology, Association Osmijeh, Association Humanost, Macedonian Red Cross, Red Cross of Montenegro and Austrian Red Cross
1.4. Title of the Action: Taking Action on Social Inclusion of Older People – TASIOP
1.5. Contract number: 2015/370-287
1.6. Start date and end date of the reporting period: 1 February 2016 – 31 January 2017
1.7. Target country(ies) or region(s): Serbia, Albania, Bosnia and Herzegovina, Macedonia and Montenegro
1.8. Final beneficiaries &/or target groups1 (if different) (including numbers of women and men):
   Older people in the five countries who will benefit from and will be empowered by improved

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1 “Target groups” are the groups/entities who will be directly positively affected by the project at the Project Purpose level, and “final beneficiaries” are those who will benefit from the project in the long term at the level of the society or sector at large.
social inclusion, more opportunities for social engagement and active participation in matters of importance. This project will address this concern and improve older people’s representative capacity to more effectively represent vulnerable older people within their own communities. This will strengthen their capacity to address rights violations and ensure improved access to services.

At least 50 CSOs participating in 5 national networks focusing on issues of older people; 25+ public institutions and policy makers; media; 10.000 older people directly reached through grassroots initiatives

1.9. Country(ies) in which the activities take place (if different from 1.7): Serbia, Albania, Bosnia and Herzegovina, Macedonia, Montenegro and Slovenia.

2. Assessment of implementation of Action activities

2.1. Executive summary of the Action

Taking Action on Social Inclusion of Older People (TASIOP) project finished its first year with completing the majority of activities in accordance with the planned indicators and timeframe.

All of the project countries – Albania, Bosnia and Herzegovina, Macedonia, Montenegro and Serbia – now have functioning and active civil society networks with 50 active CSOs in total across five countries. The three already existing networks were refreshed through review and redefinition of strategic priorities and the two new ones have been formally established, adopting strategic priorities. Summarized strategic documents of each network were compiled in an inception report and shared with Brussels in line with the project plan.

All the civil society networks in the project countries have had two national meetings in the first year, as planned, following the kick-off meetings in each country to present project objectives and allow to civil society partners to ask questions and express their interest in further participation. The first series of national meetings focused on strategic planning and formulation of strategic priorities. The second series of national meetings focused on workshops raising the capacity of the networks’ members to engage in evidence-based advocacy as well as on defining research priority areas for the research in the subsequent phase of the TASIOP project.

As planned, representatives of the partner networks as well as representatives of older people and relevant public partners visited Slovenian NGO Slovene Philanthropy for a study visit, participating at the 16th Festival of the Third Age in and visiting the Intergenerational Centre in the town of Zalec.

The communication with stakeholders, national and international partners was increased by devising a set of six websites (five national ones in local languages, one regional in English) to provide information on the project activities as well as other activities of national CSO networks, supplemented with the project newsletter published quarterly in English and local languages and sent to different national and international addresses.

The project activities have helped the partners increase their national profiles and galvanise their relationship with relevant governmental actors as demonstrated through different contacts during the year. Also, numerous synergies with the existing civil society initiatives related to social inclusion of older people developed.
The project completed all the activities planned for the first year including the preparatory activities for five national research studies that will be completed in the first part of the second project year.

2.2. Activities and results

Specific Objective: The capacities of 5 CSO networks and 50 CSO network members to influence regional and national development plans and other legal/policy documents relating to ageing and social inclusion of older people will be increased. The expected outcome is that after three years policy makers in the 5 partner countries have included recommendations of CSOs in their policy making process. Further, there will be an increase in outreach of targeted CSOs through awareness raising and education to the wider public in general and to older people in specific. Cooperation with multiple stakeholders such as with UNFPA, state service providers and media will support that process.

SO Indicator 1: Capacities of 50 CSOs and 5 CSO networks in increasing public awareness and influencing decision makers have been improved

Refer to Interviews and questionnaires with senior management staff of 30 CSOs and public authorities in the respective countries (Indicator 1)

SO Indicator 2: Policy makers in the 5 partner countries have initiated a process of policy changes to reflect the advocacy objectives of 5 CSO networks

National strategies for older people and relevant sectorial progress reports (Indicator 2)
National legal and policy documents/plans (progress seen in wording or specific inclusions/exclusions stemming from CSO policy work (national and local, political agenda setting because of CSO lobbying (Indicator 2)

SO Indicator 3: Outreach of targeted CSOs through awareness raising and education is increased, measured through

- Nr. of people reached through website, social media, media campaigns, articles, events, newsletters.

Nr. and diversity of CSOs participating in the activities”
Press clippings, website traffic (Indicator 3)
Records of workshops and fora participated in (Indicator 3)

Indicators 2 and 3 refer to activities in the second and third year of the project and are not discussed in this report.

2.3. Results and Activities

R0 – “5 CSO networks and their strategic work plans on advocacy for social inclusion of older people are established, mobilised and refined”
This expected result has been achieved completely according to the time plan. All the project countries now have functioning, active networks of 50 civil society organisations focusing on ageing, social inclusion and advocacy with and on behalf of older people. The networks have commissioned situation analyses and based on their results they have gone through strategic planning exercises. Now all the networks have (new or updated) mission and vision statements as well as strategic priorities based on the situation analyses’ reports, the communication with the key stakeholders in national contexts, and the known immediate priorities of each of the countries’ EU accession processes.

**Indicator 01: 5 CSO Networks are set up or have improved their network structure**

Three existing networks – those in Albania (MOSHA Network), Bosnia and Herzegovina (Network for Ageing with Dignity) and Serbia (HumanaS) have been invigorated through the activities in the first year of the project. These networks have had their capacities for successful advocacy along with and on behalf of older people assessed through exercises lead by externally hired professional, as part of the situation analysis activity in each of the five countries. The results, alongside with recommendations on necessary capacity building have been used to plan the subsequent workshops aiming to strengthen these capacities. Following the analysis, these networks have undertaken strategic planning exercises based on the results of the situation analyses that looked at national contexts and reviewed the existing legislative framework as well as the policies in preparation under the EU accession processes’ umbrella with focus on ageing, older people and their social inclusion. The analyses reports identified key gaps in the existing policies and provided recommendations for the coming period, focusing on the opportunities for action of the civil society networks in the sphere of public advocacy.

The project partners in the two countries without prior existence of civil society networks focused on ageing and advocacy have worked on establishing these networks by mobilising civil society partners in their respective countries. These efforts were based on the results of situation analyses in these countries, as well as the results of the assessment of the capacity of the civil sector to advocate with and on behalf of older people and the subsequent strategic planning, following the same steps as in the other three project countries. All of these exercises took into consideration not only current legislative and policy frameworks but also the individual countries’ EU accession processes, the knowledge of which policies and legislation are in preparation in the coming period and the liaisons with the key decision makers at different levels.

In Macedonia the newly established network is called InkluzivaM and it is comprised of 9 CSOs (Humanost, Macedonian Red Cross, Sumnal, Women’s Organization Pehchevo, Union of Associations of Pensioners of Macedonia, Association Justicija, University of Third Age, Local Agency for Development and Association for Alzheimer’s disease). The network was established on 1 June 2016 in a formal meeting where the memorandum was signed between the members. The network is also supported by the Ministry of Labour and Social Policy whose representative expressed the importance of forming a network of civil society organizations that will contribute to a coordinated approach to the treatment of issues related to social inclusion of older people. It also has the support of the UNFPA who participated in the first meeting of the network partners.
InkluzivaM has worked on the situation analysis with the external expert and developed a strategic plan with the vision and mission statements for the network as well as strategic priorities for the coming period.

In Montenegro, the network called Dignitas was established through a formal meeting in July and then through signing of memorandum of understanding between partners on 1 October. There were prior initiatives for forming a network dedicated to advocating with and on behalf of older people at the beginning of the decade however Dignitas is the first functional partnership of civil society organisations articulated through a network with a name and a vision and mission statement that focuses on older people, advocacy and social inclusion. The network has been founded by seven civil society organisations (Red Cross of Montenegro, Montenegro Volunteers NGO, Association of Pensioner Organisations of Montenegro, Trust NGO, Our Times NGO, Humanitarian NGO and Caritas of the Bar Archdiocese) and it is formally supported by Ministry of Labour and Social welfare, Ministry of Health and Agency for Social and Child protection who have all signed the memorandum as supporters.

**Indicator 02: At least 50 CSOs are active in the networks**

There are now five functioning, active civil society networks focusing on ageing and older people, social inclusion and advocacy on behalf and with older people in the five project countries involving 50 active civil society organisations. The networks are as follows:

**Montenegro:** Dignitas: seven active members (Red Cross of Montenegro, Volunteers of Montenegro NGO, Association of Pensioners Organisations of Montenegro, Trust NGO, Our Age NGO, Humanitarian NGO, Caritas of Bar)

**Macedonia:** InkluzivaM: nine active members (Red Cross of Macedonia, Humanity NGO, Justicia NGO, Association for Alzheimer’s Disease, Third Age University, Sumnal NGO, Women’s Organisation Pechevo NGO, Local Development Agency)

**Bosnia and Herzegovina:** Network For Dignified Ageing: 15 active members (Osmijeh NGO, Association of Citizens Don, red Cross of Tuzla Canton, Association of Citizens Union of Social Workers Tuzla Canton, Association of parents and friends of persons with special needs Mosaic, Centre for citizens cooperation Livno, Association Jasna – Bihac, Centre for Assistance to Older People Zavidovici, Centre for Assistance to Older People Gracanica, Red Cross Society of Bosnia and Herzegovina, MiruPen-G, Peaceful & safe retirement, Association Humanitarian Organisation Ruhama, International Solidarity Forum – EMMAUS Bosnia and Herzegovina, House of Open Heart NGO, Caritas of Bosnia and Herzegovina)

**Albania:** MOSHA: Five active members (Shoqata Bashkimi I Pergjithshem I Pensionisteve te Shqiperise, Shoqata per integrin I pensionisteve te Shqiperise, Uniteti kombetar I pensionisteve te pleqerise, Shoqata shqiptare e Demografeve, Albanian Association of Geriatry and Gerontology)

**Serbia:** HumanaS: 14 active members (Red Cross of Serbia, Amity NGO, Caritas of Serbia and Montenegro, Philanthropy NGO, Association for Elder Care NGO, Gerontological Society of Serbia, Association for Adult Education, Christian Humanitarian Association Bread of Life, Kolo Srpskih Sestara NGO, Lastavica NGO, Viktorija NGO, Rosa NGO, University for the Third Age Duro Salaj and Volunteering Service Zvezdara as a “friend of the Network”) (Two more are in the process of becoming members: Helpnet from Belgrade and
Karolina from Babusnica – the latter being very important as it is necessary to have members from rural areas. Karolina is providing social welfare services to older people living in remote rural areas.)

The networks’ members participate in network meetings, the network organized workshops and have all contributed to strategic planning in each of the project countries.

**Indicator 03: 5 CSO networks have finalized their strategic work plans in consultation with national stakeholders and the European Commission**

All of the networks have organized strategic planning workshops lead by external experts who were hired to assist the process and help the members analyse the situation analysis findings as well as the results of the assessment of the capacity of the civil society to advocate with and on behalf of older people. The workshops took place in the planned timeframe and the products of the workshops were as planned: there are now five national networks’ strategic plans with defined or redefined mission and vision statements as well as strategic priorities for the periods of three or four years.

These strategic plans were summarised in the inception report created by the project coordinator and shared with the EC liaison in July 2016 according to the schedule. Final feedback is still being awaited.

**Activity 0.1. Conduct a regional project kick-off workshop with 25 participants for 3 days on 9-11 March 2016**

The project partners – Albanian Association of Gerontology and Geriatrics, Osmijeh NGO, Bosnia and Herzegovina, Macedonian Red Cross and Humanost NGO from Macedonia, Red Cross of Montenegro as well as the Austrian Red Cross – have met on a kick off meeting in Belgrade, Serbia, hosted by the leading partner, the Red Cross of Serbia between 9 and 11 March and discussed the activities in the first year of the project: strengthening civil society organisations active in advocacy for better inclusion of older people in the activities of their communities and the society. The meeting also had a capacity building component: an expert of HelpAge International from the United Kingdom, Ms Bridget Sleap participated in it and shared a lot of her experience. Ms. Sleap is a Rights Policy Advisor in the HelpAge International with deep expertise and knowledge related to human rights and social participation of older people. She made a lot of comments and recommendations in the discussions on the meeting and also had a session with the project partners on data collection for efficient advocacy, as one of the preparatory activities for all the project countries. A session with the representatives of the Resource Centre of Technical Assistance for Civil Society Organisations in Belgrade was also organised, and their experts provided helpful clarifications to the partners on various technical details related to project management as well as the issues of the visibility of the activities. Representatives of the Social Inclusion and Poverty Reduction Unit of the Government of Serbia have talked to the participants of the meeting about social inclusion and work with grassroots organizations on improving inclusion of older people in local context.

The partners finalised the meeting with detailed plans for the next quarter and established communication channels. In the ensuing months a monitoring plan and a communication and visibility plan were developed through joint effort of the Red Cross of Serbia and Austrian
Red Cross with inputs provided by all the project partners. A first newsletter covering the first quarter of the project implementation was also produced with inputs from all the partners.

The evaluation of the kick-off meeting was done using a custom evaluation form developed from the template provided by Austrian Red Cross. The form contains 14 questions with most of them providing a 1 to 5 scale (“not at all” to “very much so” or “not good” to “very good”). The questions relate to the time allocated for the presentations, discussions and questions as well as to the broader points of the meeting – the quality of the organisation, the venue, the climate in the group etc. The majority of the answers are in the upper most category – with more than 50% of them being “very good” or “very much so” and no answers below the middle mark on the scale. Also, the majority of the respondents felt that their knowledge on the project was significantly improved during the meeting (7 “very much so” replies, six fours and one three).

The majority of the respondents feel that the results of the project will enable them and their national partners to better perform public advocacy activities as well as work with the media. The challenges expected during the project range from complexities of administering a five-country wide project with different VAT regulation and limited resources, to needing to focus on developing capacities of civil society organisations in national networks and developing good communication internally and externally.

Activity 0.2. Activate or re-establish 2 national CSO networks in Montenegro and Macedonia and refresh networks in Albania, Bosnia and Herzegovina and Serbia

Activities in all the countries related to establishment and/ or refreshing of civil society networks have been successfully completed. National kick-off meetings have been organised in all of the project countries by national project partners in April with 100 participants in total. In addition to civil society partners, all meetings featured representatives of relevant public institutions (ministries as well as providers of social services), with a selection of representatives of UN agencies – notably UNFPA and UNDP – EU delegations, universities and the media. In Albania this meeting was tied in to a public event – a street march for 100 older people, activists of three pensioners associations from Tirana and their provincial branches promoting the meeting and the project.

In Serbia, Albania and Bosnia and Herzegovina the meetings were attended by members of the existing three civil society networks – HumanaS in Serbia, MOSHA in Albania and Network for Ageing with Dignity in Bosnia and Herzegovina – and the planned project activities were discussed with network partners. In all cases formal consent was obtained from network members to proceed with the planned activities, notably the situation analysis and the subsequent strategic planning for each of the networks. Network members in each of the countries have enthusiastically reacted to the opportunities to discuss and refine strategic orientations of the networks in order to better address the changing demographic trends and developing legislative environments. The 1 day-meetings were organised on 21 April in Albania (28 participants) 12 April in Serbia (28 participants) and 15 April in Bosnia and Herzegovina (15 participants). Some immediate positive results can be detected, e.g. several of the HumanaS network members in Serbia joining forces with other community groups in a local level advocacy network to work at the municipality of Vračar on sensitising the public on the needs and rights of persons living with dementia but also providing training to carers...
and volunteers and counsel to families caring for older persons living with dementia (Hleb zivota NGO, Okrilje NGO, Centre for Social Welfare, Red Cross of Vracar).

In Montenegro and Macedonia, the organised meetings were used to formally establish national civil society networks in these two countries, led by the national project partners and attended by a selection of civil society partners working in the area of ageing, development and human rights and interested in scaling up advocacy capacities through joining forces, as well as select stakeholders from the public sector. In these countries the civil society work with older people has predominantly been linked to service provision and investments in advocacy will mark the next level in the evolution of the civil sector. Memoranda of understanding that formally established these two national networks followed the initial meetings. The one day meetings were organised on 13 April in Macedonia and 21 April in Montenegro with 21 participants in Macedonia and 8 participants in Montenegro.

The national kick-off meetings were followed by performing national situation analyses. Project coordinators in the project countries hired relevant professionals to conduct a mapping of policy context in order to determine the current state of legislation, strategic documents and other papers of importance for the project topic. The situation analyses reports identified policy gaps in each of the countries having in mind the various stages of EU access processes for each of the countries and the necessary harmonisation with the acquis as well as the most prominent gaps in implementation of existing policies, recommending appropriate action. The exercises also analysed the capacities of the civil society organisations through questionnaires and structured interviews, looking into the gaps and opportunities for development and synergies. They provide recommendations to serve as bases for subsequent strategic planning of each of the national networks.

The evaluations done by participants of national kick-off meetings were mostly very positive:
Albania: 90% of participant reported that the information given about the project was ‘sufficient’ and 10% reported it ‘partially sufficient’; 90% of participants reported the presentations were clear and easy to follow. 95% reported that there was enough time to ask questions and discuss. All representatives in the meeting expressed the interest of their organization to be part of the project.

Macedonia: All participants stated that they received sufficient information related to the project and expressed interest in taking part in the subsequent project activities.

Montenegro: All the participants stated that they have received sufficient information related to the project activities and all but one (who stated they would need more information) have stated that they are interested in participating in the subsequent project activities.

Serbia: Twenty-three respondents have anonymously filled the questionnaire with the overwhelming majority evaluating the meeting as successful. 23 out of 23 respondents stated that their organisation is now interested in participating in the project.

**Activity 0.3 Revision or development of 5 network strategies for future planning**
All five national networks of civil society organisations have organised national meetings in June/July to conduct moderated planning sessions. Their outcomes are national strategic plans for each of the networks, based on the situation analyses reports and the expertise of the participating networks’ members. These plans outline the values, goals, visions and missions of the networks, define the priorities in the next four years as well as (re-)examine and set structural rules and procedures to galvanise the work of the networks, improve the efficiency of their coordination and decision-making and further develop capacities for communication, visibility and public advocacy. Two-day national meetings were organised on 22-23 June in Albania (29 participants), 18-19 July in Bosnia (25 participants), 1-3 June in Macedonia (28 participants), 18-19 July in Montenegro (10 participants) and on 17-18 June in Serbia (12 participants).

The evaluations done by participants of national strategic planning meetings were mostly very positive:

Albania: 90% considered the presentations very helpful and 95% reported to be happy with the way the proposals and comments were included into the draft document. 85% participants promised that they will continue to contribute into the draft document and 90 of them considered the strategic plan (to be finalized) as a helpful instrument for further work of the network.

Macedonia: 23 the participants filling the evaluation forms stated that forming of the national network will be useful for the future activities in the field of social protection of older people, 21 were completely and 2 partially satisfied with the situation analysis prepared for the workshop and 22 were completely and one partially satisfied with the workshop methodology.

Montenegro: Out of six participants filling the evaluation forms, six stated that they were completely satisfied with the results of the workshop and five were completely satisfied (with one partially satisfied) with the methodology of the workshop.

Serbia: All the participants expressed satisfaction with the workshop and the way it was organised, stating that another day would have been beneficial in order to discuss certain issues in more detail. As a result, the project team in Serbia organised another day on 15 July to allow for more time for the discussion and agreement on strategic priorities.

**Activity 0.4 Summarize refined strategies and plans in an inception report (Inception phase)**

The inception report was created with the inputs of all the project partners and assembled by the Red Cross of Serbia coordination team at the end of July 2016. It was sent to Brussels on schedule on 29 July 2016 following the procedure stipulated in the project. The report outlines the achievements in the project implementation demonstrating the adherence to the plan of action and detailing the results of national-level situation analyses performed in the inception phase. These analysis reports not only outline the situation related to policies and services in each of the countries but also assess the capacities of civil society organisations in these countries to successfully advocate with and on behalf of older people. It also summarises the results of strategic planning performed by the civil society networks spearheaded by the project partners in each of the project countries.
R1 – "Capacities of 5 CSO networks to engage in evidence-based policy dialogue for older people increased"

The capacities of all the five national CSO networks in the project countries to engage in evidence-based policy dialogue for older people were increased through training workshops moderated by professionals with background in evidence collection and use in advocacy as well as through sharing of the experiences and capacities facilitated through regular network meetings at least twice a year.

Indicator 1.1: 5 CSO networks have defined research priorities and advocacy strategies

All of the CSO networks in the project countries have organised moderated workshops to discuss the research priorities and decide on the broader topics of the research activities in the subsequent activities in the project. These workshops were concluded in the planned timeframe and their results are the agreed topics for research. The concrete strategies are currently being developed and will be finished in accordance with the planned dynamics.

Indicator 1.2: Capacities in taking an evidence-based approach in advocacy activities have increased

All of the CSO networks in the project countries have organised training workshops for their members focusing on clarifying importance and techniques related to the concept of public advocacy and verifiable evidence as standard in the advocacy activities of the member organisations. The participants of these workshops discussed the concepts of identifying the problem as well as the decision makers to be targeted by the advocacy. Different concepts, such as triangular analysis were explained demonstrating their importance in ensuring the relevance of the advocacy topic as well as indicating the needed preliminary data collection activities. Other discussion centred on the need to encourage older people to participate in all the stages of the research ensuring they are engaged in collecting and processing the data as well as supporting future MIPAA reporting with results of the research.

Indicator 1.3: Increased communication and interaction with media based on awareness of addressing the topic of social inclusion

This indicator pertains to the activities further into the project timeline.

Activity 1.1. Carry out 5 national network workshops to provide knowledge on evidence-based advocacy and define research priority areas with 30 participants per network for two days

All of the national networks in five of the project countries have organised the workshops focusing on two points:

- Increasing the capacity of their members as well as the networks to successfully conduct evidence-based advocacy activities at different levels
• Discussing and selecting the priority areas for the research organised later in the project timeline

The two day workshops were organised in the planned timeframe and moderated by external professionals with background in advocacy and research in each country. They were attended by the active network members as well as the representatives of key national stakeholders whose inputs were important in ensuring the selection of research topics is harmonised with the major policy and legislation developments related to the EU accession and other national processes. Networks decided whether to have one research topic or more (up to three in Serbia).

These workshops were organised as follows:

Albania: 13-14 October 2016 – 26 participants
Bosnia and Herzegovina: 27-29 December – 20 participants
Macedonia: 14-16 September – 21 participants
Montenegro: 24-25 November – 8 participants
Serbia: 3-4 December – 15 participants

The selected research topics propositions per country are as follows:

**Albania:** Using a set of indicators from the MIPAA framework the research will explore independent, healthy and secure leaving, participation in the society and capacity and enabling environment for active ageing.

**Bosnia and Herzegovina:** 1. Access to services of health and social care for older people 2. Discrimination of older people

**Macedonia:** 1. Developing social and health care services to be delivered at home; 2. The need for expansion of gerontological care services

**Montenegro:** Quality of social services at local community level/ Lack of preventive health programmes for older people

**Serbia:** 1. With the existing legislation stipulating the move to non-institutional social protection services but not describing the mechanism, what the research will cover is: the scope, the diversity of the existing non-institutional community services for older people as well as the funding practices and sources for these services 2. Mental health of older people as a barrier for social inclusion (screening/ primary healthcare, community services) 3. Comprehensive support for older people suffering from dementia and their families (community services, support for informal carers, respite services, education).

The evaluations done by participants of these workshops meetings were mostly very positive:

Albania: 95% considered the presentations very helpful and 90% reported to be happy with the way the proposals and comments during the workshop were dealt with. All participants promised to continue to contribute to the next year research and advocacy campaigns.
Bosnia and Herzegovina: 15 participants filling the evaluation questionnaire were mostly positive in assessing the quality of the workshop, stating that they would be likely to recommend it to others and praising the topic analysis, the communication of the facilitator and the provided materials.

Macedonia: 18 participants filled the evaluation forms and 15 of them stated they received sufficient knowledge on advocacy with three stating they received partial knowledge. Methodology was marked as sufficient by 14 and partially sufficient by 4 participants and 12 participants awarded the facilitators with the highest grade.

Montenegro: Seven participants filling the evaluation questionnaires were unanimously satisfied with the workshop, its results and their opportunities for participation.

Serbia: 11 out of 15 participants filling the evaluation questionnaires all found the contents and methodology of the workshop to be very good. They praised the facilitator and the interactivity in the workshop activities stating that more time for similar activities in the future would be beneficial.

**Activity 1.2. CSO networks conduct research on national level to gain data for their advocacy strategies**

The research activities are in the preparation stages and will be taking place starting from April 2017.

**Activity 1.6 CSO networks conduct regular network meetings (2/year)**

All of the national networks have organised minimum two meetings in the project implementation period.

The first meetings were organised following the project kick off meeting of partners in Belgrade and they were used to disseminate the information related to the project among the national partners. In the three countries with existing CSO networks (Albania, Bosnia and Herzegovina and Serbia) these meetings were used to present the activities planned for the project to the members and discuss the need for reviewing and refining strategic priorities of the networks. In the two countries without existing CSO networks (Macedonia and Montenegro) the first meetings were organised with civil society organisations sharing the topical orientation and having expressed the interest to join the future networks. They were followed by the formal meetings where the networks were officially established through signing of memoranda of understanding.

These meetings were organised in March and April 2016: 21 April in Albania (28 participants), 12 April in Serbia (28 participants), 15 April in Bosnia and Herzegovina (15 participants), 13 April in Macedonia with 21 participants and 21 April in Montenegro with 8 participants.

All of the national networks organised strategic planning workshops in the subsequent period where, with the participation of the active members, they reviewed or defined their mission and vision statements as well as the strategic priorities for the period of the next three or four years.
These workshops were organised on in June and July 2016: on 22-23 June in Albania (29 participants), 18-19 July in Bosnia (25 participants), 1-3 June in Macedonia (28 participants), 18-19 July in Montenegro (10 participants) and on 17-18 June in Serbia (12 participants).

The next official meeting for each of the national networks was organised later in the year, encompassing the workshops related to evidence based advocacy and discussion of research topics. All the active members of all the national networks participated in the meetings and in the discussions, contributing to the decisions made at the end of the workshops.

These workshops were organised in: September, October, November and December 2016:

**Activity 3.3 Carry out a study visit to Slovenia to allow knowledge-transfer in advocacy with 20 participants for 4 days on 27-30 September, including a 1-day partner meeting on 27. September**

A study visit to Slovenian NGO Slovene Philanthropy was organised between 27 and 30 of September. The purpose of the visit was to facilitate exchange of experiences and learning from examples of good practice on different aspects of social inclusion and protection of older people. Slovenia as destination was chosen because of the similar experiences in the area of social and health policies to the project countries, but also because Slovenian decision-makers recognised the importance of including older people in policy creation and because they also realised the importance and urgency of putting the rights of older people on public agenda. In addition, all of the project countries are in one of the stages of their EU accession processes so Slovenia was chosen as one of the closest EU members with similar institutional history and with system solutions that can be analysed and applied across Western Balkans. The five countries’ delegations consisted of representatives of organisations coordinating the project in their countries as well as representatives of notable public institutions and older people themselves.

During the course of the visit, opportunity was taken to organise a one-day partners meeting. Representatives of organisations coordinating the project activities discussed implementation of activities so far, challenges that were met as well as the examples of good practice. The final portion of the meeting was dedicated to planning for the remainder of the year.

The visit took place between 28 and 30 September and it had two parts. On the first day the delegations of project countries and the representative of the Austrian Red Cross with support provided by Slovene Philanthropy NGO and the Ministry of Labour, Family, Social Affairs and Equal Opportunities participated at the 16th Festival of the Third Age in Ljubljana. This year the festival’s honorary patron was the Prime Minister of Slovenia, dr Miro Cerar. In addition to being present at the opening ceremony, the delegations also participated in a reception with the Minister of Labour, Family, Social Affairs and Equal Opportunities, Dr Anja Kopac-Mrak and the Slovenian Ombudsman Ms. Vlasta Nussdorfer, where they were provided the opportunity to present the TASIOP project.

During the festival, a panel discussion was organised on the directions of development of public policies for older people, with participation of representatives of different ministries as well as academia and it presented the problems in creating policies. Afterwards, thanks to the kindness of the Ministry, a two-hour panel discussion was organised where Dr Milutin Vracevic of the Red Cross of Serbia presented the TASIOP project and representatives of all
project countries had the opportunities to discuss the position of older people in Western Balkans countries and provide recommendations on how to improve it. Dr Mateja Kozuh Novak of Slovene Philanthropy moderated the panel.

An important segment of social inclusion are community services that encourage active and healthy ageing and intergenerational solidarity. This is the purpose of intergenerational centres created in several cities in Slovenia. The project partners visited the Intergenerational Centre in the town of Zalec. This visit confirmed how important it is for sustainability to have the local community recognise the significance of activities and the significance of building the social cohesion through joint work of different organisations and sectors as well as different generations of people. This allows for a wider reach, broader spectrum of relevant activities and continuing exchange of knowledge and experience. Activities for children as well as older people are done in the same space as it hosts a kindergarten, yoga lessons, sewing courses and cooking lessons and through these activities members of different generations learn from each other and this strengthens intergenerational ties and solidarity.

Bulletin of the Serbian Association of Centres for Social Welfare reported on this visit in its 52nd issue. Through this write up, the professionals working in Centres for Social Welfare throughout Serbia have learned about the TASIOP project, its goals and achievements so far.

The participants of the partners meeting evaluated the meeting as well organised with enough time to present and discuss the relevant issues. Their expectations for the remainder of the project are largely the same. The participants of the study visit were very positive regarding the organisation and contents of the visit stating that they are very likely to use the knowledge obtained during the visit in their future work.

**Activity 3.5 Develop a network website**

As planned, the project partners are working on ensuring the relevant information reaches the broadest possible audience, including older persons, decision makers, civil society organisations and the media, as well as public institutions and private sector. For this purpose, five websites for national civil society networks were designed and for the project partners they are now the main communication channel through which information on activities related to project activities are passed, as social inclusion of older people and social cohesion are encouraged. A sixth website was also done to collect the data on the TASIOP project and present it in English in order to ensure the project has recognisable regional and international profile. The regional website focuses on the project activities and the related information whereas the individual national websites are covering all the networks’ activities and relevant activities of the individual members as well as other noteworthy news and information. These websites, established through the project, will be the main resource for informing the public and maintaining the records of each of the networks’ activities in the years following the project completion.

The project website is available at [www.tasiop.org](http://www.tasiop.org).

The individual national networks’ websites can be reached as follows:

- **Albania**: [www.mosha-network.org](http://www.mosha-network.org)
- **Bosnia and Herzegovina**: [www.dostojanstvenostarenje.org](http://www.dostojanstvenostarenje.org)
- **Macedonia**: [www.inkluzivam.org](http://www.inkluzivam.org)
- **Montenegro**: [www.dignitas-network.org](http://www.dignitas-network.org)
- **Serbia**: [www.humanas.rs](http://www.humanas.rs)
The websites have experienced an increase in traffic since their inception, rising from less than hundred unique visitors in the first two months on the average to between 1000 and 2000 unique visitors in the first two months of 2017. The websites are cross-promoted through links and refer to the project website and vice versa for better visibility of the project and themes relevant to the work of all the partner CSO networks.

Additionally, and as planned, the project partners have been active in producing and publishing a quarterly newsletter covering the most important activities of all the national partners as well as other relevant information at national, regional and global level (e.g.; Vitaliya Gaucaite Wittich, Chief of Population Unit of UNECE wrote about the review and appraisal of MIPAA – a relevant activity in the project countries, Jemma Stovell, of HelpAge International wrote about the Age Demands Action Campaign and combating ageism). The newsletter has been produced in English as well as in local languages through the joint effort of project partners. It is being distributed via electronic mail to stakeholders working in the area of ageing and human rights in each of the countries as well as to appropriate partners at global level (HelpAge International, UNFPA, IFRC, AARP, IFA, INPEA, Age Platform, UNECE, UN High Commissioner for Human Rights) and is available for download on the project websites. The English versions of the issues available so far can be acquired here:

- http://tasiop.org/?p=415
- http://tasiop.org/?p=325
- http://tasiop.org/?p=517

2.4. Please list activities that were planned and that you were not able to implement, explaining the reasons for these.

N/A

2.5. What is your assessment of the results of the Action so far? Include observations on the performance and the achievement of outputs, outcomes and impact in relation to specific and overall objectives, and whether the Action has had any unforeseen positive or negative results (please quantify where possible; refer to Logframe Indicators).

Please list potential risks that may jeopardized the realisation of some activities and explain how they have been tackled. Refer to logframe indicators.

If relevant, submit a revised logframe, highlighting the changes.

Please list all contracts (works, supplies, services) above 10,000€ awarded for the implementation of the action during the reporting period, giving for each contract the amount, the award procedure followed and the name of the contractor.

The project completed all the activities planned for the first year within the planned timeframes and at the planned level of performance.
2.6. Please provide an updated action plan

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<tr>
<th>Activity</th>
<th>Half-year 1</th>
<th>Half-year 2</th>
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<tr>
<td>1.2 CSO networks conduct research on national level to gain data for their advocacy strategies</td>
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<td>Applicant and partners</td>
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<td>1.3 5 national tailor made advocacy and communication/media trainings for the CSO networks</td>
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<td>Applicant and partners with media expert</td>
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<td>1.4. 5 national trainings with media</td>
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<td>1.5 Develop national research - based advocacy strategies by national CSO networks</td>
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<td>1.6 Conduct regular network meetings (twice per year, including participation of older people and gov. representatives)</td>
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<td>2.1 2 national advocacy campaigns per network</td>
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<td>Applicant and partners</td>
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<td>2.2 CSO networks participate in policy working groups on topics related to social inclusion (at least 2 working groups/network)</td>
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<td>Applicant and partners</td>
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<td>2.3 Actions for citizen education</td>
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2 This plan will cover the financial period between the interim report and the next report.
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<th>Activity</th>
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<td>2.4 Conduct national panel discussions based on the research results</td>
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<td>Applicant and partners</td>
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<td>3.1 Regional network meeting combined with a training session on EU</td>
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<td>3.2 Regional peer exchange programme for CSO network members</td>
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<td>Midterm evaluation report</td>
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<td>Austrian Red Cross, applicant and partners</td>
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<td>2.5 Implementation of sub-grants by grass-root initiatives/local NGOs</td>
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<td>Applicant and partners, grass-root initiatives and local NGOs</td>
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3. Partners and other Co-operation

3.1. How do you assess the relationship between the formal partners of this Action (i.e. those partners which have signed a partnership statement)? Please provide specific information for each partner organisation.

Austria

The partnership between the Red Cross of Serbia, Austrian Red Cross and other partner is very good and is based on a long-term cooperation in the field of health and care, as well as in disaster risk reduction programmes. The Austrian Red Cross is responsible for technical assistance on grant management and regular Skype meetings are conducted with the Red Cross of Serbia to discuss project implementation, technical support and to provide support in case challenges occur. Activities included for example the development of a template for a Memorandum of Understanding for partners, providing input on visibility plan and visibility fact sheet, support in preparation of partner meetings and provision of articles/relevant projects inputs for the TASIOP newsletter.

The information exchange works very well and partner meetings served to clarify open issues. Currently, the proposal writing training, which is envisaged for end of May 2017 is being prepared.

Albania

The coordination team from the Red Cross of Serbia paid a monitoring visit to Albania on 8 and 9 January 2017. The meetings during the visit took place at the premises of MOSHA network. This network has been founded more than a decade ago, it is being coordinated by AAGG and its members are civil society organisations focusing on ageing and working with older people. The primary goal of the network is advocating for improved quality of life of older people, protection of older people’s human rights, including ageing and older people in all relevant public policies as well as creating positive image of older people. A special segment of their advocacy activities is about facilitating older people’s access to different public services. The meetings were headed by AAGG representatives (Alban Yili, Gentiana Qirjako) and featured also representatives of Albanian Association for Integration of Older People (Vice-President Liri Tahula), Albanian Association of Demographers (their president Ilia Telo and their member Kico Zoso) as well as the General Union of Pensioners (both their president Faix Xhani and the president of the Tirana office Enver Hasa as well as two members of their leading committee: Flora Agolli and Velo Cfariku). The coordinators discussed the project with the partners about the implementation so far, about the activities and plans for the coming year, as well as the finances on the project.

During the meetings the MOSHA members described their intense involvement with the production of the five-year report related to the implementation of the Madrid International Plan of Action on Ageing, their assistance to the Ministry on data collection and presentation of examples of good practice. This is the first time the civil sector was involved in preparation of this report and it turned out to be a successful model of cooperation.

The general impression is that MOSHA network is a rather specific entity, being comprised mostly of organisations of active older people. This gives their activities the quality of authenticity – their representatives know what older people need and their efforts to protect older people’s human rights are fuelled by real knowledge of needs and capacities of this population group. Additionally, this network has strong academic and research background which increases its advocacy capacities.

Bosnia and Herzegovina
Red Cross of Serbia representative paid a monitoring visit to the project partners in Bosnia and Herzegovina on 18 and 19 June 2016 along the Network Strategic planning meeting. Besides reviewing the basic concept of the project, RC representative contributed to the meeting substantially by sharing the experience and practice from Serbia and by providing professional input in the area of human rights based approach in working with and for older people as well as in mainstreaming those rights.

**Macedonia**

Red Cross of Macedonia and Humanity NGO as joint project partners are in permanent contact with the coordination team in the Red Cross of Serbia, discussing all the important elements of the project implementation. Furthermore, the Macedonian project partners have regular monthly coordination meetings to ensure the project activities follow the planned dynamics. They also regularly involve other members of the InkluzivaM network through one on one contacts, meetings and group communication within the network members.

**Montenegro**

The Red Cross of Serbia coordination team paid a monitoring visit to Montenegro on 16 November visiting the Red Cross of Montenegro and Dignitas network. The meeting was organised at the Red Cross premises and alongside Dignitas network members also present were representatives of the Institute for Social and Child Protection and the Ministry of Labour and Social Protection.

Although Dignitas network was only recently formed, there is cohesion in its thinking and a sense of ownership, as well as motivation to work together in addressing the identified problems of older Montenegrins.

The main message from the meeting is that networks need to expand and enlist new members that can bring fresh perspectives to existing problems as well as that it is very useful to have representatives of relevant ministries present.

3.2. How would you assess the relationship between your organisation and State authorities in the Action countries? How has this relationship affected the Action?

There is increased understanding of the demographic trends and the related challenges and opportunities among the decision makers and state stakeholders in the project countries. The core of the discussion on ageing and older people with the authorities at national and local levels is slowly moving from exclusive talk about services and is encompassing the concepts of intergenerational solidarity and social inclusion.

**Serbia**

**World Elder Abuse Awareness Day**

The Red Cross of Serbia took the opportunity of observing the 15 June, World Elder Abuse Awareness Day to organise a round table panel discussion entitled “Don’t close your eyes: Stop elder abuse”. It was organised in cooperation with the Commissioner for protection of Equality and supported by the United Nations Population Fund (UNFPA). There were more than 77 participants at the panel representing public and civil sector, as well as several media houses and Minister of Labour, Employment, Veterans and Social Affairs in the Government of Serbia, Aleksandar Vulin confirmed the dedication of this ministry to further work on combating and preventing elder abuse, putting special emphasis on the need to have the government work closely with the civil sector and communities on not only articulating a strategic approach to the issue at hand but also on opening the families to the community in
order to have that best kept secret form of elder abuse – domestic abuse of older people – addressed through joint efforts. The Minister also announced a new strategic paper to be presented to the government of Serbia at a later date as well as a suggestion to the government to proclaim 2017 as the year of inter-generational solidarity. Ms. Emila Spasojevic, speaking on behalf of the Commissioner for Protection of Equality talked of legal aspects of protection of older people from abuse and reaffirmed the dedication of this independent body to solving this issue and providing support to those whose rights are jeopardised. Ms. Marija Rakovic of the UNFPA talked about the years of successful cooperation with the Red Cross of Serbia on topics concerning ageing and older people and stressed that Serbia is the leading country in the region in some aspects of protection of older people’s rights and providing support to this population.

International Day of Older Persons

On the occasion of 1 October, International Day of Older Persons, a delegation of older people coordinated by HumanaS network and the Red Cross of Serbia staff visited the Serbian Ministry of Labour, Employment, Veteran and Social Policy and met Deputy Minister Branka Gajic. This visit was organised as part of the traditional annual campaign Age Demands Action – ADA spearheaded by HelpAge International and carried by older activists in more than sixty countries across the world. The Red Cross of Serbia and HumanaS have been part of this campaign since its beginnings. This year the discussion with the Deputy Minister centred on the phenomenon of demographic ageing and the need for the whole society to respond to it. It was pointed out that promoting healthy ageing is one of the ways for the society to prepare itself for challenges of the future as is creating systematic solutions that will enable older people to remain in their own environment for as long as possible, using their physical and mental potential to the fullest. The Deputy Minister and the delegation agreed that it is thus important to promote volunteering as one of the activities of major significance for the whole society and older people in particular, as well as to promote cooperation between all sectors.

As it is clear that developing intergenerational solidarity is very important for understanding the ageing and all the challenges and opportunities it presents, the Deputy Minister repeated the pledge made by the Minister several months ago to continue petitioning the government of Serbia to designate the next year as a year of intergenerational cooperation. The Ministry will also help promote volunteering centres, as well as recognition of the role informal caregivers play in the society and provide support for their activities.

Also during October, HumanaS network used other events to address the public with important messages. Continuing the cooperation with the Ministry of Labour, employment, Veterans and Social Policy, the Red Cross of Serbia was invited to participate in two panel discussions organised on 24 October at the Ministry’s stand, all part of the programme of the 61 International Belgrade Book Fair. The first panel discussion’s topic was Prevention of Elder Abuse in Institutions. The opening speech at the panel was delivered by Natasa Todorovic, HumanaS Network Coordinator speaking about elder abuse as a public health and social problem as well as an example of violation of basic human rights. The elder abuse statistics at global level as well as the national level were discussed, some of which were sourced from the studies done by the Red Cross of Serbia, offering some recommendations for prevention of this form of abuse as well. For instance, it was established that 19.8 percent of older people have been exposed to some form of abuse in their older age. During the panel it was stressed how important it is to develop networks of social contacts to prevent and reduce the risk elder abuse.
The second panel was dedicated to volunteering, again with focus on older people. The title of the panel topic was Seniors Volunteering in the Community – an Opportunity for All generations. There were two HumanaS network representatives: Natasa Todorovic and Dusan Zdravkovic from Adult Education Society. Natasa Todorovic opened this panel speaking about volunteering and relying on the rich experience the Red Cross of Serbia has in this area. The speech emphasised that volunteering promotes solidarity but also helps persons from vulnerable population groups visibly contribute to the community which enhances social cohesion. The health benefits that volunteers experience were explained as well as the increase in self-confidence in older volunteers, the will to learn new skills and to expand the circle of their social contacts.

The panel also hosted a group of young volunteers of the Red Cross of Savski Venac and the Red Cross of Stari Grad who talked about the examples of good practice, the numerous instances of cooperation between younger and older volunteers and many things they have learned from older volunteers.

Mr. Zdravkovic talked about learning communities – part of the UNESCO lifelong learning initiative – as an example of good practice that enhances social inclusion and generates stronger ties between generations, leading to a more connected and inclusive society. Most of the HumanaS members and their older volunteers were involved with this initiative.

Serbian Government’s Council on Ageing and Council for Intergenerational Solidarity
During October a new Serbian Government’s Council on Ageing was formed. This council was first formed in 2007 as advisory body of experts tasked with analysing issues of ageing, social and economic status of older people, the capacities for using their creative and working potential and participation in social development, economic and public life. The new Council membership includes a representative of the Red Cross of Serbia as well as a representative of HumanaS network.

Additionally, the government of Serbia established a Council for Intergenerational Solidarity in January 2017 to promote the year of intergenerational solidarity. The HumanaS members Red Cross of Serbia and Volunteering Centre Zvezdara are members of this council and during 2017 they will through their inputs support the Council to think beyond the basic level and tackle the issues important for ageing society in Serbia: labour market (flexible employment/retirement solutions), transfer of knowledge (interactive and computer technologies knowledge for older people, digital inclusion but also mentoring of students especially during entry exams for high schools and universities).

Population strategy, initial meeting
Serbian Minister Prof. Dr Slavica Djukic Dejanovic organised a meeting for civil society partners on 17 November to enhance the joint efforts on design of the National Population Strategy. The meeting was attended by two HumanaS network member-organisations: The Red Cross of Serbia and Amity. Meetings like these contribute to the improvement of position of older people and their inclusion of public policies.

Albania

Albanian Association of Geriatry and Gerontology (AAGG) alone and through MOSHA network had already established good relationship with national authorities so high
representatives of governmental institutions have attended the meetings and workshops organised within the TASIOP project framework. Ministry of health, Ministry of Social Welfare, Tirana Municipality, University of Medicine, Ombudsman and State Social Service etc. are all major public players who are familiar with the project and support its implementation. The level of relationship can be illustrated via two examples of cooperation and partnership described below:

**Review and appraisal of Madrid International Plan of Action on Ageing and its Regional Implementation Strategy (MIPAA-RIS)**

MOSHA network and AAGG have worked with the Ministry of Social Welfare on preparation of the national report within the framework of review and appraisal of Madrid International Plan of Action on Ageing and its Regional Implementation Strategy (MIPAA-RIS). That was the first time in Albania that the MIPAA report was prepared through a bottom up approach, ensuring participation from diverse sources and actors and a first opportunity for civil society organizations to contribute with their unique data and experiences. The process of preparing this report was an excellent opportunity for MOSHA network to strengthen its communication channels with state institutions and document its contributions in the field of ageing in Albania. As the report required analyses of progresses gaps and future priorities, it served also as a way to facilitate the influence of civil society into short listing of major priorities for the future. Merita Xhafaj, general Director in Ministry of Social Welfare was the main partner in the process.

**Advocacy activity on basic health services for older people**

The advocacy work started in early August by MOSHA network with Ministry of Health in an effort to ensure that a program of essential healthcare services – specifically yearly free of charge systematic check-up – is made available to older people. MOSHA network organised meetings of representatives of older people with a deputy Minister of Health, to look for a solution that would bring this important service to a whole new section of population. After several meetings a draft decree for the Council of Ministers was prepared broadening the age group of the program to include pensioners between the ages of 65 and 70. Finally, an official decision by the government was made that solidified this solution. The main objective of the programme is to detect and treat earlier hidden diseases and risk factors as well as to improve the access of Albanian population to health care. Due to MOSHA Network advocacy activities since October 2016 pensioners aged 65-70 can use those new services. Approximately 130,000 older people of that age will directly benefit from this change which, most probably, could have not been possible without the effective relationship and mutual respect being established between Ministry of Health (Klodian Rjepaj, Deputy Minister) and MOSHA network.

**Bosnia and Herzegovina**

The relationship with the national authorities has been developing. The authorities are as of recently applying participatory approaches in various activities or initiatives in relation to older people and ageing, however this process is only in initial stages and the commitment of authorities at various levels is still developing. All activities seem to be in the initial phase and a lot of effort will be needed to meaningfully influence the steps forward.
Participation in the intergovernmental and intersectoral group on ageing

Osmijeh NGO, the coordinator of Network for Ageing with Dignity has been selected to act as the civil society representative in the intergovernmental group on ageing. On July 13th 2016 Osmijeh, together with 2 other members of the Network participated in the intergovernmental group on ageing meeting organised to discuss the process of monitoring and reporting to UNECE (United Nation Economic Commission for Europe, division on ageing and population) on Madrid International Action Plan on Ageing (MIPAA) implementation in Bosnia and Herzegovina. The meeting was also used to present the findings from the conducted national census and the recently published census report. Osmijeh NGO briefed the Network on the meeting and one of the agreements was to select and hire a relevant professional agency to consolidate and report the data on older people in Bosnia and Herzegovina to the public and the authorities.

First meeting on development of the Strategy on Human Rights

The first informative meeting of the group that is going to work on development of the Strategy on Human Rights took place in Sarajevo on 24/10/2016. The Ministry of Human Rights and Refugees, the leading agency in this process will work with three CSOs from the Network for Ageing with Dignity who will regularly participate on behalf of the Network and contribute by mainstreaming ageing issues and older people’s rights and ensuring they are represented in the Strategy.

Seminar on improving the situation of older persons in Bosnia and Herzegovina, organized by the United Nations Population Fund (UNFPA) in collaboration with the Department of Economic and Social Affairs of the UN Secretariat (UNDESA)

The aim of the seminar was to provide detailed information on the Madrid International Plan of Action on Ageing (MIPAA), which represents a broad framework for policy to improve the position of older people in society and their contribution to economic and social development processes.

The participants were addressed by an international expert on aging dr. Alexandre Sidorenko who discussed the importance of taking into account the demographic change when creating development policies and strategies in Bosnia and Herzegovina, especially when discussing making social policies for older people.

Assistant Director of the Institute of Public Health of the Federation of Bosnia and Herzegovina dr. Aida Ramic presented a report on the impact of the Centres for healthy aging on the older population.

The seminar was accompanied with an exhibition of photographs depicting the life of older people in Bosnia and Herzegovina.

The seminar brought together representatives of the Ministry for Human Rights and Refugees of Bosnia and Herzegovina, the Ministry of Labour and Social Policy of the Federation of Bosnia and Herzegovina, Ministry of Health and Social Protection of the Republika Srpska, the Institutes for Statistics of Bosnian entities as well as the Agency for Statistics of Bosnia and Herzegovina, and representatives of the Council of Ministers and the Entity governments.
and institutions. Also, representatives of relevant international and non-governmental organizations participated in the meeting.

Representatives from Osmijeh NGO were present at the Seminar. Osmijeh NGO had participated in the development of MIPAA and has been advocating for its implementation in Bosnia and Herzegovina since 2002. Their representatives at the Seminar contributed by sharing their longstanding insight into the status and situation of older people in the country. They raised concerns about insufficient commitment by the relevant stakeholders and right bearers to respond to the needs of older people and ageing of the population in general. The Seminar was an opportunity to preset the TASIOP project and to further develop the network of relevant stakeholders to be more actively approached in the future activities of the Network for Ageing with Dignity.

**Macedonia**

Macedonian Red Cross and Humanost NGO have established good cooperation with government institutions at national level. Both organisations are members of several national level bodies on a broad range of topics, from health to emergencies and this contributes to them being involved in the planning and development of national documents in the areas of health and social care.

As for the TASIOP project, the Ministry of Labour and Social Policy provided support in the implementation of the activities. Their representatives participated in the meetings of the InkluzivaM network, actively contributing to the discussions and providing inputs for the planning. Other public and international institutions and organisations such as the Skopje Town Council, national Institute for Public Health, national Institute for Social Affairs and UNFPA have also supported the work of the network through presence at meetings and providing inputs to planning.

The Institute for Social Affairs in particular is a public institution with which Macedonian Red Cross and Humanost have had close cooperation in the implementation of activities in the social sphere over the years implementing different activities with various vulnerable population. This institution will remain one of the closest public partners for the duration of TASIOP project.

**Montenegro**

There are three key public institutions supporting the work of the newly established Dignitas Network in Montenegro: Ministry of Labour and Social welfare, Ministry of Health and Agency for Social and Child protection. These institutions not only had representatives at the Network meetings and participated in its strategic planning and advocacy training workshops, they are also signatories of the Memorandum of Understanding between the Dignitas Network members, expressing their formal support to the establishing and functioning of the network. In addition, a representative of the Red Cross of Montenegro is a member of the Working group for Monitoring implementation of the Strategy for social protection of older people.

During 2016, representatives of the Red Cross of Montenegro participated in different meetings organized by CSOs as well as relevant public institutions and in relation to the policy changes in the area of social welfare. There are new law, national strategy and a manual for social services in the pipeline and they will define minimum standards for services,
different types of services, ways for licensing experts, organisations and programmes, ways of financing, etc. According to the Ministry of Labour and Social Welfare and Agency for Social and Child protection, this process will start in the first quarter of 2017, and a detailed analysis of the social chart across the country will be conducted in the same period. All these changes are quite relevant to all CSO who provide social services, including those who deal with older people. At the beginning of the year, Ministry launched a call for members of the Working group for creation of amendments and bylaws on the Law on Social and Child protection, so ensuring participation in this important process this will be one of the priorities of the Dignitas Network in the following period.

3.3. Where applicable, describe your relationship with any other organisations involved in implementing the Action:

- Associate(s) (if any)
- Sub-contractor(s) (if any)
- Final Beneficiaries and Target groups
- Other third parties involved (including other donors, other government agencies or local government units, NGOs, etc)

50 CSOs participating in 5 national networks focusing on issues of older people; 25+ public institutions and policy makers; media;

A company Infodesk was hired to develop project websites as per the project plan. The company was selected out of six received offers using a Red Cross of Serbia tender procedure based on the procedure developed by International Federation of Red Cross and Red Crescent Societies. The company offered the best price as well as a good portfolio of previous work. The relationship with the company is well functioning: all the agreed activities regarding the design of websites were implemented on time and all the maintenance requests in the subsequent period were answered quickly and efficiently. The company also takes care of the hosting over the course of the project.

Osmijeh NGO has continued its already established relationship and cooperation with the UNFPA office in Bosnia and Herzegovina as the Office is seen as one of the important strategic allies in the process of advocacy and policy influencing. UNFPA works with the state authorities in Bosnia and Herzegovina and provides them with the technical assistance and but also acts as a supporter of meaningful CSO initiatives.

The project team in Macedonia established regular communication with the UNFPA office in Skopje in order to rely on their expertise in support of the project activities.

Cooperation established through this project deepened with government institutions, local authorities of the City of Skopje, experts and media that are included in the support for the implementation of project activities. Macedonian Red Cross signed a memorandum of cooperation with the national television broadcasting corporation to ensure promotion of its activities, including the work on InkluzivaM network.

3.4. Where applicable, outline any links and synergies you have developed with other actions.

Serbia
Meeting with Liselotte Isaksson, Head of the Sector for Civil Society and Social Inclusion

The representatives of the Red Cross of Serbia and the Taking Action on Social Inclusion of Older People project coordination team have on the 4 October had a first meeting with the new head of the Sector for Civil Society and Social Inclusion in the Western Balkans Regional Cooperation and Programmes Unit in DG Near. The meeting took place at the EU delegation premises in Belgrade and the project coordination team presented the TASIOP project objectives to Ms. Isaksson as well as some details on the activities and achievements in the project so far. The discussion included the information on the activities of all the partners from five countries in the region as well as the plans for the future activities in the project.

Regional Forum of South-Eastern European Equality Bodies

On 16 November 2016 a Regional Forum of South-Eastern European Equality Bodies was organised in Belgrade. To mark the International Tolerance day, Forum participants issued a joint statement on cooperation based on the key role of these bodies in combating discrimination and attaining full equality of all society members. Following the invitation by Serbian Commissioner for Protection of Equality, Ms Brankica Jankovic, the Red Cross of Serbia and Amity NGO, HumanaS network members, participated in the forum. This activity will considerably elevate our efforts on social inclusion of older people within the regional taking Action on Social Inclusion of Older People project.

Alongside the Serbian Commissioner, the statement was signed by eight institutions from five South-Eastern Europe countries – Albania, Bosnia and Herzegovina, Croatia, Macedonia and Montenegro.

Through this statement they agreed that priority of their joint work will be combating discrimination and improving and encouraging equality of all persons, with special focus on exchange of experiences, examples of good practice and innovative approaches.

Joint efforts will be made to create environments where protection from discrimination and improving equality will be among the most important segments of public life as a way to build better, more tolerant societies. The project team will also work with the Serbian Commissioner on exploring the opportunities for cooperation between Commissioners in the other project countries with the respective project partners.

Prevention of Discrimination, Abuse and Gender Inequality: Panel discussion

The HumanaS Network Coordinator, Ms. Natasa Todorovic participated in a panel discussion organised by Standing Conference of Towns and Municipalities in Serbia. The panel discussed prevention of discrimination, abuse and gender inequality and Ms. Todorovic had a presentation related to elder abuse in Serbia – a topic typically ignored at such occasions.

MIPAA Fifteen years after: research study

UNFPA organised a desk-based review of national implementation of MIPAA. HelpAge International has been contracted by UNFPA to conduct a study of older people’s awareness of MIPAA, elicit the views and responses of older women and men on the impact of national
actions which relate to the key provisions of MIPAA in its three priority directions: a) older persons and development, b) advancing health and well-being into old age and c) ensuring enabling and supportive environments.

The study was conducted in selected settings in twelve countries and this includes Serbia where Red Cross of Serbia was carrying research efforts and interviewed older people from rural and urban communities providing a report for HelpAge International to be consolidated with reports from other countries.

**Older people in rural areas: research study**

Aware of the difficulties older people face in rural areas, in the second half of 2016 the Red Cross of Serbia wanted to better understand the impact of this trend in collaboration with the Commissioner for Protection of Equality and with support from the United Nations Population Fund in Belgrade, undertook a research project across the country. We explored older people's quality of life in rural areas, the accessibility of services such as healthcare and public transport, and what their needs are. The sample included 685 people over the age of 65 from developed and underdeveloped rural communities across the country and the 70 questions strong questionnaire yielded a lot of information in seven thematic areas. The results of the study have been published in book form and presented to the public in January 2017. They will also be useful in the future activities in the TASIOP project as the data on older people in rural areas is still rather scarce in Serbia and this kind of research provides priceless insights in population that is very much socially excluded and marginalised. The results suggest that future TASIOP project activities on social inclusion should be aimed at this population to a significant extent.

**Older people in the media: research study**

HumanaS network member, Gerontological Society of Serbia worked with the Faculty of Culture and Media of the John Naisbitt University on a research related to media representation of older people, focusing on the five most influential daily newspapers in Serbia. The results of the research have been published in book form and presented to the public at a press event in the Red Cross of Serbia headquarters in January 2017. These results will be very valuable to the TASIOP project in the future activities, especially related to the communication/media training for civil society partners that is planned for this year.

**Meetings with other EU grant receivers**

The Red Cross of Serbia met with Caritas Serbia twice over the course of project implementation so far who are implementing a EU project within the same call. Albanian TASIOP project partners have also been suggested to meet with a civil society organisation in their country implementing a project within the same call that focuses on social inclusion of Roma and works on the concept of Roma-friendly municipalities, with a view of working on age-friendly municipalities in the TASIOP project across the region.

**ADA Convention Working Group**

The Red Cross of Serbia is co-chairing Age Demands Action Convention Working Group with HelpAge International. The group was formed to collectively campaign in the different countries through the Age Demands Action platform ensuring older people are engaged in this campaigning work. Its members share vital information and updates about the OEWG process.
and other relevant processes (e.g. Human Rights Council) and the most effective ways to engage at the national level. The Red Cross of Serbia co-chair promotes the work of TASIOP project partners through the Convention Working Group and shares the experiences acquired through the project with international partners.

Health Managers consultation for Eastern European National Societies

The TASIOP project coordinator was invited to do a speech at the Health Managers consultation for Eastern European National Societies meeting organised by the International Federation of Red Cross and Red Crescent Societies in Minsk, Belarus from 31st January to 3rd February 2017. The coordinator presented the experiences of the Red Cross of Serbia in the field of advocacy with and on behalf of older people, presenting, among other things the TASIOP project, its regional focus, emphasis on social inclusion and activating older people to become agents of change.

33rd session of the Human Rights Council (13 to 30 September 2016), Geneva, Switzerland

Two representatives of the TASIOP project coordination team participated at the 33rd session of the Human Rights Council, attending two panel discussions on human rights of older people. These discussions relied on the recently presented report by Independent Expert on the enjoyment of all human rights by older persons, Rosa Kornfeld-Matte.

Continuation of functioning of self-help groups for older people

Self-help groups for older people have been developed in two separate projects from 2012 to 2016, with support from European Union in projects lead by Age UK and HelpAge International. The Red Cross of Serbia currently supports work of 54 self-help groups for older people in 25 municipalities.

Inputs for Strategy of the Commissioner for Protection of Equality

In April 2016 the expert team commissioned by Serbian Commissioner for Protection of Equality presented the draft of the Commissioner’s strategic framework. The framework includes creation of a network for protection from discrimination of different groups in the society with HumanaS members Red Cross of Serbia and Amity NGO being envisioned as responsible for older people.

Upcoming UNECE Ministerial Conference on Ageing

The project coordination team will be participating in the UNECE organised Ministerial Conference on Ageing in September 2017. A poster presentation will be designed and featured at the conference to present the achievements of the TASIOP project. It will also serve to engage the ministers of the implementation countries in communication and encourage more joint efforts between civil and public sector in the future project activities.

Albania

To increase the visibility of the TASIOP project on 6 May AAGG and MOSHA Network organised a street march for 100 older people, activists of three pensioners associations from
Tirana and their provincial branches to follow up the national kick-off meeting. Media representatives were invited to cover the event and at the start of the march AAGG representative answered their questions. At the Tirana Amphitheatre speeches were given by other AAGG representatives, presenting facts about low participation of older people in Albania’s civil society and public life as well as underlining opportunities provided by the project initiative. Other representatives of MOSHA talked as well. A group of public health students provided some simple tests and measurements on health and mobility for interested participants.

**Bosnia and Herzegovina**

**International Day of Older Persons**

Osmijeh NGO, as a partner organisation and an affiliate, has since the beginning been involved in organising Age Demands Action campaigns globally coordinated by HelpAge International and has since 2007 promoted active and healthy ageing as well as social inclusion of older people on the whole Bosnian territory. This year’s ADA campaign focused on intergenerational solidarity. Young volunteers of two primary schools from the Federation of Bosnia and Herzegovina (Stjepan Polje and Brijesnica) and another two from Kakmuz and Boljanic in Republika Srpska spent late September and early October focusing on assisting older persons in their communities. They organised data collection followed by design of activities that addressed prejudice and discrimination aimed at older people in Bosnia and Herzegovina and invited younger generations to solidarity action. These activities included stage plays in primary schools and community centres demonstrating the impact of prejudice to audience of their peers and older generations. The objective was to influence their peers but also other generations so on the 1 October they also organised simultaneous public address to inform the people in their respective communities about the realities of older age in Bosnia and Herzegovina. These activities drew attention to the fact that prejudice towards and stereotyping of older people may increase the risk of discrimination and abuse and that this is not a problem of older generation exclusively but that it demands reaction of the whole society if it wants to protect equality, solidarity and equal opportunities. Some 100 young volunteers were involved, connecting some 300 of their peers, teachers and community members through the activities. The lessons learned through the activities were subsequently shared with other primary schools.

**Macedonia**

**MIPAA review and civil sector contributions in Macedonia**

Humanity NGO, as the coordinator of InkluzivaM network, in cooperation with the Macedonian Red Cross and UNFPA, on October 13, organised a workshop to discuss contribution of Macedonian civil society to preparation of a report for the implementation of the Madrid International Action Plan on Ageing and the Regional strategy for implementation (MIPAA/ RIS) 2002 and how can the civil society increase its influence on the implementation process itself as well as the reporting.

This was followed by the second workshop on October 31 where measures and activities implemented by the member organizations of InkluzivaM under the (MIPPA / RIS) were reviewed before they were sent to the national coordinator for preparation of the report from Macedonia. The event was supported by UNFPA.
International Day of Older Persons

Each year the Macedonian Red Cross marks 1 October, the International Day of Older Persons through different activities at different levels. This year regional organisations of Macedonian Red Cross implemented activities to encourage active aging, educational, creative workshops, recreational activities, etc. as well as organised visits to lonely older people in urban and rural areas. Red Cross of town of Skopje organized a Local Partnership meeting on the topic “Future Challenges in Skopje to work with people in the third age”, attended by representatives of local government institutions, civil society and private sector entities, as well as persons of the third age attending the Skopje day care centre for older people. Qigong seminar for active older persons was also organized.

The Red Cross of Skopje and five municipal branches of the Red Cross in Veles, Kriva Palanka, Kicevo, Struga and Debar also organised home visits to older people, part of their regular work with older beneficiaries. Through these visits volunteers of the Red Cross and medical professionals deliver social and health services to older people in their homes. These activities are part of a project supported by the Austrian Red Cross, EVN Macedonia, Albiz Foundation, the City of Skopje, Kriva Palanka and in cooperation and with support of the Ministry of Labour and Social Policy.

To promote its activities with older people, Macedonian Red Cross prepared a short video with support of the Austrian Red Cross. The video, produced in three languages (Macedonian, Albanian and English) was featured on national television and shared online (https://www.youtube.com/watch?v=iX5lq7uOits, https://www.youtube.com/watch?v=Fif7uvVhjN8shttps://www.youtube.com/watch?v=Yg6f1VacI).

The Association Humanity marked the 1 October by supporting the selling exhibition entitled "Older people can do it too". The aim of this exhibition is the intergenerational transfer of knowledge and skills, design and production of souvenirs while supporting older people in overcoming social marginalization and invisibility. The exhibition was organized by PUSZ Hotel Idila-Terzieva, the Centre for Culture and Cultural Studies and the Humanity NGO.

Other InkluzivaM members’ activities

Humanity NGO is also tasked with monitoring the Strategy for Social Protection and Action Plan of the Municipality of Centar. The purpose of this monitoring is in co-relation with the process itself, for development of this strategy or comprehensive approach and active participation of civil society who contributed to the preparation of the strategy as such, and at the same time should perform monitoring of the implementation of this strategy. With this participative process, civil society organizations will help eliminate potential inconsistencies made by the local government and will be in co-relation with the benefit and satisfaction of the citizens of this municipality.

Association Sumnal, through its centres, distributed humanitarian aid for older people living in social risk while at the same time participating in identification of persons with predispositions for social risks and providing advisory work with individuals in social risk. The association also held a series of workshops for older people where they were motivated to participate and appreciate different opinions, beliefs, feelings and life experiences focusing on everyday life. The topics of the workshops were: “September 8 - Independence Day of the
Republic Macedonia”, “Kurban bayram”, “History of Roma during the Holocaust in Second World War” and “Social Games”. These workshops included 150 older people from Skopje’s Suto Orizari and Topaana settlements and were complemented by home visits to approximately 100 older people in the city.

For the ninth year in a row Association of patients with Alzheimer's disease – Macedonia dedicated the whole of September to observing September 21 – World Alzheimer’s Day and having activities throughout the month. Notably, lectures were organised at Faculty for People of the Third Age and the Faculty of Philosophy in Skopje on the importance of raising awareness of dementia (primary Alzheimer's disease). These were accompanied by topical art performances.

The association also visited a nursing home St. Petka in the municipality of Sopiste distributing flyers covering prevention and treatment of Alzheimer's. A lecture was organised for the students of medical school of the University of Skopje, accompanied by a promotion of a book on Alzheimer Disease by Ph. D. Dragan Ilievski. Doctor Ilievski was also invited by Macedonian Red Cross, its Cair branch to deliver a lecture to its members on prevention, clinical signs and treatment of Alzheimer's disease.

The Association also organised a multiday street performance to distribute materials on prevention, manifestation, diagnosis and treatment as well as have conversation with interested passers-by, raising awareness of Alzheimer's and dementia and addressing common concerns and myths. Several visits to patients with Alzheimer's disease who are being provided care at their homes were also organised.

**Montenegro**

Seven years ago the first initiative to establish a network of civil society organisations in Montenegro working with and on behalf of older people was unsuccessful, partly due to lack of experience and partly because there was no sufficient understanding of the complex demographic and social issues related to ageing population on the part of different stakeholders. However, as the establishment and support for Dignitas network is demonstrating, the environment in Montenegro is now different. The civil sector has been very active in the meantime with particularly the Red Cross of Montenegro continuing to develop its volunteer-based programme of services for older people started in the early ‘00s with the assistance of international partners, but the public sector has become increasingly aware of the need to address the ageing of the population through new services and policy changes.

As it is the services for older people provided by the civil sector are complemented by those provided by public sector: Ministry of Labour and Social Protection at the moment has 109 gerontomaids working with approximately 1000 older beneficiaries, two retirement homes as well as a day care centre for older people in Niksic. There are plans to develop two more retirement homes in Pljevlja and Niksic. Aware of the need for intergenerational solidarity, the Ministry also developed a digital inclusion programme.

The Red Cross of Montenegro also has a digital inclusion programme, focused on rural areas of the municipality of Mojkovac. This project helped older people remaining in their rural homes learn how to use Skype to get in touch with their family members as well as helped family members provide some remote assistance and support to them.
The Institute for Social and Child Protection has plans to provide licensing and training for gerontomaid services.

**International Day of Older Persons**

The Red Cross of Montenegro marked the 1 October, International Day of Older Persons with many activities at local level implemented by local Red Cross branches. Red Cross Bar and Red Cross Plav organized social events for the beneficiaries of Clubs for Older people. Beneficiaries and volunteers of Red Cross Bar presented their crafts at the city square, on 30 September, while beneficiaries from Plav enjoyed trip to ethno village and socializing with volunteers. Red Cross Berane and Red Cross Tivat organized a celebration for beneficiaries, volunteers and gerontomaid.

On the occasion of 1 October, volunteers of the Red Cross of Montenegro assisted older people in shopping, helped them carrying the bags with groceries and escorted them home. At the same time, volunteers informed older people on available support services. This was done in cooperation with Shopping centre Mall of Montenegro and IDEA supermarket in Podgorica. All these activities were media covered.

**Clubs for older people**

The third Club for older people in Montenegro will soon be opened in Cetinje, and currently, the premises are being reconstructed and material for the workshops is procured. Clubs for older people have already been active in Red Cross branches Bar and Plav for several years proving to be a very successful way of promoting active ageing. There are usually 15 to 20 beneficiaries per Club and their activities depend on their interest. Usually they make some craft, they participate in lectures related to health, go to field trips, play different games and their blood pressure and blood sugar level is regularly monitored. They also participate in First aid trainings.

Also, as of November 2016, new support service via telephone for older people from rural areas has been introduced in namely in four municipalities: Plav, Cetinje, Berane and Niksic. Main goal of this type of support is to provide immediate, human and psychological support to older people, showing them, at the same time, that they are not forgotten and that someone cares. This is also important for intervening in emergency situations (violence, illness).

**Training for Project proposal writing, Public advocacy and Fundraising**

As part of the Home Care and Healthy Ageing project implemented in 12 municipal Red Cross branches in Montenegro the Red Cross of Montenegro organized two workshops for Project proposal writing, Public advocacy and Fundraising in December 2016. 30 volunteers and staff completed a two-day training where they had the opportunity to hear more on when, how and where they can apply with their project proposal, what are the main project elements, how to analyse problems in the community and how to contribute to their solution.

**Digital inclusion**

The Nase doba NGO, member of Dignitas Network recently launched a website www.nasedoba.me which is dedicated to issues relevant to older generation. Besides updates from Montenegro, the website presents stories told by older people, publications which
contain information and experience of other organizations that advocate for improvement of the position of older people in the society. This website is a result of the efforts taken by Nase doba NGO since 2012 to encourage older people to use computers. By receiving support for the project from Montenegrin Telecom Company the organization was able to have members of Nase doba NGO, older people, complete a computer course. Now, the premises where they meet and prepare all the material is provided by Zdrava dona Montenegrina NGO, free of charge and the trained team is hard at work on the website. The project support covers the expenses of launching and maintenance of the website until February 2017. At the moment, Nase doba NGO is exploring the ways of providing additional support which would enable continuous functioning of the website.

**Healthy Ageing training workshop**

In the period from 17-19 January 2017, Red Cross of Montenegro, in cooperation with International Federation of the Red Cross and Red Crescent Societies (IFRC), organized a Training for Trainers in Healthy Ageing workshop in the Red Cross of Montenegro Training centre in Sutomore.

Training was attended by Red Cross/ Red Crescent staff and volunteers working in social welfare and healthcare from the following countries: Serbia, Macedonia, Croatia, Bulgaria, Belarus, Iraq, Mongolia, Georgia, Armenia, Argentina, Slovenia and Montenegro. During the three days training participants had the opportunity to hear more about global trend of rapid ageing, prevention of social isolation, non-communicable diseases, significance of physical activity, healthy diet, lifelong learning and change of behaviour. The whole training was based on the Manual designed by the Federation, with assistance of numerous National Societies recognised for their good programmes and activities dedicated to older people. The lecturers Jelena Sofranac from the Red Cross of Montenegro and Natasa Todorovic and Milutin Vracevic from the Red Cross of Serbia are all also active in TASIOP project in their countries (with Milutin Vracevic also being the overall TASIOP project coordinator) and they promoted the importance of national and regional networks using examples from own work. They also emphasised the importance of exchange and sharing of relevant promotional and educational materials between networks and countries in the same region. They made a strong point about supporting and motivating older people to actively work for better social inclusion. One session was focused exclusively on social inclusion and how to promote it in policies and services.

3.5. If your organisation has received previous EU / Austrian grants in view of strengthening the same target group, in how far has this Action been able to build upon/complement the previous one(s)? (List all previous relevant EU / Austrian grants).

**Serbia**

In 2010-2012 the Red Cross of Serbia worked on a project with Age UK that covered three countries (Serbia, Albania and Bosnia and Herzegovina). The project focused on developing self-help groups for older people and research in all three countries that was a part of advocacy campaigns resulting in policy recommendations. In Serbia 50 self-help groups were developed and are still active with new ones created in the meantime to reach the sum of 52 in 2017.
The Red Cross of Serbia has been a partner in the EU project coordinated by HelpAge International running from 2013 to 2016. The focus of the project was improving access of older people to human rights (through advocacy as well as provision of education and knowledge sharing with older people) as well as the development of 54 self-help groups for older people at local level across 25 Serbian municipalities. The TASIOP project builds on this experience in particular through increased recognition of significance of the activities of the civil sector with older people – both advocacy and strengthening – by key public sector figures but also through a smoother coordination of the activities that will lead to establishment of partnerships with grassroots groups and organisations in the second year of the project.

**Albania**

EU funded a project in Albania through Age UK International in 2012. AAGG and its main partners in MOSHA network have been the implementing partners and through this project developed many channels of communication among them with key actors in state institutions. These experiences have helped to smooth the communication and cooperation with public partners during the TASIOP project activities and the advocacy successes described above have been built on the foundation of these relationships. The project resulted in 15 self-help groups for older people developed.

**Bosnia and Herzegovina**

The project represents a natural upgrade of the project implemented in 2010-2012 in partnership with AgeUK. The relationships among different stakeholders has been established during that period and are continuing to develop in TASIOP project. The project resulted in 70 self-help groups for older people developed across Bosnia and Herzegovina.

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**4. Visibility**

How is the visibility of the EU and Austrian contribution being ensured in the Action?

The European Commission and/or the Austrian Development Agency may wish to publicise the results of Actions. Do you have any objection to this report being published on the EuropeAid / Austrian Development Agency’s website? If so, please state your objections here.

There are no objections among partners on this report being published on the EuropeAid website.

**General**

In addition to the project website in English (www.tasiop.org), each national partner is now running a website presenting the work of the respective national CSO networks (as listed in the section 2.2, activity 3.5 of this report). These websites are in local languages, in accordance with the project plan and the project partners use them to regularly post relevant information on the project and networks’ activities in local languages. All the websites prominently display donor logos and disclaimers in accordance with the visibility guidelines.

**Serbia**
The project coordination team in the Red Cross of Serbia has with support of the Austrian Red Cross developed the Communication Plan and the Visibility Factsheet (as well as the Monitoring plan) for the project with agreed standards of visual identity and the process of greenlighting any and all visibility items before manufacturing them to ensure the correct messages as well as the visibility of the European Union, Austrian Development Agency and Austrian Red Cross as supporters of the project activities.

The Red Cross of Serbia was also responsible for collecting the inputs for and producing of the project newsletter in two languages as well as the distribution of the newsletter among stakeholders in Serbia (Serbian language version) and international partners and stakeholders (English language version), sending it to up to 1000 addresses.

The same team has been leading the process of defining the functionality and visual identity of the project websites, worked with the designers and is providing support to the project partners in maintaining the flow of information via national networks websites. It is also responsible for maintaining the www.tasiop.org website and the contents that promote project activities across the region.

The Red Cross of Serbia website also regularly publishes news in English and Serbian about the TASIOP project activities and the project coordination team has been providing project news to be published on the regional TACSO website http://www.tacso.org.

- https://youtu.be/BbjnSWYBosQ

Centre for development of non-profit sector (publishing news related to civil society):


Red Cross of Serbia website:


**Austria**

The TASIOP project was presented in the newsletter of the Austrian Red Cross (information about the project and expected results) and at internal and external meetings.


Furthermore, information about the project will also be published in the annual report of 2016 of the Austrian Red Cross, which will be available on the organisation’s website. General information about the project and logos of donors are displayed on the website of the Austrian Red Cross. Additionally, the Austrian Red Cross mentioned the project in various
international and regional Red Cross meetings and presentations, in particular in the Europe region.

**Albania**

AAGG and MOSHA Network organised a street march for 100 older people, activists of three pensioners associations from Tirana and their provincial branches to follow up the national TASIOP project kick-off meeting on 6 May 2016. The march was attended by media representatives as was the subsequent event at the Tirana Amphitheatre where speeches were given by AAGG representatives, presenting facts about low participation of older people in Albania’s civil society and public life as well as underlining opportunities provided by the project initiative. Other representatives of MOSHA talked as well. A group of public health students provided some simple tests and measurements on health and mobility for interested participants.

Three major activities of the MOSHA network in the past year have been covered by national media and one report about ageing in Albania was the direct consequence of MOSHA activities.

All activities and events organized within TASIOP project prominently display the logos of EU and other main regional partners.


**Bosnia and Herzegovina**

All communication documents (invitation letters, agendas) prominently place the EU contribution logo in accordance with visibility guidelines. The beneficiaries and different stakeholders in the project (older people, CSO, governmental representatives, UN agencies as well as wider public) are regularly informed about the EU contribution. The information was shared in the public meetings, national as well as regional (e.g. the study visit in Slovenia) events and media appearances.

- [http://ba.n1info.com/a105644/Vijesti/Vijesti/Mreza-nevladinih-organizacija-Za-dostojanstveno-starenje.html](http://ba.n1info.com/a105644/Vijesti/Vijesti/Mreza-nevladinih-organizacija-Za-dostojanstveno-starenje.html)
- [http://www.abc.ba/novost/45041/odrzan-sastanak-mreze-nvo-a-za-dostojanstveno-starenje](http://www.abc.ba/novost/45041/odrzan-sastanak-mreze-nvo-a-za-dostojanstveno-starenje)
- [https://www.facebook.com/pg/Osmijeh-Gracanica-1159119274148906/photos/?tab=album&album_id=1284911938236305](https://www.facebook.com/pg/Osmijeh-Gracanica-1159119274148906/photos/?tab=album&album_id=1284911938236305)

**Macedonia**
The project partners in Macedonia have created a plethora of visibility material featuring prominent logos of the European Union, Austrian Development Agency and Austrian Red Cross (folders, notebooks and pens, flags and a banner for the network). The project activities are promoted through public media as well as the websites of InkluzivaM network, websites of Macedonian Red Cross, Humanost NGO and other network members. In addition to distributing the TASIOP project newsletter, the project is promoted via the Macedonian Red Cross e-newspaper which is delivered to over 69,000 email addresses. The national kick-off meeting for the project was attended by national and local media (examples of media coverage:

**Montenegro**

The establishment of the network and the website was accompanied with the design of the network logo. The project is promoted through the Network website as well as the websites of the network members. Visibility items (pens, notebook, roll-up banner) have been designed and the approval from EC is awaited to go into production. The media coverage for the project and its activities has been very good thanks to the activity of the network members with at least 20 different media outlets talking about the project and the network. Below are some examples:
Name of the contact person for the Action: Milutin Vracevic

Signature:

Location: Belgrade

Date report due: 31 March 2017

Date report sent: 31 March 2017