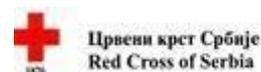




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Number & title of lot	Lot 4: Social inclusion
Title of the action:	Taking action on social inclusion of older people: “Lot 4: Social inclusion”
Name of the lead partner	Red Cross of Serbia

TAKING ACTION ON SOCIAL INCLUSION OF OLDER PEOPLE

Second INTERIM NARRATIVE REPORT

1 February 2017 – 31 January 2018



ANNEX VI INTERIM NARRATIVE REPORT

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List of acronyms used in the report:

AAGG – Albanian Association of Geriatrics 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

MIPAA – Madrid International Plan of Action on Ageing

FBIH – Federation of Bosnia and Herzegovina

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1. Description

- 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 Geriatrics and Gerontology, Association Osmijeh, Association Humanity, 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 2017 – 31 January 2018
- 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 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): Albania, Bosnia and Herzegovina, Macedonia, Montenegro, Serbia and Slovenia.

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. Through strengthening civil society organisations, the social inclusion of older people also increases and they are empowered to participate in creation of public policy and services relevant to their quality of life.

The ageing of population is a prominent phenomenon across most of Europe and in the countries covered by the project the share of people over the age of 65 ranges from 13% in Albania was (2016) to 19.2 % in Serbia (data for 2018).

Demographic ageing poses challenges to societies in terms of ensuring financial security in the older age, which also poses the question of participation of older people in the labour market, as well as in terms of designing, delivering and the cost of health and social care services for older people. Last but not the least in terms of perception of and attitude towards older people in the society. For the

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.

Western Balkans countries undergoing the process of EU accession it is important that the issues of social inclusion of older people are not low on both political and policy agenda.

The project was launched in February 2016 with a duration of 36 months. The activities 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.

The Red Cross of Serbia is the leading partner and coordinator of the project, a Red Cross society with a lot of national and regional 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 in the field of care and advocacy for older people in the society. Other partners are Austrian Red Cross (providing technical support), as well as the Albanian Association of Gerontology and Geriatrics, Osmijeh NGO in Bosnia and Herzegovina, the Red Cross of Montenegro, Macedonian Red Cross as well as Humanost NGO from Macedonia, each 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 in their respective country.

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 second 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 51 active CSOs in total across five countries with defined or redefined strategic priorities. The overall capacities of the member organisations of the five CSO networks in project countries have been increased in relation to increasing public awareness to the relevant topics and influencing the decision makers. There is regular contact with relevant high-level policy and decision makers in most of the project countries and the civil society organisations have participated in high profile activities. As an example, CSO Networks in all project countries provided inputs for the national Madrid International Plan of Action on Ageing/ Regional Implementation Strategy (MIPAA/RIS) reporting process. In Serbia, the Red Cross of Serbia was tasked with summarising the activities of the whole civil sector while in Albania and Bosnia and Herzegovina this was the first time the civil society has been invited to contribute to such a document.

Outreach of targeted CSOs through awareness raising and education has been increased with a 40% increase in number of CSOs active across five networks in comparison with the beginning of the project. The implementation of micro-projects supported through subgranting also expanded the outreach to local communities, remote and urban areas and diversified the activities by adding grassroots organisations whose focus is not originally on older people and having them design and deliver actions increasing social inclusion of older people. Examples include organisations implementing with focus on Alzheimer's disease, women's rights, Roma inclusion, support to families undergoing divorce and intergenerational cooperation between experts.

So far, the CSOs across five networks have participated in 30 meetings officially working on or planning policy changes in relation to social inclusion of older people at national and global level.

All the civil society networks in the project countries have had the minimum of two national meetings in the second year with some networks having three. The national network meetings included work with grassroots organisations in preparation of support for micro projects, advocacy and communication/media trainings as well as meeting with key national decision and policy makers and discussions about important elements of public policy affecting social inclusion of older people.

The project partners successfully organised a partner meeting in Sarajevo, Bosnia and Herzegovina and combined it, as per plan, with a workshop “Writing Successful Proposals for European Union Projects” for civil society organisations from the five national CSO networks. Four organisations from each of the project countries took part in the event. The work was facilitated by Austrian Red Cross experts. The impact of this workshop will be felt in enhanced possibilities to create and implement successful projects aiming to improve the quality of life of older people across the region.

All of the CSO networks in the project countries have organised moderated workshops to discuss the research priorities. These workshops were concluded in the planned timeframe and their results are the agreed topics for research.

The research activities followed and at the time of reporting have been finalised in Macedonia, Albania and Serbia while still ongoing in Montenegro and Bosnia and Herzegovina. National research-based advocacy strategies are under development, however, the policy areas for advocacy are already clear: governmental support for informal caregivers for Albania, development of social and healthcare services and ensuring access to these services for older people for Macedonia and Montenegro, development of strategic framework for long term care and digital inclusion for Serbia.

Official campaigns for social inclusion of older people as planned in the project have so far been organised in Albania and Macedonia, with the rest of the national CSO networks working on preparation of their national campaigns, based on the research results. The rest of the campaigns in all of the project countries will be organised in the third year, however a number of smaller campaign activities has been organised around the dates such as 7 April (World Health Day), 15 June (World Elder Abuse Awareness Day), 1 October (International Day of Older Persons) and 10 December (Human Rights Day) as planned by the project.

Following the receipt of 105 applications, 62 small local initiatives have been selected for support through sub-grants across the five project countries. Their ten-month micro projects focus on community level social inclusion of older people through a range of different activities addressing different aspects of older people’s potential, needs, interests. The implementation of micro projects will be finalised later in the third project year and their experiences will be summarised in a publication on good practices aiming to inspire creation of similar projects across local communities in the region with clear demonstration of their success and cost effectiveness.

As per plan, a Mid-term Internal Evaluation of the project implementation was completed. The process was led by the Austrian Red Cross and performed in all the project countries. The final report has been prepared by the Austrian Red Cross and is attached to this report.

One major activity planned for the second year was moved into the third year: actions for citizen education and participation in the five countries have only been started at the end of the second year and will be completed in the third. The methodology for this training was partly developed in the previous EU project implemented in Serbia “Improving Older People’s Rights to Human Rights” in Serbia and the reason for the delay was additional the work done on the methodology and the training materials related to local level advocacy.

The communication with stakeholders, national and international partners was further increased through the use of six websites (five national ones in local languages, one regional in English) developed for the CSO networks through the project as well as 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 further and improve their relationship with relevant governmental actors as demonstrated through participation in meetings and working groups tasked with strategic policy decisions. International profile of both the project and the participating CSO networks has also been increased through participation in different international events, such as the Ministerial Conference on Ageing organised in Lisbon in September 2017. Numerous synergies with the existing civil society initiatives related to social inclusion of older people developed, as well as with other EU-supported projects in the project countries that focus on ageing and older people.

The project completed most of the activities planned for the second year with the activities that were planned but not completed moved into the third year.

2.2. Activities and results

Specific Objective (SO): “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

The overall capacities of the member organisations of the five CSO networks in project countries have been increased in relation to increasing public awareness to the relevant topics and influencing the decision makers. There is regular contact with relevant high-level policy and decision makers in most of the project countries and the civil society organisations have participated in high profile activities, such as CSO Networks in all project countries providing inputs for the national MIPAA/RIS reporting which, in Albania and Bosnia and Herzegovina has been the first time the civil society has been invited to contribute to such a document.

The research that was finalised in all project countries save for Bosnia and Herzegovina also provided relevant evidence necessary for working with the public and the decision makers.

Albania

Capacity of around 17 CSO and the national MOSHA network in increasing public awareness and influencing decision makers have been improved. An estimation of 90% improvement, based on the participation in the designing and discussing the data of new population based study, participation in two campaigns (7th of April and 1st of October 2017) and meetings with Minister of Health Social Protection, as well as participation in the design of the mass media-based campaign.

Bosnia and Herzegovina

Based on the statements by the CSO representatives participating in the project and the evaluation questionnaires after each activity, the capacities of the CSOs increased at least by 50% as a result of the capacity building in the area of promotion of social inclusion, local community project and programme development aimed to promote social inclusion of older people, in European commission project development and in working with the media in the areas of awareness raising and advocacy.

Macedonia

Members of InkluzivaM Network will take part in the analysis of the Strategy for Older People 2010-2020. This activity is part of the project Inclusive Labour Market for a sustainable community of the Association Humanity (organisation coordinating the work of InkluzivaM Network) and Association Eco Logik. The purpose of the analysis of the Strategy for Older People 2010-2020 is to revise its content, to review the priority fields, and to make suggestions for new ones by members of InkluzivaM.

Montenegro

A new Strategy of Development of the Social Care system for Older People for the period of 2018-2022 was adopted in Montenegro. The working group that created the Strategy included the representatives of the civil society organizations, members of the Dignitas network, NGO „Nase doba“ and Red Cross of Montenegro, alongside the representatives of governmental institutions.

Serbia

The Red Cross of Serbia and HumanaS Network as well as HumanaS member, Gerontological Society of Serbia have become members of a newly formed Council for Intergenerational Solidarity formed through governmental decision on 14 February 2017. In the next four years, this Council will provide advice to Serbian government on issues related to intergenerational solidarity, create plans of activities and implement the activities related to this area. Some of the priorities of the Council, from the governmental decision, include “encouraging and including all relevant stakeholders at all levels to act with a view of creating better opportunities for active aging and strengthening solidarity between generations”. The Council will influence the public awareness of the importance of intergenerational solidarity and this should lead to building a more cohesive and inclusive society for all ages.

On 29 December 2017, through a governmental decision, a Council on Ageing was also formed and the Red Cross of Serbia, HumanaS Network and Gerontological Society of Serbia all have seats on this Council. Some of the priorities of this Council include initiating changes in public policies related to social security and quality of life in the older age and encouraging scientific and research activities and data collection with focus on disaggregated data in order to ensure public policies are more evidence-based.

During the MIPAA/RIS reporting process – in advance of the Ministerial Conference on Ageing in Lisbon organised in September 2017 – the Government of Serbia tasked the Red Cross of Serbia with writing the section of the report related to the activities of the civil sector.

The Red Cross of Serbia cooperated with Commissioner for Protection of Equality on a research on indicators for assessing discrimination in Serbian society.

The Red Cross of Serbia and a HumanaS Network representative participated in a conference organised by Vojvodina Province Ombudsman marking the six months of implementation of the Law on Prevention of Domestic Violence, which is important as the Red Cross of Serbia has for more than a decade advocated for improving legal framework related to elder abuse.

Representatives of HumanaS Network and the Red Cross of Serbia participated in the forum entitled “About us with us” – challenges in exercising human rights from the perspective of older people and the perspective of the national Protector of Citizens.

Interministerial Working Group for Implementation of Agenda 2030 was established by the Serbian Minister without portfolio responsible for demographics and population policy, and is tasked with monitoring the implementation of the UN Agenda 2030 on Sustainable Development, coordinating the related work of Serbian ministries as well with reporting on progress. The Interministerial Working Group is comprised of 27 representatives of ministries and offices of the republic Serbia. On 8 November 2017, the Committee for Foreign Affairs of the Serbian National Assembly organised the first public hearing on the topic “Implementation of Sustainable Development Goals: The Role of National Assembly. The Red Cross of Serbia will ensure that older people are visible in the implementation of the Agenda 2030 in Serbia. The Red Cross of Serbia closely cooperates with HelpAge International on the topic of older people in the developmental agenda.

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

Albania

Policy makers in the partner country acknowledge the importance of civil society organisations in the MOSHA Network, accept the collaboration and reflect their views in national policies. 70% improvement. For the first time in the health promotion strategy 2017-2021, Ministry of health included the ageing issues (from preserving health to fighting the abuse), after a process of consultation with the representatives of MOSHA Network. Both, the Minister and the Deputy Minister of Health and Social Protection met with representatives of the Network and promised to consult them in key policies in the future. Tirana municipality organises activities in its daily centre, in close collaboration with MOSHA Network.

Bosnia and Herzegovina

Bosnia and Herzegovina, state, Ministry for Human Rights and Refugees, Federal Ministry of Labour and Social Policy, Republic Srpska Ministry of Health and Social Protection, and Department of Health and Other Services of Brcko District of Bosnia and Herzegovina with the technical support provided by United Nations Population Fund (UNFPA) developed a Strategy on Ageing and Older People in Bosnia and Herzegovina. Besides UNFPA, the initiative was supported by the Department of Economic and Social Affairs of the United Nations Secretariat (UN DESA) and the Embassy of Switzerland.

The Ministry for Human Rights and Refugees made the first ever report on the implementation of Madrid International Action Plan on Ageing.

Even though both processes were the results of the CSO Network awareness raising, lobbying and advocacy activities, it is also important to note that the final products were not made through participatory processes i.e. the CSOs were not involved to contribute actively neither during the drafting process for the Strategy nor in MIPAA review reporting. The same relates to the process of public consultations that followed the drafting of the Strategy which indicates that there is more work to be done in this area.

Montenegro

With the goal of upgrading the social care for older people, with integrated support and service for preserving and raising the quality of life of this population we adopted a new Strategy of development

of the social care system for older people for the period of 2018-2022. Aside from the representatives of the relevant institutions, members of the work group that created the Strategy were also the representatives of the civil society organizations, members of the Dignitas network, NGO „Nase doba“ and Red Cross of Montenegro, which represents a good example of cooperation of the Red Cross, non-government sector and government institutions. The network Dignitas is recognized as one of the important partners that can work on implementation of various strategies and creating new activities in future. The representative of the Ministry of Labour and Social Affairs participating in the meetings of Dignitas network is at the same time a focal point of the Government of Montenegro in UNECE.

Representative of the Red Cross of Montenegro was also participating in the working group for report on the implementation of the action plan of the Strategy for development of social care system for older people, for period 2013-2017.

Serbia

At the moment in Serbia the most important part of legislation that will be partially revised through adoption of amendments in the National Assembly is the Law on Social Protection. Currently the amendments are being drafted and the Red Cross of Serbia and HumanaS Network are currently exploring the possibilities of engaging with the working group and contributing to the early draft of the changes with a view on better access to services for older people and improving their social inclusion. The Red Cross of Serbia and HumanaS Network will also participate in the announced public discussion on the drafted amendments and the results research on social inclusion of older people in Serbia within the framework of TASIOP project will be used as evidence for advocacy. Among advocacy priorities for the Red Cross of Serbia and HumanaS are that the services for older people are better structured and better coordinated, that access to services is improved – especially in rural areas - and that a model of long-term care for Serbia is developed. The changes of the Law on Social Protection can contribute to reaching these objectives.

The other important policy process in Serbia is adopting a National Development Strategy within the framework of the UN Agenda 2030. The Red Cross of Serbia and HumanaS Network will be contributing to ensure that older people are visible and included in relevant parts of the process and the strategic document itself.

Through the work of the governmental Council on Ageing, the Red Cross of Serbia and HumanaS representatives will be advocating for development of a new Strategy on Ageing either as a standalone document or as part of a wider umbrella Population Strategy document.

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

The networks now have 51 active members across five networks, which is 40% increase in comparison to the beginning of the project (34 members across three networks).

The beginning of the implementation of micro-projects supported through subgranting has also diversified activities by adding organisations whose focus is not originally on older people. There are grassroots organisations implementing micro-projects with focus on Alzheimer's disease, women's rights, Roma inclusion, support to families undergoing divorce, intergenerational cooperation between experts, that all have designed projects increasing the social activity and inclusion of older people. In addition, there are small, grassroots organisations not formally part of the action but that are good examples of social inclusion of older people at local level, such as informal self-help groups of older people in 39 Serbian municipalities. These self-help groups have been established through the previous project supported by European Union (2013) and some of them are today recognised by local governments and supported through local administration budget.

The six project websites (one per country in local languages plus the overall project website in English) have enjoyed steady stream of content covering the project highlights and the activities of the networks. The websites have had 16,852 unique page views in total in the second project year or 7.17 per day with notable increase over the year (39 daily visits in average in June 2017 versus 87 daily visits in average in January 2018). These statistics omit all the automated traffic (bots and other non-human generators of traffic) and account for the actual searches and clicks on actual links on the project websites.

The online and print media covered the direct project activities and related actions on 40 occasions.

So far, the CSOs across five networks have participated in 30 meetings officially working on or planning policy changes in relation to social inclusion of older people.

<u>Result 0 (R0)</u> - “5 CSO networks and their strategic work plans on advocacy for social inclusion of older people are established, mobilised and refined”

Reported in the first interim report

Indicator 0.1: 5 CSO Networks are set up or have improved their network structure

Reported in the first interim report

In addition, and as per plan, a workshop “Writing Successful Proposals for European Union Projects” was organised between 19 and 21 June 2017 in Sarajevo, Bosnia and Herzegovina by Association Osmijeh with participation of trainers from Austrian Red Cross, technical support partner on the project, and it featured participation of the civil society organisations from the five countries where the project is implemented. For more detail please refer to the R3 section of this report.

Implementation of micro projects supported through subgrants presents potential for introducing new network members in all the countries in the project.

Research activities performed in the project countries have also created opportunities for future cooperation with researchers’ community and academia. This also opened up opportunities for more engagement with the media which in turn increased the visibility of Networks in their national contexts making them recognisable in the civil society as well as by the decision makers.

A0.1. Conduct a regional project kick-off workshop with 25 participants for 3 days on 9-11 March 2016

Reported in the first interim report

Indicator 0.2: 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 more than 50 active civil society organisations (51). The networks are as follows:

Albania

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

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)

Macedonia

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

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)

Serbia

HumanaS: 17 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, Okrilje NGO, Viktorija NGO, Rosa NGO, University for the Third Age Djuro Salaj, Help Net and Volunteering Service Zvezdara as a “friend of the Network”)

A0.2. Activate or re-establish 2 national CSO networks in Montenegro and Macedonia and refresh networks in Albania, Bosnia and Herzegovina and Serbia

Reported in the first interim report

Indicator 0.3: 5 CSO networks have finalized their strategic work plans in consultation with national stakeholders and the European Commission

Reported in the first interim report

A0.3 Revision or development of 5 network strategies for future planning

Reported in the first interim report

A0.4 Summarize refined strategies and plans in an inception report (Inception phase)

Reported in the first interim report

Result 1 (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 research priorities in Albania included socioeconomic conditions, social participation and health status of older people in Albania; the research priorities in Bosnia and Herzegovina include assessing the level of discrimination of older people in accessing their rights and services; the research priorities in Macedonia include assessing the need for social and healthcare services for older people in Macedonia; the research priorities in Montenegro include assessing the need for developing new or upgrading already existing services relevant for older people; the research priorities in Serbia include assessing the level of social inclusion of older people in Serbia, comparing it with the European Union and looking into the EU-accession process and how to use the existing EU policies to ensure better social inclusion of older people in Serbia. The research in Serbia also identifies the risk factors for social exclusion of older people in Serbia and the policy recommendations will be about how public policy can address these risks.

The work on advocacy strategies has commenced but has not been finalised in the second year of the project as all of the networks agree among themselves that these strategies will be better served with more work alongside the professionals hired to work on the advocacy campaigns in the third year of the project. Thus, the strategies will be completed in the third year of the project.

Activities for R1:

AI.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

Reported in the first interim report

AI.2. CSO networks conduct research on national level to gain data for their advocacy strategies

The research activities have been finalised in Macedonia, Albania and Serbia and are still ongoing in Montenegro and Bosnia and Herzegovina.

Albania:

The research objectives and the methodology to be used were agreed among MOSHA network members. Professor Genc Burazeri from the Medical School of the Tirana University was selected to carry out the field research. Seven persons were recruited, trained for and supervised during the interviews at households.

The interviews were carried out during the period June-September 2017 in a sample of 974 individuals (52% women) of the age over 60. The survey sample was selected from urban, sub-urban (sub-urban areas are specific areas created by inner migration after the fall of past regime in the 90s) and rural areas of three major regions of Albania: Tirana, Shkodra and Vlora (covering more than one

third of Albanian's population). Overall, 1012 older people eligible to participate in the study were contacted. Of these, 974 older people agreed to participate and provided valid responses to the questionnaire.

Study consisted in the quantitative estimation of the following components:

- Social and economic level, including self-perception of poverty
- Health status, including self- perception of health, chronic diseases and other problems related to hearing and sight.
- Social integration, including contacts with friends and family or participation in social associations etc.

For the first time in Albania a survey provided some data on participation of older people in civil society organizations (18%), voluntary contributions in their communities (12%), continuous care for a family member (25%) or their involvement in systematic physical activity (14%). These data will be used for monitoring country's progress related to MIPAA-RIS.

A first summary of the findings was shared with media in October 2017. More results were shared with network in the workshop of December 2017. A final report of the survey in Albanian and English, was finalised and published in March 2018. Both versions can be found here:

[RESEARCH REPORT: Assessment of Socioeconomic Conditions, Social Participation and Health Status of Older People in Albania](#)

Bosnia and Herzegovina:

The reason for the delay in Bosnia and Herzegovina is due to the administrative obstacles in terms of obtaining necessary database to define the research sample. The only relevant population database at the moment in Bosnia and Herzegovina is the voters list, maintained regularly by Central Electoral Commission. The 2013 census data is still being disputed due to the chosen methodology and can not be used for this purpose. Despite the prolonged communication with the Central Electoral Commission the request for provision of data that would be used for research sample was rejected in writing on 3 January 2018 citing the Law on protection of Personal Information. The project partner in Bosnia and Herzegovina, Association Osmijeh has subsequently opted for a qualitative research, started the data collection activities and will have the preliminary research results by the end of March 2018.

Macedonia:

In order to strengthen the capacities of the members of the InkluzivaM, during 2016, a workshop for advocacy and priority advocacy issues was organized (development of services for elderly people in the home and the need to open gerontology departments within the hospitals.) The research that was subsequently undertaken was based on the agreed priorities.

For this purpose, research was conducted by the research agency "Brima Gallup" doo, Skopje.

The research survey was conducted through:

- Field Survey with Elderly People (1000 respondents over 65);
- Interview with representatives of health and social institutions at national and local level in eight regions of Macedonia
- Focus group with older people. Nine old people were included in this activity.

Based on the research, a report was prepared containing an analysis of relevant data from the field, conclusions and recommendations for further action. The analysis is published in two languages - Macedonian and Albanian and is accessible here:

[RESEARCH REPORT: The need for social and healthcare services for older people in Macedonia](#)

Main recommendations of the research include better coordination of health and social care service providers, better access to their services for older people, introduction of new services in the community – such as day care centres for older people.

Montenegro:

The reason for delay in Montenegro is because the CSO Network Dignitas, established in the first year of the project implementation is a new entity in Montenegrin CSO environment and it took longer than desired to ensure cooperation of all necessary stakeholders for this exercise. The research in Montenegro has started in November 2017 and the results are due by March 2018. It is expected that results will show that there is a need for developing new or upgrading already existing services. Also this will be the first research that includes these areas of life of older people in Montenegro. The research covered 9 municipalities with participation of 900 older people over the age of 65.

Serbia:

On 5 February 2018 the Red Cross of Serbia and HumanaS network organised a press conference “Social inclusion of older persons (65+) in Serbia“ where they presented the results of the research on quality of life and social inclusion of older people in Serbia. Measuring social inclusion/ exclusion is a challenge due to its multidimensional nature as well as the absence of standardised sources of information across different countries and different vulnerable groups. Despite these limitations, the existing data allows for analysis of key aspects of inclusion/ exclusion.

The research on social inclusion of older people was based on statistical data from public sources as well as other available data, looking at financial means, access to resources and services, social participation and social networks, leisure, life styles, culture and communication, quality of life and subjective perception of satisfaction. The research activities were performed by SeCons Group for Development Initiatives.

The available data shows that Serbian population is among the eldest in the world, with the trend of intensive population ageing continuing due to low natality and fertility rates and migration of younger population. Looking at the way older women and men live in Serbia, it can be said that their general status is unfavourable in comparison with the status of older persons in European Union.

The objectives of this research were:

- A description of the current situation to serve as basis for formulating arguments necessary in public advocacy and concrete advocacy activities.
- Recommendations for changes in those public policies in Serbia that in some of their parts run the risk of social exclusion of older people
- Defining profiles of social included and socially excluded older persons in order to be able to more clearly communicate risk factors related to social exclusion of this population

The research was based on the concepts of life-course approach and active ageing. This is important, having in mind that social exclusion in the older age is a consequence of the events during one’s life course and how important it is to communicate to policy creators that public policies aiming to reduce social exclusion of older people should not exclusively be about providing services to older population but also about the importance of investing in education.

The research shows that it is necessary to improve the access to health services and increase the capacities for home care and home treatment of older people. A good example of improved healthcare services is introduction of electronic prescriptions. An important aspect of ageing is ensuring financial security in the older age.

Main findings of the research from the perspective of the future advocacy strategy of HumanaS Network focus on service design and delivery and digital inclusion. In terms of services it is necessary to improve access as well as to broaden the range of services of offer with focus on services delivered in the community. Coordination of social and healthcare services must be improved with the eventual goal of developing a sustainable long-term care model. This is in line with the recommendations of the European Commission in the findings of the Serbia 2016 Report of the European Commission. On the digital inclusion front it is important to note that the percentage of older people in Serbia using digital information technology and accessing the internet is still very small, especially in comparison with EU countries. Due to the fact that many services important to older people are moving into the digital sphere, it will soon become mandatory for older people to improve their digital literacy. This will become vital in terms of exercising their rights and accessing the broadening palette of services.

This is the sixth large research study conducted by the Red Cross of Serbia in its efforts to improve the quality of life of older people.

The Red Cross of Serbia and HumanaS Network actively advocate for inclusion of ageing and older people in the National Development Strategy based on the UN Development Agenda and this will be a mid-term advocacy goal for the Network. The Red Cross of Serbia is also working closely with HelpAge International on this and Serbia will be one of the six countries where HelpAge International's advocacy initiative related to ensuring ageing is reflected in development planning will be piloted from 2018 on.

[Presentation of research results in the Belgrade Media Centre, YouTube video](#)

AI.3 Conduct 5 national tailor-made advocacy and communication/media trainings for the CSO networks (one per country)

This activity was completed in Bosnia and Herzegovina. The rest of the project partners have chosen to postpone this activity for the third year in order to achieve as much synergy with the Activity 1.4 (planned for the third year) as possible. The activities in the second year of the project and especially the researches performed and their subsequent media launches have helped establish good connections with journalists in the project countries covering social and health policy issues and these connections will be used in conducting the planned trainings.

Bosnia and Herzegovina:

Network meeting and the training on how to cooperate with the media, in Sarajevo, 25 and 26 January 2018

One-day meeting and workshop with media representatives was combined with the two-day Network meeting where both sides (media representatives and CSOs) spent two days together (30 participants) discussing the opportunities on joining forces in general awareness raising, especially among decision makers, on demographic changes, position of older people in the society and on the needs to act by all relevant stakeholders. The meeting and the training integrated in it was facilitated by the consultants from Media Centre in Sarajevo.

All participants welcomed the meeting and assessed it as a success and a beginning of the new and more focused cooperation. The common agreement was also on the fact that older people and their problems have not been featured enough in media. Further, the way media addresses them does not draw enough public attention nor it contributes to awareness-raising in general on the needs of older people and the problems of their social exclusion.

Both sides agreed that they do not communicate enough. CSOs usually lack knowledge and capacities to approach and involve media in relation to ageing and older people issues. All these challenges were addressed in the two-day meeting.

The workshop, according to the participants' evaluation report was very successful and stirred up the interest of the present media for the topic. The workshop was followed by a day where members of the Network devoted time to the current Network activities as well as to the Network's plans for the 2018.

A1.4 Carry out 5 national trainings with media representatives, raising awareness about needs of older people

Planned for the third year of the project.

A1.5. Develop national research-based advocacy strategies by national CSO networks

The research activities in all countries took somewhat longer to implement than was originally planned and as a result the research results for most of the partners (save for Macedonia) have not been yet finalised prior to the end of the second project year. Therefore, this activity will be implemented in the third year following the finalisation of research results.

The networks will need to go through the process of developing concrete strategies, however, the policy areas for advocacy are already clear: governmental support for informal caregivers for Albania, development of social and healthcare services and ensuring access to these services for older people for Macedonia and Montenegro, development of strategic framework for long term care and digital inclusion for Serbia.

A1.6 CSO networks conduct regular network meetings (2/year)

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

Albania:

National MOSHA Network Meetings 6-7 of April 2017, Palace of Culture Tirana.

On 6 and 7 April 2017 two meetings of MOSHA network were organized. The first meeting was focused mainly on the ideas, coordination and preparations for activities to be carried out later in the year by all organisations.

In total during the two days there were 64 participants representing 15 organizations. Two new organisations were present for the first time in the meetings of MOSHA: SANUS, a NGO focusing on promotion of services for older people. Free Legal Consultancy was another NGO, participating for the first time in the meeting and expressing interest to be supported in carrying out micro projects.

During the first part of the meeting the draft design for the research survey on older people was presented and the partner organisations were invited to give their inputs. Some new questions were

added to the questionnaire and a review of the articulation of few other questions was requested (to make them more appropriate for the study participants).

In the second part of the workshop, each member organization was invited to present its ideas for interventions or other activities to be supported by sub-granting component of TASIOP. Among the proposed ideas were: competitions of the most 'skilled hands' and 'best writing' for older people; some special issues of the newspaper 'Pensioners' with information about advocacy and communication; an analyses on poverty among older people and other events to distribute the findings; setting up and supporting the national council for ageing; evaluation of needs and capacities in the field of services for older people in the country; training sessions for older people on using modern communication techniques for keeping social networks; challenging in court the 'vital minimum' cases so to start a process of approving it; a magazine on active ageing publishing cases of healthy life styles of Albanian elderly and promoting positive cases of active older women in society; activities with older people visiting daily centres in Tirana, a National Conference for 1st of October etc. Members of the network and AAGG promised to continue to discuss, negotiate and assist about those ideas during the process of delivering the sub grants support later during the year.

Second day of the meeting was organized in two formats: first part of the day was a national event of the network MOSHA discussing challenges and potential policies top address an increasing issue among the elderly of Albania; depression and mental health. Apart of the representatives of organisations from the first day in the meeting was invited Deputy Minister of Health Mr Klodian Rjepaj. Director of social centre for Elderly People from City of Tirana Ms. Alma Lleshi was also participating.

National MOSHA Network Meetings 23-24 of December 2017, Palace of Culture Tirana.

On 23 and 24 December 2017 a two-day meeting of MOSHA Network was organized. Main issues included on the agenda were:

- Sharing of the main results from the Survey on Conditions of Older People
- Discussions about mass media based campaign against social isolation of older people
- Starting of micro projects; coordination, monitoring and problems to be solved.
- Preparing the exchange visit and selection of participants into that visit
- Various issues related to network functioning

There were 106 participants in total during the two days, representing 12 NGOs. Erol Como from Ministry of Health Social Affairs and Alma Lleshi from Tirana Municipality participated in the meeting.

After the results of the survey were presented, the network endorsed the draft report and gave green light for the publication of the report. The results will continue to serve as a basis for further engagement with policy makers as well as for awareness campaigns.

Regarding the mass media campaign there were various proposals discussed during the meeting. From participating in public and private TV shows focusing on social participation, to buying commercial time and producing TV spots. Other proposals included negotiating with Tirana bus companies, preparing posters and showing them on the busses, working with older Albanian movie stars and preparing video clips with them etc. At the end it was decided for AAGG to recruit a professional company and ask them to prepare a campaign covering with focus on radio and TV.

During the discussion about micro-projects sub-granted to CSOs members of MOSHA network, there were presented some problems related to management of funds; one national, and two local, pensioner's organisation was unable to use its bank account and needed assistance with legal procedures. Other organisations needed assistance to keep expenditure books and prepare detailed

reports about activities. It was decided for a plan of individual meetings of with AAGG staff to be assisted on those issues

For the exchange visit it was decided to be carried out by visiting the TASIOP partner from Montenegro. Four participants were decided to be selected for the visit, three representing network members and one the AAGG.

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

On the April workshop out of 64 participants 38 filled the questionnaires. Three questions had unanimous top scores. One question had four second best scores, three middle scores and one second worst scores. One question had five second best scores and five middle scores.

On the December workshop out of 106 participants 73 filled the questionnaire. One question got unanimous top scores. One question got 65 top scores, five second best scores and three middle scores. One question got four second best and four middle scores. One question got six second best scores, one middle score and one second worst score. One question got seven second best scores.

Bosnia and Herzegovina:

National Meeting of the Network “for Ageing with Dignity”, 26-27 October 2017, Sarajevo, Bosnia and Herzegovina

A regular meeting of the CSO Network “For Ageing with Dignity” was organised from 26 to 27 October 2017 with 18 participants. The meeting aimed to review the achievements of the TASIOP project in the almost two years of its implementation as well as to provide the members with the opportunity to exchange information and make some joint plans on social inclusion of older people between representatives of decision makers, UN Agencies, civil society organisations and older people themselves (30 participants). Among other things, the network members got information on new national strategic papers, primarily the Strategy for Improvement of the Position of Older People in the Federation of Bosnia and Herzegovina, its creation led by UNFPA office in the country. Some of the points agreed at the meeting include the need to have more partnership activities between different sectors (government and civil sector as well as international organisations) especially in relation to creation of policies relevant for older people. It is necessary to have coordinated action, mutual respect and to use the existing resources, especially information, knowledge and existing research studies. Civil Society Organisations and older people themselves need to be included in all the decision and policy making processes from the very start – including in planning, analysing, creation of strategic documents, consultations etc. New potential members were also presented at the meeting, such as Centre for Dementia Sarajevo. In addition, some publications that could be useful for network members were presented. Part of the meeting was dedicated to presenting the opportunity to apply for small grants to the Network members, through TASIOP project sub granting activity. The representative of the Ministry for Human Rights and Refugees was there for the whole meeting, expressing the wish for better future coordination of different actors and planning of joint campaigns.

Network meeting and the training on how to cooperate with the media, in Sarajevo, 25 and 26 January 2018

One-day meeting and workshop with media representatives was combined with the two-day Network meeting where both sides (media representatives and CSOs) spent 2 days together (30 participants) discussing the opportunities on joining forces in general awareness raising, especially among decision makers, on demographic changes, position of older people in the society and on the needs to act by all relevant stakeholders. The meeting and the training integrated in it was facilitated by the consultants from Media Centre in Sarajevo.

All participants welcomed the meeting and assessed it as a success and a beginning of the new and more focused cooperation. The common agreement was also on the fact that older people and their problems have not been featured enough in media. Further, the way media addresses them does not draw enough public attention nor it contributes to awareness-raising in general on the needs of older people and the problems of their social exclusion.

Both sides agreed that they do not communicate enough. CSOs usually lack knowledge and capacities to approach and involve media in relation to ageing and older people issues. All these challenges were addressed in the two-day meeting.

The workshop, according to the participants' evaluation report was very successful and stirred up the interest of the present media for the topic. The workshop was followed by a day where members of the Network devoted time to the current Network activities as well as to the Network's plans for the 2018.

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

On the October workshop out of 18 participants 17 filled the evaluation questionnaires. Two questions got unanimous top scores. One question had three second best scores. One question had two second best and two middle scores. One question had one second best and three middle scores.

On the January workshop out of 30 participants 24 filled the questionnaires. Three questions had unanimous top scores. One question had three second best scores and one question had two second best and two middle scores.

Macedonia:

Two meetings of the InkluzivaM network held, on November 1, 2017 and January 17, 2018

On November 1, 2017, a meeting was held with the members of the InkluzivaM Network, which was attended by 9 representatives. The meeting provided guidelines for the implementation of the campaign for social inclusion of older people, within the "Week of Care for Older People", which was marked from 20-26 November 2017.

On January 17, 2018, a meeting was held with the members of the InkluzivaM Network and Citizen Associations, which were awarded grants for the implementation of micro projects within the framework of TASIOP project, attended by 13 representatives. The meeting was mostly centred on the issues related to proper management of and support for micro projects (implementation of project activities, financial and narrative reporting, visibility).

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

On 1 November workshop the 9 participants filled the evaluation questionnaires. Three questions got top scores. Two questions got one second best score each with other scores being top.

On January 17 the 13 participants filled the evaluation questionnaires. Two questions got top scores. One question got one second best and one middle score. Two questions got one second best score each.

Montenegro:

The meetings took place on 12 April 2017, 13 April 2017, 19 September 2017, 16 January 2018 and 17 January 2018.

The meetings of the Dignitas network are supposed to be held twice a year but, since the Dignitas network is quite small the members of the network have officially met three times with the goal of presenting the planned activities for the next period but also for the summing up of the achieved results of the activities that already begun. So the members got newest information about the experiences of the peer visit to Serbia, the research that is underway, activities that are realized by the Ministry of Labour and Social Welfare and the Bureau for Social and Child protection. Aside from already mentioned associates, the Red Cross of Serbia during their monitoring visit held a presentation about Human Rights of Older Women and Men which started a discussion about numerous activities that the network can initiate.

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

For the 12 and 13 April workshop the 8 participants answering the five questions provided unanimous top score (5 out of 5) for three with two other questions had one and two second best scores each with other being top score.

For the 19 September workshop two out of five questions got unanimous top scores while the other three had one second-best score each with the rest being top scores.

For the 16 January workshop three out of five questions got unanimous top scores, one got two second best scores and one got three second best scores.

For the 17 January workshop two questions had unanimous top scores, one had one second best score, one had two and one had three second best scores.

Serbia

HumanaS Network Meeting, 7 April 2017, Red Cross of Serbia HQ, Belgrade

The first network meeting was on 7 April 2017 and was tied in to the World Health Day activities organised by the Red Cross of Serbia – the coordinator of HumanaS network. The HumanaS network members participated among other activities in the conference “Depression: let’s talk”, tying in to the WHO topic for the World Health Day and ensuring a discussion about the depression among older people as one of the important elements of the broader discussion about the importance of social inclusion of this population. Ms. Natasa Todorovic of the Red Cross of Serbia presented results of a research study done in 2016 in the following Serbian cities: Jagodina, Kragujevac, Loznica, Negotin, Pirot, Pozarevac, Velika Plana, Vladimirci, Savski venac and Vrbas. The research tool used was 9 PHQ (The Patient Health Questionnaire) and the research covered two population groups of people over the age of 60: persons living in their own household, receiving some form of home care service and not involved in the work of the Red Cross or other civil society organisations and persons living in their own household, not receiving home care services and being active in the Red Cross or other civil society organisations through work of self-help groups. The total number of interviewees covered is 616. Other speakers included Dr Meho Mahmutovic, State Secretary in the Ministry of Health, speaking about the Ministry’s plans to establish early screening for depression for older people, Prof r Aleksandra Milicevic Kalasic, a psychiatrist speaking about medical aspects of depression in the older age, Ms. Paulina Firicaski, a psychologist working in the Gerontological Centre Belgrade speaking about experiences with depression among their beneficiaries, and Prof Dr Wenche Malmedal of the Medical faculty of the Science and technology University Trondheim,

Norway speaking about the research on human rights of older people in Norway, residents of nursing homes. The meeting had 60 participants.

Network Meeting and participation in conference on “abuse of older women”, 15 June 2017, Red Cross of Serbia HQ and Media Centre Belgrade

The second HumanaS network meeting was also a one-day event tied into the activities of the Red Cross of Serbia organised to mark the World Elder Abuse Awareness Day, 15 June 2017. The main activity was a conference organised jointly by the Red Cross of Serbia and the Commissioner for Protection of Equality „Elder abuse – how to proceed, how to prevent it?“ The speakers at this year’s conference were: Prof Dr Dragan Radovanovic, President of the Red Cross of Serbia, Mr. Aleksandar Vulin, Minister of Labour, Employment, Veteran and Social Affairs, Dr Meho Mahmutovic, State Secretary in the Ministry of Health, Ms. Tatjana Jokanovic, Deputy Commissioner for Protection of Equality and Ms. Vladana Jovic, Deputy Protector of Citizens. On behalf of International organisations working with the Red Cross of Serbia on this and other topics, present were Ms. Marija Rakovic of the United Nations Population Fund (UNFPA) and Dr Zsofia Pusztai, head of the World Health Organisation office in Serbia. The experts speaking at the conference included Natasa Todorovic of the Red Cross of Serbia, Prof Dr Snezana Pavlekic, of the Institute for Forensic Medicine of the University of Belgrade Medical School, Ms. Gordana Kovic of the Republic Institute for Social protection and Ms. Jasmina Tanasic of the Standing Conference of Towns and Municipalities. This meeting had 64 participants in total.

On the same day, a part of the Network members representatives also participated in media centre conference focusing on abuse of older women.

Network Meeting, 20 and 21 December 2017, Red Cross of Serbia HQ, Belgrade

The third HumanaS network meeting was a two-day event on 20 and 21 December 2017. This event included a conference entitled „Social inclusion of older people – a societal development factor“. The Conference was opened by Ms. Vesna Milenovic, Secretary General of the Red Cross of Serbia speaking about networking and partnerships – essential for advocacy for better quality of lives of older women and men. The participants of the Conference included: Commissioner for Protection of Equality, Ms. Brankica Jankovic, Dr Danilo Arsenijevic representing the Cabinet of the Minister without portfolio responsible for demographics and population policy, Ms. Marija Babovic of SeCons, Ms. Lina Al Qurah of HelpAge International, Office for Eastern Europe, Central Asia and Middle East, Mr. Gradimir Zajic, sociologist and Ms. Natasa Todorovic representing the Red Cross of Serbia. On the second day of the Conference, Ms. Jelena Stevic and Ms. Marija Vujkovic of Civic Initiatives NGO also took part. In addition, representatives of the Red Cross of Montenegro and network Dignitas from Montenegro and the Red Cross of Macedonia and network InkluzivaM from Macedonia also participated, their visit part of the TASIOP project activity related to peer exchange visits.

Day two was mostly targeting the grassroots organisations selected for support through subgranting in the framework of TASIOP project. Ms. Jelena Stevic of Civic Initiatives spoke about financial procedures and financial reporting on EU projects and Ms. Marija Vujkovic, also from the Civic Initiatives discussed visibility of EU projects and fulfilment of requirements related to it. The participants had the opportunity to ask questions which will contribute to better understanding of the TASIOP project and their role in it. The event had 38 participants on the first and 41 participants on the second day

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

For the 7 April workshop out of 60 participants 55 filled the evaluation questionnaires. Two questions got unanimous top scores. One got five second best scores, two middle and two second worst scores.

One question got three second best scores and two middle scores. One question got five second best scores and two middle scores.

For the 15 June workshop out of 64 participants 59 filled the evaluation questionnaires. Two questions got unanimous top scores. One question got five second best scores. One question got two second best scores and two middle scores. One question got one second best and one middle score.

For the 20 and 21 December workshop out of 41 participants 32 filled the evaluation questionnaires. One question got 26 top scores, 3 second best scores and 3 middle scores. One question got 25 top scores, 3 second best scores and 4 middle scores. One question got 27 top scores, two second best scores and three middle scores. One question got 29 top scores, two second best scores and one middle score. One question got 30 top scores and two second best scores.

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

Reported in the first interim report

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.

Result 2 (R2) - “CSOs have engaged public and policy makers in a structured dialogue leading to better recognition of rights of older people”
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Indicator 2.1: CSOs participate in at least 45 of meetings in official policy working groups on topics related to social inclusion

The CSOs have so far participated in 30 meetings in official bodies working on or planning policy changes at national and global level.

A2.1 Conduct 2 national advocacy campaigns per network on occasions such as the Day for Older People

Albania:

Campaign on mental health and ageing

On 7th of April, which was a World Health Day focusing on depression and mental health, MOSHA network organised a campaign focusing on depression among older people in Albania. In addition to the representatives of organisations from MOSHA, Deputy Minister of Health Mr Klodian Rjepaj also participated. In the meeting, Mr. Alban Ylli of AAGG, presented results from a recent follow up survey (2014-2016) about depression among older people in Tirana, its determinants and problems older people face when looking for support and using the health care services. Results showed that 1 in 4 Albanian people over 65 years of age had some form of clinical depression in the week previous to the survey. Risk among older women was twice as high as among men (32% vs 16%). Some other findings from recent monitoring data of Health National Check-Up program in Albania demonstrate that screening tool for depression is very often skipped, mostly because of stigma or lack of awareness. Deputy Minister responsible for National Mental Health Committee and National Health

Check-Up Program talked about the need for making the healthcare system more responsive to mental health issues, by raising awareness and distributing information among professionals and public at the same time.

After the meeting, participants, joined by a large number of other older activists from Tirana and other regions of the country gathered in the main park of the city in an arranged event with media representatives. Journalists were briefed about the data on depression among older people and the model of active and healthy ageing from MOSHA's network activists who fight depression by supporting each other and keeping the contribution for society. The event had large coverage in national newspapers and TVs, including prime hour news.

Public Meeting with new Minister of Health and Social Protection and campaigning for more integration for older people

1st of October 2017 was a good chance for the MOSHA Network to meet the new Minister of Health Ogerta Manastirliu in her first public appearance, to raise her awareness about the ageing issues as well as get some reassurance that social issues and older people will not be eclipsed by hospital related problems.

After some preliminary work with Minister's staff, over 100 activists from the associations of MOSHA Network, including main leaders of these organisations, gathered in the main pedestrian street of Tirana. More than 30 young people from one high school of the capital were invited to meet with the older people in the event.

Ms. Manastirliu spent around 30 minutes talking with representatives of the pensioners associations, and other organisations, including Albanian Association of Geriatrics and Gerontology. She heard about their main problems and promised more systematic collaboration with organisations of older people, support for community and home care and more acknowledgements for the voluntary older activists and informal older carers. In the meeting it was agreed that there is much more to be done in the country about inter-generational activities and about the fight against social isolation of Albanian older people. The Minister promised another more structured meeting at the Ministry and openness to information and facts gathered by civil society organisations within the MOSHA Network.

On behalf of the Network, President of the General Union of Pensioners of Albania communicated to the media some preliminary data about social and health conditions of older people in the three main regions of Albania, from the survey carried out through the TASIOP project.

A number of national TV stations (including main national TV – Top Channel) and newspapers (including main national Newspaper – Panorama) covered the event. Meanwhile the data presented during the interview spread the next day in many other online media and portals (including main national business magazine – Monitor)

Two weeks mass media campaign, promoting social inclusion of older people: Society for All Ages

A private company specialised on media campaigns was recruited to organise a TV and radio campaign for promoting the messages about building a society where older people can contribute and feel integrated. The campaign was launched by one 24 hours news TV station (ABC News) and one radio station (Club FM). On TV the message was broadcasted 8 times per day, 4 times per hour in

selected hours (the most viewed programs), in total 320 times during two weeks. One 30 seconds audio clip was prepared and aired 7 times in two radio programs. Hundreds or thousands of persons are estimated to have seen or heard the message.

Bosnia and Herzegovina

National advocacy campaigns on occasions such as the Day for Older People (including targeted advocacy actions based on research results, bilateral meetings, media launch)

Based on the National CSO network identified priorities and objectives, in the 2nd year of the project a special advocacy campaign was planned. The public call was published and relevant agencies, media organisations and similar organisations were invited to send their proposals for a public campaign whose aim would be to contribute to awareness raising in general, and especially among decision makers on the situation with older people, their social exclusion and on demographic transitions in general. As the response by the interested agencies, media houses or organisations was low, the call was repeated and the campaign initially planned in the 2nd year will take place in the 3rd year and be followed by or combined with the 2nd campaign planned in the project. The campaign will also rely on the research data and findings that will be ready in the 3rd year as well.

Marking of the 1 October, International Day of Older Persons and ten years of Age Demands Action campaign

Association Osmijeh, Gracanica, in cooperation with Health Centre Gracanica and the Centre for Support to Older People, Gracanica, organised an event in the Health Centre Gracanica on 7 October 2017 to mark the International Day of Older People as well as a decade of Age Demands Action campaign. Mr. Hamdija Kujundzic, the President of Osmijeh talked about the life of older people in Bosnia and Herzegovina, the discrimination against older people as well as the global campaign Age Demands Action. Representing the patronage service of the Health Centre Gracanica, Ms. Nermina Mujacic and her two co-workers talked about falling prevention, a topic of great importance for older people, especially those with mobility issues. The venue was full, with twenty Osmijeh volunteers and leaders of self-help groups of older people. These leaders used the coming weekend to talk to their groups about the event and the patronage service used the time after the event to organise blood pressure and sugar check-ups for the older people present.

Marking 7 April, World health Day in Bosnia and Herzegovina

On 7 April 2017, the representatives of older people from Gracanica, coordinated by Association Osmijeh took part in the global awareness raising action to draw attention to the problem of depression among older people.

The Gracanica activists have joined the global campaign Age Demands Action (ADA on Health) as well as thousands of people from more than 40 countries participating, to ensure the voice of older people is heard on World Health Day.

ADA is a global platform of older people participating in a campaign on matters that affect their lives. Every year on 7 April, World Health Day thousands of people participate in actions aiming to raise awareness on health issues of importance to older people and suggest to governments how to act and bring about changes.

Osmijeh-Gracanica, as the HelpAge International affiliate in Bosnia and Herzegovina, together with the CSO Network for Ageing with Dignity has participated in ADA campaigns regularly 2-3 times per year since 2007 and has pointed out the relevant issues for older people, suggesting changes to be made.

On World Health Day, 7 April 2017 the volunteers coordinated by Osmijeh spoke about depression, especially among older people – a topic almost never discussed in Bosnia and Herzegovina. They made efforts to get public's attention and especially the attention of decision makers as well as to offer recommended measures to be taken so that the problems with depression are prevented or alleviated. The volunteers organised a special radio-programme where they had experts from the local Centre for Mental Health join Osmijeh representatives and representatives of older people. They also organised public lectures for older but also younger people. Young volunteers contributed by distributing information on depression and ways to help depressed people at public spots.

Older people in Bosnia and Herzegovina are generally one of the most vulnerable and at risk population groups. They face risks of poverty, insufficient and inadequate access to services in the community, prejudice, social exclusion and other related issues. The programmes aiming to preserve health, improve the quality of life in the older age, reduce prejudice and “add life to years” are infrequent and usually unsustainable.

Macedonia

National campaign during the traditional "Week of Care for Older People" 20-26 November 2017, covering over 4,000 older people

From November 20 to 26, 2017 within the traditional "Week of Care for Older People" a **campaign** was organized under the motto: "We are all their children". The aim was to raise public awareness of the need for increased integration of older people in all spheres of social life, as well as the need to provide care and assistance to them. In order to promote the activities in the campaign, a TV spot that was broadcasted free of charge (twice a day during the week) on the national television - MRTV with which the Macedonian Red Cross signed a memorandum of cooperation. The video was also broadcasted on local TV stations free of charge. Promotional materials – flyers in Macedonian and Albanian language were prepared in 13,000 copies informing older people about their rights related to social and health care. The flyers were distributed to citizens, mostly older adults. Also, 570 canvas bags branded with the project logos were produced and distributed to older people.

The TASIOP project partners in Macedonia, the Red Cross of Macedonia and Association Humanity on November 21, 2017 organized a **press conference** in order to promote the activities, as well as to share the results of the conducted TASIOP project research on the need for opening of services for social and health services for older people. The Deputy Minister of Labour and Social Policy and Deputy Minister of Health, as well as the ambassador of Austria in Macedonia addressed the press. During the campaign through the Red Cross branches of the Red Cross of Skopje, as well as 7 civic associations - members of the InkluzivaM network, the following activities were organized: action for healthy aging - free measurement of blood sugar and blood pressure for 2,000 older people, workshops with representatives of local government institutions, civil and private sector for encouraging active aging activities, visits to older, lonely and frail people in their homes, especially in rural areas, involving young volunteers of the Red Cross and engaging health workers (granting assistance, free examinations, etc.), educational workshops on topics of interest for older people, creative workshops, recreational activities, sports competitions, as well as thematic workshops for encouraging social inclusion of older people. These activities involved 4,530 older people.

[The campaign video for social inclusion on YouTube](#)

Montenegro

Since the results of the research are still to be finalised, national campaigns have not yet been designed, as they are supposed to be based on the research results. Considering that both campaigns planned in the project will be taking place in the third year, the Network is still discussing whether to

fuse them in one longer campaign. The talks with several media houses have been conducted, so the draft of a marketing plan is in the works.

Serbia

Expert conference „Intergenerational Solidarity: importance and perspectives“, in the framework of International Day of Families, 15 May 2017, Palata Srbije, Belgrade

An expert conference entitled „Intergenerational Solidarity: importance and perspectives“ was organised in Palata Srbije building on 15 May, the International Day of Families. The event was organised by the Ministry of Labour, Employment, Veteran and Social Affairs and it represents yet another step in promoting intergenerational solidarity and complementary relationships between generations, as well as in combating stereotypes and prejudices that jeopardise intergenerational solidarity. The event was attended by the representatives of the Red Cross of Serbia as well as the member organisations of HumanaS network. In addition, young volunteers of the Red Cross branch Savski Venac spoke about their experiences in intergenerational cooperation. Ms. Natasa Todorovic and Ms. Vesna Milenovic of the Red Cross of Serbia spoke at the event and Ms. Nadezda Sataric of HumanaS Network member Amity NGO and Ms. Danica Smic, representative of older volunteers made statements for the media speaking about intergenerational solidarity as an important component of social inclusion which is the focus of the Taking Action on Social Inclusion of Older People project. The event was opened by Minister Aleksandar Vulin, Ms. Natasa Todorovic of the Red Cross of Serbia and Mr. Nikola Rajjicic of the Office for Youth and Cooperation with Associations of the City of Belgrade. In their speeches they all emphasised intergenerational solidarity as one of the key assets in developing cohesive society and that intergenerational equality and responsibility matters in how it helps reduce the generation gap.

Conference “Elder abuse – how to proceed, how to prevent it?”, 15 June 2017, Red Cross of Serbia HQ, Belgrade

To mark the 15 June, World Elder Abuse Awareness Day the Red Cross of Serbia and the Commissioner for Protection of Equality organised a conference „Elder abuse – how to proceed, how to prevent it?“ This event is a part of the activities through which the Red Cross of Serbia has over the past eleven years marked this date by raising awareness of the public of this taboo topic and bringing together experts, decision makers, civil sector and representatives of older women and men to discuss its most important aspects and to send a joint message on the importance of prevention and providing supported to those affected by the abuse. As a member of the International Network for Prevention of Elder Abuse (INPEA), the Red Cross of Serbia was the initiator of establishing World Elder Abuse Awareness Day events in Serbia and more than a decade later, many partners from different levels are involved. The speakers at this year’s conference were: Prof Dr Dragan Radovanovic, President of the Red Cross of Serbia, Mr. Aleksandar Vulin, Minister of Labour, Employment, Veteran and Social Affairs, Dr Meho Mahmutovic, State Secretary in the Ministry of Health, Ms. Tatjana Jokanovic, Deputy Commissioner for Protection of Equality and Ms. Vladana Jovic, Deputy Protector of Citizens. On behalf of International organisations working with the Red Cross of Serbia on this and other topics, present were Ms. Marija Rakovic of the United Nations Population Fund (UNFPA) and Dr Zsofia Pusztai, head of the World Health Organisation office in Serbia. The experts speaking at the conference included Ms. Natasa Todorovic of the Red Cross of Serbia, Prof Dr Snezana Pavlekic, of the Institute for Forensic Medicine of the University of Belgrade Medical School, Ms. Gordana Kovic of the Republic Institute for Social protection and Ms. Jasmina Tanasic of the Standing Conference of Towns and Municipalities.

Press conference “Stop discrimination and abuse of older women”, 15 June 2017, Belgrade Media Centre

On the occasion of 15 June, World Elder Abuse Awareness Day as well as the official beginning of the national campaign entitled “Stop discrimination and abuse of older women”, a press conference was organised in the Belgrade Media Centre, Serbia, entitled “Abuse leaves permanent marks on the soul”. The press conference was organised by a HumanaS Network member: Amity – Power of Friendship. The conference promoted the beginning of the campaign “Stop discrimination and abuse of older women” supported by the Serbian Government’s Office for Human and Minority Rights. The campaign focuses on older women as they are three times more likely to be exposed to domestic abuse than older men. Abuse of older women often remains unrecognised because statistics do not identify them – they follow women in general and make no distinctions for older women. The press conference featured the following speakers: Mr. Aleksandar Vulin, Minister of Labour, Employment, Veteran and Social Affairs; Dr Suzana Paunovic, Head of the Serbian Government’s Office for Human and Minority Rights; Ms. Vladana Jovic, Deputy Protector of Citizens; Ms. Nadezda Sataric, Head of the Amity Executive Board; Ms. Natasa Todorovic, Red Cross of Serbia; Dr Ljiljana Savic-Abramovic, ScD, representative of older women.

Video statement “Understand and End Financial Abuse of Older People: A Human Rights Issue”, 16 June, United nations HQ, New York

For the United Nations, the topic of this year’s event related to marking the World Elder Abuse Awareness Day was “Understand and End Financial Abuse of Older People: A Human Rights Issue”. This year, Ms. Natasa Todorovic of the Red Cross of Serbia and HumanaS Network was invited to provide a video statement for the official meeting of 16 June in the United Nations Headquarters, New York. In her statement Ms. Todorovic highlighted that in Serbia, as in many other countries the problems caused by the high unemployment rate of younger people increase the risk of financial abuse of older people. This does not pertain only to countries in financial transition, the phenomenon can be identified in every country experiencing financial crisis – and it has been especially pronounced since 2008. Financial abuse of older people is a very serious problem both at personal and society level. It is grossly unrecognized and consequently underreported. Part of the problem is that it is connected with prejudices related to ageism and these prejudices are internalized by older people as well. Financial abuse violates basic human rights of older people, while older people often are not informed about their rights. Even if they are aware of what their rights are, the access to those rights is often so complicated that it is akin to being caught in a spider web. The statement can be seen here:

[Statement on financial abuse and human rights of older people](#)

A public event: “A bridge of understanding – Intergenerational Solidarity”, 1 October 2017, Serbian National Assembly, Belgrade

On 1 October 2017, International Day of Older Persons, the Commissioner for protection of Equality and Committee for Children’s Rights organised a public session “A bridge of understanding – Intergenerational Solidarity”. This was an event to award the literary, poetic and photographic works of children and youth focusing on older people and the committee evaluating the works and choosing the best among the was comprised exclusively of older people.

Meeting with the Deputy Minister of Labour, Employment, Veteran and Social Affairs, 16 October, Offices of the Ministry, Belgrade

Ten years ago, following the initiative of HelpAge International a global campaign was started. Entitled Age Demands Action – ADA – it aimed to use the 1 October, International Day of Older Persons, as an opportunity to have older people meet decision makers and talk about their problems and challenges they face, as well as to emphasise the importance of their participation in the society. This year, in more than 55 countries across the globe older people endeavoured to present to decision makers the contribution older people make to the society. The Red Cross of Serbia, representatives of HumanaS network members and older women of Serbia met the Deputy Minister of Labour, Employment, Veteran and Social Affairs, Mr. Milos Jankovic. This year the delegation consisted exclusively of women, in a conscious effort to underline the contribution made by older women, to their families, communities and the society as a whole.

The Deputy Minister presented the efforts made by Serbian Government to improve the quality of life of older vulnerable people as well as to change the perception of older people in the public in order for their contributions to the society to be recognised. He also emphasised the importance of partnership between public institutions and civil society organisations in working on these important social and societal issues.

Public event, human rights of older people, 1 October 2017, river Danube, Belgrade

A HumanaS Network member, Amity, in cooperation with the Office for Human and Minority Rights of the Republic of Serbia – within the framework of the Office’s programme “Implementation of Antidiscrimination Policies in the Republic of Serbia” organised an event to mark the 1 October, International Day of Older Persons. The event involved another six civil society organisations (four of them with HumanaS Network affiliation) and in total 80 active older persons participated in the boat cruise on the river Danube during which the head of the Office for Human and Minority Rights of the Republic of Serbia, Ms. Suzana Paunovic organised a lecture on human rights of older people.

Conference „Social inclusion of older people – a societal development factor”, 20 and 21 December 2017, Red Cross of Serbia HQ, Belgrade

The Conference entitled „Social inclusion of older people – a societal development factor” was organised on 20 and 21 December 2017 in the Red Cross of Serbia. The participants of the Conference included: Commissioner for Protection of Equality, Ms. Brankica Jankovic, Dr Danilo Arsenijevic representing the Cabinet of the Minister without portfolio responsible for demographics and population policy, Ms. Marija Babovic of SeCons, Ms. Lina Al Qurah of HelpAge International, Office for Eastern Europe, Central Asia and Middle East, Mr. Gradimir Zajic, sociologist and Ms. Natasa Todorovic representing the Red Cross of Serbia. In addition, representatives of the Red Cross of Montenegro and network Dignitas from Montenegro and the Red Cross of Macedonia and network InkluzivaM from Macedonia also participated, their visit part of the TASIOP project activity related to exchange of good practice.

A2.2 CSO networks participate in policy working groups on topics related to social inclusion and monitor policy implementation of governments

Albania:

Following the activities of the public dialogue with policy makers during the first year of the project, MOSHA network members, in separate or concerted efforts, have intensified their engagement during the second year of the project; apart of direct dialogue with the Ministry of Health and Social Protection, Office of Ombudsman, and Tirana City Administration, they have been systematically publishing open memos in mass media raising various issues about the rights of older people. More than 10 articles in mass media with national circulation were published discussing necessary policy changes to improve social inclusion of older people.

Bosnia and Herzegovina:

The Federal Ministry of Labour and Social Policy in Bosnia and Herzegovina in cooperation with United Nations Population Fund (UNFPA), UN Department of Economic and Social Affairs (UN DESA) and relevant institutions of all levels in Bosnia and Herzegovina have prepared Draft Strategy on Improving the Position of Older People in FBiH 2018-2027 (hereinafter: Draft Strategy).

UNFPA, technical assistant in the process, organised consultative meetings at several locations across Bosnia and Herzegovina. Interested governmental and non-governmental institutions and organisations were invited to join the process of public consultation and contribute with their comments and suggestions. The process of organising the consultations was not very visible and was not sufficiently publicised. Representatives of Association Osmijeh and some members of the Network managed to join the consultations in some towns. The Network members through their participation made efforts to influence the final document that would acknowledge diversity in the older age and ensure the document is supported by the action plan and the adequate budget. In general, CSOs were not satisfied with the way overall process of the Strategy drafting and consultations that followed was conducted raised those issues in the meetings with the government representatives as well as with the representatives of UNFPA. CSOs pointed at the fact that they cannot lobby or advocate for something that they did not participate in and that did not include their points of view.

Macedonia:

Members of the InkluzivaM Network participated in two meetings within the governmental national bodies on issues of social inclusion of older people. The meetings were held on 25/07/2017 and on 01/12/2017 in the Ministry of Labour and Social Policy. Representatives of the Union of Pensioners of Macedonia and Red Cross of Macedonia (3 representatives) are members of the Macedonian Government's Social Security Council. More about the meetings is explained in section 3.2 of this document.

Members of InkluzivaM will be part of an analysis of the Strategy for Older People 2010-2020. This activity is part of the project Inclusive Labour Market for a sustainable community of the Association Humanity and Eco Logik. The purpose of the analysis of the Strategy for Older People 2010-2020 is to revise its content, to review the priority fields, and to make suggestions for new ones by members of InkluzivaM. Also, to review which activities have been completed and which have not been completed in the past period. The suggestions will be submitted to the Ministry of Labour and Social Policy. In addition, in the future, proposals for cooperation and coordination between the Ministry of Health and the civil sector should be prepared, which will lead to forming a working group that will

facilitate cooperation between CSOs, Ministry of Education and Science and Ministry of Labour and Social Policy.

Montenegro:

With the goal of improving the social care for older people, with integrated support and service for preserving and improving the quality of life of this population a new Strategy of Development of the Social Care system for Older People for the period of 2018-2022 was adopted in Montenegro. The working group that created the Strategy included the representatives of the civil society organizations, members of the Dignitas network, NGO „Nase doba“ and Red Cross of Montenegro, alongside the representatives of governmental institutions. This represents a good example of cooperation of the Red Cross, non-government sector and government institutions. The network Dignitas is recognized as one of the important partners that can work on implementation of various strategies and creating new activities in the next period.

Representative of the Red Cross of Montenegro was also a member of the working group for creating a report on the implementation of the action plan of the Strategy for Development of Social Care System for the Older People, for the period 2013-2018.

Serbia:

Council for Intergenerational Solidarity of Serbian Government established

On the session of Serbian Government on 14 February 2017, the Government adopted the decision on establishing a Council for Intergenerational Solidarity. This Council was constituted several months later but the Red Cross of Serbia and HumanaS Network participants met with the Minister of Labour, Employment, Veteran and Social Affairs both prior to the Government's session and after it to discuss the role of the Council and its work plan.

MIPAA reporting process in Serbia

On 10 July 2017 the Ministry of Labour, Employment, Veteran and Social Affairs organised a meeting related to writing the third report on implementation of the MIPAA Regional Implementation Strategy (2012-2017). The meeting participants included the Republic Institute for Social Welfare, the Institute for Social Research and the Red Cross of Serbia. The meeting was used to distribute the tasks in relation to the report and the Red Cross of Serbia was tasked with collecting the data on the activities of the civil sector in Serbia in the reporting period. The Red Cross of Serbia did this as well as provided inputs related to the report's challenges and other sections.

The Commissioner for Protection of Equality started the work on the indicators related to discrimination of particular groups in Serbia society. The Red Cross of Serbia contributed through the work of its volunteers and staff by collecting the data related to indicators of discrimination of older people by interviewing 800 older people and people from general population and providing the structured data to the office of the Commissioner. This activity took place in May and June 2017.

Interministerial Working Group for Implementation of Agenda 2030

On 23 October a foundational meeting of the Interministerial Working Group for Implementation of Agenda 2030 was organised by the Minister without portfolio responsible for demographics and population policy, Prof Dr Slavica Djukic-Dejanovic. The Interministerial Working Group is tasked with monitoring the implementation of the UN Agenda 2030 on Sustainable Development, coordinating the related work of Serbian ministries as well with reporting on progress. The

Interministerial Working Group is comprised of 27 representatives of ministries and offices of the republic of Serbia and the Red cross of Serbia representatives were there to represent the civil society.

On 8 November 2017 the Committee for Foreign Affairs of the Serbian National Assembly organised the first public hearing on the topic “Implementation of Sustainable Development Goals: The Role of National Assembly”. The session involved the Minister, Prof Dr Slavica Djukic-Dejanovic, the representatives of the Interministerial Working Group, the representatives of UN Agencies and Ms. Karla Robin Hershey, the new UN Resident Coordinator and UNDP Resident Representative in Serbia, corporate sector as well as the civil sector, again represented by the Red Cross of Serbia. The Red Cross of Serbia will ensure that older people are visible in the implementation of the Agenda 2030 in Serbia. In relation to this: Serbia will be one of six countries worldwide in 2018 where the pilot initiative of HelpAge International Ageing and Sustainable Development Goals will be implemented.

Round table discussion “Challenges in providing support services to persons with disabilities and older people”

On 29 June the Protector of Citizens of the Republic of Serbia organised a round table discussion entitled “Challenges in providing support services to persons with disabilities and older people”, as part of the public discussion on the announced new Law on Social Protection. Two main topic were discussed: support services aligned with the citizens’ needs and assistance and care provided by other persons. The round table discussion was an opportunity for the representatives of ministries and civil sector to talk freely and openly to each other. One of the main conclusions of the discussion was that during preparation of the new law, civil society organisations should be involved or consulted along with the representatives of older people and independent bodies protecting human rights. For the new Law on Social Protection it is essential to pay attention to accessibility of services as well as creating innovative services that will improve the quality of life for the two population groups. Equally important is to ensure public discussion about the law before it is adopted as it will improve its stipulations and align them with the citizens’ priorities. Two HumanaS Network members (Red Cross of Serbia and Amity) participated in the round table discussion which enables the Network to contribute to creating the law and to promote social inclusion of older people.

11th meeting of the Working Group for Ageing

On 22 and 23 November, in Geneva, Switzerland the 11th meeting of the Working Group for Ageing was organised and the representatives of the Red Cross of Serbia and HumanaS Network participated. The topics of the meeting were: Report and discussion on the outcome of the UNECE Ministerial Conference on Ageing held in Lisbon in September 2017; New and ongoing international initiatives in the area of ageing and the follow-up to the 2030 Agenda for Sustainable Development; Concluding the third cycle of review and appraisal of MIPAA: national and global dimensions; Initial discussion on the WGA work programme for the fourth cycle of MIPAA/RIS implementation, 2018-2022.

Public forum: “About us with us – challenges in exercising human rights from the perspective of older people and the perspective of the national Protector of Citizens”.

Representatives of HumanaS Network, Ms. Natasa Todorovic of the Red Cross of Serbia, Ms. Nadezda Sataric of Amity NGO and Mr. Vasilije Belobrkovic of the Pensioner Association of Serbia participated in the forum entitled “About us with us – challenges in exercising human rights from the perspective of older people and the perspective of the national Protector of Citizens”. The forum was

organised by the Ombudsman on 9 December 2017 in Belgrade. The Red Cross representative reminded the participants that the Universal Declaration on Human Rights was adopted in 1948 and as we enter its 70th year, it is equally essential today as it was then. Human rights have become a very important framework for the discussion of ageing and older people considering the global debate about the new UN Convention on the Rights of Older People that has been started a decade ago.

Indicator 2.2: At least 5.000 older people are engaged at community level through citizen education in each partner country

This indicator pertains to the activities that will take place in the third year of the project

A2.3. Conduct actions for citizen education and participation in the 5 countries

This activity was delayed and its implementation only started later in the year, so it is to be finalised in the year three. The methodology for this training was partly developed in the previous EU project implemented in Serbia “Improving Older People’s Rights to Human Rights” in Serbia and the reason for the delay was additional the work done on the methodology and the training materials related to local level advocacy.

Albania:

On 31st of January 2018, one training session with participation of 50 older people from Tirana were organised by AAGG. The event was carried out in collaboration with Tirana municipality which provided the venue for meeting. In the meeting a series of short lectures were delivered focusing on:

1. Demographic, social and health dimensions of ageing in Albania,
2. Madrid International Plan on Ageing (MIPAA) and progress in Albania,
3. Civil society, networks and social capital

The lectures served as an instrument for triggering various discussions and generating enthusiasm for contributing to the society from participants. Many of them asked questions while others promised to spread the word among their contacts, friends and social networks.

The remaining education activities will be completed in the third year of the project.

Bosnia and Herzegovina:

All preparations were made with the members of the Network, including the new members and potential ones, to organise older people citizenship education in their communities. They will take care of all logistics – venue, invite older people, and representatives from Osmijeh will come to carry out the activity, to work with older people on empowering them to take an active part in the processes that affect their lives and their communities in general. All the planned education activities will be completed in the third year of the project.

Macedonia:

This activity is postponed for the third year where it will be completed.

Montenegro:

This activity is postponed for the third year where it will be completed. A detailed plan was made for implementation of these trainings, the cities are selected as are the motivation activities to ensure attendance at these trainings.

Serbia:

This activity is postponed for the third year where it will be completed. It has already been agreed with the offices of Ombudsman and Commissioner for Protection of Equality for their participation in these education activities.

A2.4 CSO networks organise national panel discussions based on the research results**Albania:**

Since the results of the research were to be completed only in March 2018, the national panel discussion will be organised in the third year of the project.

Bosnia and Herzegovina:

The research is as yet not completed and the panel discussion will follow the research report.

Macedonia:

On November 21 2017, a press conference was held with the media (19 participants). Also on 21 November 2017 a panel discussion on the topic "The need for social and health services for older people" was held (40 participants)

The press conference for the media was held on the topic "The need for social and health services for older people" in order to promote the results of the research done on this subject. Dr. Sait Saiti, Secretary General of the Red Cross of the Republic of Macedonia, Dr. Elmi Aziri, Deputy Minister of Labour and Social Policy, Dr. Goce Cakarovski, Deputy Minister of the Ministry of Health and Ambassador M.Sc. Renate Kobler, of the Austrian Embassy in Macedonia all participated in the event. The press was presented with the results of the research in order to raise the awareness of the public about the importance of such services, and the speakers emphasized their support for the development of the services for healthcare and social welfare services for older people. The same conference was used to present the TV spot, information leaflets, as well as activities for the campaign that was conducted within the "Week of Care for Older People".

On the same day a panel discussion was organized on the topic "The need for social and health services for older people". The panel discussion presented the results of the research. Speakers at the panel were representatives of the Ministry of Labour and Social Policy, the Ministry of Health, UNFPA, the HERA association, and the Association of Pensioners of the Republic of Macedonia discussing the need for making the services available and more accessible to older people.

Representatives from government institutions, as well as the civil sector, highlighted the importance of the conducted research, as well as the possibility that the research results could be used as a basis for future initiatives for social inclusion of older people pursued by both the governmental institutions and the civil sector.

Montenegro:

The research results are to be finalised in March 2018 and the national panel discussion will follow.

Serbia:

The quantitative part of the research has been finalised and the processing of the data collected through qualitative part of the research is still ongoing. The panel discussion will be organised in the third year, in late April 2018.

Indicator 2.3: At least 60 small local initiatives are strengthened through sub-grants

Each national network launched a call for small-scale project proposals in local communities, focusing on social inclusion of older people at local level as well as advocacy initiatives. The project proposals were reviewed and graded by the committee comprised of project coordinators from each national partner as well as the Austrian Red Cross representative, based on the summaries and budgets of each proposal translated to English. Based on this process a total of 62 projects out of 105 received applications were selected for support. Important elements of the proposals that were awarded were: their potential to support older people in socially inclusive activities and initiatives; the elements of intergenerational cooperation and support; the potential to reach older people from geographically remote areas or from severely marginalised communities (such as Roma communities); the potential for replication of these activities in other communities across the region with minimal investment. The number of applications received demonstrates the existing interest and need for such projects aiming to improve the level of social inclusion of older people in their communities. The range of proposals reflect the different needs of different older people in different communities.

A2.5 Implementation of sub-grants by grass root initiatives/local NGOs**Albania:**

Working with micro projects through subgranting NGOs for various initiatives in different communities, regions and society settings, proved to be a complicated and long process. From the beginning of the year the idea was systematically promoted and required much effort in information, communication, education, coordination and a lot of assistance had to be provided. There was enthusiasm and interest expressed by NGOs, but not all of them felt fit to continue the process all the way to the end. While there were capacities and experience dealing with a community interventions and small-scale projects, some organisations started to be hesitant about the volume of management work to be dedicated while few are still having difficulties related to their internal organization.

19 NGOs participated in the process of defining priorities and coordination for micro-projects, and expressed interest to get support from TASIOP. Three of them, despite proposing ideas in early stages did not follow with a full application according to the agreed format, 2 were disqualified for not fulfilling the criteria, 2 propositions coming from the same NGO were requested to be merged into one. 6 NGOs were requested for clarifications and adaptations to fit to the project format, 1 of them did not reply to the request and finally 12 NGOs were granted support for their grass root initiatives and started implementation in the field (in Tirana, and other regions of the country like Durrës, Kukës/ Has, Mat, Kavajë/ Rrogozhinë, Valias etc.). The selected organisations are: Public Health Academy Labyrinth, Association of Paraplegics Durrës, Albanian Institute of health and Social development, National union of older pensioners, ASAG, Association for Integration of Albanian Pensioners, Cultural Association Mother Theresa, SANUS, Association of Journalists of Health and

Social matters, Association of pensioners Lushnje, Union of Pensioners for Integration, Albanian Association of Demographers.

Bosnia and Herzegovina:

14 applications have been selected for support out of 22 applications, but in Bosnia and Herzegovina the process took more time than in other countries in the project due to the proposals needing to be adjusted to adhere to the propositions of the call and the budgets to be reviewed. Thus the implementation of these projects started in March 2018. The selected organisations are: CPS Gracanica, Mozaik, MFS Emmaus, KOS, Mala Sirena, CKTK Tuzla, Association of Women Derventa, Association of Citizens with Visual Impairments Tuzla, ToPeR, Association Putevi Mira, Univerzum, Partnership for Public Health, Alzheimer AiR, Fenix.

Macedonia:

In September 2017, the call for support for small projects for social inclusion of older people was published, and 18 civil society organisations applied with their project proposals. The Red Cross of Serbia provided all necessary instructions for the call and selection criteria. Macedonian Red Cross and Association Humanity staff evaluated the project proposals and with the evaluation of the regional committee a total of 12 projects were selected to pursue social inclusion of older people at local level. Out of the 12 projects selected for support, six are run by members of the InkluzivaM network.

On November 1, 2017, the Red Cross of Macedonia and Humanity organized an event with representatives of the 12 CSOs where the contracts for these projects were officially signed. In the second part of the event, instructions were given for the implementation of the projects, as well as the obligations that arise in accordance with the provisions of the agreement. The organisations selected are: The Association of Pensioners of the Republic of Macedonia, The Alzheimer's Association, Association Justicija, Association Sumnal, Association Local Development Agency, Association of women from Pehcevo, Association Open the Windows, The Centre of the Community, Gestalt Association of Macedonia-CONTACT, Association Initiative of unemployed intellectuals, The Vozito Association and The Eco Logic Association.

The project team of the Macedonian Red Cross provided support to the civil associations when registering small projects in the Secretariat for European Affairs and the Public Revenue Office for VAT regulation.

Beginning on November 1 for a period of 10 months, 12 small projects will be implemented locally. Out of 12 projects, 6 project activities are implemented on the territory of the City of Skopje, and the rest in Bitola, Struga, Kumanovo, Radovish, Vinica and Pehcevo.

On January 17, 2018, the second meeting was held with representatives of 12 civic associations in order to obtain information on the progress of the implementation of the project activities, as well as to provide guidelines for the preparation of narrative and financial reports. The possibility of those not already being members of the InkluzivaM Network to join, in accordance with their preferences was also discussed.

According to the submitted quarterly reports, the citizens' associations implemented activities in accordance with the action plans. In the month after the launch of the projects, all associations promoted their projects through the media at local level.

The project team of the Macedonian Red Cross and Humanity has provided support to the civil associations in the implementation of micro-projects.

Montenegro:

Mid November 2017 the Red Cross of Montenegro with support provided by the regional evaluation committee selected 12 micro projects for support through subgranting. In total 21 organisation applied to the call in Montenegro and based on the quality and cost effectiveness of the proposals the following organisations were selected: Nase doba, Roditelji, Humanitarac, Povjerenje, Alternativa, Moj put, Urban Nova, Impuls, Bjelopoljski demokratski centar, Udruzenje ljubitelja Gorice, Savez slijepih Crne Gore and Evropske demokratske inicijative. After publishing the decision about financing the mini projects the selected CSOs met several times with the representatives of the Red Cross of Montenegro so they could define the details of implementation of the projects and get extra clarifications.

Serbia:

The call for proposals launched by the Red Cross of Serbia and publicised by TACSO office in Belgrade resulted in a large number of applicants. 25 project proposals in total were received by the end date of the call and upon evaluating them nationally and at regional level by the regional evaluation committee, 12 organisations were finally selected for support. Their activities started in November and their projects cover a wide range of activities aimed at improving social inclusion of older people: from social activities for older people living in rural and remote areas, through digital literacy and education about e-government services, to support for retired professionals to stay active in their professional field and cooperate with younger colleagues and support to older parents of couples undergoing a divorce to contribute to wellbeing of their grandchildren. Many of these activities are in line with the goals of the Year of Intergenerational Solidarity as proclaimed by the Government of Serbia for 2017 and the objectives of the Council for Intergenerational Solidarity of the Government of Serbia. These projects contribute to development of intergenerational solidarity and equality of older people which contributes to improvement of their social inclusion. The projects are also linked to the concept of life-long learning for older people in Serbia. Some of the projects, notably the one that supports retired professionals (who are retired academics, researchers etc.) are opening opportunities for further inclusion of older people in future advocacy processes. Furthermore, activities in this project open opportunities for HumanaS Network representatives to give lectures to students of social policy and social sciences and provide them with different perspectives on ageing, ensuring they are additionally sensitised on the topic of ageing.

Considering that the budgets of these projects are small, it is highly likely for them to be duplicated in other communities, since they do not demand a lot of finances to be run.

The organisations selected for support are: Amity – snaga prijateljstva, Asocijacija Hleb Zivota, Centar za reintegraciju i aktivizam Beograd, Centar za podršku i inkluziju Help Net, Dobrotvorna fondacija Srpske pravoslavne crkve Covekoljublje, Klaster za revitalizaciju starih zanata Re: Crafts, Luzničke rukotvorine ZEC, Mreza ISP – Udruzenje istraživača socijalnih prilika, Pokret treceg doba Srbije, Udruzenje građana Tata, URB „Rumunka“, Viktorija. Half of these organisations are already members of HumanaS Network while the other six are considered for membership and working with them through these micro projects will enhance their capacity to work.

On 21 December the Red Cross of Serbia organised a meeting that included representatives of all organisations selected for subgranting in order to provide them with information and support related to management and administration of their projects. TACSO representatives were also invited to

provide this kind of support: Jelena Stevic of Civic Initiatives spoke about financial procedures and financial reporting on EU projects and Marija Vujkovic, also from the Civic Initiatives discussed visibility of EU projects and fulfilment of requirements related to it. The participants had the opportunity to ask questions which will contribute to better understanding of the TASIOP project and their role in it.

A2.6. Publication of an advocacy brochure with good practice examples from sub-grants and advocacy initiatives

This activity is planned for the third year of the project.

RESULT 3 (R3) – Regional networking and knowledge-transfer on social inclusion of older people increased in Western Balkan Countries

Indicator 3.1: Number of spin-off activities defined after the regional study visit/peer exchange programme (target: 1/network).

The peer exchange visits were completed by four networks in late 2017/ early 2018 and therefore the spin-off activities will be designed later in the third year of the project.

A3.1 Conduct a regional network meeting combined with a training session on EU accession/acquis and proposal writing

A workshop “Writing Successful Proposals for European Union Projects” was organised between 19 and 21 June 2017 in Sarajevo, Bosnia and Herzegovina with participation of civil society organisations from the five countries where the project is implemented with the support of European Union, Austrian Development Agency and Austrian Red Cross. Four organisations from each of the project countries took part in the event. Two representatives of the Austrian Red Cross also participated in the workshop.

The work was facilitated by Austrian Red Cross experts Ms. Michaela Pichler and Ms. Charlotte Struempel and the participants represented civil society organisations, members of five national advocacy networks focusing on ageing and older people in the Western Balkans, working to improve the quality of lives of older people and increase their social inclusion. The impact of this workshop will be felt in enhanced possibilities to create and implement successful projects aiming to improve the quality of life of older people across the region. It is important to have in mind that representatives of older people also participated in the workshop.

The workshop provided an overview of European Union institutions as well as calls for proposals and the work focused on important skills and knowledge related to preparing successful projects for EU funding: problem identification, stakeholder analysis, logical framework, budget and concept note writing. The work was interactive and the participants had many opportunities for group work.

A representative of the Delegation of European Union in Bosnia and Herzegovina, Mr. Vladimir Pandurevic had a session to discuss the relationship of the Delegation with the civil sector and explain what the civil society organisations need to know and do prior to creating a project proposal. He also answered the questions of the participants.

A representative of Slovene Philanthropy Ms. Tereza Novak also participated in the meeting representing the project Associate Partner, participated in the discussions about planned project activities and shared her experience from previous EU projects.

The participants gave very positive feedback to the workshop saying that the knowledge they adopted will be applicable and useful in their future work. The total number of participants was 30.

The evaluations done by participants of the meeting and the workshop were mostly positive.

10 persons filled the evaluation questionnaire for the partners meeting. Out of 13 questions three got unanimous top scores. Two questions got nine top scores and one second best. One question got 7 top scores and three second best. One question got 8 top scores and two second best scores. One question got 7 top scores and two second best scores. One question got five top scores, three second best scores, one middle score and one second worst score. One question got three top scores, three second best ones and two middle scores. One question got three top scores, two second best ones and two middle scores. One question got two top scores, three second best ones and one middle score.

26 participants, out of 30 on the “Writing Successful Proposals for European Union Projects” workshop filled the evaluation questionnaire. Out of 5 questions, one had unanimous top scores. One question had two second best scores and one middle score. One question had three second best scores. One question had one second best score and three middle scores. One question had four second best scores.

Indicator 3.2: Regional exchange platform established

A3.2. CSO networks develop a regional peer exchange programme for CSO network members to allow mutual learning and exchange of best practice

Albania:

On January 22-24 2018, an exchange visit was organized in Montenegro in the framework of TASIOP network exchange visits. The group of representatives from Albania consisted of members of three organizations, part of the MOSHA network, respectively: Albanian Association of Geriatrics and Gerontology, National Union of Pensioners of Old Age and Albanian Institute of Health and Social Development

Partner organization, Red Cross of Montenegro was the host. During the exchange visit there were a number of meetings at the Red Cross premises in Podgorica, Niksic, Bar and Sutomore, the training centre of the red Cross of Montenegro. Apart from the specific trainings carried out there, the centre serves to coordinate organized touristic tours and support visits to reduce the social isolation of older people. In Niksic a visit to a daily centre for older people was organized and a fruitful meeting took place with professionals serving there. In the town of Risan the team visited one of the largest residential centres for institutional provision of care which serves not only older people but also younger adults with health and social problems. The team was presented with the way the local professionals organise supportive programmes for older people during a visit to one of the day care centres for older people in this city. In the city of Bar the team visited the club for older people and discussed the club, the practices and activities that are taking place and are related to the social inclusion of older people with its professionals and beneficiaries.

The exchange visit was very effective in enhancing a sustainable co-operation in this network in order to improve the quality of life of older people at regional level. The knowledge adopted on practical and organisational elements of the work in Montenegro will be soon disseminated in Albania.

Bosnia and Herzegovina:

Postponed for the year three.

Macedonia and Montenegro:

From 20-24 December 2017 in Serbia, a study visit for representatives of networks in Macedonia and Montenegro was organised by the Red Cross of Serbia. From Macedonia the study visit was attended by representatives of the project team and members of the InkluzivaM Macedonia network: Ms. Ljupka Petkovska and Ms. Zaklina Popovik from the Macedonian Red Cross, Ms. Meri Terzieva from Humanity, as well as Ms. Sekerinka Ivanovska from the Association for Alzheimer's Disease. The Montenegro delegation was made of two representatives of the Red Cross of Montenegro and representatives NGO "Nase doba" and NGO "Humanitarac".

On 21 December at the Red Cross of Serbia premises, a meeting with the members of the HumanaS network was organised, where the coordinator of the project activities in Macedonia presented the results of the research conducted in the framework of TASIOP project in Macedonia, related to the need for services for social and health care for older people. The activities of the members of HumanaS Network related to social inclusion of older people were also presented. On the same day a visit to the Volunteer Service Zvezdara, a friend of HumanaS network, was organised, where the activities of this Service with older people were presented. The volunteers of the Volunteer Service Zvezdara carry out educational, recreational and creative activities with older people at the premises provided by the municipal government, but at the same time adult volunteers provide assistance to older people in their homes through visiting them once per week, or more if agreed.

On 22 December representatives of Macedonian and Montenegrin partners attended the event marking the five-year existence of the Corner for Quality Ageing at the Red Cross of Serbia branch in Kragujevac. Through this initiative, older people have the opportunity to volunteer to organise and implement various humanitarian activities, educational, recreational, sports and creative activities. Other elements of this initiative are self-help groups for older people and telephone assistance line with older volunteers providing support to older people in the community every day. The Red Cross of Serbia branch in Kragujevac also carries out traditional activities related to providing support to older people such as "Countryside Weekend", where older people in rural areas are visited periodically by a number of health and social care professionals. Other activities were also presented in a meeting such as telephone cycle (a low-cost helpline, an activity very well received by the Montenegro representatives, and quickly duplicated in Montenegro) and telephone support for older people provided by a team of 13 older volunteers, meals on wheels for older people.

On 23 December a visit to the Gerontology Centre "Bezanijska Kosa" in Belgrade was organised. This centre provides services for older people in four distinct areas: long-term care for older people, daily care services in the community, info-centre and social and administrative services. The centre manages four nursing homes, 25 daily care centres and clubs for older people, and provides home care services for older people in 14 Belgrade municipalities. More than 10,000 people receive these services on regular basis.

Serbia:

Representatives of the Red Cross of Serbia and HumanaS Network visited Albanian Network MOSHA between 23 and 27 January 2018.

Albanian Association of Geriatrics and Gerontology (AAGG), a partner on the TASIOP project coordinating the project in Albania as well as the MOSHA network organised visits to pensioner associations as well as private and public institutions providing care and support to older people as well as advocating for better quality of their lives, as well as meetings with representatives of older persons and experts in ageing. A meeting was also organised with the representatives of Roma Active Albania, a civil society organisation coordinating a three year EU-supported project from the same call as TASIOP project, aiming to improve the quality of life of Roma people in the Western Balkans countries.

A very important part of the visit was the opportunity to talk to organisations selected for subgranting support in TASIOP project in Albania, which allowed the guests to get direct insight into initiatives for social inclusion of older people at local level by visiting six grassroots organisations. A visit was also organised to a day care centre for vulnerable groups that provides services to older people, financed from Tirana town budget.

The pensioner association Mother Theresa organised an event for its members and partners from Serbia and the coordinators of TASIOP project Ms. Natasa Todorovic and Dr Milutin Vracevic from Serbia were awarded thank-you notes for their contribution to advocacy for improvement of the quality of life of older people at regional and global level.

General Pensioner Association of Albania, as part of its subgranted micro-project, awarded older people for their literary work and, following the suggestion by these partners, Ms. Todorovic of the Red Cross of Serbia handed out awards and thank you notes to the best poets and writers among the older people, the eldest of whom is 92.

The main activity of Albanian pensioner associations is advocacy with their government and the responsible ministries for improved quality of life of older people, including advocating for a special law for older people and pensioners. The draft of this law was delivered to the Albanian assembly but has not yet been voted on. Other advocacy activities are related to developing healthcare institutions where older people will have access to medical exams and laboratory services and development of accessible public transportation. Pensioner associations in Albania also wish to involve more older women in their work and assess their needs and capacities as well as to have more activities in rural areas, develop intergenerational solidarity, and education on different topics (healthy ageing, substance abuse, cooking...).

The meeting with the representative of Roma Active Albania was used to present the concept of “Roma-friendly Local Government” initiative where the civil society organisations grade local administrations in Albanian municipalities regarding their efforts to increase the inclusion of Roma people. The team from Serbia recognised the significance of such an initiative and is keen on exploring a similar initiative in Serbia where the focus would be on age-friendly local governments.

A3.3 Carry out a study visit to Slovenia to allow knowledge-transfer in advocacy

This activity was reported in the first interim report.

Indicator 3.3: Regional recommendations on social inclusion developed and disseminated

Planned for the third year of the project.

A3.4 Organise a regional conference on social inclusion of older people including governmental stakeholders and international organisations

This activity is planned for the third year of the report

A3.5 Develop a network website

Reported in the first interim report

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. 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:

- [Newsletter issue 1](#)
- [Newsletter issue 2](#)
- [Newsletter issue 3](#)
- [Newsletter issue 4](#)
- [Newsletter issue 5](#)
- [Newsletter issue 6](#)
- [Newsletter issue 7](#)

The newsletter features news and information related to the project activities, as well as guest columnists with relevant information and opinions from the global community of professionals working in the area of ageing, human rights and social inclusion. In the second year the columnists included Doc Dr Vesna Ratkovic, Law School, University Mediteran; GREVIO member, Brankica Jankovic, Serbian Commissioner for Protection of Equality, Zeljko Blagojevic, UNFPA Programme Analyst, Sarajevo, Bosnia and Herzegovina, the UNECE Active Ageing Team, Austrian Red Cross ageing experts, Marija Rakovic, Assistant Representative/ Programme Coordinator at UNFPA, Belgrade, Serbia.

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

The project implemented most of the activities planned for the second year within the planned timeframes and the planned level of performance. There are some activities that were partially or completely moved to the third year:

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

The research activities have been finalised in Macedonia, Albania and Serbia and are still ongoing in Montenegro and Bosnia and Herzegovina. The reason for delay in Montenegro is because the CSO Network Dignitas, established in the first year of the project implementation is a new entity in

Montenegrin CSO environment and it took longer that desired to ensure cooperation of all necessary stakeholders for this exercise. The research in Montenegro has started in November 2017 and the results are due by March 2018. It is expected that results will show that there is a need for developing new or upgrading already existing services. Also this will be the first research that includes these areas of life of older people in Montenegro. The research covered 9 municipalities with participation of 900 older people over the age of 65.

The reason for the delay in Bosnia and Herzegovina is due to the administrative obstacles in terms of obtaining necessary database to define the research sample. The only relevant population database at the moment in Bosnia and Herzegovina is the voters list, maintained regularly by Central Electoral Commission. The 2013 census data is still being disputed due to the chosen methodology and can not be used for this purpose. Despite the prolonged communication with the Central Electoral Commission the request for provision of data that would be used for research sample was rejected in writing on 3 January 2018 citing the Law on protection of Personal Information. The project partner in Bosnia and Herzegovina, Association Osmijeh has subsequently opted for a qualitative research, started the data collection activities and will have the preliminary research results by the end of March 2018.

Activity 1.3 - Conduct 5 national tailor-made advocacy and communication/media trainings for the CSO networks (one per country)

This activity was completed in Bosnia and Herzegovina. The rest of the project partners have chosen to postpone this activity for the third year in order to achieve as much synergy with the Activity 1.4 (planned for the third year) as possible. The activities in the second year of the project and especially the researches performed and their subsequent media launches have helped establish good connections with journalists in the project countries covering social and health policy issues and these connections will be used in conducting the planned trainings.

Activity 1.5. - Develop national research-based advocacy strategies by national CSO networks

The research activities in all countries took somewhat longer to implement than was originally planned and as a result the research results for most of the partners (save for Macedonia) have not been yet finalised prior to the end of the second project year. Therefore, this activity is at the moment being done and will be finalised in the third year following the finalisation of research results.

The networks will need to go through the process of developing concrete strategies, however, the policy areas for advocacy are already clear: governmental support for informal caregivers for Albania, development of social and healthcare services and ensuring access to these services for older people for Macedonia and Montenegro, development of strategic framework for long term care and digital inclusion for Serbia.

Activity 2.3. - Conduct actions for citizen education and participation in the 5 countries

This activity was started in Serbia and Albania but has not yet been finalised due to the very demanding schedule of the activity and the higher than anticipated engagement of the project staff on activities related to subgranting and management of the projects of grassroots organisations selected for subgranting support. All the activities related to this activity will be completed in the third project year.

Activity 2.4 – CSO networks organise national panel discussions based on the research results

Due to the Research results only being finalised and available near the end of the second project year for most of the project partners, this activity was only finalised in Macedonia. As explained in detail above, the rest of the partners will complete this activity as their research results are finalised and published, in the year three.

Activity 2.5 – Implementation of sub-grants by grass root initiatives/local NGOs

Each national network launched a call for small scale project proposals in local communities, focusing on social inclusion of older people at local level as well as advocacy initiatives. The project proposals were reviewed and graded by the committee comprised of project coordinators from each national partner as well as the Austrian Red Cross representative, based on the summaries and budgets of each proposal translated to English. Based on this process a total of 62 projects were selected for support. Important elements of the proposals that were awarded were: their potential to support older people in socially inclusive activities and initiatives; the elements of intergenerational cooperation and support; the potential to reach older people from geographically remote areas or from severely marginalised communities (such as Roma communities); the potential for replication of these activities in other communities across the region with minimal investment. This activity was slightly delayed in Bosnia and Herzegovina due to the proposals needing to be adjusted to adhere to the propositions of the call and the budgets to be reviewed. Thus the implementation of these projects started in March 2018.

2.4. What is your assessment of the results of the Action so far?

The project countries have functioning and active civil society networks with a total number of 51 active CSOs across the five countries

Summarized strategic documents of each network were compiled in an inception report.

All the civil society networks in the project countries have had regular meetings in accordance with the planned dynamic of minimum two per year.

The communication with stakeholders, national and international partners is increased by devising a set of six websites to provide information on the project activities as well as other activities of national CSO networks, supplemented with the quarterly project newsletter.

Furthermore, the civil society networks have increased number of meetings with key policy makers across the region and participate in policy creation groups. The civil society networks are recognised by policy creators through participation in different working groups and other policy-making mechanisms, and are being recognised as relevant actors contributing to public policy processes. This makes access to decision makers easier for the civil society networks and their members, with more formal meetings and discussions on public policy being organised.

The research activities planned in the project have been completed in Albania, Macedonia and Serbia. In Montenegro the data collection phase of the research has been completed with data processing being currently done and in Bosnia and Herzegovina, the data collection phase is starting.

The national public campaigns have been started and will continue in the third year. Albanian and Macedonian project partners have both implemented one campaign in their countries, in Serbia the campaign was defined, as was the plan for promotion of the research results and in Montenegro and Bosnia and Herzegovina the campaigns are to follow the finalised research.

Support through subgranting for small-scale local initiatives proposed by grassroots organisations of civil society and organisations of older people has started with 62 selected micro projects across a wide range of different activities enhancing social inclusion of older people, reaching remote and rural areas, providing opportunities for cooperation between different generations. On the other hand, since this part of the project is not only about providing technical support to grassroots organisations, but also providing knowledge and expertise transfer, assisting in establishing liaisons between

different projects, facilitating their cooperation and providing support in promotion of micro projects' objectives, activities and achievements, all the project partners have reported increased workload, effectively exceeding the originally planned time commitments.

Preparatory activities for multiplier effects such as citizen education actions have been completed.

2.5. Please provide an updated action plan ²

Year 3													
	Half-year 1					Half-year 2							
Activity	Month 1	2	3	4	5	6	7	8	9	10	11	12	Implementing body
1.2 CSO networks conduct research on national level to gain data for their advocacy strategies													Applicant and partners
1.3 5 national tailor made advocacy and communication/media trainings for the CSO networks													Applicant and partners
1.4. 5 national trainings with media													Applicant and partners
Activity 1.5. – Develop national research-based advocacy strategies by national CSO networks													Applicant and partners
1.6 Conduct regular network meetings (twice per year,													Applicant and partners
2.1 Conduct 2 national advocacy campaigns per network													Applicant and partners
2.2 CSO networks participate in policy working groups on topics related to social inclusion													Applicant and partners, CSO network members
Activity 2.3. Conduct actions for citizen education and participation in the 5 countries													Applicant and partners
Activity 2.4 CSO networks organise national panel discussions based on													Applicant and partners

² This plan will cover the financial period between the interim report and the next report.

the research results													
2.5 Implementation of sub-grants by grass-root initiatives/local NGOs													Applicant and partners, grass-root initiatives and local NGOs
2.6 Publication of an advocacy brochure with good-practice examples from sub-grants and advocacy initiatives													Applicant and partners
3.4 Regional conference on social inclusion of older people													Applicant and partners
Final Evaluation													External evaluator, applicant and partners

3. Partners and other Co-operation

3.1. How do you assess the relationship between the formal partners of this Action

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 work on the documentation for subgranting, preparation of interim report, preparation of partner meeting and provision of articles/relevant projects inputs for the TASIOP newsletter. The Austrian Red Cross was also responsible for Mid-Term Evaluation of the project implementation as well as the training for civil society organisations on EU accession/ acquis and proposal writing in Sarajevo, Bosnia and Herzegovina and delivered both activities. The information exchange works very well and partner meetings served to clarify open issues.

Mid-Term Evaluation was performed through engagement of consultants and organising of focus groups in all the project countries. The evaluation methodology was based on standards of the Evaluation Guideline for the Austrian Red Cross International Aid Department by a team consisting of local consultants, the implementing partners, Red Cross of Serbia and Austrian Red Cross staff.

A workshop was organised in Belgrade to discuss the findings of the Evaluation on 13th and 14th November with participation of representatives of all project partners, lead by the Austrian Red Cross project consultant.

Albania

The coordination team from the Red Cross of Serbia paid a monitoring visit to Albania between 23 and 28 January 2018. The visit was combined with the peer exchange visit in the TASIOP project.

This network has strong academic and research background which increases its advocacy capacities. Home care services are only starting up in Albania and are at the moment predominantly provided by private providers. The public system does provide them but only in Tirana through employing doctors and nurses whereas in private companies this is done via caregivers that are licensed after a three-month training course. As it is in Serbia and other similar societies, traditionally, older people are taken care of by younger family members but the current migration trends (with younger people moving abroad or from rural to urban areas) mean that increasing number of older people loses this kind of support. The care duties are then transferred to local governments but the number of social workers tasked with supporting different vulnerable groups is low so the criteria for older people to get this kind of service are very high.

Albania was chosen for peer visit by the Serbian CSO network HumanaS because of the advocacy activities of the MOSHA network that very much include older people and are good examples of activism and advocacy efforts of older people themselves. The peer visit was well organised and the Serbian partners had the opportunity to meet many different associations and organisations from different parts of the country. Also, the Albanian project partner AAGG is a HelpAge International affiliate and a well respected organisation in the CSO community and among the decision makers in Albania.

It is also worth noting that there is an issue with VAT exemption for EU-supported projects that affects the civil sector in Albania, including the partners on this project.

Bosnia and Herzegovina

The second monitoring visit to Bosnia and Herzegovina was organised on 14 and 15 December 2017 when Dr Milutin Vracevic and Ms. Natasa Todorovic of the Red Cross of Serbia visited Association Osmijeh.

The meeting was an opportunity to discuss the implementation of the project so far in Bosnia and Herzegovina as well as the upcoming activities of the Network for Ageing with Dignity. The partners from Bosnia and Herzegovina reported about organising a national level research and publishing a call for proposals for micro-projects to be supported via subgranting. One of the important topics on the meeting were the deadlines as well as communication with EU Delegation in Bosnia and Herzegovina. The meeting was used to agree on the plan for the coming period.

Due to the complexity of structure of public administration and the complex processes through which public policy in Bosnia and Herzegovina is designed and adopted at different levels, the project partners and the CSO network in Bosnia and Herzegovina have additional challenges in engaging with the policy processes and need to go through more complex decision making processes which affects the dynamics of their activities to some extent.

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.

Macedonian partners are very good at following the timeline of project implementation and are reliable in delivery of all the necessary project activities

Montenegro

On 16 and 17 January 2018 a monitoring visit to project partners in Montenegro was organised. The goal of the visit was primarily to provide support to partners and to get more familiarised with the project activities in this country. On the first day of the meeting a Dignitas Network meeting was organised and its participants were presented with the methodology of the research conducted within the framework of the project. The research is centred on the Quality of life and needs of older people and will be performed in nine municipalities involving 600 interviewees (questionnaires, home visits and focus groups). The research will include older people living in both urban and rural areas. The research will be finalised and the results presented at a press conference in late March. Other discussions at the Network meeting included expansion of the network and other future activities. The Red Cross of Serbia representative, Natasa Todorovic spoke about human rights of older women and men. The meeting was also attended by the representatives of Ministry of Labour and Social Affairs, Ministry of Health and Institute for Social and Child Protection, the institutions supporting the work of the Network in Montenegro.

On the second day of the visit the Red Cross of Montenegro, in its role of the national project coordinator signed contracts with 12 civil society organisations whose microprojects were selected for support. The projects encompass different activities targeting older people and include: interactive intergenerational workshops/ debates, assistance with schoolwork, handcrafting decorative items, conferences, computer literacy, education for older people on how to start participating in the work of municipal assemblies, photo exhibitions, panel discussions, home visits, psychosocial support for older people from rural areas, adapting gardens for older people, manufacturing souvenirs, creative and educational workshops. All these projects include promotional activities in cooperation with local and national media so they will contribute to the visibility of older people and their everyday problems, in their communities and in the society as a whole. After signing the contracts, the partners were discussed the implementation of their projects, visibility and reporting. The Red Cross of Serbia representative spoke to the meeting participants about the regional perspective of the project as well as discussed the different project initiatives in the projects supported through subgranting across the region.

Region:

A regional meeting was organised by TACSO, in Belgrade, Serbia on 9 and 10 October, entitled EU & Civil Society: Quo Vadis? The meeting involved participation of Ms. Liselotte Isaksson, Head of Sector – Civil Society and social inclusion^[1]Unit D.5 – Western Balkans Regional Cooperation and Programmes Directorate-General for Neighbourhood and Enlargement Negotiations (DG NEAR), Mr. Zarko Stepanovic, Acting Director, Office for Cooperation with Civil Society, Government of the Republic of Serbia and Mr. Ake Sahlin, TACSO Project Director, FCG SIPU International AB Sweden. The meeting included sessions on topics such as re-granting for Long Term Grants, presentation of inputs for progress reports and Mid-term Evaluation of the Civil Society Facility for the Western Balkans and Turkey and future of the EU Guidelines. The TASIOP project partners from Serbia, Albania and Bosnia and Herzegovina took part in this meeting as well.

On 12 July 2017 The Red Cross of Serbia organised a meeting for three CSOs coordinating the EU projects under the same call as well as TACSO resource centre representatives to discuss challenges in project coordination, including VAT issue in Albania as well as subgranting.

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??

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.

Albania:

AAGG was accepted widely as organisation with the capacities and experience to coordinate the process within the MOSHA network. The second year activities have cemented its credibility in the eye of other partners, in spite of many challenges in coordination and communication.

AAGG alone and through MOSHA network has already established good relationship with State authorities. High representatives of state institutions have attended the meetings and workshops organized in the framework of TASIOP. During first half of the year Ministry of health, then, after its creation, the new Ministry of health and Social Protection, Tirana Municipality, University of Medicine, Ombudsman and State Social service etc. are all major state partners. The level of relationship could be measured by four following partnerships;

- Joint event on promoting mental health among older people of Albania, where Deputy Minister of Health actively participated
- Joint event on promoting older people participation and active life, where Minister of Health Social Protection actively participated
- Collaboration of Ministry of Health and Institute of Public Health with MOSHA network in reflecting their views in preparation of the new National Health Promotion Strategy
- Agreement with Multidisciplinary Centre of Tirana Municipality to provide its venues each week for activities of older people organizations, members of MOSHA network. Another activity is negotiated/ prepared during January and is ready to be carried out; Mayor of Tirana to symbolically plant some trees, together with representatives of organisations from MOSHA Network, promoting active participation of older people in the life of the city.

Bosnia and Herzegovina:

The relationship with the State authorities has been ongoing and developing. The State authorities are applying participatory approaches in its activities or initiatives in relation to older people and ageing, however this process has not been sufficient and the commitment is still underdeveloped. All activities seem to be in an initial phase and it seems very difficult to influence the steps forward.

Due to the complexity of institutional structure in Bosnia and Herzegovina, the policy development process is fragmented and this makes engagement for civil society organisations in efficient manner more challenging. The project partners in Bosnia and Herzegovina are making efforts to be more efficiently involved with the policy process and the good example of this is their participation in the MIPAA/RIS reporting process.

Macedonia:

Macedonian Red Cross and Humanity have established good cooperation with government institutions at national level. Membership in several national bodies contributes to the immediate involvement in the planning and implementation of development national documents in the country on various issues of health and social sphere of action. The Ministry of Labour and Social Policy

provided support in the implementation of project activities. Good cooperation is also important in relation to their involvement and participation in all existing project activities were implemented according to the plan of action.

Membership in the National Commission for Monitoring and Evaluation of the National Strategy for Older People 2010-2020. The three members of the InkluzivaM Network (Macedonian Red Cross, the Association Humanity and the Union of the Association of Pensioners of the Republic of Macedonia) contributed to the creation of the operational plan for 2018, as well as reporting on implemented activities in 2017 in which they are incorporated project incentives of Inclusion.

Macedonian Red Cross and the Association of the Pensioners of the Republic of Macedonia are members of the Macedonian Government's Social Security Council. During 2017, two meetings of the Council were held. The Macedonian Red Cross had an opportunity to share with the members of the Council the analysis from the research done within the TASIOP project related to the need for opening of social and health services for older people, as a document containing data on social and health condition and needs of older people over the age of 65. The meetings yielded suggestions for future solutions pertinent to pensioners, which should be embedded in new government policies in order to improve the quality of the lives of pensioners. One of the priority issues that were defined through discussions within the InkluzivaM network is the need to open geriatric departments in hospitals. Regarding this proposal, also pointed out by the Pensioners' Association, for adaptation and conversion of parts of the unused space of general hospitals to geriatric departments in order to meet the needs of older people who need such a service, the representative of the Ministry of Health stated that the proposal will be discussed in detail and the meetings will be organised with the hospitals' heads to explore possibilities of using the space for the desired purpose.

Montenegro:

Good cooperation of network members is also reflected through joint application for projects. During the months of February and March, the Red Cross of Montenegro prepared new project proposal for the EC funds in cooperation with the Austrian Red Cross, NGO "Humanitarac", Ministry of Labour and Social Welfare, Ministry of Health and Republic Institute for Social and Child protection. The relationship with the institutions is based on a two-way communication, sharing of information and cooperation.

Through the licensing process, better cooperation between the partners on the project is achieved, not only between the NGO sector but also with the state institutions. In this case – cooperation between Ministry of Labour and Social Welfare and Institute for social and child protection.

Through mini projects, cooperation has already been established between 12 members that received the project because they are interconnected and involved in other projects. Thanks to mini project, network "Dignitas" has expanded and now we have 3 new members.

Serbia

The relationship with policy makers and institutions has improved overall with the Red Cross of Serbia and HumanaS Network being recognised as relevant partners in relation to ageing issues. The expertise of individual HumanaS Network members is also recognised. Thanks to the work of the HumanaS Network members some of the ageing issues have for the first time been raised in the public dialogue. Also, most of the research related to ageing were conducted by the HumanaS network members which contributed to the civil society organisations being recognised as relevant partners in the public policy process. This is reflected through civil society organisations being increasingly invited to be members of working groups and other bodies creating public policy. In addition, all the public events organised within the framework of TASIOP project – and outside it – feature high-ranking officials who participate as speakers.

The Red Cross of Serbia and HumanaS Network participate in

- Governmental Council on Ageing
- Governmental Council for Intergenerational Solidarity

The public events with participation of high-ranking officials organised by the Red Cross of Serbia include:

- Intergenerational debate in the Belgrade Youth Centre, as part of the Spring Health Festival programme with participation of Mr. Aleksandar Vulin, Serbian Minister of Labour, Employment, Veteran and Social Issues
- A conference „Elder abuse – how to proceed, how to prevent it?“ with participation of Mr. Aleksandar Vulin, Minister of Labour, Employment, Veteran and Social Affairs, Dr Meho Mahmutovic, State Secretary in the Ministry of Health, Ms. Tatjana Jokanovic, Deputy Commissioner for Protection of Equality and Ms. Vladana Jovic, Deputy Protector of Citizens
- A press conference in the Belgrade Media Centre, Serbia, entitled “Abuse leaves permanent marks on the soul” with participation of Mr. Aleksandar Vulin, Minister of Labour, Employment, Veteran and Social Affairs; Dr Suzana Paunovic, Head of the Serbian Government’s Office for Human and Minority Rights; Ms. Vladana Jovic, Deputy Protector of Citizens.
- To mark the 1 October, the Red Cross of Serbia, representatives of HumanaS network members and older women of Serbia met the Deputy Minister of Labour, Employment, Veteran and Social Affairs, Mr. Milos Jankovic.
- The Conference entitled „Social inclusion of older people – a societal development factor” was organised on 20 and 21 December 2017 in the Red Cross of Serbia. The participants of the Conference included: Commissioner for Protection of Equality, Ms. Brankica Jankovic, Dr Danilo Arsenijevic representing the Cabinet of the Minister without portfolio responsible for demographics and population policy

Additionally:

- An expert conference entitled „Intergenerational Solidarity: importance and perspectives“ was organised in Palata Srbije building on 15 May, the International Day of Families. by the Ministry of Labour, Employment, Veteran and Social Affairs and it was attended by the representatives of the Red Cross of Serbia as well as the member organisations of HumanaS network. In addition, young volunteers of the Red Cross branch Savski Venac spoke about their experiences in intergenerational cooperation.
- On 1 October 2017, International Day of Older Persons, the Commissioner for protection of Equality and Committee for Children’s Rights organised a public session “A bridge of understanding – Intergenerational Solidarity”. This was an event to award the literary, poetic and photographic works of children and youth focusing on older people and the committee evaluating the works and choosing the best among the was comprised exclusively of older people.

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

So far, the management and administration of the 62 grassroots organisations supported in implementation of micro projects through subgranting has proven to be a very time consuming task. The enthusiasm and energy brought forth by these partners is unquestionable, however all the partners in the TASIOP project have encountered numerous challenges in ensuring their activities are managed, administrated and reported in line with the desired standard, mostly in terms of timeliness.

Despite all the support provided so far, it is necessary to be in close contact with all of the subgrantees during the course of implementation of their projects to ensure proper reporting and visibility related to their project activities. On the flipside, all of them have so far shown good results in delivering on the planned activities and have been able to overcome administrative obstacles with some support of project partners.

Albania

- Associate(s): AAGG is associated with a number of organizations in the framework of MOSHA network: Associations of pensioners, professionals associations from health and social background, other civil society, Government (central, local) public centres and services. In 2016 AAGG has done a detailed analyses of the relationships. AAGG is respected by partners as leader in the network and in the field of studies and advocacy for ageing issues.
- Sub-contractor(s): There are 10 organizations already subgranted as described in this report, while 3 more agreed sub grants are frozen for objective reasons (please see above)
- Final Beneficiaries and Target groups: Older people in general in Albania, in Tirana city and for each of the subgrants as described
- Other third parties involved (including other donors, other government agencies or local government units, NGOs, etc.): AAGG has regular contacts with Ministry of Health and social Protection, Tirana Municipality, ADA network, UNFPA.

Bosnia and Herzegovina

- Final Beneficiaries and Target groups: Representatives of target groups are regularly involved in all activities in the project – in CSO Network meetings, trainings, public campaigns and other related activities. Involvement that is more direct is expected in the 3rd project year where the focus will be on direct empowerment of older people, on their involvement and on consulting them on the matters concerning their lives and social inclusion.
- Other third parties involved (including other donors, other government agencies or local government units, NGOs, etc.): Association Osmijeh established contacts with the Open Society Foundations Network with the aim to influence their strategic objectives, target groups and funding in the Western Balkans region in general. Cooperation with HelpAge International has continued and smaller campaigns in the framework of Age Demands Action global campaigns have been supported by HelpAge International. Efforts were made, together with Slovene Philanthropy, to influence the funding of the USA National Endowment for Democracy. Partners together presented in a regional, Western Balkan, meeting (April 2017) the issues of older people and demographic changes and the needs for empowering older people to become more active in shaping democracies. Partners were encouraged to submit regional proposal addressing older people and democracy.

Serbia

- The Red Cross of Serbia had a good working relationship with its associate partner, Social Inclusion and Poverty Reduction Unit of the Government of Serbia, by discussing the topic for the research with them. Representatives of the Unit participated in the HumanaS Network meetings and Ms. Natasa Todorovic wrote for the Unit's website thus increasing not just the visibility of the project but also the visibility of issues that older women and men face in Serbia.

- Through subgranting support provided to 12 grassroots organisations the Red Cross of Serbia and HumanaS network managed to reach some of the marginalised groups among older people, such as those living in remote rural areas as well as older Roma.
- The Red Cross of Serbia and HumanaS Network also have ongoing, dynamic cooperation with UNFPA, Commissioner for Protection of Equality, Ombudsman (both national and provincial), UNECE, IFRC, HelpAge International and Republic Institute for Social Protection and Gerontological Centre Belgrade.

3.4. Links and synergies with other actions

Albania

National Strategy for Health Promotion

During 2017 actions of MOSHA Network and AAGG there was a synergy reached with the strategic initiatives of the public sector through inclusion of actions about ageing in the first Strategy for Health Promotion, as a result of, among other activities, the activities of the TASIOP project in Albania.

Citizens' commissions in Tirana

MOSHA member associations have also become members of citizens' commissions at Tirana Municipality where they work on contributing to the development of long term policies and are ensuring that ageing and older people are visible and present in these processes.

Work with HelpAge International

MOSHA Network works with HelpAge International on plans for advocating to the Albanian Government and contributing sub regionally – in the Eastern Europe – to the work on the new United Nations Convention on the Rights of Older Persons and Sustainable Development Goals (SDGs).

Bosnia and Herzegovina

Cooperation with UNFPA and other in-country partners

Osmijeh has continued its already established relationship and cooperation with 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 provide them with the technical assistance and through UNFPA CSO's initiatives can be promoted too. Cooperation with SMART Centre and Centre for Civil Society has been also further developed (Osmijeh cooperated with them in the past too). The small grants programme helped Osmijeh to identify other civil society stakeholders interested in issues of ageing and human rights of older people. The same relates to media who as result of the project activities and objectives started to be involved and the cooperation will be further developed. Representatives of Osmijeh and Associate partner organisation Slovene Philanthropy established links with the Open Society Foundations (OSF) in Western Balkans. Among others, TASIOP projects was presented in OSF regional meeting held in Priština, in October 2017. Special focus was on older people democracy and in relation to that, the TSIOP representatives held a featured workshop dealing with the topic. The aim of the workshop was to sensitise the OSIF in the region to address older people issues in their programmes and to respond adequately. Partners in TASIOP project, including OSMJEH, made links with TACSO offices in the

region and participate in the regional events such as was “EU & Civil Society: Quo Vadis?” (10-12.10.2017).

Ministerial Conference on Ageing in Lisbon

Association Osmijeh, Gracanica and Centre for Healthy ageing, members of the Network for Ageing with Dignity have joined the representatives of the Bosnia and Herzegovina institutions – Mr. Predrag Jovic, Deputy Minister for Human Rights and Refugees and Ms. Ajla Nanic, contact person for issues of older people at the same ministry – at the UNECE Ministerial Conference on Ageing in Lisbon, Portugal 21-22 September 2017. It was the third such conference (they are organised every fifth year) with the main objective to review the progress in the UNECE region countries related to implementation of the Madrid International Plan of Action on Ageing from 2002. A representative of Osmijeh also took part in the NGO forum prior to the conference that produced a political declaration of non-governmental organisations. Participation of both Osmijeh and Human Rights and Refugees at the conference improved the relationship between them and opened opportunities for further cooperation both with Osmijeh and with the Network for Ageing with Dignity, including on project activities.

Macedonia

EU project "Inclusive Labour Market for a Sustainable Community"

Association Humanity, in partnership with Eko Logik, is implementing the project "Inclusive Labour Market for a Sustainable Community" funded by the European Union. The aim of the project is to enable an inclusive labour market for younger people as well as long-term unemployed and it involves programmes for new occupational and staffing standards, platforms for easier coordination of certified personnel, and analysis of early documents. The main goal is to bring Macedonia's policies closer to European policies and the development of entrepreneurship.

EU project "Creating opportunities for new employments of women"

Macedonian Red Cross in partnership with the association Humanity and the Austrian Red Cross, during 2017 started implementation of the project "Creating opportunities for new employments of women" financed by the European Union (EuropeAid / 136315 / ID / ACT / MK). The goal of the project is to contribute to the integration of marginalized groups in the labour market and the activities include theoretical and practical training for caregivers for older and disabled people. The program is accredited with the Ministry of Education and Science of the Republic of Macedonia and the Centre for Adult Education. Also, the Macedonian Red Cross is accredited for organizing training of trainers for working in providing support to older and disabled people. In the period August - October 2017, the training of 40 long-term unemployed women over 40 years of age was conducted at the Macedonian Red Cross Education Centre. In November, delivery of pilot services to a total of 76 older people in their homes was carried out by trained caregivers.

Ministerial Conference on Aging in Lisbon

On September 21 and 22, the Ministerial Conference on Aging organized by the United Nations Economic Commission for Europe (UNECE) was held in Lisbon, Portugal. The topic of the conference was: "A Sustainable Society for All Ages: Realizing the Potential of Living Longer". In the framework of the conference, a forum of NGOs involved with ageing was on 20 September, and it resulted in draft recommendations on the three topics of the conference for which expert panel discussions were held: recognition of the potentials of the elderly; encouraging longer working lives and ability to work and ensuring dignified aging. Representatives of the Macedonian Red Cross and the Association Humanity participated in the forum, along with representatives of the Red Cross of Serbia and the Association Osmijeh from Bosnia and Herzegovina – all partners on the TASIOP

project. The goal of the NGO forum was to contribute to the review of the Madrid International Action Plan on Ageing (MIPAA) and the implementation of the UNECE Regional Strategy, i.e. to make suggestions to Member States to strengthen the MIPAA potential as an instrument to protect the rights of older people.

Day Care Centre for Older People and a Home Help Centre in Skopje

Within the Red Cross branch of the City of Skopje, there is a "Day Care Centre for Older People and a Home Help Centre". It offers services for persons in the third age, in two categories: one set of services is home-based, for older people who are not very mobile and the other set is for more active older people and are provided through day care centres. The purpose of the service is to develop non-institutional forms of care for older people, as well as support active aging and intergenerational cooperation.

In the current year, 180 older people were visited at home on weekly basis or more often if needed.

For active older people, 3 day centers have been established in municipalities Centar (in the DHS "Dare Dzambaz"), Saraj (in the school "Dituria") and in Cair (in the Red Cross Cair). The centres were visited 13,217 times in total over the past period.

The Day Care Centre for Older People and the Centre for providing assistance at home, which functions through the municipal branch of the Red Cross Gazi Baba, is supported by the Municipality of Gazi Baba. Additionally, older people are provided with information related to their rights in the fields of healthcare and social care.

Activities of the Red Cross of Macedonia branches

The Red Cross branches of Kriva Palanka, Negotino, Veles and Prilep run clubs for older people with 20-40 active members each. Members in the clubs are constantly engaged with various psycho-social support content, activities enhancing their personal capacities and skills related to advocacy for the rights of older people in the community, and re-socializing and active integration of older people in the social life.

Macedonian Red Cross, through activities of its branches, marked the 1st of October - International Day of Older Persons, with activities focused on active aging, as well as activities aiming to assist and support those older people in need. The Red Cross of Skopje organized a press conference on the topic "A step forward in modernization and standardization of services for the elderly". A joint meeting of the social protection services of the City of Skopje and the City of Nurnberg was organised as were the exchange of experiences activities – home visits to older people from the Red Cross Nurnberg and Red Cross branches in Skopje, meeting the Red Cross of Nurnberg, the Red Cross of the City of Skopje and the Austrian Red Cross for the promotion of the services for older people, as well as visiting 180 older people in their homes by volunteers and nurses, a project that is implemented for the seventh consecutive year.

Montenegro

Telephone support for older people

A new service was made available within the project Home care which is implemented by the Red Cross of Montenegro with the help of the Italian Red Cross. The service consists of giving support to older people in rural areas of four municipalities via telephone. This kind of support was meant for people over 65, living alone and in risk of poverty, far away from cities and with different social and health issues.

Capacity building training for Red Cross of Montenegro branches working with older people

As a part of its Home care project the Red Cross of Montenegro organized two regional trainings for project writing and fund raising. The objective of the training was to upgrade the capacities of the local branches that implement the project Home care in the mentioned areas.

Application for a new EU project focusing on services for older people

During February and March 2017 the Red Cross of Montenegro prepared a new proposal for an EU call, in cooperation with the Austrian Red Cross, NGO "Humanitarac", Ministry of Labour and Social Welfare and Bureau for social and child protection. The main goal of the project was to strengthen the capacities of the organizations of the civil society so they can provide sustainable and good quality services based on the needs of older people.

Project: Healthy aging in seven municipalities of Montenegro

The Red Cross of Montenegro, with financial support of the International Federation of Red Cross and Red Crescent societies implemented the project called "Healthy aging in seven municipalities of Montenegro". The goal was to contribute to the quality of life of older people in Montenegro, with a special emphasis on healthy aging and raising the awareness of the public to the meaning of this concept. The activities are implemented through three clubs for older people in seven local organizations of the Red Cross of Montenegro (Bar, Plav, Cetinje, Tivat, Pljevlja, Mojkovac and Niksic) in cooperation with schools, kindergartens, affiliations of pensioners, women, veterans, daily care centres etc.

During the project a national training was organized with 27 volunteers. Activities with beneficiaries began in April on World Health Day, through workshops with children from elementary schools that live in rural areas focusing among other things on the subjects of healthy nutrition, meaning of physical activities and lifelong learning.

Activities of the Red cross of Montenegro branches

Several other activities touching upon topics related to the TASIOP goals are continuously supported and implemented. Over four months the following activities were implemented in seven local organizations of the Red Cross of Montenegro: local training for the volunteers, geronto-housekeepers, workshops on various subjects with the beneficiaries of the clubs for older people, visits of doctors who spoke about various diseases, vaccination etc., children from kindergarten, elementary and high schools had an opportunity to visit the club for older people and to participate in activities with them, volunteers of the local Red Cross branches have visited daily care centres for older people and shared information about healthy aging, short trips were organized for both young and older people. Workshops were also organized for a number of Roma families and beneficiaries of the Home care program during the house visits. With all mentioned activities the Red Cross reached around 400 beneficiaries.

Brochure „Healthy aging for all generations”

To raise the awareness of the citizens about healthy aging, the Red Cross of Montenegro created a brochure entitled „Healthy aging for all generations". In the next period the brochure that consists of elementary advice what to do to stay healthy and live longer and with better quality of life will be delivered to all local organizations of the Red Cross of Montenegro, and subsequently the volunteers will share it with beneficiaries of the project and other citizens. With the same goal the Red Cross was working on promotion during the project by taking part in certain events and by the media.

Services for older people in development

By the end of December 2017 in the Bureau for social and child protection for the first time in Montenegro working licenses for provision of social services to non-public entities were delivered. Licenses were delivered to 12 people of the appropriate vocation and so licensing officially started with the goal of upgrading the quality of services.

Also, the Bureau for social and child protection published the call for accreditation of programs of training in the area of social protection, after which the Commission for accreditation carried out the evaluation. Among the accredited programs is the Program of the Red Cross of Montenegro - „Home care, services of geronto-housekeepers “.

The Bureau for social and child protection organised a training for Home based support services for older people. The trainees were presented basics of gerontology, communication and communication skills with older people, as well as basic care skills.

In December 2017 a cornerstone of a future retirement home in Podgorica was set. Once finalised, the accommodation services for older people will become available in the central part of Montenegro. The capacity of the home will be 270, and its future beneficiaries will have good quality accommodation, as well as access to healthcare and protection, social and psychological support.

Ministry of Labour and Social Welfare is implementing a Home Care project with the technical support provided by UNDP as a part of the project „The Continuation of Reforms of the System of Social and Children Protection “. The project reaches approximately 1,200 beneficiaries with the engagement of 120 geronto-carers. In December 2017 the Ministry presented an information and monitoring system with the goal of enhancing the quality of home care services for older people.

Serbia

World Elder Abuse Awareness Day

The topic of this year’s event related to marking the World Elder Abuse Awareness Day was “Understand and End Financial Abuse of Older People: A Human Rights Issue”. This year, Natasa Todorovic of the Red Cross of Serbia and HumanaS network was invited to provide a video statement for the official meeting of 16 June in the United Nations Headquarters, New York.

In her statement Natasa Todorovic highlighted that in Serbia, as in many other countries the problems caused by the high unemployment rate of younger people increase the risk of financial abuse of older people. This does not pertain only to countries in financial transition, the phenomenon can be identified in every country experiencing financial crisis – and it has been especially pronounced since 2008.

Financial abuse violates basic human rights of older people, while older people often are not informed about their rights. Even if they are aware of what their rights are, the access to those rights is often so complicated that it is akin to being caught in a spider web.

[2017 WEAAD - Financial exploitation of older women statement by Natasa Todorovic on YouTube](#)

Abuse targeting older women is a phenomenon that jeopardises their health and reduces the quality of their lives but it also affects their families and communities they live in. Older women are entitled to freedom, equality, physical safety, their personality, family support and dignified, good quality life in their older age.

Eighth session of Open-Ended Working Group on Ageing

The eighth session of Open-Ended Working Group on Ageing was held between 5 and 7 July 2017 in the United Nations Headquarters in New York, with participation of the Red Cross of Serbia representative. This participation is a very good example of social inclusion of older people and their participation in developmental processes, as the National Society was represented by Ms. Miroslava Matic, an older volunteer of the Kragujevac branch of the Red Cross of Serbia.

Thanks to the support provided by HelpAge International and UNFPA Ms. Matic had the opportunity to contribute and ensure the voice of older women is heard. She emphasised that older women have the same rights as everyone else and that those rights need to be protected in practice because for older women being equal means fully participating in all aspects of life and this can only be ensured through equality before the law and equality in practice.

At this session HelpAge International presented their report “Entitled to the Same Rights”. This report provides the data on discrimination and abuse of older women collected via focus group interviews with 250 older women from 19 different countries. 35 women from Serbia participated.

The “Entitled to the Same Rights” report can be found here in English and Serbian:

[Entitled to the Same Rights](#)

[Imaju ista prava](#)

Following the call for inputs on focus issues of the eighth session, the Red Cross of Serbia made a statement as a contribution to the discussion on the new UN Convention on the Rights of Older Persons. The statement focuses on the New UN Convention on the Rights of Older Persons as a powerful tool for the future to combat discrimination of older people. The text of the statement can be found here:

[The Red Cross Statement on the Rights of Older Persons](#)

Ministerial Conference on Ageing in Lisbon

United Nations Ministerial Conference on ageing is organised every five years since Madrid International Plan of Action on Ageing (MIPAA) was adopted in 2002. The Conference primarily aims to monitor the implementation of the Madrid International Plan of Action on Ageing and provide opportunities to measure the developments made by the Member States in improving the quality of life of older people in the region (Europe, North America and Central Asia) over the past five years but also to provide recommendations for priority activities in the coming period. This year the Conference was organised in Lisbon, Portugal on 21 and 22 September and the introductory events – NGO and researchers’ fora took place the day before. The Conference was organised by United Nations Economic Commission for Europe (UNECE). Its title was “A Sustainable Society for All Ages: Realizing the Potential of Living Longer” .

Approximately 400 people participated in the conference including 34 ministers, deputy ministers and state secretaries from UNECE region as well as guests from Portuguese-speaking countries outside of the region (Brazil, Cabo Verde, São Tomé and Príncipe and Mozambique).

The representatives from the Red Cross of Serbia participated in the **NGO forum** a day before the official start of the conference, alongside the representatives of the Red Cross of Macedonia, Association Humanity, Macedonia and Association Osmijeh, Bosnia and Herzegovina, all partners on the TASIOP project.

Taking Action on Social Inclusion of Older People project (TASIOP) was presented through a **poster** exhibited as part of the exhibition showcasing activities implemented in the region. As the title of the conference was “A Sustainable Society for All Ages: Realizing the Potential of Living Longer”, in

addition to the general information on project objectives and lessons learned through implementation so far, the poster touched on how social inclusion contributes to realizing the potential of living longer as well as why the project is relevant for the UNECE region. This contributed to the visibility of the project in the region, highlighted the importance of regional partnerships and the significance of support the European Union provides to initiatives focusing on ageing.

[Ministerial Conference Lisbon Poster Exhibition](#)

Following the invitation by UNECE, Natasa Todorovic of the Red Cross of Serbia participated in one of the **expert panel discussions**: “Ensuring Ageing with Dignity”. During her address she highlighted that ageing with dignity has to be included in all policies but that dignity must also be a part of the whole life cycle.

In addition to the expert panel discussion the Red Cross of Serbia representative Natasa Todorovic had a **presentation** and address during a **side event session** organised by UNFPA to present the results of the research study “Older People in Rural Areas” done in 2016 in partnership between the Red Cross of Serbia and Serbian Commissioner for Protection of Equality, and supported by UNFPA. The research looked into the lives of older people in rural areas, exploring their needs, missing services and general status, using a representative sample of older population from better developed and underdeveloped communities across Serbia.

The delegation of the Republic of Serbia at the conference was led by Minister without portfolio, Prof. Dr Slavica Djukic Dejanovic. Ms. Natasa Todorovic and Dr Milutin Vracevic of the Red Cross of Serbia were its members.

[Programme of the conference](#)

[Speakers’ biographies](#)

[Side event UNFPA, Equity for all ages: lessons from the region](#)

Public event: Days of Zvezdara Seniors

Between 25 and 29 September the event “Days of Zvezdara Seniors” was organised for the seventh year in a row. The seventh “Days of Zvezdara Seniors” event, organised by the friend of HumanaS network, Volunteer Service of Belgrade Municipality Zvezdara to mark the 1 October, International Day of Older Persons, was officially opened on 25 September. This year’s slogan for the whole event was “Solidarity between generations!” and had more than 700 participants, most of the seniors themselves, but also numerous partners and allies from public and civil sector who participated in interactive programmes and worked hard on promoting intergenerational solidarity and exchange as summarised by this year’s slogan “Solidarity between generations!”

Research study: older people in the Belgrade municipality Novi Beograd

HumanaS network member, Association Amity on Tuesday 10 October 2017 in Belgrade Media Centre presented a report produced through a research study on the quality of life and needs of older people’s households in Belgrade municipality of Novi Beograd. The study aims to produce a better picture on the quality of life and needs of older people living in Novi Beograd but also to assess their inclusion in social life and public events.

Olympiad of sport, health and culture for the third age

The tenth Olympiad of sport, health and culture for the third age in Serbia was organised in Vrnjacka Banja between 29 September and 3 October 2017. This time around, the event had more than 1000 participants from across the country and abroad. The older people participated in contest in seven different disciplines: 1. Walking relay race 2. Chess 3. Marksmanship 4. Darts 5. Football 6. Basketball 7. Fishing.

The event is organised every year by the Movement for the Third Age Serbia, a HumanaS Network member and other HumanaS network members have been participating since the very beginning by providing contestants or organising lectures. This year, Natasa Todorovic of the Red Cross of Serbia shared with the participants her statement given at the Ministerial Conference on Ageing in Lisbon, Portugal last month, entitled Mainstreaming Dignity. The organisers of the event awarded her a gold medal and a public thank you note for her contributions to the Olympiad over the past ten years.

Intergenerational debate and discussion panel at the Spring Health Festival

The Red Cross of Serbia organised an intergenerational debate in the Belgrade Youth Centre, as part of the Spring Health Festival programme. The topic for the debate, entitled “Serbia, a society for all generations” was selected due to the fact that the Government of Serbia had declared 2017 the year of Intergenerational Solidarity. The participants of the debate were: Mr. Aleksandar Vulin, Serbian Minister of Labour, Employment, Veteran and Social Issues, Ms. Vesna Milenovic, Secretary General of the Red Cross of Serbia, Ms. Danica Smic, an older volunteer of the Red Cross of Serbia, Mr. Gradimir Zajic, a retired sociologist, Ms. Marina Stojadinovic, a journalist working for the National Broadcasting Corporation, Mr. Nikola Koruga, Andragogy PhD student at the Belgrade University, Mr. Milos Todorovic, Anthropology student at the Belgrade University. The debate was facilitated by Ms. Natasa Todorovic, a psychologist working in the Red Cross of Serbia.

At the 16th Festival of Health in the eighth year since it was established, this fall in the Army Memorial Centre in Belgrade three member organisations of HumanaS network organised panel discussions while other members of the network participated from the audience. The Red Cross of Serbia organised a panel entitled “Ageing with Dignity”. The Red Cross of Serbia is, among other things a patron of the Festival. The other two HumanaS network representatives were Volunteer Centre Zvezdara with a panel discussion on the importance of an established daily routine for seniors and Association Amity with a panel discussion on the importance of supporting social participation of older people.

Furthermore, Natasa Todorovic from the Red Cross of Serbia representative moderated the panel discussion with the following participants: Slobodan Milivojevic representing the Commissioner for Protection of Equality, Gradimir Zajic, a retired sociologist, Paulina Firicaski, psychologist representing Gerontological Centre Belgrade, Dunja Tanasic, sociology student and Milos Todorovic, anthropology student. More than 60 older people were present.

As mentioned above representatives of HumanaS Network, Natasa Todorovic of the Red Cross of Serbia, Nadezda Sataric of Amity NGO and Vasilije Belobrkovic of the Pensioner Association of Serbia participated in the forum entitled “About us with us” – challenges in exercising human rights from the perspective of older people and the perspective of the national Protector of Citizens. The forum was organised by the national Protector of Citizens on 9 December 2017 in Belgrade.

The Deputy Protector of Citizens, Vladana Jovic announced forming of a Council for Older People and that older people would be receiving more information about their human rights.

Conference: Six months of the implementation of the Law on Prevention of Domestic Violence

The annual conference of the “The Network Against Abuse of Women” was organised on 12 December 2017 in Novi Sad at the Vojvodina Provincial Assembly. The title of the conference was „Six months of the implementation of the Law on Prevention of Domestic Violence“ and it was organised by the Provincial Ombudsman. The annual conference is an opportunity for representatives of all the institutions working on prevention of domestic abuse to meet and exchange experience, information and discuss the significant topics related to domestic abuse and violence against women. This year two representatives of HumanaS network members participated: Natasa Todorovic from the

Red Cross of Serbia and Nadezda Sataric of Amity NGO, speaking on the topic “Domestic abuse of older people with special emphasis on older women”.

The Red Cross of Serbia representative emphasised that elder abuse worldwide is a serious public health and social problem, both in developed and developing societies. Abuse of older women is not adequately addressed, the research is rare as are the adequate prevention policies. International, regional and national legal frameworks are not capable of adequately responding to violence, abuse and neglect of older women.

Research „Ageing in cities – challenges of the modern society “

On 25 December 2017 in the Belgrade Media Centre a public presentation of results of a research „Ageing in cities – challenges of the modern society“ was organised. This research was done by the Red Cross of Serbia in cooperation with the Commissioner for Protection of Equality and support provided by United Nations Population Fund (UNFPA). The purpose of this research was to explore the main needs of older people in urban areas in Serbia, provide recommendations on how to improve their quality of lives as well as to promote examples of good practice. The research covered people over the age of 65 from 16 cities in Serbia.

At the presentation the speakers were Vesna Milenovic, Secretary General of the Red Cross of Serbia, Brankica Jankovic, Commissioner for Protection of Equality, Marija Rakovic, UNFPA, Gradimir Zajic, sociologist and Natasa Todorovic, Red Cross of Serbia.

The Sustainable Development Goals adopted by UN General Assembly in 2015 among other things include the concept of inclusive urbanisation. This means that older people should be included in the planning and decision making processes related to urbanisation, including elements such as safe and affordable public transportation, safe, accessible and inclusive public spaces such as parks and other green spaces.

Preparations for the X International Gerontological Congress of the Gerontological Society of Serbia

On 12 July, 30 August and 28 November 2017 meetings of the Organisational and Programme Committee for the X International Gerontological Congress of the Gerontological Society of Serbia were organised. The Congress will be organised on 18 and 19 May 2018, by a HumanaS Network member Gerontological Society of Serbia (with support provided by other Network members) and the title will be “Ageing and Human Rights” and there are more than 150 confirmed papers that will be presented there at the moment. The Congress will feature the participation of older people as speakers, but it will also have older volunteers of the Red Cross of Serbia providing assistance – and this increases the visibility and inclusion of older people.

Working Group for Implementation of Age Demands Action Campaign and the new UN Convention on the Rights of Older Persons

The Red Cross of Serbia is a member of the global Working Group for Implementation of Age Demands Action Campaign and the new UN Convention on the Rights of Older Persons, established following the HelpAge International initiative. The Red Cross of Serbia representative, Ms. Natasa Todorovic is a co-chair of this working group.

WHO Campaign to Combat Ageism: Working Group for inputs

HelpAge International established a global working group to provide inputs for the campaign planned by the World Health Organisation to combat ageism. The Red Cross of Serbia and HumanaS Network representatives are members of this working group.

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).

Albania

EU funded a project in Albania through Age UK 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 Age UK. 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.

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 leading to establishment of partnerships with grassroots groups and organisations in the second year of the project.

4. Visibility

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 Visibility Actions

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.

[The website of the Red Cross EU office profiled the TASIOP project explaining the work of the partners in the region.](#)

In addition, the Project Manager from the Red Cross of Serbia and the HumanaS Network coordinator presented the project activities at a meeting organised by the Europe Office of the International Federation of Red Cross and Red Crescent Societies to the representatives of National Red Cross Societies of European countries. The presentation focused on examples of good practice especially in terms of networking and advocacy at national and regional level as well as regional networking between civil society actors from within and outside the Red Cross family

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.

The following television clips are the media covering the first results of the research conducted within the framework of TASIOP project on older people in October 2017. All of the clips were parts of main news programmes and refer to the brief explanation of the research, as prepared for the media. MOSHA network is credited for performing the research and in some cases the findings are illustrated with interviews with older people.

[Top Chanel TV, the major national independent TV in the country covering the launch of the preliminary research results. The journalist, Alma Demiraj, is a member of MOSHA Network and the interviews illustrate the research results and describes the role of MOSHA Network in the research.](#)

[RTSH, Albanian National Public TV, the journalist Sonila Milloja, a member of MOSHA Network, interviewing the head of Association of Pensioners Mr. Faik Xhani about the results of the research and illustrating the results with several other interviews in the street with random older people](#)

[Report on research: ABC News, a major 24 hours news national TV channel](#)

[Report on research: Ora News, a major 24 hours news national TV channel](#)

[Report on research: Scan TV, a specialized TV on economy](#)

[Report on research: Channel One TV](#)

The following television clips cover the activity organised in April 2017, to mark the World Health Day, focusing on depression. The clips share the data provided by AAGG on depression and its risk factors among Albanian older people. The event itself was a public gathering and march of MOSHA Network activists asking for more attention from the society to those who suffer in silence and demonstrating the MOSHA model of activism and support for the lonely older people. In some cases journalists cover the event with interviews with MOSHA activists. All materials were aired in main TV news of the day:

[RTSH, Albanian National Public TV; the journalist interviews Ms. Erebara, one of the activists from the Association of Older Pensioners and Dr Alban Ylli of AAGG, the TASIOP project Coordinator in Albania. The clip discusses at length human stories of depression among older people, its determinants and how to address it.](#)

[The same event covered by Vizion Plus TV, a major national private television network.](#)

[A long segment on the morning programme of Vizion Plus TV, talking about the facts shared with the media about depression among older people in Albania.](#)

[Channel One covering the same activity. Ms. Mira Pirdeni and Dr Alban Ylli talking to the journalists](#)

[Ora News TV covering the same activity. They focus more on the access to proper services and medical aspects of the problem](#)

[Here is a media clip without clear reference to the TASIOP project but reflecting the influence of advocacy performed by AAGG and MOSHA network on the Tirana City planning and taking into account older people in terms of urban design.](#)

Writeups on the internet about the project activities:

[Association of pensioners](#)

[Bota Sot daily newspaper](#)

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.

[Association Osmijeh's Facebook page features information on the project and its individual activities](#)

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, Humanity 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.

[Kanal 8 television about the TASIOP project and the activities on social inclusion of older people](#)

[Star television about the TASIOP project and the activities of social inclusion of older people](#)

[Video produced as part the national campaign during the traditional "Week of Care for Older People" 20-26 November 2017](#)

Montenegro

All the relevant information is published on the Dignitas network website. A promotional material of was made featuring logos, a great contribution to the visibility of the project was also made by the media. In the last year 30 headlines that are related to the project were published, and here are some examples:

[National TV reporting on the social inclusion activities for older people on the International Day of Older Persons](#)

[Café Del Montenegro, popular Montenegrin news website reporting on the same occasion, talking about the network activities and social inclusion of older people](#)

[Café Del Montenegro on the International Day of Older Persons](#)

[Radio of the Herceg Novi municipality on marking of the International Day of Older Persons](#)

[The Bar municipality news website about the activities of a Dignitas member organisation, Association Povjerenje, referencing the TASIOP project](#)

[Popular news website Vijesti on the subgrant support to small initiatives in the TASIOP project](#)

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:

- [Intergenerational Debate at the Spring Health Festival \(announcement\)](#)
- [Intergenerational debate at the Spring Health Festival in Belgrade \(report\)](#)
- [World health Day, a conference entitled “Depression: let’s talk”](#)
- [The fourth issue of the Newsletter of the Taking Action on Social Inclusion of Older People regional project](#)
- [The fifth issue of the Newsletter of the Taking Action on Social Inclusion of Older People regional project](#)
- [Intergenerational solidarity viewed through demographic ageing](#)
- [15. June, World Elder Abuse Day](#)
- [Conference „Elder abuse –how to proceed, how to prevent it?“](#)
- [United Nations: Marking of the 15 June, World Elder Abuse Awareness Day](#)
- [Partners meeting, Sarajevo, Bosnia and Herzegovina](#)
- [Entitled to the Same Rights](#)
- [“Writing Successful Proposals for European Union Projects” – workshop in Sarajevo](#)
- [New Law on Social Protection in preparation in Serbia](#)
- [Recommendations for older persons during summer heatwave](#)
- [Red Cross of Serbia participating in the UNECE Ministerial Conference in Lisbon](#)
- [Taking Action on „Social Inclusion of Older People project” \(TASIOP\) at the Ministerial Conference in Lisbon](#)
- [Ten years of Age Demands Action \(ADA\) campaign](#)
- [Taking Action on Social Inclusion of Older People project mid-term review](#)
- [Red Cross of Serbia at the 16th Festival of Health](#)
- [TASIOP project mid-term evaluation - meeting in Belgrade](#)
- [Mid-term review of the Taking Action on Social Inclusion of Older People project – second focus group meeting in Serbia](#)
- [Human Rights Day - 10. December](#)
- [Red Cross at the „Six months of the implementation of the Law on Prevention of Domestic Abuse“ Conference](#)
- [Monitoring visit to Bosnia and Herzegovina, TASIOP project](#)
- [Conference „Social inclusion of older people – a societal development factor”](#)
- [Visit to Volunteer Service Zvezdara](#)
- [Fifth anniversary of the Corner for Quality Ageing](#)
- [Partners from Macedonia in a visit to Gerontological Centre Belgrade](#)
- [Research “Ageing in Cities”: media presentation](#)
- [Network ISP – Association of Social Researchers – TASIOP microproject](#)
- [Monitoring visit to Montenegro](#)

Radio appearances:

[National weekly radio show “Live to be 100” covering ageing, 4 March 2017](#)

[National weekly radio show “Live to be 100” covering ageing, 6 May 2017](#)

[National weekly radio show “Live to be 100” covering ageing, 27 May 2017](#)

[National weekly radio show “Live to be 100” covering ageing, 10 June 2017](#)

[National weekly radio show “Live to be 100” covering ageing, 28 October 2017](#)

Television appearances:

[Research: Older People in Rural Areas \(“Third Age” programme produced by HumanaS network member Third Age Movement, broadcast by National Broadcasting Corporation\)](#)

[Intergenerational solidarity \(“Third Age” programme produced by HumanaS network member Third Age Movement, broadcast by National Broadcasting Corporation\)](#)

[Round table panel discussion, Intergenerational Solidarity, International Day of Families \(broadcast by the main evening news programme of the National Broadcasting Corporation\)](#)

[Round table panel discussion, Intergenerational Solidarity, International Day of Families \(broadcast by the mid-day news programme of the National Broadcasting Corporation\)](#)

[Red Cross social programmes for older people \(“Third Age” programme produced by HumanaS network member Third Age Movement, broadcast by National Broadcasting Corporation\)](#)

[World Elder Abuse Awareness Day \(TV “Prva”, a national broadcaster\)](#)

[Older people from Serbia advocating for new UN Convention on Human Rights of Older People, importance of inclusion of older people in creation of public policies \(TV Kragujevac\)](#)

[Corner for Quality Ageing, inclusive local initiative for older people in Kragujevac](#)

[Discrimination of older people and elder abuse \(“Third Age” programme produced by HumanaS network member Third Age Movement, broadcast by National Broadcasting Corporation\)](#)

[Research: Ageing in Cities \(broadcast by the main evening news programme of the National Broadcasting Corporation\)](#)

[Research: Ageing in Cities \(broadcast by TV O2, a national broadcaster\)](#)

[Research: Ageing in Cities \(broadcast by the morning show of the National Broadcasting Corporation\)](#)

[Human rights of older people \(“Third Age” programme produced by HumanaS network member Third Age Movement, broadcast by National Broadcasting Corporation\)](#)

[Research: Social Inclusion of Older People in Serbia \(broadcast by the main evening news programme of the National Broadcasting Corporation\)](#)

[Research: Ageing in Cities \(broadcast by the National Broadcasting Corporation, province of Vojvodina branch, morning show\)](#)

[Human rights of older people \(“Third Age” programme produced by HumanaS network member Third Age Movement, broadcast by National Broadcasting Corporation\)](#)

[Belgrade city television, Studio B, on the results of the research on social inclusion of older people](#)

[N1 television, on the results of the research on social inclusion of older people](#)

[Kopernikus television, on the results of the research on social inclusion of older people](#)

Austria

Austrian Red Cross promoted the project through efforts of its International Cooperation Department that covered the activities in its periodical newsletter, especially focusing on the activities with prominent Austrian Red Cross role, such as the training in Sarajevo.

Name of the contact person for the Action: Milutin Vracevic

Signature: 

Location: Belgrade

Date report due: 31 March 2018

Date report sent: 30 March 2018

