

PROJECT RESULTS ACHIEVED

PART I

CONCRETE RESULTS ACHIEVED WITH SUCCESSFULLY IMPLEMENTING THE ACTION

SERVICES provided to direct beneficiaries when implementing the action (<i>e.g.: free legal aid, social services, counselling, etc.</i>)	
Type of services provided	Number of individuals served
Free health counselling and medical examination, during World Health Day workshop: "Good Health for Active Aging" – Bor 5.4.2012.	50

TRAINING provided to direct beneficiaries when implementing the action (<i>e.g.: seminars, mentoring, coaching, ToT and/or online tutoring, etc.</i>)	
Training form used and topic of each training (<i>each on a separate line</i>)	Number of participants
Two workshops with elementary school children: "My grandma, grandpa, and me" – Novi Sad 8-9.12.2011.	20+10
Workshop with elderly: "Me and my identity" – Bačka Palanka (mainly disabled elderly) 24.12.2011.	31
Workshop with preschool children: "My grandma and grandpa" – Užice 16.1.2012.	23
Workshop with highschool children: "Awareness raising in age discrimination" – Užice 25.1.2012.	20
Workshop with elderly: "How to activate elderly in local community" – Užice 2.2.2012.	14
Intergenerational literature workshop: "Morality in literature, experience of two generations" – Leskovac 3.3.2012.	13
Intergenerational musical workshop: "Matinee in the noon" – Leskovac 10.3.2012.	36
Intergenerational workshop on cooking, gastronomy and nutrition: "Old meals, grandmothers cookies" – Leskovac 12.3.2012.	19
Intergenerational workshop on textile: "Textile tradition, braid, design, in the past and contemporary one" – Leskovac 13.3.2012.	11
Five intergenerational workshops on carrier counselling: "Older people's experiences help the young make their career choices" – Bor 3.3; 14.3; 16.3; 23.3; 29.3.2012.	31+31+33+28+27
Intergenerational workshop on the occasion of the International Children's Book Day: "Books which left their marks on my childhood" – Bor 3.4.2012.	30
Intergenerational workshop on the occasion of the International Children's Book Day: "Nimble fingers – Let's make bookmarks!" – Bor 4.4.2012.	18
Intergenerational workshop on the occasion of the World Health Day: "Good Health for Active Aging" – Bor 5.4.2012.	25
ICT Training for Elderly (4days x 4hours) – Bor 9-12.4.2012.	13
Intergenerational workshop on the occasion of the Easter: "The Guardians of Tradition" – Bor 12.4.2012.	39
Accredited training: "Elderly Violence Prevention" – Belgrade 11-13.5.2012.	21
Two intergenerational workshops: "Two Generations in Golden Age of Life" – Belgrade 14.6.2012.	20 + 21

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TOOLS, METHODS AND/OR SETS OF INDICATORS produced to be used beyond the project lifespan (e.g.: toolkits for specific actions, manuals, training curricula, specific methodology, etc.)	
Type of the product	Title of the publication presenting the product
Book	Ideas for beautiful and active aging / Good practice example http://zlatnodoba.webs.com/Knjiga%20eng.pdf http://zlatnodoba.webs.com/SRB-knjiga.pdf

WORK ON PROMOTING GOOD PRACTICES identified within the implementation of the action (e.g.: developed and tested within your action, or others' experience you have applied in implementing your action)	
Good practice identified	Type and title of the promotional publication
"The Sunny Autumn of Life" Event	Book: Ideas for beautiful and active aging / Good practice example
Work by the Women's section of the Lesovac Pensioners' Association	Book: Ideas for beautiful and active aging / Good practice example
"Ikebana" - flower arranging	Book: Ideas for beautiful and active aging / Good practice example
"Granny taught me"	Book: Ideas for beautiful and active aging / Good practice example
Terracotta workshop "Do you know how much you can do?"	Book: Ideas for beautiful and active aging / Good practice example
The truth about tourism in Bor, its past, present and future	Book: Ideas for beautiful and active aging / Good practice example
Workshops "Older people's experiences help the young make their career choices"	Book: Ideas for beautiful and active aging / Good practice example
School of herbalism	Book: Ideas for beautiful and active aging / Good practice example
Series of educational activities by the Bor National Library	Book: Ideas for beautiful and active aging / Good practice example
ICT training for older people	Book: Ideas for beautiful and active aging / Good practice example
Zvezdara volunteering service	Book: Ideas for beautiful and active aging / Good practice example
Implementation of the project "Dialogue among organization from civil society in the Western Balkans"	Book: Ideas for beautiful and active aging / Good practice example
Dasun - Sharing experiences in academic based education for older people in the Danube region as a bridge between science and citizens	Book: Ideas for beautiful and active aging / Good practice example
Intergenerational cooperation	Book: Ideas for beautiful and active aging / Good practice example
University for third age – A place that welcomes you	Book: Ideas for beautiful and active aging / Good practice example

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Good practice identified	Type and title of the promotional publication
School of drama for elderly people	Book: Ideas for beautiful and active aging / Good practice example
“Let’s stop age discrimination and against older people and support active aging” – training of individuals employed in social care	Book: Ideas for beautiful and active aging / Good practice example
“Efficient communication with the elderly” - new model of socially responsible and humanitarian municipality Stari Grad	Book: Ideas for beautiful and active aging / Good practice example

PUBLIC EVENTS organized within the implementation of the action <i>(e.g.: concerts, plays, thematic seminars, press conferences, street marches, festivals, competitions, fairs, etc.)</i>			
Type of the event	Title of the event	Number of individuals	Number of media covered the event
Press conference	Press conference “The Golden Age of Life” Media centar, 2.9.2011, Belgrade	10	5
The Golden Age of Life – further on - GAL			
Press conference	Press conference “GAL” Medija centar Spens, 28.11.2011, Novi Sad	9	2
Exhibition opening	Exhibition opening: “GAL”; Centar Spens, 1.12.2011, Novi Sad	50	3
Photo exhibition	Photo exhibition: “GAL” Centre Spens, 1-19.12.2011, Novi Sad	circa 1200	/
Press conference	Press conference “GAL” Centar za socijalni rad, 16.1.2012, Užice	7	5
Exhibition opening	Exhibition opening “GAL” Centar za socijalni rad, 16.1.2012, Užice	30	4
Photo exhibition	Photo exhibition “GAL” Centar za socijalni rad, 16.1.-6.2.2012, Užice	circa 150	/
Press conference	Press conference “GAL” Competence Improvement Center Leskovac, 23.2.2012, Leskovac	9	6
Exhibition opening	Exhibition opening: “GAL”; Leskovac Cultural Centre, 24.2.2012, Leskovac	50	7
Photo exhibition	Photo exhibition: “GAL” Cultural Centre, 24.2.-15.3.2012, Leskovac	circa 150	/
Press conference	Press conference “GAL” Competence Improvement Center Leskovac, 15.3.2012, Leskovac	15	9
Press conference	Press conference “GAL” Bor National Library, 28.3.2012, Bor	12	7
Exhibition opening	Exhibition opening: “GAL”; Bor National Library, 30.3.2012, Bor	50	8

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Type of the event	Title of the event	Number of individuals	Number of media covered the event
Photo exhibition	Photo exhibition: "GAL" Bor National Library, 30.3.-19.4.2012, Bor	circa 500	/
Exhibition opening	Exhibition opening: "GAL"; Dom Omladine Belgrade, 11.5.2012, Belgrade	50	3
Photo exhibition	Photo exhibition: "GAL" Dom Omladine Belgrade, 11-26.5.2012, Belgrade	circa 900	/
Photo exhibition	Photo exhibition: "GAL" Gerontology Centre Belgrade, 30.5.-14.7.2012, Belgrade	circa 150	/
Photo exhibition	Photo exhibition: "GAL" Kalemegdanski plato, 11.6.-27.6.2012, Belgrade	circa 3000	/

WORK ON POLICY PAPER DEVELOPMENT, RESEARCH AND ANALYSIS within the implementation of the action

Product type	Title of the final product	Direct link to the publication
Evaluation analysis	Evaluation of the exhibition	http://zlatnodoba.webs.com/Evaluacija%20izlozbe.pdf
Evaluation analysis	Evaluation of workshops with local communities representatives and social partners	http://zlatnodoba.webs.com/Evaluation%20report%20of%20the%20workshops%20with%20local%20partners.pdf
Evaluation analysis	Evaluation of intergenerational workshops	http://zlatnodoba.webs.com/Evaluation%20report%20of%20intergenerational%20workshops.pdf

WORK ON THE ACTION PROMOTION, the EU support received and the results achieved during the implementation of the action (*e.g.: articles/interviews in printed/electronic media, films, audio/videos clips, commercials, web-sites, social media profiles, etc.*)

Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
Project presentation on a conference	Conference "TV Day of Andragogists of Serbia", Belgrade, 9.11.2011, organizer: Serbian Society of Andragogs	http://zlatnodoba.webs.com/apps/blog/
Project presentation on a conference	Conference "Power of Experience - Active Aging in Europe and in Serbia", Belgrade, 20.3.2012, organizer: Center for Democracy Foundation	http://zlatnodoba.webs.com/apps/blog/
Project presentation on a conference	Conference: "Older Learners", Vienna, 4.5.2012, Organizer: EAEA (European Association for Education of Adults)	http://zlatnodoba.webs.com/apps/blog/
Project presentation on debate	Debate: "Active Ageing and Prejudices Against Elderly", Belgrade, 11.5.2012, organizer: EU Info Centre	http://zlatnodoba.webs.com/apps/blog/
Project presentation on debate	Debate on World Elder Abuse Awareness Day, Belgrade, 15.6.2012, organizer: Red Cross Serbia	http://zlatnodoba.webs.com/apps/blog/

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Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
Project presentation in front of government body responsible for Elderly issues	Session of National Council for Ageing and an Elderly Issues, Belgrade, 26.6.2012	http://zlatnodoba.webs.com/apps/blog/
Project presentation on a conference	Conference "Active Ageing and Intergenerational Dialogue – a Challenge for the Danube Countries in a Common Europe, Ulm, 8-10.7.2012, organizer: ZAWiW - Centre for General Scientific Continuing Education of Ulm University	http://zlatnodoba.webs.com/apps/blog/
Project presentation on a conference	The 3rd Conference of ESREA Network on Education and Learning of Older Adults "Intergenerational Solidarity and Education of Older Adults in Community", Ljubljana, 19-21.9.2012., organizer: University of Ljubljana	http://zlatnodoba.webs.com/apps/blog/
Project presentation on a conference	Conference "Sunny Autumn of Life", Bačka Palanka, 1.10.2012., organizer: Gerontology Centre Bačka Palanka & Youth Centre Bačka Palanka	http://zlatnodoba.webs.com/apps/blog/

Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
Website	Project website with all information: on project, on partners, on activities, on results...	http://zlatnodoba.webs.com
Internet social profile	Facebook profile	Elis Projekat (Zlatno Doba Života)
Announcements in three newspapers – Politika, Blic, Vecernje Novosti (summary circulation circa 300.000), two days in each newspapers	Photo-contest "The Golden Age of Life" 9-11.9.2011	/
Distribution of 40.000 flyers and 40.000 leaflets in Belgrade, Novi Sad, Užice, Leskovac and Bor		/
Radio Beograd I broadcasted interview with project media coordinator, 14.9.2011.	Puls	http://www.rts.rs/page/radio/sr/story/23/Radio+Beograd+1/955334/Puls.html
Info on webpage of the project partner dvv international	Početak projekta Zlatno doba života	http://www.dvv-soe.org/index.php?option=com_content&view=article&id=1392:poetak-projekta-elis&catid=115:aktivnosti-srbija&Itemid=271
Info on "Medija centar" webpage about press conference 2.9.2011.	Press Conference "Zlatno doba života"	http://www.mc.rs/zlatno-doba-zivota.4.html?eventId=8121

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Info on "Total portal" webpage about press conference 2.9.2011.	Projekat za smanjenje diskriminacije starih u Srbiji	http://www.totalportal.rs/drustvo/223672/projekat-za-smanjenje-diskriminacije-starih-u-srbiji/
Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
News on "Blic Online" webpage about press conference 2.9.2011.	Projekat za smanjenje diskriminacije starih u Srbiji	http://www.blic.rs/Vesti/Drustvo/274830/Projekat-za-smanjenje-diskriminacije-starih-u-Srbiji
Info on "Jedinstvena.net" webpage about press conference 2.9.2011.	Projekat za smanjenje diskriminacije starih u Srbiji	http://www.jedinstvena.net/drustvo-kratak-pregled/projekat-za-smanjenje-diskriminacije-starih-u-srbiji/
Webnews on Total portal webpage about press conference 2.9.2011.	O lepšoj starosti	http://www.totalportal.rs/drustvo/223765/o-lepsoj-starosti
Webnews on Krstarica webpage about press conference 2.9.2011.	Projekat za smanjenje diskriminacije starih u Srbiji	http://vesti.krstarica.com/drustvo/projekat-za-smanjenje-diskriminacije-starih-u-srbiji/
News on Kraljevo press webpage about press conference 2.9.2011.	Projekat za smanjenje diskriminacije starih u Srbiji	http://www.kraljevopress.com/vesti/projekat-za-smanjenje-diskriminacije-starih-u-srbiji
News on Danas webpage about press conference 3.9.2011.	O lepšoj starosti	http://www.danas.rs/danasrs/drustvo/o_lepsoj_starosti.55.html?news_id=222851
Webnews on Visegrad24.info webpage about project exhibiton	Po broju starijih od 60 godina srbija u evropskom vrhu	http://www.visegrad24.info/index.php?option=com_k2&view=item&id=2008:po-broju-starijih-od-60-godina-srbija-u-evropskom-vrhu&Itemid=243
News on "Mreža kreativnih ljudi", social media profile about project	Foto konkurs Zlatno doba života	http://www.creemaginet.com/sajt/u-okviru-projekta-zlatno-doba-zivota-drustvo-za-obrazovanje-odraslih-raspisuje-foto-konkurs
News on "Afirmator magazine" webpage about photo-contest	Foto konkurs "Zlatno doba života"	http://konkursiregiona.net/foto-konkurs-%E2%80%9Ezlatno-doba-zivota/
News on „Foto Srbija Forum“ webpage about photo-contest	Foto konkurs „Zlatno doba života“	http://www.fotosrbijaforum.com/t1119-foto-konkurs-zlatno-doba-zivota
News on "Foto Video Svet" webpage about photo-contest, 19.9.2011.	Foto konkurs „Zlatno doba života“	http://www.fotofinis.org/sr/blog_prikaz.php?id_get=4088
News on "Najvesti" webpage about photo-contest, 13.9.2011.	Foto konkurs „Zlatno doba života“	http://www.najvesti.com/gradovi-srbija/grad-bor/99911-FOTO-KONKURS-ZLATNO-DOBA-ZIVOTA.html

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News on "Refoto" webpage about photo-contest	„Zlatno doba života“	http://www.refoto.rs/broj-85/aktuelno.html
Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
News on "Bosnia Art" social media profiles webpage about photo-contest	Zlatno doba života	http://bosniart.com/index.php?view=article&catid=2%3Akonkursi&id=1243%3Au-okviru-projekta-%E2%80%9Ezlatno-doba-%C5%BEivota-dru%C5%A1tvo-za-obrazovanje-odraslih-raspisuje-foto-konkurs&format=pdf&option=com_content&Itemid=1
News on "Fotografski klub Vojvodina" webpage about photo-contest	Foto konkurs „Zlatno doba života“	http://fkv.rs/forum/index.php/calendar/1/event-60
News on "Medija centar Bor" web info portal about all project activities	Zlatno Doba Života:	http://www.mc.kcbor.net/zlatno-doba-zivota/
News on "Budi informisan" webpage about photo-contest, 24.10.2011.	Završen foto konkurs "Zlatno doba života"	http://www.budiinformisan.com/konkursi/219-zavr%C5%A1en-foto-konkurs-zlatno-doba-%C5%BEivota
Article in magazine "Vreme" about project	Projekat Društva za obrazovanje odraslih	http://www.vreme.com/download.php/system/storage/pdf/1088obr.pdf
Article in "dis.Kurs", newsletter magazine, volume 4/2011, about project	„Die goldene Zeit des Lebens“	(article saved and available in our database)
Newspaper Bačkopalanački nedeljnik reported on project activities, 30.9.2011.		(article available in our database)
News on "Foto Klub Apolo" webpage about photo-contest, 23.9.2011.	Foto konkurs „Zlatno doba života“	http://www.fkapolo.com/vesti/22/
Webnews on "Naslovi Net" webpage on exhibition in Novi Sad, 2.12.2011.	Izložba Zlatno doba života na Spensu	http://www.naslovi.net/2011-12-02/rtv/izlozba-zlatno-doba-zivota-u-spensu/3001310
Webnews on "Radio televizija Vojvodine" webpage on exhibition in Novi Sad, 2.12.2011.	Izložba "Zlatno doba života" u Spensu	http://www.rtv.rs/sr_lat/vojvodina/novi-sad/izlozba-zlatno-doba-zivota-u-spensu_287446.html
Webnews on "o21" webpage on exhibition in Novi Sad, 2.12.2012.	Zlatno doba života na Spensu	http://www.o21.rs/Novi-Sad/Vesti/Zlatno-doba-zivota-na-Spensu.html

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TV Vojvodina broadcasted interviewed with our associate Ljiljana Žižić and she presented the project 22.11.2011.	Projekat za borbu protiv diskriminacije starih, Zlatno doba života	(video material is not available on web)
Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
Radio Novi Sad” broadcasted interview with our associate Ljiljana Žižić and she presented the project 5.9.2011.	Projekat Zlatno doba života	(audio material is not available on web)
Webnews on “Realizuj projekat” webpage about photo-contest, 10.9.2011.	Foto konkurs Zlatno doba života	http://realizuj-projekat.rs/2011/10/05/foto-konkurs-%E2%80%99%E2%80%99zlatno-doba-zivota%E2%80%99%E2%80%99%E2%80%A6/
Webnews on Jugpress, website, 2.12.2011.	Zlatno doba života	http://www.rtv.rs/sr_lat/vojvodina/novi-sad/izlozba-zlatno-doba-zivota-u-spensu_287446.html
Radio Tavor broadcasted interview with our associate Ljiljana Žižić and she presented the project 6.9.2011.	Projekat Zlatno doba života	(audio material available in our database)
Newspaper “Kurir” article on the exhibiton in Užice, 16.1.2012.	Po broju starijih od 60 godina Srbija u evropskom vrhu	http://www.kurir-info.rs/print/po-broju-starijih-od-60-godina-srbija-u-evropskom-vrhu-clanak-133607
TV Lav broadcasted news on project activities in Užice – 16.1.2012, 3 times		(not available on web)
TV Alfa broadcasted news on project activities in Užice – 16.1.2012, 3 times		(not available on web)
TV 5 broadcasted news on project activities in Užice – 16.1.2012, 3 times		(not available on web)
Radio Belgrade reported about the project activities in Užice – 17.1.2012.		(not available on web)
TV Lav broadcasted about the project activities in Užice – 18.1.2012, 3 times		(not available on web)

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TV Alfa broadcasted about the project activities in Užice – 18.1.2012, 3 times		(not available on web)
Webnews on Jugmedia website	Izložba fotografija „Zlatno doba života“	http://jugmedia.info/2012/02/28/izlozba-fotografija-zlatno-doba-zivota/
Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
Magazine article “Naša nova reč” nr. 8, 2.3.2012.	Zlatno doba života	(article available in our database)
TV 5 broadcasted about the project activities in Užice – 18.1.2012, 3 times		(not available on web)
Radio Leskovac reported about the exhibition opening in Leskovac 25.2.2012.	Izložba “Zlatno doba života”	(audio material available in our database)
Radio Leskovac reported about the intergenerational workshop on textile in Leskovac 13.3.2012.	“Textile tradition, braid, design, in the past and contemporary one”	(audio material available in our database)
Webnews on Jug Srbije website on exhibition opening in Leskovac, 26.2.2012.	U Leskovcu otvorena izložba ” Zlatno doba života”	http://novinardkocic.wordpress.com/2012/02/26/u-leskovcu-otvorena-izlozba-zlatno-doba-zivota/
Webnews on Južne vesti website on exhibition opening in Leskovac, 27.2.2012.	Otvorena izložba Zlatno doba života	http://www.juznevesti.com/Kultura/Otvorena-izlozba-Zlatno-doba-zivota.sr.html
Webnews on Dnevne novine website on exhibition opening in Leskovac, 27.2.2012.	Otvorena izložba Zlatno doba života	http://dnevnenovine.rs/vesti/otvorena-izlozba-zlatno-doba-zivota/
TV 4S reported about the press conference and project activities 23.2.2012.		(video material available in our database)
TV Studio MT reported about the press conference and project activities 23.2.2012.		(video material available in our database)
Webnews on Competence Improvement Center Leskovac website, 3.3.2012.	Radionica - Zlatno doba života	http://csuleskovac.edu.rs/index.php?option=com_content&view=article&id=323:radionica-zlatno-doba-zivota&catid=6:opsta

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TV Leskovac reported about the press conference and project activities 23.2.2012, 3 times		(video material available in our database)
Webnews on Medija centar Leskovac website	Kulturni centar Leskovac: Zlatno doba života	http://mcleskovac.com/index.php?option=com_content&view=article&id=205:kulturni-centar-leskovac-zlatno-doba-zivota-&catid=40:vesti-dana
Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
TV Protokol K1 reported about the press conference and project activities 23.2.2012, 5 times		(video material available in our database)
Webnews Forum Mibor reported about almost all project activities		http://www.forum.mibor.rs/teme.asp?TOPIC_ID=1290
TV Leskovac announced exhibition opening in Leskovac 24.2.2012		(video material not available)
TV Leskovac reported about exhibition opening in Leskovac 25.2.2012, 3 times		(video material not available)
RTS reported about exhibition opening in Leskovac 25.2.2012	Morning programme	(video material not available)
TV Leskovac reported about workshop "Matinee in the noon" 10.3.2012, 3 times		(video material not available)
TV 4S reported about local partner workshop in Leskovac 15.3.2012.		(video material available in our database)
TV Studio MT reported about local partner workshop in Leskovac 15.3.2012.		(video material available in our database)
TV Leskovac reported about local partner workshop in Leskovac 15.3.2012, 4 times		(video material available in our database)
TV Protokol K1 reported about local partner workshop in Leskovac 15.3.2012.		(video material available in our database)

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TV Klisura reported about local partner workshop in Leskovac 15.3.2012, 3 times		(video material available in our database)
TV 4S reported about the second local partner workshop in Leskovac 16.6.2012.		(video material available in our database)
Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
TV Studio MT reported about the second local partner workshop in Leskovac 16.6.2012.		(video material available in our database)
TV Leskovac reported about the second local partner workshop in Leskovac 16.6.2012.		(video material available in our database)
TV Protokol K1 reported about the second local partner workshop in Leskovac 16.6.2012.		(video material available in our database)
Webnews on Facebook profile of Društvo mladih izvidjaca Bor	Workshop in Narodna biblioteka Stari savetuju deci sta da citaju	http://www.facebook.com/media/set/?set=a.286770728067041.67652.162746573802791&type=1
Webnews on Zdravstveni centar Bor website	Svetski dan zdravlja 2012 Zdravlje dodaje život godinama	http://www.zcbor.org.rs/index.php/svetski-dan-zdravlja
RTV Bor broadcasted presentation about project activities, 25.3.2012.	Dnevnik	http://www.dailymotion.com/video/xpojt3_dnevnik-25-mart-2012_news (also available in our database)
RTV Bor broadcasted presentation about project activities, 28.3.2012.	Dnevnik	http://www.dailymotion.com/video/xpr3rq_dnevnik-28-mart-2012_news (also available in our database)
RTV Bor broadcasted presentation about project activities, 30.3.2012.	Dnevnik	http://www.dailymotion.com/video/xpssmg_dnevnik-30-mart-2012_news (also available in our database)
RTV Bor broadcasted presentation about project activities, 6.10.2011.	Dnevnik	http://www.dailymotion.com/video/xrxvr3_dnevnik-06-oktobar-2011 (also available in our database)
RTV Bor broadcasted presentation about project activities, 6.4.2012.	Dnevnik	http://www.dailymotion.com/video/xpyij2_dnevnik-6-april-2012_news (also available in our database)

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Webnews on Fonet Agency website 11.5.2012.	Zlatno doba	http://www.fonetweb.tv/sr/kultura/9444/zlatno_doba.html
RTV Bor broadcasted presentation about project activities, 13.4.2012.	Dnevnik	http://www.dailymotion.com/video/xq40jt_dnevnik-13-april-2012_news (also available in our database)
Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
RTV Bor broadcasted presentation about project activities, 9.4.2012.	Dnevnik	http://www.dailymotion.com/video/xqom2i_dnevnik-09-april-2012_news (also available in our database)
RTV Bor broadcasted presentation about project activities, 20.4.2012.	Dnevnik	http://www.dailymotion.com/video/xqagy3_dnevnik-20-april-2012_news (also available in our database)
Newspaper Borski problem reported about the project activities 10.11.2011.	Zlatno doba života	(article available in our database)
Webnews on EU Info Centre web site, 11.5.2012.	Zlatno doba života	http://www.euinfo.rs/sr/euroservice/3725/Zlatno+doba+%C5%BEivota.html
Newspaper Kolektiv, reported about the project activities in Bor, 3.5.2012.	Aktivno u lepšu starost	(article available in our database)
Newspaper Pravda reported about the project activities 31.3.2012.	Zlatno doba života	(article available in our database)
Newspaper Borski problem reported about the project activities 3.4.2012.	Zlatno doba života	(article available in our database)
Webnews on Mladi istraživači Bora website	Zlatno doba života	http://mibor.rs/
Webnews on Fondacija centar za demokratiju website	Promotivna akcija u okviru projekta Zaustavimo diskriminaciju starijih i podržimo aktivno starenje	http://www.centaronline.org/stampa.php?stranica=kom_clan_ak&naredba=prikaz&id=350&id_kategorija=43
Webnews on Amity website, 28.6.2012.	Debata o aktivnom starenju i solidarnosti među generacijama	http://www.amity-yu.org/index.php?option=com_content&view=frontpage&Itemid=62&limitstart=5
Webnews on Glas javnosti website 11.5.2012.	Zlatno treće doba	http://www.glas-javnosti.rs/aktuelne-vesti/2012-05-11/zlatno-trece-doba

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Webnews on Vesti website, 5.6.2012.	Zlatno doba života:Završna konferencija	http://www.vesti.rs/Bor/ZLATNO-DOBA-ZIVOTA-ZAVRSNA-KONFERENCIJA.html
Newspaper Glas osiguranika published an article about the project 1.3.2012.	Projekat Zlatno do ba života	http://www.pio.rs/images/dokumenta/Glas/2012/internet%2004-2012.pdf
Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
Newspaper Budilnik and web site published an article on project	Izložba fotografija o lepšoj i aktivnijoj starosti održana na SPENSU	http://www.gerontns.co.rs/zima_2012.pdf
Newspaper Glas osiguranika published an article on project activities 15.5.2012.	Izložba fotografija “Zlatno doba života”	http://www.pio.rs/images/dokumenta/Glas/2012/internet%2009-2012.pdf
Webnews on Media 1 website, 2.9.2011.	Projekat za smanjenje diskriminacije starih u Srbiji	http://www.media1.rs/drustvo/hronika/561714/443189/Projekat_za_smanjenje_diskriminacije_starih_u_Srbiji
Webnews on Dom za stare website	11.-13.05.2012. Sprovedena edukacija stručnih radnika Prevencija nasilja nad starijim osobama u Gerontološkom centru Beograd	http://www.domzastare.com/sr/vesti/383-11-13052012-sprovedena-edukacija-strucnih-radnika-prevencija-nasilja-nad-starijim-osobama-u-gerontoloskom-centru-beograd
Webnews on Najvesti website, 5.6.2012.	Zlatno Doba Života: Završna konferencija	http://www.najvesti.com/gradovi-srbija/grad-bor/501557-ZLATNO-DOBA-ZIVOTA-ZAVRSNA-KONFERENCIJA.html
Radio Tavor interviewed media expert Mirjana Klapprodt and she presented project results 1.6.2012.	Završna konferencija u Beogradu	(audio material available in our database)
Newspaper Glas osiguranika published an article on project activities 15.6.2012.	Završna konferencija projekta “Zlatno doba života” idemo na put lepe i aktivne starosti	http://www.pio.rs/images/dokumenta/Glas/2012/internet%2011-2012.pdf (article also available in our database)
RTV Bor broadcasted reported about the final activities in Bor 22.6.2012.	Dnevnik, Završen projekat "Zlatno doba života"	http://www.dailymotion.com/video/xrpc99_dnevnik-22-jun-2012_news (also available in our database)
Newspaper Bačkopalanački nedeljnik reported on project activities, 6.7.2012.		(article available in our database)

PROJECT RESULTS ACHIEVED

Webnews on Competence Improvement Center Leskovac website	Round table experiences of the project „GAL“	http://csuleskovac.edu.rs/index.php?limitstart=5
Newspaper Bačkopalanački nedeljnik reported on project activities, 29.6.2012.		(article available in our database)
Product type	Title of the article or broadcast, report etc.)	Direct link to the publication
Newspaper Bačkopalanački nedeljnik reported on project activities, 13.7.2012.		(article available in our database)
Newspaper Bačkopalanački nedeljnik reported on project activities, 20.7.2012.		(article available in our database)
Newspaper Bačkopalanački nedeljnik reported on project activities, 27.7.2012.		(article available in our database)
Newspaper Bačkopalanački nedeljnik reported on project activities, 3.8.2012.		(article available in our database)
Newspaper Bačkopalanački nedeljnik reported on project activities, 10.8.2012.		(article available in our database)
Newspaper Bačkopalanački nedeljnik reported on project activities, 17.8.2012.		(article available in our database)
Newspaper Bačkopalanački nedeljnik reported on project activities, 24.8.2012.		(article available in our database)
Webnews on EU Info Centar website	Proглаšeni pobednici izložbe Zlatno doba	http://www.euinfo.rs/sr/euroservice/4031/Progla%C5%A1eni+pobednici+izlo%C5%BEbe%E2%80%9CZlatno+doba%E2%80%9D.html

PROJECT RESULTS ACHIEVED

<p>Newspaper Glas osiguranika published an article on project presentation on National Council for Elderly Session 15.7.2012.</p>	<p>Završna konferencija projekta “Zlatno doba života” idemo na put lepe i aktivne starosti</p>	<p>http://www.pio.rs/images/dokumenta/Glas/2012/inter-net%2011-2012.pdf (article also available in our database)</p>
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PROJECT RESULTS ACHIEVED

MOBILISING BROADER PUBLIC SUPPORT for the cause you stand for with your action (e.g.: coalition building, advocating, lobbying, campaigning, etc.)		
Type of activity	Title of the activity	Number of supporters brought over
Local community coalition building - Novi Sad social partners and local community representatives workshop, 12.12.2011.	“Good Practice Against Agism”	28 participants
Local community coalition building - Užice social partners and local community representatives workshop, 3.2.2012.	“Elderly as Active and Creative Potential of Local Community”	12 participants
Local community coalition building - Leskovac social partners and local community representatives workshop, 15.3.2012.	/	32 participants
Local community coalition building - Bor social partners and local community representatives workshop, 19.4.2012.	“What can Elderly do for Local Community and what can Local Community do for Elderly”	30 participants
Local community coalition building - Belgrade social partners workshop, 9.5.2012.	“Initiatives for the GAL”	14 participants
Local community coalition building - Leskovac social partners and local community representatives workshop, 16.6.2012.	/	25 participants + 6 journalists
Local community coalition building - Bor social partners and local community representatives workshop, 21.6.2012.	/	11 participants + 4 journalists
Conference with 97 participants including partners organization from Germany and Belarus, 29.5.2012.	Završna konferencija “Zlatno doba života”	97 participants
Lobbying for active aging and campaign against discrimination of elderly via Internet webpage	Internet webpage	Over 6.000 visitors
Lobbying for active aging and campaign against discrimination of elderly via Facebook profile	Facebook profile	Over 1.000 friends
Announcements in three newspapers – Politika, Blic, Vecernje Novosti, two days in each newspapers	Foto konkurs “Zlatno doba života”	15.000 (summary circulation is 300.000)
Mobile exhibition in 5 cities	Izložba “Zlatno doba života”	Over 6.000 visitors (over 1100 visitors evaluated the exhibition) additionally 25 journalists reported on exhibition openings

PROJECT RESULTS ACHIEVED

Type of activity	Title of the activity	Number of supporters brought over
Six press conferences for mobilising broader public support in 5 cities: 1 in Novi Sad, 1 in Užice, 2 in Leskovac, 1 in Bor, 1 in Belgrade	Projekat "Zlatno doba života"	62 partners + 34 journalists participated
17 Workshops/trainings (26 workshop/training days) with different stakeholders and target groups in 5 cities - mobilizing broader public support for raising awareness about discrimination and prejudices against elderly	The titles of the trainings, please see the evaluation reports 2 workshops in Novi Sad (61 persons) 3 workshops in Užice (57 persons) 4 workshops in Leskovac (79 persons) 6 workshops in Bor (155 persons) 2 workshops in Belgrade (62 persons)	414 participants
More than 70 TV and radio broadcasts, and more than 100 newspapers and internet articles		not less than 300.000
Distribution of 40.000 flyers announcing photo contest in 5 cities		40.000
Raising awareness campaign about discrimination and prejudices against elderly through distribution of 2x20.000 leaflets in 5 cities		40.000
Give away items distributed at the various events in 5 cities for project ideas promotion (700 cups, 700 carrier bags and 700 mouse pads)		2.400
Raising awareness campaign about discrimination and prejudices against elderly through 44 billboards in 5 cities during two weeks (25 in Belgrade)		circa 591.500 (if 1500 daily in Belgrade and 250 in other cities)

PROJECT RESULTS ACHIEVED

PART II

ACTION'S CONTRIBUTION FOR ACHIEVING THE CALL FOR PROPOSALS' OBJECTIVES

ESTABLISHING NEW PARTNERSHIPS among actors in the public, private and CSO sectors			
Partnership type	Partnership name/title	Number of partners per sector of activity	Number of partners per country category
7 Local community social partnerships meetings with 152 participants from various local organizations, institutions and local governments	See Part I, Section 8	3 <i>public, private, civil society</i>	1
Final Conference with 97 participants from more than 40 organizations and institutions	Završna konferencija "Zlatno doba života"	3 <i>public, private, civil society</i>	3 <i>Serbia, EU, other</i>
Memorandum on Cooperation between 11 organizations and institutions	Memorandum on cooperation on activities in Bor local community concerning elderly	3 <i>public, private, civil society</i>	1

CONSTITUTION THE SOCIAL DIALOGUE AT LOCAL LEVEL during the implementation of the action?	
Social dialogue constitution activities	Results achieved within the action timeframe
Leskovac local community action plan for elderly issues	Result of second local community social partners and local government meeting in Leskovac (16.6.2012.) – still unavailable
Cooperation between Elementary School "Dušan Radović" Bor and Local Elderly Club Bor	Cooperation on carrier counselling courses organization
Cooperation between RTV Bor, Computer Centre Bor and Local Elderly Club Bor	Computer room in Elderly club Bor (RTB Bor donation) with 7 computers connected to internet, group of elderly trained in ICT (Computer Center Bor training) that wil become ICT multipliers for other elderly