

Several workshops have been held in each local community. These workshops offered the possibility of:

- **Creating platforms for exchange and mobilization on a local level;**
- **Involving relevant decision makers to engage in implementation of action plans and legislative measures;**
- **Initializing of inter-generational dialogue;**
- **Networking of social partners and stakeholders, etc.**

Many of these represented a great opportunity for senior citizens to participate actively in different activities, to be informed about possibilities, but also to be involved in developing initiatives and ideas about possible future activities in their local communities.

Within the project activities, a Good Practice Book will be created. This book will be made in a way that it can be easily used as a handbook for future activities dealing with the elderly. The idea of creating a good practice book secures the motivation through applicable examples. It will be also developed as a handbook so it can be useful for multipliers working in the field.

After this exhibition in Belgrade, closing conference will be held with experts from Serbia and abroad. Good practice book, written during the project will be presented. The winning photographs will be used at the end of the project for a public campaign for better and more active old age, and the exhibition itself will continue its life in Germany, travelling through the German adult education institutions.

The Project is implemented by



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in cooperation with



EDIT Centre, Novi Sad



Leskovac Cultural Center



Ceramics Zlakusa Užice



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Society of Young Researchers Bor

Further information: <http://zlatnodoba.webs.com>

The Project is funded under the EU "Support to Civil Society Project" fund through the Delegation of the European Union to the Republic of Serbia.



The project is contributed by Federal Ministry for Economic Cooperation and Development of Germany





PROJECT "ELDERLY IN SERBIA" REDUCTION OF THE ELDERLY DISCRIMINATION IN SERBIA (Zlatno doba života - Golden Age of Life)

The overall objective of this project is to contribute to the development of a non-discriminative, inclusive and socially coherent society in Serbia. Project duration is from July 2011 to June 2012.

In the past two decades, Serbia has gone through crises, war and deep changes that resulted in serious deterioration of the system of values, education, health, social services, culture and all other aspects of societal development. The transition process Serbia is going through is heavily oriented towards EU integration and increased development of human rights. The status of the elderly in the society is still without considerable improvement.

According to the census in 2002, more than 16 % of citizens of Serbia belong to the third age generation (over 65). Although such a large proportion of the population has a large capital, in terms of experience, knowledge and skills, creativity and free time to participate in activities that would enrich the social life and contributed to its development, Serbia tends to forget these valuable resources. Although poverty is prevalent among senior citizens, the basic cause of their exclusion is the negative attitude of the Serbian society towards old people, and prejudices that old people have about themselves.

The Project "Elderly in Serbia" - Golden Age of Life, aims at changing the image of the elderly in Serbia, in

order to reduce the existing discrimination. The action addresses discriminative practise in public life through awareness raising and by mobilizing community support. It further develops the cooperation with some of the relevant bodies dealing with the elderly.

The Project activities are focused on:

- **Raising awareness campaign to create a positive image of the elderly;**
- **Supporting to active aging;**
- **Promotion of resources within the elderly population (mobilization of their knowledge and skills) and their contribution to society;**
- **Strengthening of the inter-generational dialogue and promotion of lifelong learning.**

The central activity of the project is photo exhibition about active aging, formed on the basis of a public photo contest, which will be released in early September. This travelling exhibition was displayed in Novi Sad, Užice, Leskovac, Bor and Belgrade, and was used to promote different ideas, but also as an occasion to launch concrete initiatives and activities in terms of reducing discrimination against the elderly. Exhibition visitors have also voted for the top three photos, which have been financially rewarded at the end of the project.



Vuk Adžić, From 4 to 68



Dušan Bebić, In the mountains



Dušan Bebić, Three generations



Jelena Micić, Dream vision



Igor Pavićević, Untitled



Marta Rojnić, Whirlpool of life



Bojan Džodan, Portrait



Dejan Balinda, Together



Ivana Todorović, Don Juan de Zhile



Suzana Dinić, Creativity in the third age



Zdravko Graovac, Novi Sad bowlers



Zdravko Graovac, Keeping up with the young



Dejan Balinda, Kiss



Nikola Sokolov, Life



Goran Švabić, 368



Gordana Cekić, At Serbia's highest peak



Kosta Todorovski, On the road to good health



Kosta Todorovski, Untitled



Đorđe Gavrilović, Final preparations



Aleksandar Radoš, Tweet-tweet



Branislav Marković, Cyclist



Bojan Džodan, Father and son



Srđan Srđanov, Going on a journey



Mina Delić, Differences which unite



Nikola Veljković, A favourite



Nikola Fiftić, Golden harvest



Daniela Mihailović, Untitled



Milica Gvozdrenović, Fantastic trio



Ivan Mančić, You never stop learning



Katarina Ristić, Look, granny...