

PARTNERSHIP PROPOSAL TEMPLATE

(Applicants can use this template, when initiating partnerships with partners from Donor or other eligible countries)

Call for project proposal:

Active citizens Fund Croatia – Large projects

<https://acfcroatia.hr>

Name of the project proposal:

Integration and participation of older persons for social and economic development
“Wise and active”

Name of lead applicant organisation:

Udruga MI- Split

Short description of the organisation's mission, goals, main programme areas and key activities:

Udruga “MI” – Split (Association “MI”, in English) has been active since 1996. It was formed at times of emerging initiatives for improving community life and advancing democratic processes. “Mi” in Croatian means "we, us". The name of Udruga “MI” emphasizes a sense of community and connection between people.

The name is intended to present the basic aim of association's work, focusing on development of community and civil society, while fighting for social inclusion. Association members are professionals in human and social sciences, aiming to raise work standards in provision of social services and community development.

In accordance with its mission, the association continuously implements following psychosocial and civil society development programs:

Regional Volunteer Center Program - Udruga “MI” is the founder and a member of Croatian Volunteer Center Network aiming to boost development of voluntarism nationwide and influence relevant public policies. Its regional Volunteer center Split educates volunteers, volunteer coordinators and volunteer organizers, recruits volunteers, coordinates and supports volunteer driven CSOs in Dalmatian region. Volunteer program activities are implemented within government contracted program since 2008.

Support Center for civil society organizations (CSOs) - Udruga “MI” – Split has been implementing government funded program since 2007. It consists of non-formal educational and support to CSOs in 4 neighboring counties in southern Croatia.

Building a Sustainable Community Program was implemented until 2012 in war affected communities with mission to support return of settlers, social and economic development of areas with lower opportunities. Since 2017 Association MI in partnership with UNHCR implements the project Creating welcoming communities aimed for enhanced support to the welcoming atmosphere for integration of refugees in Croatia. It includes advocacy interventions to tackle xenophobic tendencies within academic community and public at local level. This project targets primarily academic community in four university centers, stakeholders active and/or interested in protection and integration of refugees, and consequently general public through the web-based platform (www.irh.hr) or events and media outreach.

Project Volunteers as a force of solidarity in times of crisis funded through the Europe for citizens fund in 2020 is an extension of the project „Optimizing volunteer services in times of refugee crisis“ that was implemented during 2016./2017 and offered evidence based recommendations for improvement of volunteer work in times of crisis. The project helps cooperation among organizations that work on volunteerism development and opens a space for dialogue on opinions of role of volunteers during the refugee crisis and after, during the process of integration. The project is implemented in partnership with organizations from Belgium, Italy, Serbia and Poland.

Association Mi – Split operates as the educational basis for the University of Split, students from philosophy and partners in various international projects (Erasmus, Intercap project). It conducts projects in partnership with high schools and civil society organizations aimed at promotion of UN goals of sustainable development.

Nowadays, the association is dealing with problems related social marginalization, focusing on elderly population. The program is addressing psychological, educational and social needs of elderly citizens through counseling service for the elderly, clubs, educational and recreational activities, as well as home visits to isolated elderly citizens.

The association has a library of publications in fields of humanistic sciences – collection of over 400 publications covering topics of applied psychology, social work, education, volunteerism and development of NGOs.

The association is the founder of 3 organizations who serve same objectives and follow the same vision:

-regional charity Foundation “Kajo Dadić”. Besides its own charitable work, it operates as a regional center performing some operational duties for National Foundation for Civil Society Development

-non-profit social institution “MI center for care and assistance” – home assistance and help for the elderly to prolong independent living in their home

-social enterprise “Zelena mreža d.o.o.”- Consultancy on organizational development and cooperation.

Association Mi – Split has been recognized as acknowledged civil society organization with long-term cooperation and partnership with public institutions and administrative bodies at local, county and national level that will enable access to relevant stakeholders. Association Mi has been working with national and international donor organizations with average annual budget of 300.000 EUR. Association MI has capacities to meet high administrative and reporting requirements that have proved through independent audit and program check-ups provided by international and national donor and audit companies. Activities are implemented by the team of 11 professionals from various humanistic fields and economy. The association has experience in conducting programs of various grant providers: UNHCR, EU funds (CARDS 2002, 2003, 2004, EU for citizens, Youth in Action, IPA I, IPA II, IPA IV, ESF), embassies, national bodies (various ministries, National Foundation for Civil Society Development, Office for Cooperation with NGO’s, Government of the Republic of Croatia), local and regional governance units, international organizations (AED, USAID, MATRA, CARE).

Main objectives of the project:

The overall objective of the project:

Integration and participation of elderly people for social and economic development

Indicator at the overall objective level:

Strengthened democratic culture, civic awareness and civic engagement: Number of vulnerable individuals involved in empowerment;

Specific objectives (SO) and indicators

SO 1. Development of new participatory methods addressing the needs of elderly people and increase their level of participation in social and economic life in the local community in Dalmatia region

SO 2. Supporting mobilization and active involvement of citizens and young people in the local community projects targeting elderly, fostering intergenerational solidarity and exchanging knowledge and skills

SO 1.

Indicator 1.1. Number of new or improved methods developed to address the needs of the vulnerable group

Indicator 1.2. Number of CSO initiatives advising and informing vulnerable groups on the legislative framework and public policies

SO 2.

Indicator 2.1. Number of volunteers involved in CSOs and the community

Program priorities:

- Democracy, active citizenship, good governance and transparency,
- Social justice and social inclusion of vulnerable groups

Specific national challenges:

- Strengthening the capacity and sustainability of the civil society sector;
- Increase reach to underdeveloped and deprived areas and to vulnerable and marginalized target groups;
- Empowerment and social inclusion of vulnerable groups,
- Promotion of initiatives aimed at intergenerational cooperation.

Issues the project wants to tackle:

Urbanization and population ageing are transformative trends that are changing the way we live, work, and experience our urban environments throughout our lives and into older age. By 2050, the world's urban population is expected to nearly double. Fifty-seven per cent of people 60 years and older live in towns and cities. Globally, the total number of people over 60 is set to double by 2050, rising from 1 billion to 2 billion, with 80% living in low- and middle-income countries. While most people can expect to live to 60 years and beyond, there is little evidence to suggest that these extra years are spent in good health. Cities and other human settlements can affect health directly, or through barriers or incentives that affect opportunities, decisions, and behavior.

The growing number of older people is sometimes seen as a burden on the working-age population. However, these fears underestimate the fact that a growing number of older people are in good health, have valuable skills and experience and are willing to make a significant contribution, from which young people can benefit. Allowing older people to

remain active and independent as they grow older and to continue contributing to society is the key to tackling the challenge of demographic ageing.

The environments in our cities and communities are critical for supporting and maintaining health in older age. Health and well-being are determined not only by our genes and personal characteristics but also by the physical and social environments in which we live our lives. Environments include the home, community and broader society, and all the factors within them such as the built environment, people and their relationships, attitudes and values, health and social policies, the systems that support them and the services that they implement.

By creating supporting environment influence how well we are adjusting to loss of function and other forms of adversity that we may experience at different stages of life, and in particular in later years. Both older people and the environments in which they live are diverse, dynamic and changing. In interaction with each other they hold incredible potential for enabling or constraining Healthy Ageing. WHO defines Healthy Ageing “as the process of developing and maintaining the functional ability that enables wellbeing in older age”. Functional ability is about having the capabilities that enable all people to be and do what they have reason to value. This includes a person’s ability to:

- meet their basic needs;
- to learn, grow and make decisions;
- to be mobile;
- to build and maintain relationships; and to contribute to society.

Creating environments that are truly age-friendly requires action in many sectors: health, long-term care, transport, housing, labor, social protection, information and communication, and by many actors – government, service providers, civil society, older people and their organizations, families and friends. It also requires action at multiple levels of government.

Local communities and institutions need strong leadership and commitment to create and implement policies that benefit older populations. Policies for ageing and health are often uncoordinated, fragmented or non-existent. Meanwhile, ageism, which is the stereotyping, prejudice, and discrimination against people on the basis of their age, is a powerful barrier to the development of good policy and practice.

In an age-friendly community, policies, services and structures related to the physical and social environment are designed to support and enable older people to “age actively” – that is, to live in security, enjoy good health and continue to participate fully in society.

Solutions it proposes:

Project activities:

1. Non-formal educational activities promoting inclusion and equal opportunities - for CSOs that include the elderly in their program as well as for the representatives of the public sector (city, municipality, social and health institutions, public institutions at the regional level - 4 counties of Central and Southern Dalmatia)

1.1. Modular training on:

a) models of target group involvement in the local community (involvement through formal and informal initiatives, advantages and disadvantages of group action, community cooperation, active citizens)

b) community mobilization (community needs assessment, community roles, needs analysis, project design and implementation, tools for monitoring results and impact evaluation, communication with community stakeholders),

2. Developing participatory models of older people's participation in the development of new services tailored to their needs in collaboration with local stakeholders

2.1. Age Friendly Cities Experience-Sharing Workshop (based on WHO Age Friendly Communities Model) - an overview of activities involving the elderly in public sector activities and the development of social and health services; including representatives of the public and non-profit sector and private social service providers, 50 people from the region (rural and urban areas), 1 day

2.2 Mapping and analysis of existing practices in EU countries, rights from the social security system, the pension system, senior citizens' strategies and guidelines at level of cities and counties, analysis and mapping of documents at the regional level (backing for act. 2.3), participants: CSOs from the cities and municipalities in the region (minimum 4 local communities)

2.3. Development of 2 pilot model for the Split and Kistanje (rural local community in Sibenik county) in collaboration with working group consisting of the public sector and CSOs, 6 meetings over 12 months, result: Environment friendly for the elderly (developing a

participatory approach to the model of elderly involvement, service created based on their needs, funding option for new projects and developing social plan for elderly)

2.4. Mentoring and consultation for CSOs that include the elderly in their programs - testing and assessment of the needs, analysis of the beneficiaries, service satisfaction questionnaire, consultation in project preparation, regional level, minimum 5 CSOs from the region

3. Training and mentoring for members of vulnerable groups (the elderly) in advocating for their rights and social inclusion

3.1. Non-formal education on social engagement (role of non-profit sector, involvement of citizens in CSOs, structure of CSOs' activity, social capital and role of individual, volunteer projects, participation in public policy making, participatory decision making and involvement of citizens in decision making, drafting of local projects): 6 days, 2x3 days (5 hours of education, 30 hours in total), 2 groups of 10 persons for 24 months - 20 persons in total

3.2. Informing the elderly on their rights (system of social rights, protection of the elderly, pension rights, employment options...) - lectures (4 per county, 10 persons per lecture) and counseling through the web platform seniori.hr (continuous for 24 months)

4. Community Activation and Development Initiatives; partnership with schools and public institution– initiatives led by teachers through volunteer clubs or volunteer coordinator

4.1. Implementation of micro projects in local communities designed by young people and the elderly - intergenerational solidarity! Possible topics include: 1. healthy eating (workshops of students of the School of Tourism and Hospitality or young chefs from the Association of Chefs of the Mediterranean and European Regions and tips for the Mediterranean diet of the elderly, nutritional advices); 5 workshops are planned over a 12-month period, with up to 20 students participating; 2. health protection (oral hygiene, chronic diseases and health protection) - workshops of students of the Health School for the elderly;); 5 workshops are planned over a 12-month period lasting up to 2 hours, with up to 20 students.

Other micro projects include: bibliotherapy – activity in cooperation with the City Library Marko Marulić - development of the method and adaptation to the elderly, expected involvement of student volunteers from the Faculty of humanities and social sciences; on-line support for those taking care of the elderly - specific needs of the elderly, care and good hygiene maintenance, preparation of meals, feeding, exercising, psychological support - a set of workshops / webinars in cooperation with the Vita Nursing Home, a patron sister and in cooperation with the Association for palliative care

5. Cultural and media productions and activities promoting social inclusion, equal opportunities and active citizenship (short promotional movie for micro projects planned in Act. 4.1.)

6. Promotion and visibility - promotional materials for the elderly, final conference and promotion through the media

Main target groups:

Non profit organizations
public institutions and public authorities (local policy level stakeholders)
local community leaders
vulnerable groups – elderly people
young people (students and pupils)
media

Foreseen role/contribution of the partner:

The partner from eligible country should have experience in work with elderly especially in advocacy and social integration of elderly. If possible be active member of Age friendly city network. We suggest that partner is public authority or NGO.

The participation of partners is expected in:

Participation at exchange workshop in activity 2.1. in transferring knowledge and good practice (1 day meeting and 2 day preparatory activity)

Advisory and consultation in mapping of EU policy documents (2.2. activity- up to 10 days on line)

Mentoring in activity 2.3. via consultation for project staff up to 10 days).

We can ensure cost of experts and trainers that will be active in project exchange (travel, accommodation, part cost of salary during the activity).

Contact person and contact details:

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