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STRATEGIC ADVOCACY APPROACHES PROJECT

The Strategic Advocacy Approaches project is a four and a half year, \$2,000,000 initiative that helps improve cooperation between citizens, civil society, and government on identified issues of concern, resulting in more participatory democracy in Serbia. The project helps improve the capacity of civil society organizations (CSOs) to advocate for local initiatives, engage citizens, and mobilize local resources. The project also helps improve the enabling environment for advocacy in Serbia.

ACTIVITIES

- Improve the capacity of CSOs to design and implement advocacy initiatives that take into account citizen needs through mentorship, training, and knowledge exchange.
- Improve CSO communication and outreach skills.
- Conduct research and monitor CSO advocacy practices.
- Support up to 30 advocacy initiatives through sub-grants.
- Highlight best advocacy initiatives through “Change Makers” awards.
- Improve citizen engagement in advocacy initiatives.
- Develop new online tools for advocacy knowledge management.
- Improve the enabling environment for advocacy by fostering a national dialogue between civil society and the government.

RESULTS

- Increased capacities of more than 60 CSOs to design advocacy strategies that address local priorities.
- Advocacy outreach efforts resulted in more than 850 citizens bringing local community issues to the attention of CSOs and more than 170,000 citizens were directly involved in advocacy initiatives.
- Improved collaboration between civil society and government on improving the enabling environment for advocacy.
- Instituted the annual civic advocacy awards for best “Change Makers” and recognized 30

- inspiring and successful advocacy campaigns.
- Mobilized over \$245,000 in additional non-donor resources for local development priorities.
 - Accomplishments of supported local advocacy initiatives include:
 - New financing mechanisms and resources for youth-led media content were introduced by local self-governments in Bor and Kraljevo.
 - Single parents were recognized as a vulnerable category in the social protection system in Pirot and new support mechanisms were introduced.
 - Women from rural areas of Babusnica received greater access to resources for economic independence.
 - Roma Housing Councils established in Roma settlements as a mechanism for improving housing conditions.
 - The Ministry of Health recognized CSOs as partners in improving the country's emergency care system.

ADDITIONAL INFORMATION

PROJECT FUNDING

U.S. Agency for International Development
(USAID/Serbia)

PROJECT IMPLEMENTATION

Belgrade Open School (BOS) in partnership
with the Belgrade Fund for Political
Excellence, the Balkan Investigative Research
Network Serbia

WHERE WE WORK

Nationwide

PROJECT DURATION

November 2018 – May 2023

TOTAL FUNDING

\$2,000,000

CONTACT

Milica Skiljević
Bulevar Oslobođenja 177
11000 Belgrade
Phone: +381 11 30 65 800
E-mail: bos@bos.rs
Website: <http://www.bos.rs/>
<https://javnozagovaranje.bos.rs/>
Social media:
<https://www.facebook.com/bos.rs/>