



Center of Modern Skills (CMS,) ever since the foundation in 1998, has been creating space for gaining and improving the knowledge, foremost to young people, which will help them in creating and improving modern civil society

Vision

Center of Modern Skills aims to be the most influential organization in the area of political education, establishing of practice of responsible civil participation and accomplishment of social justice.

Mission

Center of Modern Skills has been working on changing the society by investing in socially engaged people through programs of non-formal education and public advocacy.

Special attention is given to improvement of communication-based knowledge and skills and adoption of social democratic values and policies. Guided by values of democracy, the Center is fighting for more humane society of European standards.

Instead of Introduction

For us in the Center of Modern Skills, the year 2010 was a year of development, reconsidering, ups and few downs. Great improvement was made in the use of Internet and the most democratic media, and moreover social networks as means of development of political education and encouragement of civil participation in social life. We are proud of praises we had received from experts and community. The following year we will face even bigger task which is the design of the new web-site and daily content update that would be useful to the community gathered around the CMS. Along with a series of seminars, trainings, workshops and other common activities, we organized two conferences – first tackling the topic of Internet use in political communication in our country and second, national BELLS conference with topic „European Standards in Environmental Area“; also, we participated two times in organization of anti-nuclear demonstrations and published „Comments on the Gender Equality Law“. In overall, we have been active in every field of our interest and performance. We have been working on own improvement and gaining of new knowledge. Our team was slightly changed so in that part also it has been a dynamic year. Through BELLS movement it has been established an open and mutually useful relation with regional partners, and we continued the cooperation improvement with regional offices of Friedrich Ebert Foundation. Through those, CMS continued to be recognizable in the region as an important organization in the areas of public advocacy and political education. We are hoping that ideas and projects which we have been planning for the year 2011 would be recognized as important and necessary for our society. This year, there are new challenges expecting us prior to elections, with issues how to achieve a good and appropriate election model as well as the key issue-how to motivate citizens to vote. We've got a lot of work to do...



Programi

Political Communication and Social Democracy

If there is a trade mark of Center of Modern Skills, then it is the program of two-semester education in political communication and social democracy. Having the eleventh generation completed the school's program in 2010; this program is well known among young people, especially among those who had already chosen the social activism. For several years now, the only problem is how to make a selection and chose a hundred students among several hundred who regularly apply. What we are proud of is respect of principles of equality and equal opportunities in this procedures and the only thing recommending the applicants is the demonstrated will and activism. The Program has a tradition but is turned towards modern flows and has been transforming in accordance with the development of the society and newly stated needs of young people to participate in it more actively. Starting from 2010, the Program has been amended with module „Politics of Environment“ with goal to provide to participants advanced knowledge in the field of preserving and recovery of environment and sustainable development, which they will afterwards be able to apply in their activism. Motif for introduction of the new module is the need to make steps, in Serbia in the field of environment that would lead to overcoming of the problem of low informing process, in the political parties and their leaders but also in the overall community. Along with this module, the school still teaches the original modules: Modern Social Democracy, Communication Skills, Political Marketing and Public Appearance. Interactivity is truly applied in this program so that suggestions of the students are always good material for enrichment and improvement of the program. With special pride we are pointing put that, thanks to patronage of Friedrich Ebert Foundation, this Program is completely free for the students. In September, in the Culture Center “Grad”, we organized the first class and a party for introduction of new school attendees in the 2010/2011. Also, in the same event we delivered certificates on attendance to regular students from the year 2009/2010.

Bringing Municipality toward the Citizens

In the year 2010, Center of Modern Skills continued the work on the program “Bringing Municipality toward the Citizens” through organization of the third level seminars for employees in local self-governances in charge of public relations. First two levels of seminars for the same participants were held in the second half of 2009. These activities were realized with help from donation of Balkan Trust for Democracy.

Although the space is large and dispersed with different levels of development and possibilities, during the previous years we managed to form certain network of PR MPs in local self-governances and to give an impulse to their mutual cooperation.

“Bringing Municipality toward the Citizens” is the program we had launched back in 2003, as a part of permanent efforts in capacity raising and public administration reform in Serbia. This, certainly, is one of the programs with longest undisrupted duration which states the constant need for development in this area in local self-governances but also the permanent determination of the Center of Modern Skills to standardize the field of communication between local authorities and citizens.



B | T | D The Balkan Trust for Democracy
A PROJECT OF THE GERMAN MARSHALL FUND



The goal of the program is to provide the employees in local self-governances the experts' support for successful and efficient communication with local community, improvement of media coverage of activities of municipalities, departments and services they are responsible for, as well as for overcoming of the problems they are facing on daily basis. For this project we received two prizes "PRiznanje" (Recognition) of the Public Relations Society of Serbia, in 2004 and 2007. Within the program, it was published the first manual for public relations in local self-governance "Municipality and Public".



Projekti

Bells Movement

BELLS Movement (Balkan Environmental Life Leadership Standard) is the result of two-year regional project of public advocacy "regional Action and Cohesion in Environmental Area". Center of Modern Skills, as an organization dealing with advocacy for years, was chosen as a national coordinator of BELLS Movement. Members of BELLS Movement form a strong coalition of leaders in sustainable development. Those are representatives of parliaments, civil and business sector, experts, ministries, local self-governances and media. BELLS Movement coalition in Serbia set up the specific goals: establishment of non-formal green parliamentary group in the National Parliament of Serbia; establishment of cooperation between Ministry of Environment and Spatial Planning and civil society organizations; setting up the "green chair" in the Board for Environmental Protection of National Parliament of Serbia and adoption of ecological political standards by at least three parliamentary parties. During the 2009 it was executed unique and probably up to now the most comprehensive research on positions of different public groups regarding the state and preservation of environment in the region; also, it was formed non-formal Green MPs Group counting 25 MPs from different parties who personally consider environment an important issue and wish to actively work on regulations adjustment of Republic of Serbia. In 2010, we had continued towards the accomplishment of set goals. It was formed non-formal Green MPs Group in the Parliament of Autonomous Province of Vojvodina whose coordinator is the vice president of Parliament Maja Sedlarevic. The Center initiated establishment of cooperation between Ministry of Environment and Spatial Planning and organizations of civil society which resulted in signing of Memorandum on Cooperation. That is the issue we will be working more on since there are still no mechanisms for full operating of the planned intensity of cooperation. In cooperation with members of the Movement and experts created were political standards in the area of environment which had been adopted by League of Social Democrats of Vojvodina, Socialist Party of Serbia and Democratic Youth. We established excellent cooperation with the Board for Environmental Protection of National Parliament of Serbia on different topics (regional cooperation, publicity of work, discussion participation, etc.), and we also sent them the initiative for founding the "Green Chair" in the Board. BELLS Movement had been spreading itself furthermore, signed were the Memorandum on cooperation with several municipalities and cities in Serbia and organizations of civil society. We celebrated significant environments dates by organizing various events and campaigns



BELLS Movement in Serbia organized National Conference “European Standards in Environment”, held on 06 October 2010 in Belgrade. Basic topics covered at the Conference were application of voted laws in the environment field on the local level and positioning of political parties regarding environmental area issues. The goal of the Conference was to demonstrate to decision makers how important the area of environment is in the process of European integrations. Program of the Conference was designed in a way to offer guidance to politicians in creating of green policies and encourage them to set the issues of sustainable development and environment as priorities and containing part of economic and social policies.

Practical Policy Writing

In the first half of 2010, the Centre of Modern Skills organized five seminars aimed to representatives of social democratic parties on the subject of Practical Policy Writing. Each seminar had a particular topic in accordance with social democratic values: gender equality, environment, local self-government, culture and media and human rights. The project was implemented under the auspices of the Westminster Foundation for Democracy.

Political Campaigns on the Internet

CMS, supported by the Friedrich Ebert Foundation, organized, on 25 May in Belgrade, one-day conference on new trends in political communication “Political Campaigns on the Internet - a New Path to Voters”. The conference was organized with the aim to show politicians, media and institutions at all levels as well as to civil sector, the importance of “online” media in contemporary communication. With this meeting, we motivated the participants and offered them guidance on how to use new communication channels as to take advantage of the Internet as the most democratic media and begin a two-way communication with all stakeholders. Speakers at the conference were Dragana Djermanovic (SR), Krunoslav Vidic (HR), Marko Rakar (HR), Natalie Sial (SWE), Adam Dustagheer (GB) and Sebastian Reichel (GER). The conference contained a panel in which participated Vesna Marjanovic (DS), Tomislav Damjanovic (G17) and Nikola Andric (LDP). The conference gathered representatives of the SDPS, SPS, DS, LSV and SDO who, within their respective parties are engaged in online communication. The entire conference was broadcasted live over the Internet and Twitter. Dragana Djermanovic analyzed how political parties in Serbia communicate online and pointed out: “The one who writes a blog does not have to be right, but he runs a theme that is later crystallized through the comments.” Krunoslav Vidic has presented an overview of Internet usage during the campaign in the presidential elections in Croatia and stressed the need to build infrastructure on the Internet before the elections to be able to interact with voters and to have a democratic dialogue. Marko Rakar introduced the Internet campaign of Ivo Josipovic talking about all the details, opponents and tools that they used. Speaker at the conference was Adam Dustagheer, UK Labour Party member, so only 20 days after their election we had a chance to hear their experiences in managing their Internet campaigns. Natalie Sial talked about using the Internet in strategic communication in the parties in Sweden. Sebastian Reichel from Germany presented the Internet communication of SPD in the previous election campaign for the Bundestag. The conference attracted great attention of media, online communities and politicians.



Who, If Not You?

In 2010, we continued to work on a project of developing leadership capacity of women for active participation and decision making at the local level, "Who If Not You?". The project's objective is to activate and promote the leadership potential and activity of women interested to contribute to democratic, economic and cultural development of the community, increasing the visibility of the problems they face, and gender equality issues at the local level. Public discussions have been organized in Senta, Sid, Paracin, Sombor Uzice and Pozarevac dealing with topic of implementation of the Law on Gender Equality at the local level. Law on Gender Equality was adopted in December 2009, by which the Government had accepted that there do exist forms of gender discrimination. The law requires the local governments to take steps to introduce mechanisms to achieve gender equality. The speakers in the discussions were female MPs, activists of women's NGOs and women officials of local governments. The project was supported by the U.S. Embassy in Belgrade.

What is Social Democracy?

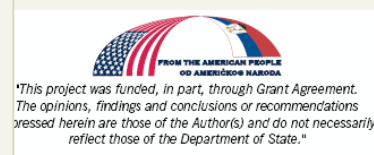
At the initiative of and with the support of Friedrich Ebert Foundation, Center of Modern Skills continued in 2010 the project "What Is Social Democracy?". The project's goal was to introduce the wider membership of the Democratic Party with the values it represents and to promote contemporary social democracy. The motive for this project was the fact that many members of this party, as the pillar of social democratic ideas, actually are not familiar enough with the social democratic ideas and values. Besides, this was a chance that local Democrats meet current developments in the member parties of PES (Party of European Socialists), and the activities of European social democratic parties, NGOs and trade unions, and opportunities for active cooperation with them. Seminars in this project were held in Loznica, Novi Sad, Stara Pazova, Pancevo, Zrenjanin, Smederevo, Arandjelovac, Vozdovac, Barajevo, Mladenovac Rakovica and Sopot.

Education for Members of Women Forum

In the second half of 2010, we organized 30 seminars for members of the Women's Forum of social democratic parties. Objective was to empower women involved in politics and their training for the management of daily activities of the board. It was our wish that, through the provision of professional knowledge and skills, facilitate the progress of women through the party infrastructure. Unfortunately, there still exist gender discrimination in the political scene of Serbia and noticeably smaller number of women in managerial positions at the local but also national level. The themes covered in seminars were: Leadership, Problem Analysis, Decision Making, Teamwork, Public Speaking, Planning, Negotiation and Use of the Internet in Communication.

Week of social democracy

This year also the lecturers of our Centre participated in a seven-day summer school "Week of Social Democracy" with lectures and workshops on the topic of "Public Performance." WSD is an international summer school organized by the Friedrich Ebert Foundation for the fifth consecutive year. The school has gathered a whole new generation of 100 participants. It was held from 1 to 8 July in Bogovadja, near Valjevo, under the slogan "Support-Hold".



I Want To Know

Centre of Modern Skills participated in the execution of the project "I want you to know" in the Center for Development of Serbia ". I Want To Know" is an educational TV series aimed at the youth, which processed topics of career, education, social activism and physical and mental health. These are made of four dynamic and informative shows dealing with current issues for young people in Serbia. Each show contained the views of young people and experts, practical examples and presentation of organizations and institutions dealing with these issues. The series was broadcasted on the Channel Two of RTS, a national TV station, in the educational program as well as on TV ART. In the project it was also designed web-site www.hocudaznam.org containing articles, useful links and integral programs. The project was supported by the Ministry of Youth and Sports.

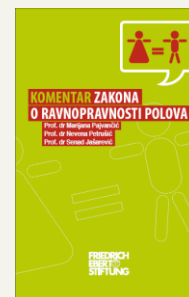
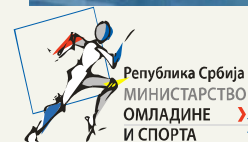
Commentary on the Law on Gender Equality

On the anniversary of the adoption of the Law on Gender Equality, Centre of Modern Skills, with the support of the Friedrich Ebert Foundation, released the manual "Commentary on the Law on Gender Equality ". The authors of this publication are prof. dr. Marijana Pajvancic, prof. dr. Nevena Petrusic and prof. dr. Sena Jasarevic. The aim of this manual is to encourage and facilitate the implementation of this, for all of us very important, law, and is intended primarily for those who are directly involved in its implementation. Law on Gender Equality was adopted on 11 December 2009 and belongs to a group of anti-discrimination legislation and its implementation, unfortunately, is still incomplete.

Commentary on the Law on Gender Equality is a professional view of the first law governing gender equality as one of the fundamental human rights and fundamental values of democratic society. This analysis of legal solutions will be a guideline and help to state authorities, state and local governments and public institutions and enterprises in realizing their obligations stipulated by law in this area. The authors took into account the fact that the principle of gender equality is raised from the declarative level to the level of improving institutions in capacity for gender equality. The manual is free and was sent to MPs, mayors, the Council for Equality, Ombudsman and civil society organizations. It can also be downloaded from our web-site <http://bit.ly/guprqR>. It was also organized a public presentation of the publication.

Seminars for Women Youth Network

In cooperation with our partners from the Netherlands, Alfred Mozer Foundation, we organized an educational program for members of the Women Youth Network. In the first round we organized two three-day seminars with identical agenda. One was held in Nis, for members from southern Serbia and second in Zrenjanin for the members from northern part of the country. These seminars were held by guest speakers from the Alfred Mozer Foundation. Follow-up seminar for both groups was organized in early December in Belgrade. Project's aim was to raise the capacity of members of Women Youth Network for political communication, writing of practical policies and leadership.



Public Speaking for Activists of Anti-AIDS Campaign

Centre of Modern Skills maintained excellent cooperation with the public sector in the past year as well. With great pleasure we point out that the Ministry of Health recognized us as partners and interlocutors for the design and implementation of training for media appearance for activists in projects of prevention of HIV infection spread. As the aimed ones were the members of vulnerable groups, these trainings required a special sensitivity, as in the approach to students but also in advisory task for their appearance in public and media. This project started back in the previous year and was completed in March 2010.



Advancing

We have remained with belief that only a good team works well, that commitment cannot be replaced with a trend, that the experience and expertise are advantage which we increase on a daily basis. In the past year, we alone have been advancing, learned about others' experiences and refined our own knowledge. Our trainers, lecturers and consultants are readily seen as collaborators in many national and international projects; the Center is given a trust and is set with expectations that must be justified. Standards which we proclaim, we set to ourselves always raising "the bar" to a higher degree.

Lecturers

CMS gratefully acknowledges the lecturers and experts on the enormous energy, dedication and great contribution without which all this would not be possible to do in such a quality manner. We tried, for each topic, to hire professionals of the highest quality such as Aleksandra Galonja, Dragana Koruga, Prvoslav S. Plavšić, Neda Arnerić, Nataša Ristić, Sanja Šifliš, Dragana Đermanović, Miloš Đajić, Igor Jojkić, Marijana Pajvančić, Zorana Smiljanić, Goran Bukilić, Bojana Ranković, Milan Nikolić, Miroslav Ružica, Marijana Toma, Danijela Maljević, Gordana Čomić, Dragoslav Danilović, Vladimir Pavićević, Dragana Vučković, Tamara Tomašević, Zoran Stojković, Jelena Stefanović, Dušica Trnavac, Tanja Petrović, Zvezdan Kalmar, Sanja Jovanović and many others.

Collaborators

We wish to express our sincere gratitude to our dear collaborators – Aleksandra Milakovic, Ugljesa Vrcelju, Stevan Zekonja, Branislav Mijatovic, Tamara Kostro, Natasa Mrdak, Tatjana Romakov, Dejan Milovanovic, Slavka Sormaz, Milena Micovic Trajkovic and Dragana Pandurovic Stojanovic.

Volunteers

Without them we couldn't do a thing. Huge gratitude we owe to our dear volunteers: Mima Blaskovic, Jovana Joksimovic, Marko Dodic, Ana Marija Corbic, Ivana Plavsic Subotic, Marko Radivojevic, Zorana Maravic, Tijana Varagic, Milos Trumic and Milica Jovanovic.



Partners

CMS has already established cooperation and partnership with relevant institutions in the country and many organizations from the country and abroad. In addition to the Friedrich Ebert Foundation, which provides us with significant support from the very beginning, we have organized educational seminars, trainings, instructions and other program activities in cooperation with the Belgrade Fund for Political Excellence, Public Relations Society of Serbia, Standing Conference of Towns and Municipalities, the Centre for Development of Serbia, the Ambassadors of the Environment, the European Movement, the Balkan Fund for Local Initiatives, the Center for Ecology and Sustainable Development, Center for Civil Society Development "Protecta", Eco Center, Administrative District of South Backa, Young Researchers of Serbia, Fund Ekotopia, Progress Institute (Skopje), O2 Agency, the Agency Superdot, Lava Group d.o.o., the Agency Prime Communication from Banja Luka and many others.

Donors

Program activities and institutional development of the Center of Modern Skills during the 2010. was supported by: Friedrich Ebert Foundation, International Institute "Olaf Palme", Westminster Foundation for Democracy, Alfred Moser Foundation, Ministry of Youth and Sports, the U.S. Embassy in Belgrade, the Balkan Trust for Democracy, the Netherlands Embassy in Belgrade

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