

UNICEF Serbia CO – 2nd Regional network meeting, Ohrid 2023



U-Report participation – Ensure youth participation in policy development



3100 new **U-Reporters**

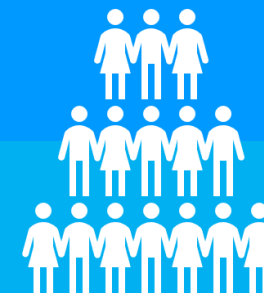
In three municipalities in Serbia, 3100 young people give their feedback on Local Air Quality Protection Plans. Additionally, they have joined existing **U-Report** data base, and regularly participating in U-Report polls.



Data evidence and attitudes of young people in 3 municipalities



Every year more than **6,500 deaths** have caused by air pollution in Serbia. Belgrade is one of the most polluted cities in the world during winter.



Do you know where you can find reliable information about the air quality in your municipality and how to interpret it? **60%** of young people responded that they don't know. Youth from **UZICE, SUBOTICA** and **PRIBOJ**



Over **50 percent** of the youth in these three municipalities have noticed that the air quality in their municipalities has deteriorated in the past two years.

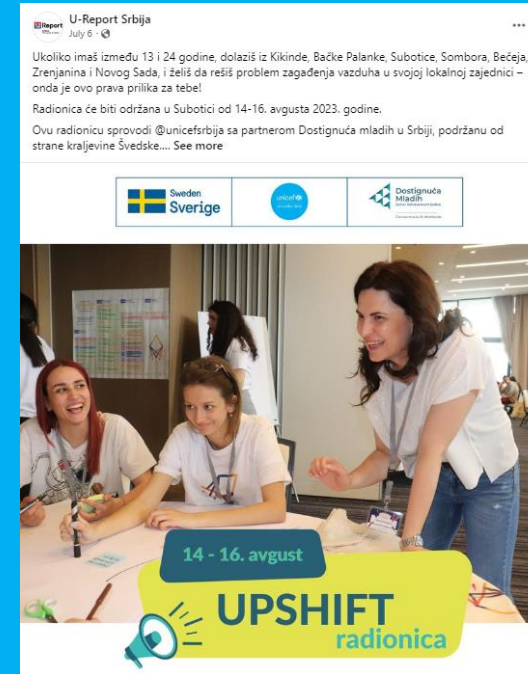


What could you do to help solve the problem of air pollution in your municipality? Most young people mentioned activities such as walking, cycling, and connecting with other youths to make a change.



Social media and communications- raising awareness

- Facebook and Instagram posts on both UNICEF Serbia and U-Report Serbia digital channels
- Posts consisted of promoting UPSHIFT workshops, open call for Youth4Air Ambassadors and ECO Gen conference organized by Serbian Youth for COP28
- Produced and published 11 TikTok videos featuring Youth4Air Ambassadors and key messages from the project
- Facebook and Instagram posts accrued a combined almost 2.000 likes, reached over 60.000 people and got more than 130.000 impressions
- TikTok videos had almost 10.500 views, and just over 300 likes





Volunteering Activities to Combat Air Pollution

Through analysis of the suggestions and in consultation with the youth, it has been agreed that by the end of this year we will conduct 4 mass volunteer actions with the idea to include 500 young people in activities that promote healthy lifestyles, which will influence the reduction of air pollution.

The actions are planned to be carried out in collaboration with influencers who are highly recognized by young people in Serbia. We will produce a video series that will be shown as part of the volunteer campaign, which will start on December 5th, International Volunteer Day.



“If someone could just...”

Clean up this playground/ Plant trees here/ Drive the car less
Care for air quality/ Devote time to humanitarian causes...

**THAT SOMEONE
SHOULD BE YOU!**



TAJ NEKO SI TI!

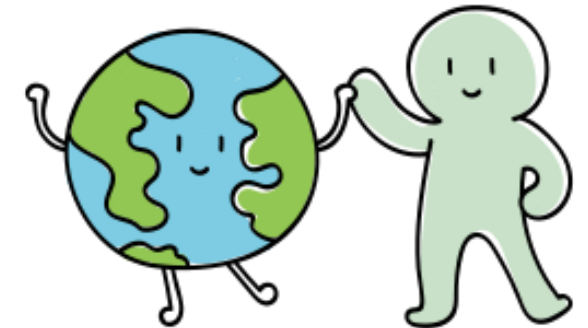
#prekomreže

eco-actions in 4
different cities in
Serbia

Kruševac/ Čićevac/ Loznica /Osečina

engaging **youth** and encouraging
them to **participate**
in the prevention of **air pollution**

register on volonterinamrezi.rs
and be a **part of change** and
protect our **environment!**



VOLUNTEERING

why should we take a part in
volunteering work?

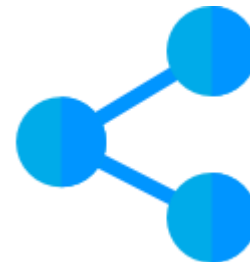
making **connections**
with other motivated
young people



teamwork and
solidarity make a
difference!



a safe place to
share your
experiences



helping others and
out planet become
more **green**



YOUTH PARTICIPATION

why is it so important?

young people should be **equal** interlocutors in the **dialogue** with the decision-makers

some structures and **mechanisms** can also be created by **consulting** youth

young people know best what they want for their **future**



your voice should be heard!

young people are a major human resource for **development** and **key agents** for social and **climate change**

we are not only victims of climate change, are also **valuable contributors** to climate action,

we are **agents of change**, entrepreneurs and **innovators**