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## **Final Evaluation of the Project:**

# **“Promoting Healthier Lifestyles among Youth in Bosnia and Herzegovina by Challenging Gender Stereotypes – Young Men Initiative Project (YMI)”**



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## LIST OF ACRONYMS

|     |                                 |
|-----|---------------------------------|
| YMI | Young Men Initiative            |
| BMC | Be a Man Club                   |
| GBV | Gender-based violence           |
| SRH | Sexual and reproductive health  |
| STI | Sexually transmitted infections |
| NGO | Non-governmental organization   |

## SUMMARY

**Introduction.** Based on previous experiences and community needs, CARE Balkans together with local partners developed the project: "Young Men Initiative - Promoting Healthier Lifestyles among Youth in Bosnia and Herzegovina by Challenging Gender Stereotypes". CARE worked in partnership with three experienced local youth non-governmental organizations (NGOs) from Sarajevo (Association "XY"), Banja Luka (Institute for Youth and Community Development "Perpetuum Mobile") and Mostar ("Youth Power"), which further built capacities of other youth NGOs in 10-15 locations in Bosnia and Herzegovina (BiH). The project's overall goal is to increase the uptake of healthy, nonviolent and gender equitable lifestyles among young men and women in Bosnia and Herzegovina. In this project, over 10,000 young people in BiH were directly targeted through a range of activities. The intervention intended to address harmful lifestyles that impact both young men and young women. The project is supported by the Swiss Confederation represented by the Swiss Federal Department of Foreign Affairs acting through the Embassy of Switzerland in Bosnia and Herzegovina.

The final evaluation is carried out to contribute to a comprehensive understanding of attitudes amongst young men, young women, parents, and key schools staff within Bosnia and Herzegovina societies participating in the program toward gender based violence, gender equity and healthy life styles in the project after two years and eight months of intervention and to provide recommendations for further actions. The overall objective of the final evaluation is to assess the results achieved on the basis of OECD's evaluation criteria. The evaluation will address first 33 months of the project implementation. Thus the specific objectives of this evaluation are to assess relevance, effectiveness, efficiency, sustainability and (the road to) impact of the project in relation to the stated objectives and expected results, taking into consideration target groups/partners, beneficiaries and other affected parties.

**Method.** This evaluation includes several qualitative research methods. The main methods were interviews (14) and focus groups (6). The interviews were held in Banja Luka, Mostar and Sarajevo with local project coordinators (3), parents whose children were participants of the program (3), representatives of school staff (expert associate or principal of the school, three altogether), and representatives of ministries dealing with education or youth in the Republic of Srpska, Sarajevo Canton and Herzegovina-Neretva Canton (3). The focus groups with young people who participated in the program were also organized in these cities and additionally in Novi Travnik, Gradiska and Jablanica. Sixty-four (64) young people, 36 men and 28 women, participated in the focus groups. Two interviews with representatives of CARE management were also held. During the realization of the project evaluation process 78 people altogether, 42 men and 36 women, were interviewed. The interviews and focus groups were conducted in June 2017. Besides the focus groups and interviews, we analyzed project reports, monitoring tables, project study case, relevant laws, protocols and

strategies, etc. When using all methods of evaluation, we constantly tried to test satisfaction with five main criteria of success of the project: *relevance, effectiveness, efficiency, impact and sustainability*.

**Conclusions.** During the project impressive number of activities, workshops, campaigns and other events were organized. Majority of criteria (relevance, effectiveness, efficiency, impact, sustainability) are accomplished more than planned and expected. In general, a number of implemented activities and a number of participants was several times bigger than planned. Several factors contributed the most to the success of the program. Great commitment by partner organizations, project educators, and good inter-personal relations were definitely the main ground for the success. Democratic leadership and participative approach to management resulted in great motivation and commitment of youth from BMC who organized numerous creative events. Very detailed and professional monitoring system ensured that relevant activities were implemented in practice, in a right way and in a right time. For the future, it is necessary to advocate and additionally work in some regions on introduction of the Program Y in the regular education system.

Through the project it was demonstrated that some common norms and prejudices could be changed if there were material resources, participants' commitment and good organization. Prudence that "a journey of a thousand miles begins with a single step" was applied in practice. Youth have many problems, but they can be solved. First steps were made, good practice model was created and its implementation should continue and be improved. We hope that in the future public education institutions that have highest authority and accountability will be more engaged in this process.

*Key words: evaluation, young men, young women, gender, violence, indicators, BiH.*

## INTRODUCTION

Evaluation is a broad term as it can have very extensive purpose. One of the main characteristics of the evaluation is that, by using it, we can estimate value and quality of an organization or a specific project, training program, etc. Every process of evaluation is conducted in few phases. As a first step, goals and method of an evaluation are defined, then a research is conducted, results are analyzed and at the end a report is written. In doing so, most often criteria of success are relevance of the program, effectiveness, efficiency, impact and sustainability.

In this report we will present evaluation of results of the project: "*Young Men Initiative - Promoting Healthier Lifestyles among Youth in Bosnia and Herzegovina by Challenging Gender Stereotypes*" that has been carried out by CARE Balkans and its local partners in the period 2014-2017. The project is supported by the Swiss Confederation represented by the Swiss Federal Department of Foreign Affairs acting through the Embassy of Switzerland in Bosnia and Herzegovina.

At the beginning of this report we will briefly describe a position of youth in BiH, as well as main project ideas that we evaluated. Then we will present evaluation method, followed by results and main conclusions. All analyses are divided based on the already mentioned criteria.

### **Life styles of young people in Bosnia and Herzegovina**

With an estimated population of 950,000 in the age range between 15 and 29, young people represent about one quarter of the total population in BiH. They face many challenges in various aspects of their life. Three out of four are unemployed, often pessimistic about their future, and they find their living standards 'mediocre' at best.<sup>1</sup> Attitudes and behaviors of the current generation of young people in BiH are also influenced by the fact that they were born during and immediately after the Yugoslav wars. They have come of age in a time of tumultuous post-conflict recovery and many of them live in difficult socio-economic conditions. Militarized versions of masculinities are still very present, as are tensions around socio-cultural and political identities. Throughout the region, young people report exposure to family violence, violence in media, job and economic stress, substance abuse, and notion of masculinity is mentioned as one of the major factors associated with the use of violence.

In Bosnia and Herzegovina, patriarchal norms around gender and masculinity are still prevailing. These norms influence young men and women's attitudes, behaviors, social roles and relationships with their peers, families, and larger communities. From an early age gender inequalities are

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<sup>1</sup>Survey 'Voices of Youth in BiH' from 2012 of the UN MDG Achievement Fund

established, as many young men are taught that being a "real man" means being a provider for and protector of one's family and community, while young women are expected to later take care of the household and raise children, depending on their husbands as breadwinners. In preparation for their crucial role in a patriarchal society, boys are taught to be aggressive, competitive and self-reliant. They are discouraged from caring about their health and reaching out for help when they need it (as such behavior is interpreted as a sign of weakness).

When they grow up, the BiH men are inclined to engage in harmful and dangerous activities, such as excessive abuse of alcohol, consumption of tobacco and drugs, or reckless driving.<sup>2</sup> Risky behavior significantly impacts men's health, and consequently the average life expectancy of men in BiH is five years shorter than that of women (73 vs. 78 years).<sup>3</sup> Prevalent social expectations also put pressure on men to play a dominant role in their relationships with women and have the ultimate authority in their homes. This is a breeding ground for widespread violence against women.<sup>4</sup> Research conducted in schools of BiH in the last few years found discouraging facts of increasing gender based violence among young people and a lack of understanding of what was considered to be gender violence.<sup>5</sup>

### **Project goals and indicators of success**

CARE's mission in the Balkan region is to contribute to post-war recovery and the socio-economic development of Bosnia and Herzegovina, Croatia, Serbia, Kosovo and Montenegro. CARE in the Balkans places the quality of its program at the center of its mission and has developed a regional strategy that encompasses the two main program directions: Gender Equality and Social and Economic Inclusion.

Based on previous experiences and community needs, CARE Balkans with local partners developed the project: "Young Men Initiative - Promoting Healthier Lifestyles among Youth in Bosnia and Herzegovina by Challenging Gender Stereotypes". CARE worked in partnership with three experienced local youth non-governmental organizations (NGOs) from Sarajevo (Association "XY"), Banja Luka (Institute for Youth and Community Development "Perpetuum Mobile") and Mostar ("Youth Power"), who further built capacities of other youth NGOs in 10-15 locations in BiH. The

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<sup>2</sup>A recent survey found that 8% of men aged 15-49 have had a drink of alcohol before the age of 15 (against only 1% of women). Another survey established that 16% of boys between the age of 13 and 15 years consumed a tobacco product at least once in the month prior to the survey (compared to 10% of girls). See Multiple Indicator Cluster Survey (MICS), BiH, 2011/2012 and Global Youth Tobacco Survey 2010

<sup>3</sup><http://www.who.int/countries/bih/en/>

<sup>4</sup>According to the 2011 International Men and Gender Equality Survey (IMAGES) in Bosnia and Herzegovina conducted on 1,684 men and 687 women in BiH, 27% of men reported engaging in gender based violence, and 45% of women reported being victims of gender based violence. 23% of men consider that there are situations when a woman deserves a slap or punch.

<sup>5</sup>VESTA Incidence of Gender Based Violence in Adolescent Relationships Research 2009, [www.vesta.ba](http://www.vesta.ba)

project's overall goal was to increase the uptake of healthy, nonviolent and gender equitable lifestyles among young men and women in Bosnia and Herzegovina. In this project, over 10,000 young people in BiH were directly targeted through a range of activities. The intervention intended to address harmful lifestyles that impacted both young men and young women. The project plan was to achieve the goal through a combination of three expected outcomes as explained below:

*Outcome 1: Youth NGOs have increased capacities and resources for delivery of non-formal education to the youth related to healthy, nonviolent lifestyles.*

Indicators:

- 75% of participating Youth NGOs' staff demonstrate strong understanding and apply new tools in non-formal education with a focus on healthy lifestyles, nonviolence and gender equality;
- 40% of highly motivated and trained key Youth NGOs' peer educators continue to scale up educational program in new municipalities;
- At least 10 Youth NGOs implement non-formal education in targeted schools and communities.

*Outcome 2: Ministries and agencies of education, youth and gender (entity and cantonal level) and the Agency for pre-primary, primary and secondary education (state level) support the program methodology and have integrated life skills education into formal or non-formal school curricula.*

Indicators:

- Increased understanding and capacity of relevant institutional representatives on key methodologies related to the program;
- Increased cooperation, based on experience exchange and mutual learning, between two entity level steering groups and state-level Agency for Education;
- Life skills education integrated into formal or non-formal school curricula.

*Outcome 3: Youth have increased awareness and improved attitudes related to health, violence and gender equality through the participation in group education and youth-led campaigns, on healthy lifestyles, violence prevention and gender equality at the local and national level.*

Indicators:

- 60% of participating youth (6,000) demonstrate increased knowledge and improved attitudes and behaviors related to healthy lifestyles, nonviolence and gender equality;
- 75% of participating youth (7,500) have increased awareness related to issues of youth health and violence prevention as part of a lifestyle campaign.

## EVALUATION PURPOSE AND GOALS

The main purpose of this evaluation process is to estimate the achievement, success in work and general influence that CARE Balkans with its local partners achieved from 2014 until 2017 through the implementation of the project: "Young Men Initiative - Promoting Healthier Lifestyles among Youth in Bosnia and Herzegovina by Challenging Gender Stereotypes". The purpose of this evaluation is to estimate strong and weak points of the project, its risks and potentials, and also to provide recommendations for further work.

The final evaluation is carried out to contribute to a comprehensive understanding of attitudes amongst young men, young women, parents, key schools staff within Bosnia and Herzegovina societies participating in the program toward gender based violence, gender equity and healthy life styles in the project after two years and eight months of intervention and to provide recommendations for further actions.

Through focus group interviews, individual interviews and policy and other documentation analysis we intend to assess the level of knowledge, attitudes, and change of behavior of the above mentioned target groups.

The overall objective of the final evaluation is to assess the results achieved on the basis of OECD's evaluation criteria. The evaluation shall address first 33 months of the project implementation.

Thus the specific objectives of this evaluation are to assess relevance, effectiveness, efficiency, sustainability and (the road to) impact of the project in relation to the stated objectives and expected results, taking into consideration target groups/partners, beneficiaries and other affected parties.

The results of final evaluation will be used to inform the implementers, the donor and the involved stakeholders about the final findings and recommendations of the YMI project and to enable learning, improve planning and implementation of future CARE Balkans projects/programs in BiH and region.

## METHOD

This evaluation includes several qualitative research methods. The main methods were interviews (14) and focus groups (6).

The interviews were held in Banja Luka, Mostar and Sarajevo with local project coordinators (3), parents whose children were participants of the program (3), representatives of school staff (expert associate or principal of the school, three altogether), and representatives of ministries dealing with education or youth in the Republic of Srpska, Sarajevo Canton and Herzegovina-Neretva Canton (3). The focus groups with young people who participated in the program were also organized in these cities. Additionally, in Novi Travnik, Gradiska and Jablanica the focus groups were also held with students who actively participated in the program. Sixty-four young people (64), 36 men and 28 women, participated in the focus groups. Majority of focus groups participants were between 15 and 19 years of age. Two interviews with representatives of CARE management were also held. During the realization of the project evaluation process 78 people altogether, 42 men and 36 women, were interviewed. Details on participants of the evaluation process are presented in the Table 1.

Table 1: Characteristics of interviewed persons

| Role in the project                                    | Number    | Gender    |           |
|--|-----------|-----------|-----------|
|  |           | M         | F         |
| Young men and young women from six cities              | 64        | 36        | 28        |
| Program coordinators from Banja Luka, Mostar, Sarajevo | 3         | 3         | 0         |
| School staff from Banja Luka, Mostar, Sarajevo         | 3         | 0         | 3         |
| Parents from Banja Luka, Mostar, Sarajevo              | 3         | 1         | 2         |
| Representatives of ministries                          | 3         | 0         | 3         |
| CARE management  | 2         | 2         | 0         |
| <b>TOTAL</b>   | <b>78</b> | <b>42</b> | <b>36</b> |

All participants voluntarily accepted participation in the evaluation process. Before interviews/focus groups they gave their written consent to participate in the evaluation. Interviews and focus groups lasted between 45 and 120 minutes in average. The interviews with parents were the shortest, while the focus groups with youth were the longest. All interviews and focus groups were recorded, except for one case when a respondent preferred it not to be recorded. In this case, notes were taken during the interview. In the course of the implementation of focus groups and interviews not a single

problem or obstacle has been noted. Interviews and focus groups were conducted in June 2017, primarily in offices of partner organizations or institutions (ministry or school).

Besides focus groups and interviews, we analyzed project reports, monitoring tables, project study case, stories about the most significant changes, relevant laws, protocols and strategies, etc.

When using all methods of evaluation, we constantly tried to test satisfaction with five main criteria of success of the project: *relevance, effectiveness, efficiency, impact and sustainability*. Through these criteria we determined: whether the program was in accordance with needs and priorities of users and community; whether most effective activities were used and if they brought expected results to accomplishment; which factors were of use and which were obstacles; whether planned activities were implemented in an optimal way, having in mind plan and realization dynamics and financial resources; whether the program brought changes on individual and structural level and level of community; what were the changes and conditions for the project to be sustainable, etc.

## RESULTS

Analyses we have done measured to what extent the project fulfilled five main indicators that pointed out to its success. We will present results separately for each success indicator (relevance, effectiveness, efficiency, impact, sustainability). For every question and group of questions for which we conducted an analysis, the answers of participants were compared, and based on the rule of the biggest concurrence we arrived to main conclusions on each given question. If there was a diversity or inconsistency within the answers of the participants, we emphasized it. Certain results were illustrated with relevant quotations of the participants. All results are structured in line with settled goals and tasks of evaluation. Within a framework of each theme, the author of the report tried, on the basis of the results that were acquired, to articulate and give recommendations for the future development of this project.

### Relevance

Relevance of the program is seen through its compatibility with international and local policies, missions of organizations, and needs and priorities of users themselves. We will review each of these aspects separately.

#### *Relevance of the program in the context of local and international policies*

The project's overall goal is to increase the uptake of healthy, nonviolent and gender equitable lifestyles among young men and women in Bosnia and Herzegovina. This goal is directly linked to the most relevant international standards and local policies related to the prevention of violence, gender equality and health generally.

- The Convention on Elimination of All Forms of Discrimination Against Women (adopted by General Assembly resolution 34/180 of 18 December 1979; entered into force 3 September 1981) prescribes obligations of states to "eliminate discrimination against women in all matters relating to marriage and family relations and in particular, on a basis of equality of men and women";
- The Beijing Declaration and Platform for Action<sup>6</sup> encouraged men to fully participate in all actions towards gender equality and urged the establishment of the principle of shared power and responsibility between women and men at home, in the community, in the workplace and in the wider national and international communities;

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<sup>6</sup> Report of the Fourth World Conference on Women, Beijing, 4-15 September 1995 (United Nations publication, Sales No. E.96.IV.13).

- The conclusions from the 48<sup>th</sup> session of the Commission on the Status of Women<sup>7</sup>: a. Recognition of the importance of boys' and men's contribution to gender equality; b. The need for developing policies, programs and school curricula that encourage gender equality; c. The need for creating and improving training and education programs to enhance awareness and knowledge among men (and women) on their roles as parents and caregivers;
- Gender equality policies of the European Union also recognize the importance of greater men's involvement and responsibility for gender equality: The Council of the European Union's Conclusions on Men and Gender Equality (2006)<sup>8</sup>, European Commission's Strategy for Equality Between Women and Men 2010–2015<sup>9</sup>, study The Role of Men in Gender Equality – European strategies and insights, produced by the European Commission in 2012<sup>10</sup>;
- UN Conference on "The role of men and boys in achieving gender equality"<sup>11</sup> called for action on a range of themes, including: promoting education based on gender equality; engaging men as fathers in socializing and caring for children; including men and boys in gender equality, gender mainstreaming policies and prevention of gender-based violence etc.

In addition to international policies it is necessary to mention that in Bosnia and Herzegovina there are numerous policies and laws that deal with gender equality, prevention of violence, reduction of gender based violence and violence in family, and problems of youth in general. Likewise, on local, entity and state level there are certain institutions that deal with this issue. We will list the most relevant policies and institutions.

- In the framework of criminal law on the entity level there are certain articles of the law that also treat issues of violence and domestic violence;
- On entity level there are laws on protection from domestic violence<sup>12</sup>;
- In addition to the mentioned laws there is the Strategy to combat domestic violence in the Republic of Srpska, and the Strategy for prevention and combat against domestic violence in the Federation of Bosnia and Herzegovina;

<sup>7</sup> Forty-eighth session 1-12 March 2004. *The role of men and boys in achieving gender equality*.

<sup>8</sup> 15487/06. 2767th Council Meeting, Brussels, 30 November–1 December 2006. *The Council of the European Union's Conclusions on Men and Gender Equality*.

<sup>9</sup> Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions of 21 September 2010. *Strategy for equality between women and men 2010-2015* [COM(2010) 491].

<sup>10</sup> European Commission, DG Justice - Unit D2 Gender equality. Contract ref. no. VC/2010/0592. *The Role of Men in Gender Equality - European strategies & insights*.

<sup>11</sup> <http://www.un.org/womenwatch/daw/egm/men-boys2003/Connell-bp.pdf>

<sup>12</sup> RS Official Gazette, no. 118/05, came into force on 1 January 2006. Changes and amendments published in RS Official Gazette, no. 17/08, came into force on 6 March 2008. FBiH Official Gazette, no. 22/05, came into force on 7 October 2005. Changes and amendments published in FBiH Official Gazette, no. 51/06, came into force on 7 September 2006.

- BiH Council of Ministers in March 2009 adopted the Strategy for prevention and combat against domestic violence from 2009 to 2011<sup>13</sup>;
- Gender equality policy in Bosnia and Herzegovina was for the first time formalized with the adoption of the Law on Gender Equality in Bosnia and Herzegovina<sup>14</sup>. The Law confirms obligations taken over by accepting Beijing Declaration and Platform for Action (1995), as well as Cairo Declaration of 1994;
- On the state level there is BiH Agency for Gender Equality, and both entities have Gender centers. They jointly developed BiH Gender Action Plan<sup>15</sup>;
- On 27 July 2010 BiH Council of Ministers adopted Action plan for implementation of UN Resolution 1325 "Women, Peace and Security" in BiH<sup>16</sup>;
- Law on Youth in the Federation of Bosnia and Herzegovina was adopted in both houses of parliaments of the Federation of BiH, in the regular procedure, upon a proposal of the Commission for youth issues of the House of Representatives<sup>17</sup>;
- Within the Republic of Srpska Government there is the Ministry of Family, Youth and Sports that deals with youth issues. A new (third in a row) Republic of Srpska Youth policy (2016-2020) was adopted under its jurisdiction. It needs to be mentioned that program partner from Banja Luka (Institute for Youth and Community Development - Perpetuum mobile) actively participated in the development of this strategy as well as CARE. As a consequence of this participation, programmatic objectives and primary targets were fully incorporated into the Strategy either directly – gender equality issues, violence prevention, healthy and non-violent lifestyles, or indirectly – through the topics such as youth participation, youth centers, and non-formal education;
- In majority of administrative units in BiH there are *protocols on acting in case of peer violence in schools* that try to prevent violence in schools.

The above mentioned facts show that the main goals of the program are in accordance with different standards in the world, as well as with laws and policies that exist in Bosnia and Herzegovina. This points out to the relevance of this program and its harmonization with social flows. A bad thing is that numerous policies and laws are not being implemented in practice. Sometimes public institutions even make it difficult for NGOs that want to deal with that.

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<sup>13</sup>Strategy for prevention and combat against domestic violence from 2009 to 2011, available on <http://www.arsbih.gov.ba/images/documents/strategija.pdf>

<sup>14</sup> BiH Law on gender equality, BiH Official Gazette, no. 16/03

<sup>15</sup> BiH Gender action plan, BiH Official Gazette, no. 41/09

<sup>16</sup> Action plan for implementation of UN resolution 1325 "Women, Peace and Security" in BiH, BiH Official Gazette, no. 92/10

<sup>17</sup> Federation of Bosnia and Herzegovina Law on youth, published in FBiH Official Gazette no. 36/10

### ***Relevance of the project in the context of field of work of organizations that implement the project***

The project "Promoting Healthier Lifestyles among Youth in Bosnia and Herzegovina by Challenging Gender Stereotypes – Young Men Initiative Project (YMI)" is fully compatible with work and strategies of CARE Balkans and its local partner organizations. This topic is deeply engraved in the work and strategic documents of every organization working on the implementation of this project.

CARE's mission in the region is to contribute to the post-war recovery and the socio-economic development of Bosnia and Herzegovina, Croatia, Serbia, Kosovo and Montenegro.

CARE in the Balkans places the quality of its program at the center of its operations and its mission and has developed a regional strategy that encompasses two main program directions: Gender Equality and Social and Economic Inclusion. The goal of the Social and Economic Inclusion Program is to strengthen capacities and create opportunities for the marginalized, socially excluded and poor people to integrate into society and access rights. CARE's Gender Equality Program aims to empower women and girls vulnerable to violence, discrimination and poverty, to reach better life opportunities and social justice. CARE's engagement and contribution lies in strengthening sustainability of key regional, national and/or local civil society organizations and networks promoting gender equality and diversity, in the context of social inclusion and nonviolence.

Three main local partners (Association "XY" from Sarajevo, Institute for Youth and Community Development "Perpetuum Mobile" from Banja Luka and NGO "Youth Power" from Mostar) are strategically oriented towards development of youth, gender equality, sexual and reproductive health and prevention of violence. That is witnessed in defined missions of organizations and their strategic ways of development.

Perpetuum Mobile – Institute for Youth and Community Development is a non-governmental organization that strives to create a tolerant and fair society through leadership, innovation, research, policy, and practice by promoting active youth and active citizenship, as well as positive life values. Perpetuum Mobile aims to realize its vision by operating through six strategic directions: Fight for active citizenship; Development of healthy lifestyles among young men, and gender equality; Youth political education; Act as a Resource Centre for capacity development of other organizations; Strengthening and standardization of youth centers; Inner organizational development.

Youth Power from Mostar is a non-governmental organization that wants to create a society with positive values, in which young people are contributing to tolerance and interpersonal dialogue, promoting healthy lifestyles, gender equality, nonviolence, and are actively involved in the social life

and politics. Their main strategic programs are: Healthy lifestyle of young people, Youth (Participation, Youth Work, Youth Policy) and Gender equality/equal opportunities.

The Association for Sexual and Reproductive Health XY (Association XY) is a non-governmental, non-political, non-profitable organization which works to improve sexual and reproductive health (SRH) in Bosnia and Herzegovina. Its main clinic promotes equal access to SRH information, education and services, and it advocates at the government level for the adoption of improved SRH policies. Through widespread information programs, it raises public awareness of family planning and SRH rights. They are a regional leader in this field of work.

The relevance of this program is not only manifested through formal organizational missions, but through concrete activities on which organizations continuously work. CARE and its partner organizations were active in regional and international arena related to the work with young men and young women around healthy life styles. Some of the examples of the most relevant events are: Into the Mainstream: addressing Sexual Violence Against Men and Boys in Conflict in London (14 May 2014); Global Summit to End Sexual Violence in Conflict in London, Regional Review – Europe (10-13 June 2014); Regional Review Conference on the Geneva Declaration on Armed Violence and Development in Geneva (8-9 July 2014); Eradicating Child Sexual Abuse: operationalizing a prevention framework in London (August 2013); European MenEngage Meeting / Fatherhood training held in Zagreb (17-20 September 2014); Engaging Young Men and Boys for Gender Equality and Sexual and Reproductive Health and Rights: Partnering with Government and Institutions for Greater Impact (Expert group Meeting) in Istanbul (21 October 2014); 2<sup>nd</sup> MenEngage Global Symposium held in New Delhi (10-13 November 2014); International Conference on Masculinities, Engaging Men and Boys for Gender Equality, New York (5-8 March 2015); Conference on the role of youth work in supporting young people in vulnerable situations (organized jointly by the European Union and the Council of Europe youth partnership) in Malta (25-28 November 2014), etc.

### ***Relevance of the program in the context of needs of target groups***

We left the most important aspect in assessment of relevance for the end. So, we analyzed to what extent is the program in accordance with priority needs of youth and schools they go to.

All participants (students, parents, peer educators, project coordinators, CARE staff, etc.) confirm that the project corresponds to the needs of students, schools and wider community. The relevance indicator is mentioned by a coordinator from Banja Luka: *"The project is definitely necessary. The fact that schools request from us to work with their students is a proof to that. This should be included in regular curriculum."* A coordinator from Mostar also points out to relevance naming certain problems

in schools: *"A lot of young women from one 'male' secondary school would get pregnant in second or third grade, and would then get married. There is no doubt that these kinds of programs are necessary in order to prevent problems like this one."*

Some interviewers underline that the program can be even more important in primary schools. CARE representative speaks about the value of the project from wider perspective: *"Social priority is to create peaceful and safe environment. This project is exactly doing this, creates such an ambient."* The interviewer from Gradiska explains the relevance of the program in simple terms: *"Activities are relevant as every day we face with problems of violence, alcohol and drugs."* A young man from Sarajevo explains it picturesquely: *"Young men are often primitive; they think it is cool to shout words to a young woman."* A student from Novi Travnik is of the opinion that the project is important as youth have no place to express and show their capabilities. A parent from Sarajevo speaks from her perspective: *"I am glad that my son joined the project and that over time he was becoming more and more part of it. We need projects like this. They learn a lot through it, gain new information. We, the parents, often do not understand and do not know our children. We do not know many things, and it is difficult for us to ask them."* A representative of the RS Ministry also talks about the relevance: *"The project is necessary for the community as it does not exist in the formal education. It should also exist in primary schools, as in the period of puberty problems with violence occur. Or it could be organized in local communities through a youth center, especially where supporters' clubs exist."* A representative of the Ministry from Herzegovina-Neretva Canton has a similar opinion: *"Value of activities should not be spoken of. It is very important to have an organization willing to help young people and for them to feel important and consulted. That should be cherished and expanded, as it is a process of building young citizens who are active, self-aware, tolerant and human."*

Interviewers were of the opinion that topics of workshops are useful and important for youth. There were different proposals according to which workshops were the most useful ones.

*"Some students said that topic on drugs, alcohol, sexual and reproductive health were already known to them as they dealt with this through regular subject "Hygiene" in school. I am of the opinion that we should work more with emotions. Raising emotional awareness would solve many other issues. It is important to understand your own emotional reactions."* (representative of school staff from Banja Luka)

*"Topics on sexual and reproductive health and sexually transmitted infections are the most important topics as they are taboos. Youngsters do not know what is HIV, AIDS, etc. One should focus on the taboos, teach them that violence is not just physical, that sexual violence is not just rape, etc. Sexual education is especially important as in some schools they do not learn biology. Additional topics should also be added: cyber violence, development of personality"* (peer educator from Mostar).

In terms of reactions from school staff, their attitudes and opinions were different. Majority of teachers supported the program, but there was quite the number of those that were skeptical towards everything. It is important how the project is presented. A coordinator from Sarajevo says: *"The program is not accepted by all school staff. That is not simple. It is important how it was presented and explained to them. If they hear that the project name is 'Be a Man', their reaction is stereotyped. They should be approached by explaining it is about healthier life styles."*

We can conclude that the implemented project in all its aspects was relevant. It is in accordance with current international and state policies and strategies; it fits the mission of partner organizations. Additionally, youth and representatives of education institutions gave feedback information that implemented activities were of a great importance for them and that they helped them in solving some of their priority problems.

## *Effectiveness*

In this section we will analyze if planned activities have been implemented, as well if they have led to desired results. We will also analyze which factors and actors contributed to the accomplishment of goals, and what made it difficult. Analyses of what has been implemented will be done by comparing expected results identified in the project's log frame with information obtained in interviews and reports by partner organizations.

*Outcome 1: Youth NGOs have increased capacities and resources for delivery of non-formal education to the youth (including vulnerable and out of school youth) related to healthy, nonviolent lifestyles.*

As planned, the program was fully implemented in eleven cities – Banja Luka, Mostar, Sarajevo, Istocno Sarajevo, Bijeljina, Gradiska, Jablanica, Knezevo, Novi Travnik, Visoko and Vlasenica. In the beginning there were some initiatives to implement the program in several other cities (e.g. Srebrenica, Mrkonjic Grad, Stolac) but that did not happen, mostly because partner organizations were not committed to the main idea of the project.

The main partner organizations were conducting the education of peer educators. At the beginning of the project implementation each of the organizations did it separately, but later on that process was integrated. This proved to be a good practice as peer educators got to meet each other and quality of Training for trainers (ToT) was better. Eight ToTs with YNGOs were held since the beginning of the project (in Vlastic, Banja Luka, Neum, Jablanica, Stolac, etc.). The total of 197 youth participated in the education for peer educators. Majority of them were later conducting workshops in their schools and cities. In Banja Luka, Mostar and Sarajevo series of workshops (12 sessions) were conducted over several months, with each group. In other cities approximately five workshops were conducted with each group. Workshop sessions addressed multiple topics, including gender norms, expressing emotions, labeling, negotiating skills, decision-making, anger management, role-models, sexual health, drugs and alcohol use, peer violence and violence against women. Sessions included interactive approaches that provoked dialogue and reflection by participants. Until February 2017 over 1,000 workshops were held in 13 schools, with over 4,500 students. In the majority of cities work has been done in more schools they originally envisaged. For example, in Banja Luka it was planned to work only in one school, but "Perpetuum mobile" implemented shorter set of workshops in five additional schools. Similar situation happened in Sarajevo and Mostar. The endline research revealed that around 80% of young men and young women from all cities confirmed that workshops made a great influence

on them when solving a conflict without a fight, talking about safe sex, avoiding alcohol and drugs, seeking help if in some problem.<sup>18</sup>

Youth gave different observations as to which workshops they found the most useful. Some said it was violence, SRH, drugs, labeling, SPI, etc. Only in one school it was said that some of the topics were "already seen". As illustration, a representative of school staff in Banja Luka said that students were already educated enough about drugs. Having this in mind maybe, for the future, a set of 14 workshops should be suggested to schools and they should choose 12 most interesting ones, depending on their needs.

Important project "incubator" is the "Be a Man Club" (BMC) where all other activities are developed. BMCs existed before in Banja Luka, Mostar and Sarajevo. After that, they were established in: Vlasenica, Visoko, Jablanica, Knezevo, Gradiska, Novi Travnik, Bijeljina, Istocno Sarajevo. BMCs were also formed in cities where CARE and partners did not work officially, through project supported by the Swiss Government: in Tuzla and Laktasi.

Meetings of BMCs in each city were usually held once a week. Ideas for campaigns mostly came out of these gatherings. Those campaigns were usually organized once a month. Around 1050 youth were in some way part of BMCs. An average of 40-60 youth participated in BMC meetings in Banja Luka, Mostar and Sarajevo, while in other cities this number was between 20 and 30. In the course of the project, BMCs held close to 500 different events in all cities. The majority of interviewers underlined the importance of being a member of the BMC. Workshops brought change, and those changes transformed into change in character while working through BMCs. The endline results prove this.

*Endline research: Influence of intervention program*

Around half of respondents took part in some activities of the BMC and 30-80% of young men and young women noticed some of the campaign activities. Generally, around 80% of young men and young women from all cities confirmed that workshops made a great influence on them when solving a conflict without a fight, talking about safe sex, avoiding alcohol and drugs, seeking help if in some problem. Greater participation in the work of BMC, exposure to the campaigns and participation in workshops are correlated in some cities with: more work at home, more equitable gender attitudes and higher SRH knowledge, lower peer violence and violence towards intimate partner, less drinking of alcohol. All these data show that all aspects of the work (participation in the work of the "Be a Man Club", campaigns, workshops) have contributed to certain improvements in the attitudes and behaviors

<sup>18</sup> Care Balkans (2017): Promoting Healthier Lifestyles Among Youth in Bosnia and Herzegovina by Challenging Gender Stereotypes – Young Men Initiative Project (YMI) – Endline evaluation report, page 52

of young men and young women in different spheres of their lives. Slightly stronger impact has been made on those that participated in the "Be a Man Club". This is no surprise as all participants from a "Be a Man Club" took more active and more committed part in most of the program activities.

An epilogue of different activities was that 250 youth started volunteering in an NGO, and nine became part of regular staff of an organization.

Sub-grants should also be mentioned as part of capacity building of NGOs. Three main organizations had standard budgets, and youth network partners received smaller grants in the amount of 4,500 BAM each. Youth network partners mostly used these grants to finance different promotional activities and campaigns they organized. An estimate is that through these grants used to fund campaigns, over 40,000 people, directly or indirectly, was informed of the project idea. The realization of these campaigns contributed to the development of technical and human resources of youth network partners.

We can conclude that all activities planned within this component are fully implemented. The number of users was much higher than expected and planned.

*Outcome 2: Ministries and agencies of education, youth and gender (entity and cantonal level) and the Agency for pre-primary, primary and secondary education (state level) support the program methodology and have integrated life skills education into formal or non-formal school curricula.*

An important component of the project was establishment of cooperation with education institutions with the aim to introduce Program Y in school curricula. Numerous activities were undertaken in the period of three years that led to the accomplishment of this goal. Around 60 meetings with representatives of ministries and school institutions were held. Around 140 representatives of ministries and other education institutions participated in those meeting. Aside from cooperation with ministries, one of the goals was to empower and sensitize school staff and future expert associates. Counselling sessions with over 90 teachers, pedagogues and psychologists were held, which was double then planed by the project. Numerous activities were organized in order to accomplish these goals. We will name just a few of them:

- At the beginning of the program two steering committees consisted of 21 members, representatives of different institutions, were established. Responsible ministries of education at cantonal and entities level assigned its representatives in entities' steering groups. Regular meetings with entities' steering groups were held in November and December 2015, and March, April and June 2016.
- 27 teachers were trained about implementation of the Program M (Y) methodology. Two trainings were held – first about methodology and practices on 13-14 October 2015; and the second training, with 6 teachers, on more profound work on practicing and delivering workshops, was held in Institute Perpetuum Mobile's resource center on 21 November 2015.

- 58 students in Banja Luka have completed their training on the Program M and expressed their willingness for practicing educational workshops implementation. The training was held in Youth Center Banja Luka on 30 November 2015.
- Two regular meetings with representatives (Minister or Deputy Minister) of the Ministry for Family, Youth and Sport in the Republic of Srpska Government about the Program M implementation were held in February 2016;
- Two coordination meetings were held with Dental-technical School and 5<sup>th</sup> Gymnasium in Sarajevo on 28 September 2015.
- On 18 December 23 teachers participated in teachers' training on Gender transformative interventions and YMI project methodology.
- Adaptation of 50 workshops, to be gender sensitive and integrated in the Program Y, was done in September 2015. The first draft of the Program Y was developed in November 2015.
- Meeting with representatives of the Ministry for education, science and youth of Sarajevo Canton on accreditation of the Program Y was held in February 2016.
- Program Y presentation for the Ministry of education and culture of the Republic of Srpska (6–7 June 2016).
- Adaptation of the Program Y, according to experts' review findings, was done in July 2016.
- Meeting with representatives of the Ministry for education, science and youth of Sarajevo Canton related to the Program Y accreditation in BiH (29 June 2016).
- Finalization of the Program Y (July-August 2016).
- Three new school partners – Primary school Ilija Jakovljević, Mechanical school Faust Vrančić and High school for constructions and building.
- Meetings were held with the Cantonal Ministry for education of Herzegovina-Neretva Canton, with regards to the planning of Bystander campaign in all high schools on the Cantonal level in next school year.
- The Conference with the Cantonal Ministry of education and presentation of the Program M (Y) integration in regular school curriculum was held. Youth Power has been one of the co-organizers, together with the Cantonal Ministry of education, of the 3<sup>rd</sup> Conference about prevention of violence and juvenile delinquency, that took place on 15 June 2016.
- *Finally, the Ministry of education of Herzegovina-Neretva Canton officially supported (accredited) the Program Y on 27 June 2016 and included it in the Draft Strategy and Action Plan on the prevention of violence and juvenile delinquency in Herzegovina-Neretva Canton. CARE and its partner organization Youth Power from Mostar are members of working group that is going to work on planning and implementation of the Strategy. The Ministry of education and culture of the Republic of Srpska officially supported (accredited) the Program Y on 31 August 2016.*

Thus, numerous activities in this field gave certain results. The relevant Ministry in Herzegovina-Neretva Canton accepted and recommended application of Program Y. In the Republic of Srpska an authorization for work was given, but it does not oblige anybody to use it in schools. In Sarajevo Canton the relevant Ministry still did not give a recommendation for introduction of this program in schools. Therefore, we can conclude that within this component more activities than planned were conducted. The accomplishment level of the expected outcome is around 90% due to lack of understanding from certain ministries in charge. In the future period one of more important tasks would be to continue advocating until Program Y is finally accredited.

*Outcome 3: Youth have increased awareness and improved attitudes related to health, violence and gender equality through the participation in group education and youth-led campaigns, on healthy lifestyles, violence prevention and gender equality at the local and national level.*

Hence, one of the most important expected results is change in attitudes, behavior and minds of young people. These changes should be consequence of workshops, campaigns, and participation in BMC. In the text above we explained in more details the plan of workshops and BMC.

Campaigns have been centered both in participating schools and communities led by the "Be a Man" clubs. Campaign activities and materials reinforced many of the same topics addressed in the workshops, including sexual health, violence prevention and more gender-equitable norms. Activities were open to all young men and young women in schools. Educational and entertaining activities were often organized to mark the significant dates (International Women's Day, 16 Days of Activism Against GBV, International Day of the Family, Fathers' Day, International HIV Day, etc.). These campaigns included regionally developed campaigns "Stop Violence – React as Human"; Super Dad campaign that promoted gender equitable parenting; "Beware of sex" (locally called "Pazi sex") campaign promoting healthy relationships and sexual and reproductive health (lasted throughout the whole project year). Beside these regional campaigns, local partners organized many different events in each city, usually one per month. Some of them are: "Small boxes that promote women", "Stop labeling others!", "International Men's Health Week", "Celebrating International Youth Day", "Bystander campaign", "5-day youth leadership camp", etc.

During the three-year period over 80 campaigns were held, while 45 had been planned. That implies that this indicator was surpassed by almost 90%. In some campaigns around 50 people participated, while that number was even 500 in others. The estimate is that around 200,000 people were exposed to campaigns directly or indirectly (four times more than planned in the project). This number is confirmed by detailed report on each of the conducted activities (see Annexes), photographs, lists of participants, number of likes or posts on social networks, numerous online reviews of video materials. Participation in campaigns is most probably one of the most successful components of the project. We feel that methodology of organization of campaigns contributed the most to it. Delegating youngsters to come up with ideas of activities within certain topic obviously additionally motivates youth and brings out the best in them. This approach should be applied in the future as well.

Linking workshops with campaigns also proved to be a great method. For example, after the workshop on violence youngsters went through training on photography. Upon making photographs that illustrate different types of violence they presented them on internet social networks or other exhibition locations. This method, the so called "3D", which was often used in the BMC in Sarajevo,

had an excellent effect and for that reason we recommended it as an example of good practice and innovative work.

Besides campaigns, youth underline they felt great during joint field trips, and especially in the camps in Sutjeska. This kind of activity further develops cohesion in the group and friendship between youth from different cities and ethnic backgrounds. This was not formal project goal, but it is very important for Bosnia and Herzegovina society as a whole.

Results from the endline survey speak the most about effects of working with youth.

*Most important effects of the work in the endline research:*

In the area of gender relations progress has been achieved in all cities. In the endline survey, both young men and young women have more tolerant attitudes towards gender roles, gender norms and persons with homosexual orientation. Progress in all aspects is around 10-20%. Variation of gender equality index with young men (in Banja Luka, Mostar and Sarajevo) is between 27% and 54%, while this percentage with young women is between 46% and 75%.

Within health area, the endline survey results show that higher percentage of young men and young women in all cities drink alcohol. A positive thing is that consumption of alcohol on a weekly basis is less intense in the endline phase. This trend is probably a consequence of adolescence development and different challenges followed by the acceptance of some peer norms that are not positive in the adolescence phase.

In the endline survey, 8-12 % of young men in Banja Luka, Mostar and Sarajevo confirm to perpetrate emotional and psychical violence in last three months. At the end of the program we can see that psychological and physical violence in most cities is less expressed in the endline survey.

Index of negative attitudes towards gender based violence is higher in the endline survey and ranges (in all cities) between 66% and 73% (among young men) and 81-85% (among young women). Hence, we see that most of young men and young women condemn gender based violent behavior.

Index of knowledge on reproductive health, STI and contraception in all cities in the endline survey is much better than in the baseline survey. Results are usually better for 10-20%. Results on SRH knowledge undoubtedly indicate the positive impact and value of the implemented program. Overall, perhaps the greatest progress of the program has been made in this area.

In addition to numerous good things, we should mention certain obstacles. The majority of coordinators feel that parents are not involved enough in the project and thus were not encouraging

youngsters to participate in additional activities outside of school. Also, some expert associates in schools were not motivated enough. They would change the schedule of workshop without notifying peer educators. A coordinator from Banja Luka is of the opinion that it would be better to have less youth network partners, but work more intensively with them and then they would implement the program in their community with more quality. An aggravating factor in some cities (e.g. Mostar, Novi Travnik) is ethnic division of the cities. That kind of atmosphere had different negative effects on the project implementation. For example, if an office of an NGO was in one part of the city, there was a problem to involve youth from the other part of the city. In other words, it is important that an office of an NGO is on the "borderline"! Sounds bizarre, but unfortunately that is a realistic problem in ethnically divided communities such as Mostar!

We can conclude that effectiveness of the program was fulfilled and multiply exceeded the envisaged. Some of the activities (number of campaigns, exposure of target groups to campaigns, number of workshops, etc.) exceeded the plan by 2-4 times.

## Efficiency

The efficiency indicator assesses if the project activities were done in an optimal way. This includes ratio between implemented activities and available resources, duration and rhythm of the program activities, schedule of obligations between employees, etc.

Generally, in terms of number of people reached and influence gained, the project can be considered as highly efficient. The project managed to reach its targets in all aspects of implementation: higher number of events and campaigns than originally planned, much higher number of participants and beneficiaries than initially planned, etc. In that sense the project can be valued as a good practice example, since the majority of outputs have been vastly exceeded. The partner organizations' representatives defined efficiency of the project through the example that the project has "more results than money".

The indicators of efficiency are also results of implemented research on attitudes and behavior of youth before and at the end of the program (sample was 1,292 youngsters from 10 cities). If data from the baseline and endline surveys are compared it can be concluded that there is a significant progress in many spheres: attitudes of youth are more gender equal at the end of the program; youth have more knowledge on sexual and reproductive health – for about 15%; peer violence is reduced, etc. These data show that the planned activities were implemented in a manner which brought a positive result.

Developed methodology of work, monitoring and reporting greatly contributed to this success. All partners had regular joint meetings where they evaluated the project and made plans for the future activities. Additionally, they were in everyday contact through e-mail or telephone. Partners were writing reports every month, as well as every six months. Project coordinators underlined that "guidelines for schools" provided by CARE manager and advisor were of a great help. In that way it was easy to follow and plan all activities in schools. Very detailed reporting format should also be mentioned. In each of the reports it was insisted that each partner organization defined which concrete activities they took in order to accomplish the project goals; which indicators showed success; in what percentage certain goals were accomplished, how many participants participated in each activity, etc. Thus, emphasis in the reports was placed on the achieved results and outcomes those results should lead to. In this way management was able to follow the accomplishment of set goals in every phase of the project, and to occasionally react if some of the criteria have not been achieved. Personally, I have never seen such a professional monitoring system of some project. This way of monitoring and reporting is also useful as an early warning system.

In some cities participants felt that time and rhythm of some activities could have been different. They feel that not so many activities should be organized in the last month of each semester. That is a period when grades are finalized and it is difficult to be completely committed to any activity. Also, they are

of the opinion that the tempo is sometimes too intense in June, due to the organization of two camps. If the workshops are organized as a seventh class, usually students that travel back home are missing.

In some cities workshops were organized too often (e.g. several workshops a week), while in others once a month. In some cases, this was a consequence of the lack of organization by school staff. Students feel that this kind of tempo is not good and that it is maybe best to have one workshop a week. Additionally, there were around 20-30 participants in each workshop which made intensive interaction between students more difficult. It is difficult to influence this factor as this is usually the number of students in a class. Students and peer educators feel that the schedule of workshops is logical and good. Some students are of the opinion that more attention should be given to some topics (e.g. violence).

When it comes to campaigns and out of school events, the majority feels that the best tempo is when one activity is organized per month. In some cases, two activities were organized, but it turned out it was too demanding. All participants in the project stress that the great thing is that CARE gave them some flexibility when organizing promotional activities and campaigns. Thus, youngsters usually came up with activities on their own, as well as dynamics of its realization. This kind of democratic approach contributed to the fact that youth felt affection and great identification with the program they were implementing. Youngsters perceived program activities as their own, and not as something suggested by a donor. That is why numerous students stated: *"We were not implementing the project, we were living it."*

In relation to envisaged financial means and planned tasks, there are several suggestions. Some BMC leaders and BMC coordinators were sometimes overburdened with obligations and different activities. That overburden was not in some cases in accordance with the fee. One of the coordinators stressed that in the third year there was not enough funds for all planned campaigns. Furthermore, some representatives of youth network partners underlined that they did not have enough funds to implement certain activities. A great thing is that there was certain freedom in way of spending the funds. One coordinator says: *"Funds for activities are flexible, could be relocated within the overall budget, and transferred to the future period. This flexibility was useful and good."*

Representatives from youth network partners pointed out that it was harder to organize some activities in smaller and multi-ethnic communities. In conflict environment often even the smallest activity could be named wrong in order to create new conflict. A student from Novi Travnik said: *"It is not easy to do anything in a multi-ethnic community. If you give away condoms, they call you a pervert. Everything has to be double-checked as effects can be wrong."*

## Impact

We can discuss the impact from the perspective of youth, project coordinators, school staff, representatives of education institutions. We can also analyze individual impact, impact on the community, and structural impact.

Youth from all cities pointed out that the project had a great impact. They mentioned different indicators of project's impact. **The most concrete impact relates to change of attitudes and behaviors of youth who directly participated in the program.** This impact is best seen in the conducted endline survey. Attitudes and behaviors of youth have been tested at the beginning and at the end of the program. At the end, there were 1,292 survey participants from 10 cities. We will name main conclusions from that report. The author of the Report concludes:

*"In all cities the most significant progress has been achieved in the area of attitudes towards gender relations and knowledge on sexual and reproductive health. Also, in the majority of cities endline research determines lower level of committed violence. The only weaker result is related to the use of different psychoactive substances which correlates to peer norms that follow that period of growing up, as well as with some traditional and cultural customs in our area."*

This is confirmed by the concrete statistical data:

- *In the endline survey, both young men and young women have more tolerant attitude towards gender roles, gender norms and homosexual people. Progress in all aspects is around 10-20%.*
- *At the end of the program, psychological and physical violence in most of the cities were less expressed in the endline survey.*
- *Index of knowledge on reproductive health, STI and contraception in all cities in the endline survey is much better than in the baseline survey. Results are approximately better by 15%.*
- *Results in the area of health (consuming of alcohol, cigarettes and marijuana) are similar, or even somewhat worse in the endline survey.*

Young men and young women from all sites confirmed that workshops, to a great extent, made an influence on them when solving a conflict without fight, talking about safe sex, avoiding alcohol and drugs, seeking help if in some problem. Details on impact of workshops are shown in the table below.

Table: Effects of workshops

| <i>After participating in the workshops it is now:</i> | Banja<br>Luka | Mostar | Sarajevo |
|--|---------------|--------|----------|
| ... easier for me to solve conflict without fight.     | 84,4          | 62,8   | 83,2     |

|  |      |      |      |
|--|------|------|------|
| ... easier for me to openly talk about safe sex.                                   | 81,1 | 48,8 | 83,2 |
| ... easier for me to be satisfied without use of alcohol, cigarettes or narcotics. | 77,9 | 52,4 | 81,9 |
| ... easier for me to seek help or support if I am in a low mood.                   | 81,9 | 62,8 | 87   |

The impact was clearly linked with the intensity of activities that youth were a part of. Greater participation in the work of BMC, exposure to the campaigns and participation in workshops were correlated in some cities with: more work at home, more equitable gender attitudes and higher SRH knowledge, lower peer violence and violence toward intimate partner, and less drinking of alcohol. Greater effects of the program have been identified in cities where work with the youth lasted longer and was more intense (Banja Luka, Mostar, Sarajevo). All these data undoubtedly indicate importance and significance of program activities. The author of the endline research concludes:

*"All three aspects of the work contributed to the accomplishment of the project goals but slightly stronger impact was made on those that participated in the 'Be a Man club'. This is no surprise as all participants from a 'Be a Man club' took more active and more committed part in most of the program activities."*

These changes are witnessed by quotes from youth we interviewed.

*"Young men who were keen on fighting understood that their violence was conditioned by violence in the family, they understood that they should get out of that cycle of violence." (peer educator from Banja Luka).*

*"The workshops also had an impact on knowledge and behavior. I grow up in a religious family. I had stereotype attitudes, but during meetings I got to see the other side of a coin. I also spoke with my parents about it, as well as with my girlfriends. Some of them joined BMC. I opened my mind a lot." (student/young woman from Mostar).*

*"After several meetings I felt changes in my behavior. I kept to myself, and here I am now talking to you. Numerous students came to a workshop due to curiosity, but 90% of them stayed. Some were asocial or too open. In the workshops they found their balance." (student/young man from Banja Luka).*

*"In the past I was much more violent. I came to BMC, there was an evening of games. Through different games I better understood violence. Here, everybody is like a family." (student/young man from Sarajevo).*

*"One young man was very conservative and was against workshops on sexually transmitted infections. He later realized the importance of contraception and he himself admitted that he had used a condom." (student/young man from Novi Travnik).*

*"Now we more openly communicate on different topics. We more openly talk about topics such as intercourse, HIV, violence. Before, this would trigger a ridicule, now we openly talk about it. Nevertheless, even if somebody laughs about it, he is still learning. He later remembers those jokes, but also information he had heard." (student/young man from Jablanica).*

Changes are not mentioned only by youth. Representatives of school staff and education institutions underline that there were less complaints on classes that participated in the program. School staff state that young men who were punished for discipline significantly improved their behavior during the program and disciplinary measures were not used against them anymore. A representative of the relevant Ministry in Sarajevo said: *"Students, who were often a subject of educational-disciplinary measures, are no longer in this situation. They have been given, maybe for the first time during their education in secondary school, an opportunity to show their better side, to openly share their opinion, to be part of a team work, and similar."*

In Sarajevo, one of the peer educators shared that in the course of the program number of absences from classes reduced. Also, higher number of youth, if they faced certain problems, approached expert associates in school. A member of school staff in one Banja Luka school says: *"In the course of the program a greater number of youth requested and attended counselling sessions with school psychologist or social worker. The program raised an awareness to seek help from experts when in need. They are more open now. And now there are fewer problems in the school. I do not know if this is because of the program, but there are definitely less problems now."*

Changes on individual level are also confirmed by the **parents of students** who were active participants in the program. The parents stress they noticed their children had learned new things, and that they were generally more responsible. A father from Banja Luka says: *"Of course I have noticed differences in my son's behavior. He is more mature now, more responsible than his peers. He is into music, he writes songs. He is above his generation for a year or two. Good thing is that they also travel, go camping. He stayed in contact with 20-30 youngsters from all over BiH."*

A mother of young men from Sarajevo feels similarly: *"The project made an impact on him and he learned numerous new things. It is difficult for a mother, for example, to pass on sexual education on her son. He is not using alcohol or cigarettes. I notice he often helps his friends, guides them. The most positive thing is that he advises other youth to behave in a healthier way. I have no problems with him. There should be more projects like this one."*

During interviews and focus groups we learned a lot of useful information on impact of the program and how it was happening. **The project activities developed greater trust between students which further influenced the greater mutual respect.** With time, students took more active participation in

the workshops. Peer educators from Banja Luka underline that after workshops two or three students would stay to ask additional questions and would seek an advice.

Peer educators in Mostar say that once spotted by students in school corridors students persuade them to go to their class. One of the peer educators from Banja Luka says that impact on youth was not direct. *"A change is a process. We start something, they get on it and start exploring on their own and work on themselves."*

**Most of the participants state that impact on the community was primarily done through BMC and campaigns they organized.** Program participants from Banja Luka and Mostar concur that the most impact on students has been done through the BMCs. Members of BMCs made an influence on their closest friends, then family members and that is how an impact has expanded. A coordinator in Banja Luka underlines: *"Effect of workshops is limited. Way greater impact on youth was being part of the BMC."* Youth from Mostar feel the same way: *"You learn more in school, but BMC is a place where changes happen. That is where one changes his/her character and life style."* A coordinator from Sarajevo claims: *"The most effective activities are those in youth center, i.e. in the BMC. The greatest impact is reached outside of school. They spend their whole day in the BMC and grownup leaders, who are role models for the youngsters, make a huge influence. Children develop through socializing, especially if they are led by elder such as A.DŽ."*

**Interest from entire school and wider community also witnesses the impact of the program.** All those interviewed claim that all students and school staff in a school where the program has been implemented heard about it. A coordinator from Mostar claims that the BMC is visible in the community and that majority of youngsters heard of this program. In each city there were calls from other schools to join the program. For example, in Banja Luka workshops were organized in additional five schools after those schools made calls and requested it. Often peer educators were conducting educations in those schools even though that was not originally planned by the program. In Mostar, an example was given that their campaign activity "React as human" in a short period of time had over 30,000 views online. Another example of an impact is an event with graffiti in Sarajevo. *"We painted graffiti 'Be a man, don't be a bully' on a wall. After a short period of time the graffiti was overpainted. That has been discussed on online forums. There were a few negative comments about the program, but then a bunch of positive ones arrived. One of them stated 'You should not have done that.' And it was signed by 'students from Dental-technical school'."* Reaction of students from Dental-technical school, as well as a great support on online forum, shows popularity and recognizability of this program in Sarajevo.

A similar thing happened in Gradiska. Members of the BMC painted the quay alongside the river Sava, and then the City Sanitation Company willingly continued this action and finished decoration of the quay. This youth action animated other institutions in the city. Furthermore, representatives of

partner organization in Gradiska pointed out that in the course of the program number of volunteers joined the organization. Attention has been drawn by different activities; they have been called to participate in the ecology activity, half-marathon, etc. In Novi Travnik it was mentioned that after the campaign on not selling alcohol some shops stopped selling alcohol to minors.

**Interest from other donors and organizations for this project also confirms the impact made on wider community.** Additional projects grew out of this. In cooperation with UN Women a project on nonviolence has been developed. Donors from Sweden suggested the continuation of the project and offered to join by financing it.

**The program had indirect impact on the development of inter-ethnic relations even though it was not a direct goal. A youth in Mostar said:** *"Secondary schools in Mostar are ethnically divided. This is where I met a person of different ethnicity for the first time in my life. Everything is cool and open. Changes happen in the BMC, people simply connect. There is no judgement here, people are open and tolerant which is important as community is divided and stereotyped."* We heard a similar comment in Novi Travnik: *"In the second year of the project young Croats also came. It is very good that children of different ethnicity communicate together."* In that context, a coordinator from Sarajevo underlines the importance of camps: *"Taking children to camps in other cities is a great thing. That leads to transformation of ethnic attitudes. It happens spontaneously. After the camp 21 youngsters said they have family in each of the cities."*

It is worth noting the fact that this program made an impact on organizations and implementers of the project. The work on this program made an impact on better information, greater sensibility and more human values. A coordinator from Sarajevo underlines: *"Impact has been made on members of Association XY. We are all under the influence. We changed our attitudes through discussions as well. An impact was also made on peer educators, trainers and leaders, and BMC."*

The program had an impact on the development of relations within organizations. Partners jointly created and planned the majority of activities. Synergy and mutual assistance were constantly present among them. This made interpersonal and organizational relations much stronger, while some coordinators even say that the relation is like in a family.

From all the mentioned it can be concluded that the program had a great impact on individual levels. It mostly affected young people, but it also affected other individuals who directly participated in the program. Impacts on the level of community are not negligible. Visibility of the program in the community is enviable. Still, impact on structural level could be higher. The program is not fully accredited on all levels and in all parts of BiH where it was implemented. In practice there is a lack of

understanding and sensibility by individuals from competent education institutions. In order to achieve sustainable wider impact, it is necessary for education institutions to give greater support to this program, through adequate accreditation and regular introduction in the curriculum.

## **Sustainability**

The sustainability of the program is accomplished in several different ways. It is certain that the most important ground for sustainability is the accreditation of "Program Y" and its inclusion into the regular curriculum. Additionally, the sustainability of the program is manifested through the development of technical, human and organizational resources that also exist after the program.

### **Accreditation of the "Program Y"**

One of the main objectives of the project is to accredit and introduce Program M into national Educational Curricula and to build capacity in selected secondary schools for the implementation. The BiH ministries at entities and cantonal levels were interested to work with CARE and its partners on a comprehensive approach that could be used in all secondary schools for both adolescent boys and girls.

Based on the recommendation given by responsible ministries of education at all levels in BiH (both entities and Sarajevo and Herzegovina-Neretva Canton) at the beginning of 2015, there was a need for the adaptation of the existing Program M manual. CARE, together with its partners, after almost one year of the intensive work, developed a new gender mixed training manual titled "Program Y – Youth - Innovative Approaches in GBV Prevention and Young Boys and Girls Healthy Life Styles Promotion" (adapted Program M - Men and Program W - Women). The Program Y is a training manual that aims to promote gender equality and healthy lifestyles with young men and women by addressing some of the social constructions of masculinity(ies) and femininity(ies) as a strategy for building important life skills with young men and young women as they emerge into the young adulthood.

YMI Project achieved a great success by getting the first official support by the Ministry of education of Herzegovina-Neretva Canton that officially supported (accredited) the Program Y on 27 June 2016 and the above mentioned program was included in the draft Strategy and Action Plan on prevention of violence and juvenile delinquency in Herzegovina-Neretva Canton. CARE and its partner organization Youth Power from Mostar are members of a working group that is going to work on planning and implementation of the above mentioned strategy.

The Ministry of Education and Culture of the Republic of Srpska officially supported (accredited) the Program Y on 31 August 2016. The next step about the Program Y is inclusion in the curriculum for secondary schools in the Republic of Srpska.

In Sarajevo Canton, after getting a positive opinion on the Program Y, done by a professor from the University of Sarajevo and upon the request from the relevant ministry, the progress in getting official support has not been achieved yet. This is going to be the top priority of both CARE and Association XY in the future work.

Thus, we can conclude that sustainability through accreditation of the Program Y is partially accomplished. This goal is fulfilled in Herzegovina-Neretva Canton, but not to its full extent in the Republic of Srpska and Sarajevo Canton. In the future, it is necessary to use advocacy, lobbying and other activities to secure support from key decision makers who can include this program into the regular curriculum.

### **Capacities of individuals and organizations**

One of the aspects of sustainability are developed human, organizational and technical resources that exist and devotedly act after the program as well.

In all cities it was underlined that through this program the organizations have grown and developed in all aspects of work. In the course of the program, workshops on managing organization were organized for the leaders. Additionally, each organization established a team of peer educators capable to implement similar projects in the future.

All local partners formally expressed their commitment to this program. In cooperation with CARE Balkans, partner organizations formally included development of healthy lifestyles of youth, gender equality and prevention of violence into their statutes and missions.

Additionally, the organizations evolved in managerial sense. Their knowledge and experience in managing finances and other administrative tasks have been improved. Representatives of several organizations shared that in the beginning they had problems in writing narrative and financial reports, that it was too complicated. But, they later realized that this type of reporting eased the job and they were applying it in working with other donors. Through this program, the level of professionalism of partner organizations has been raised on a higher level. In this regards, a representative of partner organization from Novi Travnik says: *"We developed in an organizational sense. We have more educators, we improved our financial business, as well as administration. We use that in other projects as well."* Similar opinions have been shared by coordinators from Banja Luka, Mostar and Sarajevo.

That this is not just a phrase is proven by activities of the Association XY before the start of the project funded by SDC. In the period between the two projects the Association XY kept on implementing the program despite the fact it was supported by CARE. They built up institutionally and independently continued working. They secured support from other resources. Similar thing happened with the work of organizations E8 from Belgrade and PEN from Pristina. In the past these organizations were part of the similar regional program. At the end of that program they remained committed to the implementation of the Program M and Program Y. Thus, in practice this program had wider and regional character even though it was not formally defined.

## **Sustainability of provided services and activities**

During the program, different didactic, educational and promotional stationary and material have been created and they will serve the purpose after the completion of the program. In the context of educational material, the most important legacy is the manual "Program Y". In technically flawless manual of 264 pages 40 workshops are explained and they can be implemented during the four-year education process. The Manual is divided in several chapters that cover following topics: identity, violence, sexuality, and parenthood. Each workshop is followed by the theoretical explanation of the said topic.

Besides this Manual, numerous smaller brochures and thousands of leaflets that promote different campaigns in cities where the project was implemented would remain after the project. These material can be a very helpful resource in the future to all those who wish to work on the development of healthy lifestyles of youth.

Great things are different video materials available online, on YouTube channel or some other social networks. Numerous campaigns such as "React as human" have been recorded and then posted online and that is when another life is given to them. Some video materials had over 30,000 views online. These video materials in an interesting way attract attention of youth, encourage them to think and re-examine their own life styles.

In the course of the program, trainings were organized for expert associates in schools who worked or would work with youth in schools. Teachers and expert associates who are already employed, as well as pedagogy, social work and psychology students who would work in schools in the future, underwent the training. In this way grounds for the future work with youth through the regular education system began to evolve.

## **CLOSING REMARKS**

CARE Balkans with its local partners developed the project: "Young Men Initiative - Promoting Healthier Lifestyles among Youth in Bosnia and Herzegovina by Challenging Gender Stereotypes". The project's overall goal is to increase the uptake of healthy, nonviolent and gender equitable lifestyles among young men and women in Bosnia and Herzegovina. The idea was to reach this goal through a combination of three expected outcomes. We evaluated the project based on detailed analysis of project documentation (reports in the three years of the project implementation) and field work (qualitative type). The analysis of fulfilment of following project's success indicators has been made: relevance, effectiveness, efficiency, impact and sustainability.

### **Relevance**

Analysis of different local and international policies showed that project's overall goal was directly linked with the most relevant international standards and local policies related to the prevention of violence, gender equality and health generally. The project is fully compatible with the work that CARE Balkans and its local partners are doing. This topic is deeply engraved in the work and strategic documents of every organization working on the implementation of this project. Additionally, youth and representatives of education institutions gave feedback information that implemented activities were of great importance for them and helped them in resolving some of their priority problems. We can conclude that implemented project in all of its aspects was relevant.

### **Effectiveness**

Detailed document analysis, as well as field research (through interviews and focus groups) revealed that planned activities were implemented and that some activities were 2-5 times larger than planned. Statistical data on implemented activities that go way beyond the expected outcomes prove this statement: until February 2017, 1,723 different events were organized; over 4,500 students participated in workshops in 13 schools; shorter sets of workshops were held in 10 additional schools; around 1,050 youth were part of BMCs; over 80 campaigns were organized (almost twice as more than planned) that directly or indirectly touched 200,000 people (four times more than planned); 250 youngsters started volunteering in NGOs, and nine of them became part of regular staff of NGOs; youth network partners received mini-grants, 5,000 BAM each, and they used it to fund different campaigns that 40,000 people directly or indirectly had heard of; two steering committees, consisted of representatives of different institutions, were founded; around 60 meetings, with over 140 representatives of ministries of education and other education institutions, were held; counselling sessions with over 90 (twice as many than planned) teachers, pedagogues and psychologists were held; Program Y was accredited and included in the Draft Strategy and Action Plan on prevention of violence and juvenile delinquency in Herzegovina-Neretva Canton; The Ministry of education and

culture of the Republic of Srpska officially supported the Program Y; the endline survey showed that around 80% of young men and young women confirmed that workshops made a great influence on them; in all cities the most significant progress was achieved in the area of attitudes towards gender relations and knowledge on sexual and reproductive health (index of "positive" answers was higher by around 15-20%); in the majority of cities there was a lower level of committed violence, etc.

All these activities are recorded and archived thanks to very precise monitoring system. The impression is that the participation in BMC activities is the most efficient way to develop greatest change with youth. Aspects that will require more attention in the future is for the Program Y to be accredited in all regions where it is being implemented. Currently, the greatest support was received in Herzegovina-Neretva Canton. Furthermore, for the future it would be important to involve parents and teachers more in the program.

### **Efficiency**

In terms of number of people reached and influence gained, the project can be considered as highly efficient. The project is managed to reach its targets in all aspects of the implementation: higher number of events and campaigns than originally planned, much higher number of participants and beneficiaries than initially planned, etc. Results of the endline survey prove this. In all cities the progress was achieved in the area of gender equality, SRH and lower level of committed violence.

Several factors contributed the most to efficiency of the project. The most important factor is human resources of CARE and its partner organizations. All interviewers and documentation on implemented activities undoubtable show great commitment of key coordinators. High level of professionalism and good, almost family, relations within the team are probably the most important "supplement" that assisted the expansion of the Program.

One of the factors is a democratic approach in the planning and implementation of activities. All participants in the project stress that the great thing is that CARE gave them some flexibility when organizing promotional activities and campaigns. This kind of approach contributed to greater motivation of youth and greater identification with the project. Besides that, the developed methodology of work, monitoring and reporting greatly contributed to the efficiency of the project. Linking workshops with campaigns also proved to be a great method. An integrated approach that includes gaining knowledge on workshops, activities in the field on the topic of the workshop, and media promotion proved to be the method that had the most impact on the youth.

## **Impact**

We can analyze the impact of the project on individual level, on the community, and structural impact. The most concrete impact relates to the change of attitudes and behaviors of youth who directly participated in the program. This is best seen in the conducted endline survey. In the endline survey, both young men and young women have more tolerant attitude towards gender roles, gender norms and homosexual people. The progress in all aspects is around 10-20%. At the end of the program, psychological and physical violence in most of the cities were less expressed in the endline survey. Index of knowledge on reproductive health, STI and contraception in all cities in the endline survey is much better than in the baseline survey. The results are approximately better by 15%.

Interest for this project from the entire school, other NGOs and donors also confirms the impact made on the wider community. For example, in each city there were calls from other schools to join the program. Other NGOs and donors also invited them to implement some activities together. Besides that, the program had indirect impact on the development of inter-ethnic relations even though it was not a direct goal.

The project also has an impact on capacity development within organizations as well as relationships between partner organizations.

From all the mentioned it can be concluded that the program had a great impact on individual and community levels. Still, the impact on structural level could be higher; the program is not fully accredited on all levels and in all parts of BiH where it was implemented.

## **Sustainability**

The sustainability of the program is accomplished in several different ways. YMI Project achieved a great success by getting first official support by the Ministry of education of Herzegovina-Neretva Canton that officially supported (accredited) the Program Y. The Ministry of Education and Culture of the Republic of Srpska officially supported the Program Y, and next step is its inclusion in the curriculum for secondary schools in the Republic of Srpska. In Sarajevo Canton, the progress in getting official support has not been achieved yet. Accreditations of the Program Y should be top priority in the future work.

One of the aspects of sustainability are developed human, organizational and technical resources that exist and devotedly act even after finalization of the program. In all cities it was underlined that through this program the organizations grew and developed in all aspects of work.

During the program, different didactic, educational and promotional stationary and material have been created and they will serve the purpose after the completion of the program. The most important legacy is the manual "Program Y". Besides this manual, numerous smaller brochures, thousands of leaflets and dozens of video materials that promote different campaigns will remain after the project.

These material can be a very helpful resource in the future to all those who wish to work on the development of healthy lifestyles of the youth.

In the course of the program, trainings were organized for expert associates in schools, who work or would work with the youth in schools. In this way grounds for the future work with the youth through the regular education system began to evolve.

## RECOMMENDATIONS

In the course of implementation of the research (focus groups and interviews, document analyses) and results analyses we identified significant number of recommendations for the future work. The majority of recommendations are the result of direct work and experience of participants who were implementing the program or participated in it. We divided the recommendations into strategic and specific ones. Strategic recommendations are those that can be of great importance for the future progress of this project and the overall result. Specific recommendations are related to some details and should be considered during the implementation of some concrete activities such as workshops, campaigns, and similar.

### Strategic recommendations

The most important recommendation is to come up with a detailed plan of advocacy which would contribute that the key decision makers include this project in the regular school curriculum. This can imply establishment of coalitions, identification of allies and potential enemies, identification of primary and secondary decision makers, planned media pressure, etc.

Having in mind that in BIH there are several organizations that implement different workshops in schools, it is maybe needed that those non-governmental organizations work closer and make one joint and integrated program that would then be presented to the relevant ministries. Otherwise, the relevant ministries of education will most probably take a stand that they cannot include couple of different program, implemented by different organizations into a school system. This recommendation is not a simple one, but it probably represents a path how this idea could be successfully solved in a long run.

There is a great need that this program is implemented with pupils of final grades in primary schools. This age period (13-15 years of age) represents the beginning of adolescent period and is very important for the development of attitudes and life values with the youth. In this period new attitudes of the youth towards different life spheres (violence, ethnic relations, sexuality, gender equality, etc.) are created and it is important to direct the youth in a right way. The work with younger categories would probably imply additional adaptation of the manual that is used in secondary schools.

In several cities project coordinators were underlining the importance of greater inclusion of parents in project activities. This is important for several reasons. It is difficult to expect long-term change in attitudes of young people if their parents present violent behavior, gender prejudice, etc. Additionally, parents can be a useful ally in the process of introduction of the program into the school system.

Important strategic question is whether to work with bigger or smaller number of schools. This directly relates to the intensity of work. The bigger the number is it is more difficult to organize it and to guarantee success and quality of work. It is necessary to dedicate great attention to the process of selection of schools and partner organizations in the future. The work should be done only where there are conditions for successful realization of the program. Including partners that do not have sufficient capacities and commitment to the program can only bring negative image to the project.

In the context of expending and sustainability of the program, one of the possibilities is to include more young unemployed psychologists, pedagogues and social workers. Before getting a formal employment they need to do their internship. One of the possibilities is to make an agreement with the ministry of education and define a possibility that the internship program can be conducted in schools that implement the Program Y. In this way it would be easier to expand the program, and it would also be very useful for young expert associates.

It is important to continue the work in the area of community involvement. The idea of BMCs, which function as local youth clubs and resource centers for youth in the domain of promotion of gender equality, healthy lifestyles and violence prevention, should be additionally supported. In addition, CARE could support additional capacity development of BMCs to become key actors of local referral mechanisms for youth in need of additional support.

One recommendation related to the methodology of work. Participative and flexible principle of work that was being used in the project gave excellent results and that practice should be continued. The method of work where the youth plan their own actions is obviously an additional motivation, which develops their commitment and identification with the project. The outcome is that in planned actions and campaigns there was 3-4 times more youth than originally planned. This should continue. It would be ideal if this could be linked with workshops, i.e. that each workshop is followed by some practical action youth came up with, and the last phase is the presentation in media. This is similar to what has been done by the BMC from Sarajevo, under the name "3D".

The existing structure for the implementation of education programs needs continuous support in the development. It would be of a great importance to further utilize established structure of educators and this would require development of clear selection criteria of the future educators, their capacity development in conducting workshops and development in wider understanding of the training topics and policy framework.

### **Specific recommendations**

In some workshops it is necessary to pay more attention to understanding and control of emotions. They are often a root to violent and discriminatory behavior. By raising emotional maturity their problems could be solved.

In the endline research, consumption of alcohol came out as a significant problem the program could not influence a lot. Youngsters often drink under the influence of peers. In working with youth more attention should be given in explaining them how to oppose peer pressure.

It should be re-examined if the workshop "What is gender/sex" is an optimal solution for the first workshop in the education. That first workshop, depending on peer educator, can be pretty confusing and boring (that was a feedback from interviewed young men and young women). It is maybe better to start with a workshop that would be interesting to the youth.

In the majority of cities, the youth pointed out that workshop on violence on internet (cyber bullying) should be included in the program. One of the proposals is to also include the workshop "Healthy eating" in the program as there is a lot of obesity among the youth.

In order to know how to act once the serious problem between students is identified, it is necessary to have better cooperation with expert associates (pedagogues/psychologists/social workers).

In some cities project participants feel that peer educators were not trained enough to work in schools. Thus, it is necessary to pay more attention to the selection of peer educators and their education. It is necessary to synchronize education in all cities to make it as similar as possible. Joint educations of peer educators proved to be a good thing, and this should continue.

In some situations, peer educators were confronted with psychological problems of students. Their job was definitely not to go deeper into those problems, but it would maybe be useful to have psychologist supervisor who could occasionally give advice on how to behave in those situations. It would be useful that qualified psychologist holds a workshop on this topic during joint education of peer educators.

Numerous professors distanced themselves and their attention should be drawn and importance of such programs should be highlighted. Also, some expert associates were not well informed about the program. This aspect of work should be improved.

The practice of including the youth in other activities, not only workshops, should be continued. As mentioned above, through BMC activities a significant change in the minds of young people happened.

It would be good that future camps gather even more youth from each city.

The budget for youth network partners should be increased.

One of the possibilities for better promotion and coordination is to create an application through which youngsters could receive necessary and important information about the program over the phone.

The attention should be paid to what to emphasize during the first presentations of the program in schools and media. Have in mind that in first presentations 'attack on traditional norms' or reduction of homophobia should not be mentioned immediately in first presentations. That will most probably cause resistance and skepticism at first, as was the case in some schools in the past. The main focus of opening presentations should be the development of healthy life styles, reduction of violence and the use of psychoactive substances, and the development of more human relations between men and women.

With regards to the promotion of the program, the most efficient way to reach the youth is via internet and different social networks. But, the television should not be neglected as that is the source of information mostly used by parents, professors and representatives of education institutions.

## CONCLUSION

The evaluation process is based on the evaluation of project results, through OECD criteria. The project lasted for almost three years. During the project, the impressive number of activities, workshops, campaigns and other events were organized. The majority of criteria (relevance, effectiveness, efficiency, impact, sustainability) are accomplished more than expected. In general, a number of implemented activities and a number of participants were several times bigger than planned. Several factors contributed the most to the success of the program. Great commitment by partner organizations, project educators, and good inter-personal relations were definitely main ground for the success. Democratic leadership and participative approach to management resulted with great motivation and commitment of the youth from BMC who organized numerous creative events. Very detailed and professional monitoring system ensured that "relevant activities are implemented in practice, in a right way and in a right time." For the future it is necessary to advocate and additionally work in some regions on the introduction of the Program in regular education system.

Through the project it was demonstrated that some common norms and prejudice could be changed if there were material resources, participants' commitment and good organization. Prudence that "a journey of a thousand miles begins with a single step" was applied in practice. The Youth have many problems, but they can be solved. The First steps were made, a good practice model was created and its implementation should continue and be improved. We hope that in the future public education institutions that have highest authority and accountability will engage more in this process.

## **LIST OF ANNEXES**

- 1) Logical Framework of the Project Proposal
- 2) Logical Framework - Project results - Project Status
- 3) The Project Outputs Year 1 - 3
- 4) List of analyzed documents