



DEMOCRACY COMMISSION SMALL GRANTS PROGRAM NARRATIVE REPORT FORM

Please fill out and send this form electronically to the grants program coordinator.
Please note that failure to return the monitoring form may jeopardize future awards

1. GENERAL INFORMATION:

Organization Name: Eco-Razeni Association

Grant Number: SMD700-10-GR122 Project period (mm/dd/yy): From 10/01/10 to **11/30/10**

2. PROJECT IMPLEMENTATION INFORMATION:

a. Grant consistency

The project was implemented in accordance with the grant agreement, with small changes. Because they were 38 candidates and to avoid partisanship, we decided to give up the implementation of the action Read program of your party. Information and voter education activities have assumed more mobile, because of this was dropped and the action Ask your party and vote. We gave up maintaining www.primulvot2010.wordpress.com blog, because it was visited by a small number of visitors, instead we took a massive campaign of information through social networks and have expanded the number of localities in the Caravan from 20 to 32. On the budget, have been saving about \$ 200 under the budget item Travel, and because beneficiaries have requested more promotional materials, we decided to use these financial resources for additional editing of Young voter agenda. Higher expenditures was made at the Indirect Costs budget line because of banking services, which could not be avoided.

b. Impact on participants

About 16 thousand people, mostly young people, from 32 localities (16 from Ialoveni rayon and 16 from Cimisia rayon) were invited and motivated by a group of 16 young volunteers with civic initiative to participate in the parliamentary election expected on 28 November 2010. According to statistics of the Central Electoral Commission, turnout was not essentially changed in comparison to last the parliamentary elections 2009, but compared with the national average in this two rayons, it is a little bigger. An alarming situation was exceeded on the low turnout in the referendum vote occurred in september and was broken the stereotype that "many Moldovans are tired of elections". Project beneficiaries information and motivation actions were elected successfully. Strategy to distribute promotional materials from door to door and talk with people face to face is one of the most effective. The most of project activities beneficiaries have encouraged the project's products and have shown a great interest towards the subject of discussions, requested advices and promised that they will be present to the polling stations on election day. Non-partisan messages to encourage participation to the elections were sent to persons with right to vote in several ways: newspapers articles, phone calls, e-mail messages, social networking, SMS, TV, radio, promotional materials.

c. Impact on organization

For Eco-Razeni this is the third consecutive year when we developing electoral education activities. Lessons learned and the partnerships established in previous projects have been very useful in the campaign in november. It is the first time when our organization has developed information and electoral education campaign in localities from Cimisia rayon. We found that people from this region has not benefited of such information electoral education activities. Direct contact with the beneficiaries gave us the opportunity to better understand their needs in the field of civic participation, voter information and electoral education. We identified new areas for future projects in domain of strengthening of local democracy and civic participation in the rural area. The organization has strengthened its partnership with media from Ialoveni (Ora Locala newspaper, ialovenionline.md) and established new opportunities for cooperation with media from Cimisia (Gazeta de Sud newspaper, Radio Media, CimTV). Our team has gained experience of acting in concert with other civic initiative groups and NGOs which have developed similar actions (NDI, Alliance Infonet). Also, the organization has managed to fit 16 young people in volunteering by which to motivate his peers to participate in parliamentary elections.

d. Impact on community

Project activities which took place in the localities from this two rayons has spurred the interest of citizens entitled to vote against the parliamentary elections and other electoral issues, this result was obtained due to the fact that we used informal methods of information and voter education. Animated spiritedness in beneficiary communities was changed the electoral behavior. This project was a new civic lesson taught by people from rural areas. The project was promoted more practices of a genuine democracy: engaging in public discussions and debates, free expression, opinion formation by consulting several sources of information, consultation of electoral programs, active involvement in the election campaign. We are sure that some of these practices will be undertaken by citizens entitled to vote, and in perspective, this will encourage the formation of a proper civic behavior among citizens.

e. Future impact of the program

The project "You vote the future" is a continuation of the actions of civic education conducted by our organization over many years. To the next strategic planning meeting will be approved introduction of a new subdivision in the organizational structure "Civic Education Program". Will be signed cooperation agreements with key actors in the region in partnership with which to accomplish this program.

f. Total number of direct beneficiaries

- 16 young people involved in organizing and conducting voter education and information activities;
- over 3000 young voters have been invited to vote by mail, email, sms, social networks, phone calls;
- about 13 thousand people from 32 localities was beneficiaries of information and promotional materials (10,000 invitations to vote, 1800 pens, 2000 badges, 1700 Young voters agenda, 150 T-shirts, 95 backpacks) during the Caravan of electoral information and education "All the people VOTE".

g. Plans or projects conceived:

Although the rate of voter participation is satisfying, is the need to continue promoting civic and political participation among citizens, especially youth, from small and medium sizes localities from rural areas or localities which are at a greater distance from the rayon center. Our organization has set as its objective the development of a similar information and voter education campaign to the 2011 local elections and implement a comprehensive action plan during the eight months in two rayons in the promotion of public meetings.

Also, we received a request from the District Youth Council to coordinate the conduct of general youth elections Ialoveni that will take place in March 2011 for the second term establishment of this institution for youth.

h. Problems encountered and solutions:

Direct beneficiaries of the project, mostly were undecided over to whom electoral candidate trust his vote, and upon advice of the project volunteers. For this reason, discussions were fairly long, because the volunteer try to avoid political partisanship and offer apolitical advices for identifying favorite electoral candidate.

Sometimes weather conditions have created discomfort for volunteers (strong wind, rain, short days, impassable roads) in the successful implementation of action plan. To avoid these problems, constantly monitor the weather forecast.

Most volunteers are students, because these had to be present in class, travels through the towns were made according to a predetermined schedule in the afternoons.

i. Lessons learned:

a) the real mobilization of young people is possible if: it maintains a permanent communication with them, are motivated, are clear and purposeful tasks, are involved in informal activities, interact with peers from other localities, the results of their actions are promoted;

b) use of new information techniques in rural areas (talking face to face, door to door distribution of useful promotional and informational materials, mobile tent) have immediate impact on beneficiaries;

c) careful planning and coordination of actions is a key factor in successful implementation of an information campaign.

j. Project Publicity:

In order to cover a wide and diverse group of beneficiaries, in promotion of the project's activities we used two media channels: web pages which are visited more than youth and regional newspapers because they are more popular among adults and governmental institutions. On average, ten articles were published in regional newspapers "Ora Locala" (Ialoveni) and "Gazeta de Sud " (Cimislia), and read an article on web pages: www.ialovenionline.md, www.ecorazeni.wordpress.com and www.civic.md.

Another tool for promoting the project activities was CimTV television channel. A broadcast about electoral information and voter education (over 90 minutes) was performed live on 24 November. This show was broadcast to the Radio Media station. CimTV television station was run by four times the documentary film "First VOTE".

k. Taxes paid (Value-Added Tax, Customs duties, etc):

\$ 1,425

l. Comments and suggestions for improving the program:

N/A