



# Information campaign through NGOs programs and activities

THE CITY OF ZAGREB



## Objectives

The activities of associations supported by the City of Zagreb aim at promoting, informing and educating citizens in the field of sustainable energy, control and adjustment to energy changes and in the field of environmental protection and sustainable development.

Providing financial support to those associations for the purpose of their active participation and involvement in public life, leads to informing a significant number of citizens, which will in turn ensure their support in the implementation of the city energy policy.

NGO „O.A.ZA.”



NGO „DOOR”



## Methodology

1. Making a Decision on granting financial aid for programs and projects of civil associations acting in the field of sustainable energy policy, fighting against climate change, environmental protection and sustainable development as well as the acceptance of the said Decision by the City Council
2. The call for public tender and implementation of the process (collecting and evaluating applications) - once per year
3. Signing contracts with the selected NGOs
4. The implementation of granted projects and programs
5. Continuous evaluation of the implementation process of the selected projects and programs by the City Office for Energy, Environment and Sustainable Development



## Financial resources

| BUDGET  | AMOUNT (approx.) | FINANCIAL RESOURCES                                 |
|---|------------------|---|
| Financial support for the projects and programs of the NGOs | 13.000 EUR       | Grants are ensured through the city budget, yearly. |





## Barriers

The main barrier refers to the long administrative process of ensuring the implementation of information campaign for NGOs programs and activities. On the other hand, the barriers are visible through the process of evaluation, reports submission by associations and lack of respect for the contract terms.

The mentioned barriers can be overcome by paying attention to details in project realization and by creating good preconditions for the whole process of project implementation. Also, the associations need to be familiarized with the terms of the signed contract as well as with all important information concerning the process of granting financial support.

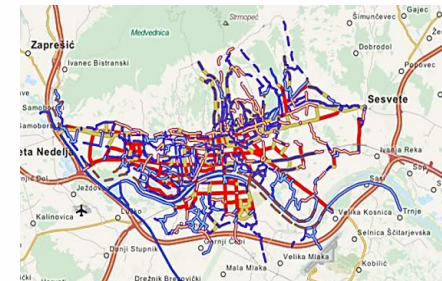
NGO „DOOR“



## Benefits/Results

One of the main reasons for approving grants to associations whose work might lead to significant positive changes in the increased use of renewable energy sources, energy efficiency measures, environmentally friendly fuels and the rational use of energy is raising awareness of the citizens and wide public. Through the implementation of their activities, the associations disseminate results as well as knowledge and experience gained among their members, partners and citizens. The organization of the events allows the associations to include a wide number of visitors and general public in their work.

EXAMPLE OF NGOs PROJECT CO-FINANCED BY THE CITY OF ZAGREB: Cyclists' Union, project: "Cycling through Zagreb"



## THANK YOU

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