

[Name of Fund or Joint Programme]
MPTF OFFICE GENERIC ANNUAL PROGRAMME¹ NARRATIVE PROGRESS REPORT
REPORTING PERIOD: 1 JANUARY – 31 DECEMBER 2014

| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="background-color: #f2f2f2; padding: 5px;">Programme Title & Project Number</th> </tr> <tr> <td style="padding: 5px;"> <ul style="list-style-type: none"> Programme Title: Joint UN Programme for Youth Empowerment Programme Number (if applicable) 00056204 MPTF Office Project Reference Number 00076864 </td> </tr> <tr> <th style="background-color: #f2f2f2; padding: 5px;">Participating Organization(s)</th> </tr> <tr> <td style="padding: 5px;"> <ul style="list-style-type: none"> Organizations that have received direct funding from the MPTF Office under this programme <p style="margin-left: 20px;">UNDP</p> </td> </tr> <tr> <th style="background-color: #f2f2f2; padding: 5px;">Programme/Project Cost (US\$)</th> </tr> <tr> <td style="padding: 5px;"> Total approved budget as per project document: MPTF /JP Contribution³: <ul style="list-style-type: none"> 100, 223 Agency Contribution <ul style="list-style-type: none"> UNICEF 4,755 UNDP 6,800 UNHCR 2,038 Government Contribution 20,304 Other Contributions (donors) UNDP POST 2015: 10,000 </td> </tr> <tr> <td style="padding: 5px;">TOTAL:</td> </tr> <tr> <th style="background-color: #f2f2f2; padding: 5px;">Programme Assessment/Review/Mid-Term Eval.</th> </tr> <tr> <td style="padding: 5px;"> Assessment/Review - if applicable <i>please attach</i> <input type="checkbox"/> Yes <input type="checkbox"/> No Date: <i>dd.mm.yyyy</i> Mid-Term Evaluation Report – <i>if applicable please attach</i> <input type="checkbox"/> Yes <input type="checkbox"/> No Date: <i>dd.mm.yyyy</i> </td> </tr> </table> | Programme Title & Project Number | <ul style="list-style-type: none"> Programme Title: Joint UN Programme for Youth Empowerment Programme Number (if applicable) 00056204 MPTF Office Project Reference Number 00076864 | Participating Organization(s) | <ul style="list-style-type: none"> Organizations that have received direct funding from the MPTF Office under this programme <p style="margin-left: 20px;">UNDP</p> | Programme/Project Cost (US\$) | Total approved budget as per project document: MPTF /JP Contribution ³ : <ul style="list-style-type: none"> 100, 223 Agency Contribution <ul style="list-style-type: none"> UNICEF 4,755 UNDP 6,800 UNHCR 2,038 Government Contribution 20,304 Other Contributions (donors) UNDP POST 2015: 10,000 | TOTAL: | Programme Assessment/Review/Mid-Term Eval. | Assessment/Review - if applicable <i>please attach</i> <input type="checkbox"/> Yes <input type="checkbox"/> No Date: <i>dd.mm.yyyy</i> Mid-Term Evaluation Report – <i>if applicable please attach</i> <input type="checkbox"/> Yes <input type="checkbox"/> No Date: <i>dd.mm.yyyy</i> | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="background-color: #f2f2f2; padding: 5px;">Country, Locality(s), Priority Area(s) / Strategic Results²</th> </tr> <tr> <td style="padding: 5px;"> (if applicable) Country/Region Montenegro </td> </tr> <tr> <td style="padding: 5px;"> Priority area/ strategic results </td> </tr> <tr> <th style="background-color: #f2f2f2; padding: 5px;">Implementing Partners</th> </tr> <tr> <td style="padding: 5px;"> <ul style="list-style-type: none"> National counterparts (government, private, NGOs & others) and other International Organizations Ministry of Education, Directorate for Youth and Sports </td> </tr> <tr> <th style="background-color: #f2f2f2; padding: 5px;">Programme Duration</th> </tr> <tr> <td style="padding: 5px;"> Overall Duration: November 2012-December 2016 Start Date : November 2012 Original End Date: 31 December 2016 Current End date (<i>dd.mm.yyyy</i>) </td> </tr> <tr> <th style="background-color: #f2f2f2; padding: 5px;">Report Submitted By</th> </tr> <tr> <td style="padding: 5px;"> <ul style="list-style-type: none"> ○ Name: Jelena Miljanic ○ Title: Youth Empowerment Programme Coordinator ○ Participating Organization (Lead): UNDP ○ Email address: jelena.miljanic@one.un.org </td> </tr> </table> | Country, Locality(s), Priority Area(s) / Strategic Results² | (if applicable) Country/Region Montenegro | Priority area/ strategic results | Implementing Partners | <ul style="list-style-type: none"> National counterparts (government, private, NGOs & others) and other International Organizations Ministry of Education, Directorate for Youth and Sports | Programme Duration | Overall Duration: November 2012-December 2016 Start Date : November 2012 Original End Date: 31 December 2016 Current End date (<i>dd.mm.yyyy</i>) | Report Submitted By | <ul style="list-style-type: none"> ○ Name: Jelena Miljanic ○ Title: Youth Empowerment Programme Coordinator ○ Participating Organization (Lead): UNDP ○ Email address: jelena.miljanic@one.un.org |
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¹ The term “programme” is used for programmes, joint programmes and projects.

² Strategic Results, as formulated in the Strategic UN Planning Framework (e.g. UNDAF) or project document;

³ The MPTF or JP Contribution, refers to the amount transferred to the Participating UN Organizations, which is available on the [MPTF Office GATEWAY](#)

(DELETE BEFORE SUBMISSION)

Guidelines:

The Narrative Progress Report template is based on the UNDG 2003 template, which is currently under review and is in line with the [UNDG Results Based Management Handbook \(October 2011\)](#).

Building on continued efforts made in the UN system to produce results-based reports, the progress report should describe how the activities (inputs) contributed to the achievement of specific short-term outputs during the twelve month reporting period, and to demonstrate how the short-term outputs achieved in the reporting period collectively **contributed to the achievement of the agreed upon outcomes** of the applicable Strategic (UN) Planning Framework guiding the operations of the Fund.

In support of the individual programme reports, please attach any additional relevant information and photographs, assessments, evaluations and studies undertaken or published.

Where available, the information contained in the Programme Summaries and Quarterly and/or Semi-Annual Updates prepared by the Participating Organizations may be useful in the preparation of the Annual Narrative Progress Report. These Summaries and Updates, where applicable, are available in the respective Fund sections of the MPTF Office GATEWAY (<http://mptf.undp.org/>).

Formatting Instructions:

- The report should be between 10-15 pages. Include a list of the main abbreviations and acronyms that are used in the report.
- Number all pages, sections and paragraphs as indicated below.
- Format the entire document using the following font: 12point _ Times New Roman and do not use colours.
- The report should be submitted in one single Word or PDF file.
- Annexes can be added to the report but need to be clearly referenced, using footnotes or endnotes within the body of the narrative.

NARRATIVE REPORT FORMAT

EXECUTIVE SUMMARY

Joint UN Youth Programme aims at improving current socio-economic situation of youth in Montenegro, with particular emphasis on vulnerable youth in the North of the country. Youth in Montenegro (15-29) make up 21.5% of the country's 620,029 population. Youth has a low level of democratic participation and are not always recognized as a resource to be invested in, and they are not prioritized in the public policy agenda. They are poorly served by an education system that is under-performing, as evidenced by approximately half of Montenegrin students scoring below basic literacy levels. As the KAP survey on youth showed, top life aspiration of young people is to have a secure job in the public sector. Also, more than 43% of youth in Montenegro believes that personal connections and friendships are crucial for employment. They are not satisfied with the support they receive from institutions and are insufficiently informed about the existing youth and employment programs. Even though one third of young people are considering starting their own business, only 4% of those are taking concrete steps. When it comes to participation and activism of youth, two thirds believe that they cannot influence decision-making, but 90% of them want their voice to be heard, to participate in decision-making and in improving the environment they live in. Youth unemployment rate is as high as 41,6 and there is severe discrepancy among opportunities for young people among the regions, leaving young people in the North most deprived.

The programme is implemented in two phases. The Phase I of the programme was focused on getting a better and comprehensive understanding of the socio-economic situation, behaviour and motivation of young people in Montenegro through collection of evidence ([KAP survey and GAP analysis](#)), as well as motivational campaign for young people.

In 2014, in the frameworks of Phase I, motivational campaign for young people ``Sebi Zelim`` (I wish for myself) was realised in the North of Montenegro. Based on KAP survey findings (2013), Youth campaign "I wish for myself", has the aim of empowering, motivating and informing young people regarding their personal and professional development, using existing and creating new opportunities for their growth, employability and participation. The campaign was realised through 3 motivational events, educational summer camp, web site, mentoring and involved more than 400 young people in face-to-face activities and thousands of them through online outreach.

I. Purpose

- Provide the main objectives and expected outcomes of the programme in relation to the appropriate **Strategic UN Planning Framework (e.g. UNDAF) and project document (if applicable) or Annual Work Plan (AWP).**

The Joint UN Youth Programme - *Supporting economic integration of young people in Montenegro with a focus on underdeveloped North* is in line with Joint Programme Outcome as per UN Integrated Programme 2012-2016: Outcome 1.3: Montenegro reduces disparities and gaps in access to quality health, education and social services, in line with the EU/UN standards.

The main objective of this joint programme is the economic empowerment and integration of youth into the Montenegrin society and supporting youth become active citizens, who participate in decision-making processes that are of their concern.

The **Phase I** focused on getting a better and comprehensive understanding of the socio-economic situation, behaviour and motivation of young people in Montenegro, with specific focus on the underdeveloped North. All activities were designed based on KAP Survey, policy gap analysis and institutional framework analysis, carried out in 2013. Collection of necessary data is the core input for

evidence based project planning and developing activities for the campaign and Phase II of the project, and thus ensure evidence based, sustainable programming.

Beside the evidence-focused segment of the project, the Phase I also focused on raising awareness and motivation of young people, communities and all stakeholders in the North and at the national level. With this aim, **motivational campaign for young people** was realised (2014), which focused on information, motivation and empowerment of young people in the North to actively pursue their aspirations and goals, use existing and create missing opportunities for their personal and societal growth.

Strategic directions of the Phase II of the programme were agreed at UNCT level in a retreat dedicated to the UN Youth Programme, held in December. A common vision of the programme has also been developed. The strategic directions will be elaborated together with national partners in a form of Project Document in Q1 2015.

II. Results

i) Narrative reporting on results:

General Programme Outcome: Reduce disparities and gaps in access to quality health, education and social services, in line with the EU/UN standards.

During 2014, Joint UN Youth Programme achieved numerous result, both on policy and strategic level and direct youth engagement. Existing partnership were strengthened and new valuable ones developed. UN System supported youth policy endeavors of government partners, strengthening of inter-ministerial cooperation, using evidence in policy making and programming. Through youth campaign and other youth activities, significant number of young people a wider public was reached with messages which challenged the actual paradigm, where young people's life plans are based on finding a "secure job" in public administration, perceiving nepotism as main criteria for finding jobs and not believing they could change anything. UN organisations participating in the programme showed their full commitment and growing enthusiasm about joint strategic programming, results and resource mobilisation for the programme aims.

Output 1: Young people's participation and employability skills enhanced by end 2016.

Indicators:

1. National campaign addressing motivational issues re a lack of culture of entrepreneurship among youth and promoting youth activism and increasing labour participation carried out.

From May to December 2014, motivational and empowerment campaign "I wish for myself" was implemented to respond to youth related researches carried out in 2013. The main findings used as the baseline for the campaign were: Young people's main life aspiration was to have secure job in public sector; they were not informed of institutions and organisation working with young people and they do not trust them; they would like to participate in community development but they need motivation and more opportunities; they perceive nepotism as main criteria for employment; they would like to start their own business but only small percentage is actually taking this risk.

As a respond to these findings, a set of innovative activities were designed and implemented– **3 motivational events** in 3 northern municipalities, **educational summer camp**, **online activities and motivational/expert workshops** in UN Eco House. These helped the youth to identify their own aspirations and potentials and equipped them with motivation, knowledge, skills and information

needed for fulfilling their life aspirations, as well as gave them opportunity to see the wide range of opportunities and choices they can make on their way to success. Youth campaign had **multiple layers of impact**. It mobilized more than 400 young people from 9 towns of the underdeveloped northern region of the country. Direct online outreach through a dedicated website and Facebook page numbers to 2.000 young people and there are 3.500 users of the website www.sebizelim.me. Subsequently, young people from the whole country showed interest and enthusiasm about the campaign. Young people evaluated campaign activities as ``life-changing``, perception-changing, source of information and tools for defining and implementing their aspirations and goals. As they stated, gathering proactive and passionate young people gave them a sense of belonging to a community of proactive young people which makes them feel not alone any more in their endeavours and wishes for contribution to social development. Concrete individual stories of changes go from some of them starting their own business, blogs, NGOs, joined organisations to applying for various courses, seminars, social innovation challenges.

The enthusiasm of local and national partners and events participants was another strong aspect of the campaign. In total, 50 institutions and organisations were involved in the activities of the campaign, from local municipalities and career counselling centres to high level politicians, such as Deputy Prime Minister and Minister of Foreign Affairs and European Integration. They described the programme as innovative, different, mobilizing and addressing the key aspects – motivation, enthusiasm, defining life aspirations and setting goals for their achievement, exploring opportunities for personal and social development and working hard for their realization. This paradigm is challenging the actual one, where young people's life plans are based on finding a "secure job" in public administration, perceiving nepotism as main criteria for finding jobs and not believing they could change anything.

Web story about the campaign, followed by links to all relevant written, video and photo materials can be found here: <http://bit.ly/1vidUhu>.

2. Study visit to Innovation Lab in Kosovo organised and carried out

This activity will be organised in March 2015, based upon strategic planning realised in December 2014, where Innovation lab was defined as one of interventions to be possibly developed in Montenegro. Innovation lab Kosovo colleagues presented the concept and functioning of the lab at the Youth programme strategic retreat in December. Relevant UN staff will take part in a workshop on social innovation camp organised in Kosovo in March 2015 and will visit the Innovation lab to learn directly from colleagues running the facility in Kosovo.

3. Smaller scale activities conducted: meetings with all relevant partners and organisation of workshops, trainings, and other events, when necessary.

Strong partnerships with Deputy Prime Minister, Ministry of Foreign Affairs and European Integration, Ministry of Labour and Social Welfare, and National Employment Agency were developed.

Action Plan for Youth Employment 2014-2015, developed in the process of the MDG Acceleration Framework (MAF), was implemented in 2014, under the supervision and monitoring of Directorate for Youth and Sports. As for the implementation rate, 60% of activities for 2014 are either delivered or in preparatory phases. Final report on the 2014 results will be available beginning of 2015. Apart from the implementation of the agreed activities, there are several strategic outcomes that resulted from this process. Namely, the Directorate for Youth and Sports hired a staff to coordinate implementation of activities defined in the Action plan. This is important in light of very scarce capacities of the Directorate, especially related to human resources. Coordination of implementation of the Action plan also gave the Directorate much needed communication and cooperation with almost all governmental sectors. This is extremely valuable result, since the inter-ministerial cooperation in the field of youth

policy was unsatisfactory. There is more to be done in this area, but the MAF development process, which was very participatory, contributed significantly.

UN System provided expert and technical support to the Ministry of Labour and Social Welfare in the organization of a **National Youth Employment Conference**, also one of the Action plan activities. The conference held in November gathered 120 participants (young people, decision makers, civil society organizations). They agreed about the urgency of working on reforming policies and practices concerning youth employability, participation and entrepreneurship and on directly involving the youth in designing programmes and policies.

Within the **Youth Employment Solutions projects**, which was part of Post 2015 follow up activities in the country, 14 project proposals for implementing solutions to youth unemployment were submitted and 4 of them granted financial support by the Government and the UN. 10400 people, predominantly young, took active part in online discussions and defining solutions to youth unemployment and employability. Some 40 young people from vulnerable families were also involved in the discussion through face-to-face consultations. Small grants for 4 project proposal were secured at the beginning of the year and closely monitored throughout the year. During 2014, youth projects granted were implemented and monitored.

The projects involved directly more than 200 young people resulting in:

1. Capacity building of 25 young people for engaging in rural tourism,
2. Capacity building of 50 young people for greenhouse production and business plans writing (2 best business plans authors received greenhouse as a reward and will start the production of fruit and vegetables in 2015),
3. Capacity building of 30 young people which motivated them for entrepreneurship (8 business ideas developed),
4. Web platform for private accommodation developed and implemented by young people from Rozaje.

Blog post about the project: <http://bit.ly/1v4mAKs>

Output 2: Comprehensive programme on empowerment of youth (Phase II) agreed among governmental partners and UN organisations, in place by mid-2015.

Indicator: Comprehensive Programme on youth empowerment developed, based on mapping exercise, national campaign, and policy/institution gap analysis

Strategic directions of Phase II of the programme are agreed at UNCT level in a retreat dedicated to the UN Youth Programme in December. A common vision of the programme has also been developed and discussed with national partners. The strategic directions will be elaborated in a form of Project Document after a planning workshop with partners in Q1 2015. The UN established a Task Team on Youth Programme, which composition will be extended to include representatives of national institutions.

- **Describe any delays in implementation, challenges, lessons learned & best practices:**

The Phase I of the programme lasted one year longer than planned. This was due to two reasons:

- a) Synchronising the activities with other similar endeavours of UN organisations (ex. a number of prominent campaigns by individual UN agencies)
- b) Developing new activities, such as Youth Employment Solutions (YES), MDG Acceleration Framework – Action Plan for Youth Employment, preparing recommendations for new national youth strategy. These projects are based on the findings of analyses and research carried out in the Phase I of the youth programme and youth and partners' emerging needs and challenges. In this way,

all activities led to more systematic and valuable results of the programme so far and development of the second phase of the programme, which is ongoing.

In regard to the **national capacities** and efforts to work on improvement of various segments of youth policy, there is lack of horizontal cooperation and communication between governmental institutions in charge for different segments of youth policy and its funding. Capacities of the Directorate in charge for youth policy are small (understaffed) and joint activities are very much depending on their capacity to take on substantial role in planning and implementation of activities. However, through programmatic youth and policy activities, UN System is supporting government in bridging these issues and finding sustainable ways of coordination and implementation of youth policy.

- **Qualitative assessment:**

The programme with its core activities and additional projects is a platform which served for mobilization of young people and local and national communities, enhancing the lives of young people from the North and development of numerous partnerships.

Through the policy projects (MDG Acceleration Framework), partnerships among several Ministries and other governmental agencies were developed and strengthened, which **contributed to the better inter-ministerial cooperation in the field of youth**. Ministry of Sustainable Development, Ministry of Labour and Social Welfare and Directorate for Youth and Sports developed strong partnership, which were inexistent in the past. This is extremely important for the youth policy development since the inter-ministerial cooperation is one of the weakest segments of youth policy development and implementation, as diagnosed in the [GAP analysis](#).

Ministry of Labor and Social Welfare invited the UN System to support organization of Youth Employment Conference, where UN System contributed to the programme design, feeding evidence into the conference discourse, identification of main speakers, participation and design and communication of conference recommendations.

Youth campaign impact regarding the partnerships was immense. The enthusiasm of **local and national partners** was a strong aspect of the campaign. Local municipalities, schools, career counselling centers, NGOs were all extremely motivated to join the campaign and enthusiastic to be part of the programme. Most strategically important new partnership developed during the campaign are those with deputy Prime Minister, National Employment Agency and its network of Youth Career counseling centers, Municipalities of Bijelo Polje, Berane and Pljevlja, high schools in these towns, several NGOs from the North. The main national partner in design and implementation of the programme, Directorate for Youth and Sports, supported the campaign in many ways, including financially. Deputy Prime Minister took active part in the educational summer camp and once again confirmed his commitment to the vision of the programme.

Through the above-mentioned activities, UN System positioned itself in the youth policy field as expert, innovative, game-changing agent, who mobilizes young people and partners, institutions, organizations. Partners are supported in their capacity building, cross-sectorial and cross-ministerial cooperation, designing innovative solutions for the challenges they and young people face.

Another crucial strength and determinant of the successful programme implementation is development of strong commitment of participating UN organizations. A passionate and expert group of leaders and staff involved (UNDP, UNICEF, UNHCR, IOM, WHO) are now joined into a coherent and dedicated inter-agency task force for planning and implementation of the programme. Newly opened ILO office in Montenegro joined the programme activities as well.

ii) Indicator Based Performance Assessment:

Using the **Programme Results Framework from the Project Document / AWP** - provide an update on the achievement of indicators at both the output and outcome level in the table below. Where it has not been possible to collect data on indicators, clear explanation should be given explaining why, as well as plans on how and when this data will be collected.

| | <u>Achieved</u> Indicator Targets | Reasons for Variance with Planned Target (if any) | Source of Verification |
|--|---|--|---|
| Outcome 1. Reduce disparities and gaps in access to quality health, education and social services, in line with the EU/UN standards ⁴ | n/a | n/a | Employment Agency and MONSTAT reports |
| Output 1.3 Programme preparatory activities conducted or existing activities of the UN scaled-up | | | |
| <p>Indicator 1.3.1 National campaign addressing motivational issues re a lack of culture of entrepreneurship among youth and promoting youth activism and increasing labour participation carried out</p> <p>Baseline: Low motivation for participation in decision making processes and proactive approach to employment and entrepreneurship</p> <p>Planned Target: Young people and other stakeholders involved in the campaign, raised awareness and motivation of young people to take more proactive role in their personal and community development</p> | <p>Campaign involved more than 400 young people from 9 towns in the North of the country, through face to face activities. Online outreach of the campaign involved around 2000 direct fans of Facebook and Twitter page of the campaign, 3500 users of the website www.sebizelim.me. Indirect outreach through outreach activities is much higher, based on the viral nature of social media. In total, 50 institutions and organizations were involved in the activities of the campaign.</p> | | <p>UN Montenegro website, Sebi Zelim website, Reports, photo and video materials for the events</p> |

⁴ Note: Outcomes, outputs, indicators and targets should be **as outlined in the Project Document** so that you report on your **actual achievements against planned targets**. Add rows as required for Outcome 2, 3 etc.

| | | | |
|--|--|--|---|
| <p>Indicator 1.3.2 Study visit to Innovation Lab in Kosovo organised and carried out</p> <p>Baseline: Need for innovative approach to the challenges tackled through the programme</p> <p>Planned Target: Collect good practices and lessons learned</p> | <p>Visit planned and agreed for the 12-17th March 2015.</p> | | |
| <p>Indicator 1.3.3 Smaller scale activities conducted: meetings with all relevant partners and organisation of workshops, trainings, and other events, when necessary.</p> <p>Baseline: Need to establish strong partnership for the programme design and implementation and spur interest and awareness of the youth-related issues</p> <p>Planned Target: Get relevant partners on board; youth issues promoted among stakeholders and wider public</p> | <p>Numerous meetings with local and national stakeholders held, in the frameworks of the youth campaign and other activities.</p> <p>Monthly motivational/inspirational/educational sessions for young people, hosted in UN Eco Building. The sessions were organised as a follow up to motivational and aspirational events in the frameworks of Sebi Zelim campaign.</p> <p>Social Good Summit - Montenegro Meet-up hosting a panel on the topic: Local community development an youth activism (http://on.fb.me/1AuJdbr)</p> <p>As a follow up to post-2015 national consultations, and Youth programme research results, a web platform for youth employment solutions (YES) was designed and launched in October 2013. The project was finalised in 2014, by selecting 4 best projects which were given small grants. The projects were implemented during the 2014.</p> | | <p>Reports, photo and video materials for the events, UN Montenegro website</p> |

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| | <p>In the frameworks of MDG Acceleration Framework, Action Plan for Youth Employment was implemented. The implementation report will be available in the Q1 2015.</p> | | |
| <p>Output 1.4 Comprehensive programme proposal on empowerment of youth drafted</p> | | | |
| <p>Indicator 1.4.1. Comprehensive Programme on youth empowerment developed, based on mapping exercise, national campaign, and policy/institution gap analysis Baseline: Need for integrated and comprehensive action in the areas of youth participation and employment, based on evidence Planned Target: Increase level of youth participation; decrease level of youth unemployment; decrease level of migration to central and southern regions of the country</p> | <p>The Strategic retreat for planning of Draft Phase II of the Youth programme was designed. The planning process will be materialized by the project document which will be finalized in Q1 2015.</p> | <p>The process was delayed due to delays in Youth campaign implementation.</p> | <p>Project document for the Phase II Project Document (2015-2016)</p> |

iii) A Specific Story (Optional)

- This could be a success or human story. It does not have to be a success story – often the most interesting and useful lessons learned are from experiences that have not worked. The point is to highlight a concrete example with a story that has been important to your Programme in the reporting period.
- In ¼ to ½ a page, provide details on a specific achievement or lesson learned of the Programme. Attachment of supporting documents, including photos with captions, news items etc, is strongly encouraged. The MPTF Office will select stories and photos to feature in the Consolidated Annual Report, the GATEWAY and the MPTF Office Newsletter.

Problem / Challenge faced: Describe the specific problem or challenge faced by the subject of your story (this could be a problem experienced by an individual, community or government).

The [evidence data](#) and direct work with young people unveiled that the youth in Montenegro is quite unmotivated, uninformed about services and programmes for young people, lacks initiative and do not believe that institutions are working in their interest. They are also pretty unenthusiastic about getting jobs based on qualification and fair recruitment. These pessimistic beliefs hinder them from fulfilling their full potentials and defining and realizing their aspirations.

Programme Interventions:

Youth campaign “I wish for myself:” challenged these beliefs, attitudes and behaviors, and provided young people with new perspectives on what are they capable of and what they can achieve. Through **motivational events**, they had opportunity to listen inspirational stories of their peers, who managed or are on the way to achieving their life aspirations, without “connections”, nepotism or big financial investments. Solely based on their passion, effort, grit, enthusiasm, knowledge, skills and networking. Through *opportunities fair* in motivational events, they also met various national and local organizations and institutions offering youth services and programmes. They got necessary information on existing youth services and met service providers in person, which is quite important in trust building process. At the end of the events, young people participated in 2 hour workshop where they discussed about their aspirations, goals and what they want for themselves and their communities in future. The campaign involved some 400 young people in face to face activities.

At the **summer camp**, more than 50 young people from the North were supported by six skillful trainers to define their aspirations, set long term and short term goals and analyse their personal skills/knowledge/attitudes inventory and gaps. Combined with motivational sessions and open space thematic part of the programme, where they explored specific topics such as entrepreneurship, activism, they left the camp with personal plans for achieving life aspirations.

The campaign messages and key highlights were reflected through [social media](#).

Web story and the video feature about the campaign: <http://bit.ly/1vidUhu>

Result (if applicable): Describe the observable *change* that occurred so far as a result of the Programme interventions. For example, how did community lives change or how was the government better able to deal with the initial problem?

Young people had the opportunity, most of them for the first time, to think about what they really want, what

their real aspirations are, and how they can achieve those. This was extremely important for them, and as one of the participants said: "Honestly, the camp was quite shocking experience for me. I realized that I only have had short-term goals so far, but also that I do not have a clear vision. I could never imagine that some of my key attitudes could be changed in such a short period of time," said Katarina Svrkota, eighteen years old programmer from Pljevlja. "One of the most important things that we achieved here at the camp was self-understanding, through interactive work with the peers," - said the sixteen years old Ivana Zorić. "I have learned how important is to 'knock on my door' first and to recognize my own capacities and shortcomings, and then to continue achieving my goals," she said.

"I no longer feel alone in the desire to bring the change. These events helped me to realize that young people in Montenegro have the strength and talent and belief in education, which will make a difference," said Maja Kecojević, while her peer Anton Jurovicki rated the initiative as a very useful and innovative. "Activities organised within the first phase of the campaign were obviously well tailored for young people. Youngsters discussing with their peers about their common challenges proved to be really good formula for moving young people", said Anton Jurovicki.

Local municipalities, schools, career counselling centers, NGOs were all extremely motivated to join the campaign and enthusiastic to be part of the campaign, describing it as innovative, different, mobilizing and addressing the key aspects – motivation, enthusiasm, defining life aspirations and setting goals for their achievement, exploring opportunities for personal and social development and working hard for their realization. This paradigm is challenging the current one in which young people's life plans are often based on finding a "secure job" in public administration, perceiving nepotism as main criteria for finding job and not believing they could change anything.

The partners specifically reiterated the added value the UN System and this programme brings in – new approaches, innovative thinking, new solutions to the existing challenges, and passion for the development. This is extremely valuable feedback and impact, having in mind the culture of "doing business as usual", repeating the same solutions and getting the same unsatisfactory results in turn.

Lessons Learned: What did you (and/or other partners) learn from this situation that has helped inform and/or improve Programme (or other) interventions?

Young people are very enthusiastic and willing to get involved when they are given a chance, when they are motivated and provided feedback. They are willing to explore and improve their personal capacities, contribute to their communities and inspire and mobilize each other. It also showed that young people and the public needed a new approach, fresh lens to look through on their present and future opportunities and aspirations, new discourse on what young people really want and what are they capable of. It was obvious that young people and general public want positive stories, hope and evidence that success is possible, that they can manage their way to success and build their own future.

Merging comparative advantages of various UN entities brings added value in the process of surrounding complex issues such as this one, ultimately creating an enabling environment for youth growth.

III. Other Assessments or Evaluations (if applicable)

- Report on any assessments, evaluations or studies undertaken.

IV. Programmatic Revisions (if applicable)

Programme outputs are being adjusted in the frameworks of Phase II programme planning and they will be reflected in the updated ProDoc version.

V. Resources (Optional)

During 2014, the programme mobilized 46,700 USD, as follows:

- YES project – additional 10,000 USD,
- Evaluation of previous Youth Strategy (2006-2011) and consultations with youth, youth campaign (Directorate for Youth and Sports) – 24,000 USD,
- UN Organizations – 12,700 USD.
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