

**Blue Heart Campaign:**  
**Partner Country Report - Serbia**

In order to collect evidence of effective campaign delivery by Blue Heart partner countries, we kindly ask campaign counterparts to provide us with the following information:

- 1. Details of who has endorsed the campaign (which government authority, CSO) and if there is cooperation with any partners (other government entities, media, NGOs, private sector). If there is a national campaign strategy, please provide a copy.**

Minister of Interior and the Chairman of the Anti-Trafficking Council Mr. Ivica Dacic, on 10 April 2011 in Belgrade during the premiere of "Sisters" movie which addresses the problem of trafficking in women, announced a national campaign to prevent trafficking, "Better prevent than cure".

The essence of the campaign is showing the film "Sisters" in Serbian towns and then organizing public discussions on human trafficking.

National Serbian campaign to prevent human trafficking promotes also the global campaign of the UNODC "Blue Heart".

The campaign is conducted in accordance with the principle of "public-private partnership" so that the main partner of the Ministry of Interior is the production company "Monte Royal Pictures" and the main promoter of a campaign is a well-known actress Bojana Maljević, which is the film's producer as well.

The campaign is supported by the International Organization for Migration (IOM), the European Union and the Joint Programme to Combat Human Trafficking in Serbia - Serbian UN.GIFT.

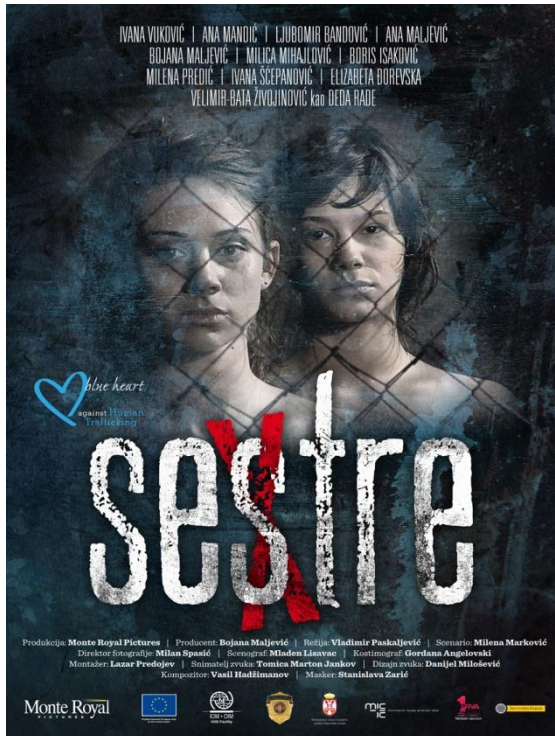
Also, at the local level in cities of Serbia partners are the provincial government of Vojvodina, the local government, local state institutions (schools, universities, centers for social work, prosecutor offices, court), NGOs, and culture institutions (community centers, cinemas, theaters) that without compensation allow space for the projection of the film and for the panel discussion.

Public figure who promotes the campaign "Blue Heart" in Serbia is an actress and producer of the movie "Sisters" Bojana Maljević that directly participate in projections of the film as well as on panel discussions after the film in Serbian cities. The foregoing is the implementation of point 5.1.3 of the National Plan of Action (NPA) to combat trafficking from 2009, stating that public figures will be engaged in activities to increase sensitivity of the general public to human trafficking and trafficking of children and point 5.1.8. of NPA which foresees the organization and performance of news, radio and TV

shows, series, with the participation of experts on the topic of "Human/child Trafficking" which may in this case also relate to the performance of a film.

**2. Describe which campaign materials were produced/used featuring the Blue Heart symbol and/or campaign branding (kindly specify whether UNODC materials were used and adapted, or whether new materials were created).**

**- Print publications (posters, postcards, brochures, etc): please provide roll-figures and distribution venues and estimates;**



At the end of March 2011, simultaneous campaigns for the announcement of the film and a campaign "Blue Heart" started because a "Blue Heart" logo of the campaign was implemented in all materials related to the film when the **3000 poster** was stick around Belgrade.

The poster for the film "Sisters", with the logo of the "Blue Heart" campaign.

An **electronic invitation** was also designed for the premiere as well as for the gala invitations, with the logo of the Blue Heart.

**Electronic invitation** for the premiere of the film



A gala invitation for premiere, after which it was organized visit to the exhibition of children's work on human trafficking the "Modern Slavery"



An English version of posters for the film was made, and also film subtitles in English, with the aim to be further distributed and displayed in the UN, OSCE, IOM and in other countries.



**Anyone who sees the film Sisters gets a blue heart, block information and information bookmark.**

Monte Royal Pictures, **produced the 4000 Blue Heart symbols** that at the premiere of the film on 10 April 2011, putted Bojana Maljević famous actress, producer, and the face of the campaign, "Blue Heart" on the President of the Serbian Parliament, Serbian Prime Minister, Minister of Internal Affairs, heads of EU delegations and the IOM



At the premiere of the film in Belgrade it was explained to all the media what the Blue Heart is and that this is a UN campaign, **ALL DAILY, WEEKLY AND MONTHLY NEWSPAPERS published that information, ALL TELEVISIONS IN SERBIA. In response at the end of the report you may find links from the premiere.**

At the premieres in the cities of Serbia, Bojana Maljević puts the Blue Heart also to representatives of the local authorities (pictured Bojana Maljević with the Mayor of Novi Sad)

In Novi Sad the film “Sisters” opened a film festival on human rights.



- 1000 information notebooks from the CD with the music from the film.



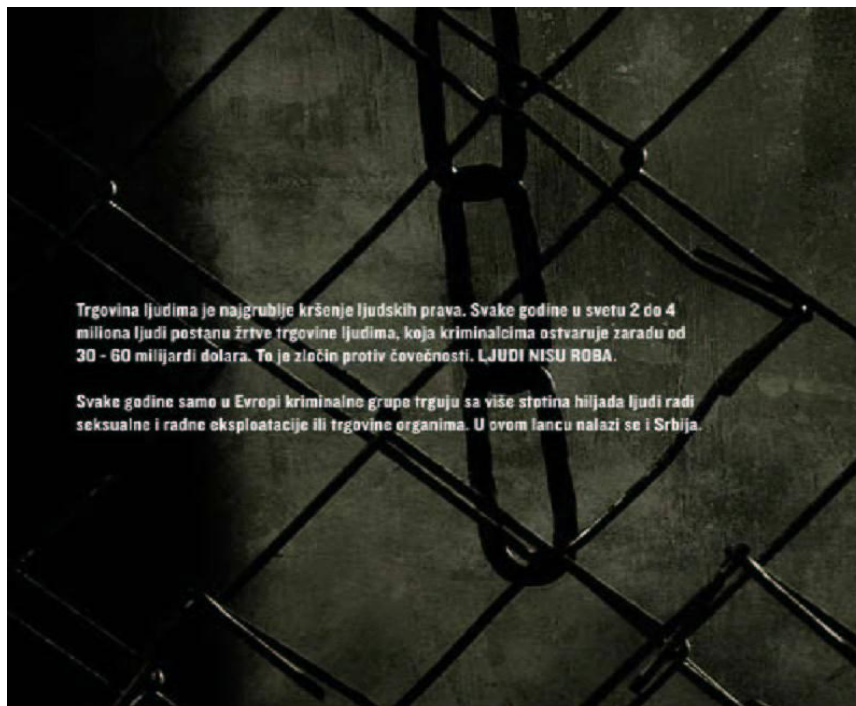
- **3000 notebooks of the film, the back side of the information notebook, containing basic information about the film "Sisters" and information on human trafficking problem with contact telephone numbers where you can report cases of trafficking**

The front page of the information notebook





## Information pages of the notebook



The page with the movie soundtrack and with the Blue Heart logo



- 3000 bookmarks with information and logo of the Blue Heart and contact telephone numbers where you can report cases of trafficking





Distribution of materials in the city Krusevac



Distribution of materials in the city Cacak



Distribution of materials in the city Jagodina



Produced 6 roll-ups that follows the projections of "Sisters" with the logo of the Blue Heart and two large banners for the special premiere in Belgrade, Vienna, Geneva and New York

Two large banners from the premiere of the film





**Roll-ups, which follows the film projections, panel discussions and in front of which press statements are being made**

Bojana Maljevic's press statement in the city of Jagodina



As a celebrity and popular actress Bojana Maljevic signs auto grams to the young people after the film and panel discussion in the city of Jagodina



The photo from the panel discussion after the film in the city Krusevac



- Multimedia (website, video, presentations, etc): please specify which, languages and distribution

A television prevention campaign was not done yet, due to a lack of funds.

**10,000 DVD copies of the film "Sisters" was produced as well as a number of DVDs with English translation.**

On the front page of DVD there is a symbol of the Blue Hearth campaign.

DVD copies that are made in order to continue prevention campaigns among young people and professionals, on the principle of "training-trainers" and peer's education, shall be distributed to all schools, local police, social welfare centers, prosecutors, courts, NGOs, the Red Cross and International Organizations with the aim to implement prevention activities in local communities.

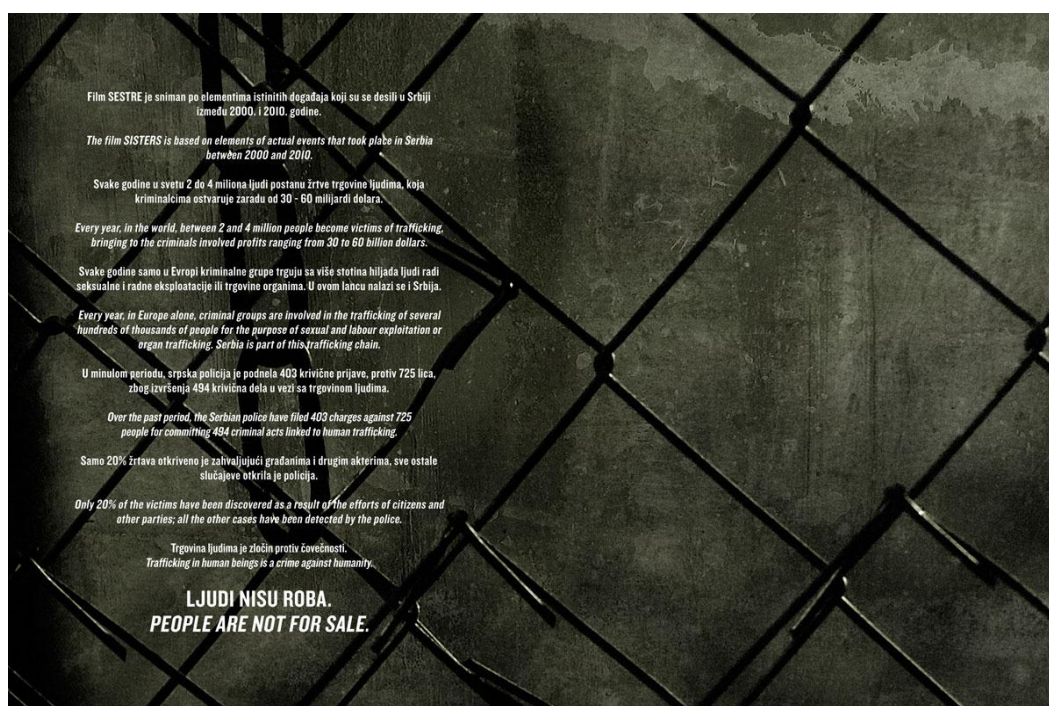


## DVD covers with the logo of the Blue Hearth

The front page of DVD in English



Internal page of the cover of DVD bilingual Serbian and English





**- Pins: please provide number distributed and audience**

Monte Royal Pictures produced the 4000 Blue Heart pin symbols for the campaign before the tourist season and before young people are traveling. For the campaign in the fall and during October the fight against human trafficking there will be more the Blue Hearth pins.

**The first 200 pins came directly from UN.GIFT, for the premiere of the film.**

Everyone who watched the film “Sisters” received a pin, notebook and bookmark.

The majority of the audience was young high school population to whom the film was primarily made for.

The cities where the film was projected and the campaign the Blue Hearth promoted.

**Belgrade 10 April, the premiere**

The first badges were given to the President of the Parliament of Serbia, Serbian Prime Minister, Minister of Interior, IOM Chief of Mission in Serbia, Head of EU Delegation in Serbia and other state officials.

Badges were distributed to all participants from state authorities, NGOs and international organizations, students, college students, teachers, social workers, representatives of the Red Cross, journalists and victims of trafficking who were present at the premiere.

In all places badge was presented to representatives of local authorities, which was followed by the media.

**Belgrade 14 April, projection of the film with the panel discussion after the film**

**Novi Sad 9 May,**

Besides those already mentioned above, the badges were distributed also to representatives of the Government of the Autonomous Province of Vojvodina and the mayor of Novi Sad.

Projection of the film following the panel discussions was organized in the following cities

**Smederevo 10 May,**

**Bor 11 May,**

**Subotica 12 May,**

**Jagodina 13 May**  
**Cacak 16 May,**  
**Krusevac 18 May,**  
**Zrenjanin 20 May,**

For the spring campaign the projections and panel discussions were announced also in Nis, Sremska Mitrovica and Kraljevo.

Also the film "Sisters" and panel discussions on human trafficking in cooperation with UNDP will be organized on 29 May at the famous festival "Mixer" to be held in Belgrade, which brings together a large number of young and creative people. This year is expected visit of about 60,000 mostly young visitors.

On 2 June at the Prva TV in its one hour broadcast will present a show DEVOTED TO FILM AND THIS CAMPAIGN called "WOMEN" in which guests will be Bojana Maljević, the Minister of Interior and Deputy State Prosecutor for Organized Crime. The program has 150 viewers (women) in the studio and all will wear the badge of the Blue Heart, along with the host of the show and guests.

Bojana Maljević, as the face of the campaign has given numerous interviews in many media in which she explained what the Blue Heart is.

Bojana Maljević posed for a front-page of the monthly magazine "The MAN", in order to draw public attention to the problem, on the front page of the interview is incorporated Blue Heart (attached). Images at first glance seem only attractive, as that was the goal, but the text deals with the essence of human trafficking.



**The MEN**

MEDIAMAX  
APRIL 2011  
BROJ 25. GODINA 2  
ISSN 1820-967X  
izdanje za Srbiju  
CENA: 149 dinara

Ljudi Lifestyle Globalna politika K... via Nacionalna geografija Erotika

**STRAH**  
Najveći  
neprijatelj  
muškarca

Cyber  
špijunaža  
**SVE TAJNE**  
WIKILEAKSA

**JAMIE OLIVER**  
Venecija  
na tanjiru

**JAPAN**  
Sva lica  
jedne nesreće

**TWITTER**  
INTIMA U  
140 karaktera

**GDE POČINJE**  
**ANARHIJA**  
Malcolm  
McLaren

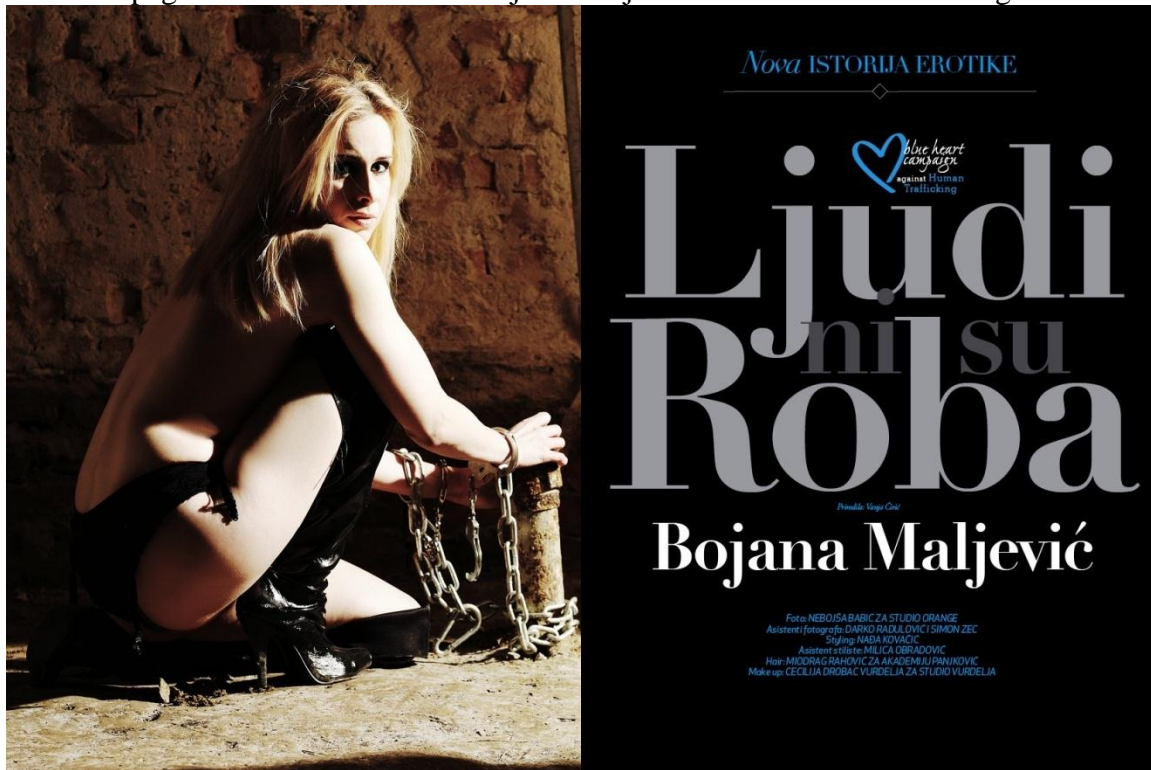
**BOJANA MALJEVIĆ**  
**LJUDI NISU ROBA**

KNJAZ MILOŠ: Tradicija duga 200 godina | TAKASHI MURAKAMI  
CHARLIE SHEEN: Holivudski grubijan | CANDYE KANE: Bluz kao lek

2  
KNJAZ MILOŠ  
U NAŠIM GENIMA.



A page with the interview of Bojana Maljevic with the Blue Hearth logo



The Interview for the magazine “New magazine” with Bojana Maljevic with the Blue Hearth pin





At all meetings in which participates the Serbian national coordinator for combating human trafficking Mitar Đurašković he wears a Blue Heart.

The panel discussion in the city of Krusevac Bojana Maljevic and Mitar Djuraskovic



**3. Provide details on campaign-related or - sponsored events (type of event, level of representation, target audience, number of participants, venue, etc.)**

Implementation strategy of the campaign is watching the movie "Sisters" and then organize debates on human trafficking, where the main figures, ie. actors have the opportunity to share their experiences and thoughts on human trafficking that are acquired during the preparation and shooting of the film which raises awareness of the public, especially young people on human trafficking.

**In the information above the main activities were enlisted.**

**For now, the 4000 Blue Hearts pins were produced as well as other materials. In continuation of the campaign according to the needs more material will be re-printed.**

**10,000 copies of the film were printed which will be distributed later in the campaign.**

**4. Provide press-cuttings related to the campaign (e.g., for launch and/or major events, etc) or any documentation to give evidence of campaign delivery.**

**The links with the information about the premiere of the film “Sisters”**

<http://www.blic.rs/Vesti/Beograd/247200/Odrzana-premijera-filma-Sestre>

<http://www.rts.rs/page/stories/ci/story/124/%D0%94%D1%80%D1%83%D1%88%D1%82%D0%B2%D0%BE/873712/%D0%91%D0%BE%D1%80%D0%B1%D0%B0+%D0%BF%D1%80%D0%BE%D1%82%D0%B8%D0%B2+%D1%82%D1%80%D0%B0%D1%84%D0%B8%D0%BA%D0%B8%D0%BD%D0%B3%D0%B0.html>

<http://www.tanjug.rs/vest.asp?id=11306>

<http://www.tanjug.rs/video.asp?videoID=5961&galID=2104>

<http://www.tanjug.rs/video.asp?videoID=5882&galID=2079>

[http://www.glassrbije.org/info/index.php?option=com\\_content&view=article&id=30298:beogradska-premijera-filma-qsestrego-trgovini-ljudima&catid=40:film&Itemid=55](http://www.glassrbije.org/info/index.php?option=com_content&view=article&id=30298:beogradska-premijera-filma-qsestrego-trgovini-ljudima&catid=40:film&Itemid=55)

<http://www.politika.rs/rubrike/kultura-i-zabava/Premijera-ostvarenja-Sestre.lt.html>

<http://www.vesti-online.com/Scena/Film/129988/Prvi-srpski-film-o-trgovini-ljudima>

[http://www.b92.net/info/vesti/index.php?yyyy=2011&mm=04&dd=10&nav\\_category=120&nav\\_id=505296](http://www.b92.net/info/vesti/index.php?yyyy=2011&mm=04&dd=10&nav_category=120&nav_id=505296)

<http://srb.time.mk/read/940618d889/14fa894d30/index.html>

<http://www.filmske.com/domaci-film/film-sestre-premijerno-u-domu-omladine>

<http://www.vesti.rs/Vesti/Odrzana-premijera-filma-Sestre.html>

<http://www.rts.rs/page/radio/sr/story/23/Radio+Beograd+1/870270/U+ritmu+popodne+va.html>

<http://www.kurir-info.rs/stars/premijer-na-premijeri-filma-sestre-83969.php>

[http://www.b92.net/kultura/vesti.php?nav\\_category=268&yyyy=2011&mm=04&nav\\_id=503940](http://www.b92.net/kultura/vesti.php?nav_category=268&yyyy=2011&mm=04&nav_id=503940)

<http://www.kurir-info.rs/vesti/beogradska-premijera-filma-o-trgovini-ljudima-84736.php>



<http://www.blic.rs/Intervju/246770/Bojana-Maljevic-Drustvo-nam-tone-u-estradu>

<http://www.story.rs/koktel/filmovi/14713-ljubomir-bandovic-u-filmu-sestre.html>

<http://www.atastars.rs/film/36719-beogradska-premijera-filma-o-trgovini-ljudima>

<http://www.seecult.org/vest/sestre-zrtve-trgovine-ljudima>

<http://srb.time.mk/read/465fbf2f64/d5a40661da/index.html>

[http://www.danas.rs/danasrs/iz\\_sata\\_u\\_sat/kampanja\\_protiv\\_trgovine\\_ljudima.83.html?news\\_id=32856](http://www.danas.rs/danasrs/iz_sata_u_sat/kampanja_protiv_trgovine_ljudima.83.html?news_id=32856)

[http://www.danas.rs/danasrs/kultura/pretvranje\\_coveka\\_u\\_robu.11.html?news\\_id=213241](http://www.danas.rs/danasrs/kultura/pretvranje_coveka_u_robu.11.html?news_id=213241)

On the blog of Bojana Maljevic the information on the campaign “Blue Hearth” can be found

<http://blog.b92.net/text/17748/SESTRE-I-PLAVO-SRCE/>

On the facebook group “Stop Human Trafficking” the developments of the campaign can be followed, as well as evaluation of the campaign and the majority of published materials...

<http://www.facebook.com/group.php?gid=137809964744>