



## European Democratic Citizenship Awards

**Category :** Media Initiative of the Year

**Name of the initiative:** LICEULICE

### **Description of the Media:**

"The Liceulice project was launched (2010) by coalition of civil associations and individuals. In July 2011 Liceulice grew into the CSO. The core activity is issuing of the street-magazine Liceulice (up till now 25 issues; sold over 80 000 copies) devoted to the social topics, democratic values, social inclusion promotion, civil society empowerment and advocating for a social change; and magazine distribution through the vendor network (50% of every sold issue goes directly to the vendor), consisted of marginalized groups' members (homeless, persons with disabilities, etc.). In five years Liceulice magazine has become a respectable and influential member of International Network of Street Papers, as well as a member of Independent Cultural Scene of Serbia and Coalition for Development of Social Entrepreneurship in Serbia.

Liceulice is more than "just" a street magazine. It has become an open media/activist space dedicated to a better communication and affirmation of civic activism and civil society values in Western Balkans. The concept is successfully implemented in Macedonia (magazine Lice v lice – 13 issues up to now), while in Kosovo (Ball per ball – 2 issues) and in BIH (Liceulice – 1 issue), and in other countries the initiative should be renewed. "

### **Impact achieved by your Media initiative:**

"At the moment, Liceulice (FaceToFace/FaceOfTheStreet – eng.) is the unique media specialized in social topics and democratic values. Up till now 25 issues were printed and over 80000 copies were sold. Magazine gathers various authors (20) interested in a numerous social subjects, while its vendors' network is consisted of marginalized groups' members (over 100). In this way magazine tries to achieve sustainability for its operation and for the vulnerable social groups' members as well. Liceulice established cooperation with the major CSOs in Serbia (over 20), well established and respected for their professional operations in various fields. Liceulice serves as a kind of a news agency for civic sector, contributing to the media's role in the process of democratization and creating potent environment for civil sector's mission. In the long-term the Platform will fill-in the gap in media sphere by providing an independent media space for effective and interactive communication, supporting the civic actions, connecting the CSOs and citizens, empowering citizens' activism and promoting the democratic process.

Liceulice will keep connecting, networking, empowering and training a large number of CSOs' members, activists, citizens, media professionals, social topics' experts, artists and all individuals and institutions interested in contributing to the social change."

### **What makes the initiative innovative?**

Liceulice creates sustainable and innovative models of cooperation, communication and employment for marginalized groups, be it from the point of view of advocating and monitoring legislation, and comparing them to EU procedures or from the practical point of creating jobs opportunities. It also

gathers respectable CSOs in developing joint strategies for advocating and supporting marginalized groups practicing full social inclusion and economic empowerment through innovative and sustainable models of employment and communication, all this as the platform for communication of CSO's values and actions directly to the citizens, face to face (lice u lice) approach.

**Contribution to European values:**

Liceulice provides an innovative way in communicating human rights, solidarity, social inclusion and citizens' participation, public space and public interest, rule of law, EU democratic values and integration, social economy and entrepreneurship, digital rights and privacy, freedom of speech, government transparency and efficiency, human trafficking, suppression of poverty, culture etc. It is also important to stress the fact that Liceulice promotes these values by giving positive examples how some problems can be solved and not to just ascertain some problems and offer blanket criticism as most media in Serbia do.

**Website or promotional materials:**

[www.liceulice.wordpress.com](http://www.liceulice.wordpress.com),  
[www.youtube.com/liceulice](http://www.youtube.com/liceulice)

[www.facebook.com/LICEULICE](http://www.facebook.com/LICEULICE),

[www.twitter.com/liceulice](http://www.twitter.com/liceulice),