



Info session for Call for proposals

„YOUTH HEALTH AHEAD OF PROFIT” - Greater consumer protection of minors from alcohol sale

Ref.: 2024/460-764

21.07.2025.

Please note that this presentation is prepared solely to be used as supporting material during the Information session. The Guidelines for Applicants published for the Call for Proposals remain the sole written reference to the applicable conditions and rules.

Background

This Call for Proposals is launched within the framework of the **Civil Society Facility 2023 – 2024 programme, funded by the European Union.**

The Centre for Youth Work (CZOR) acts as the lead grant beneficiary under this EU-funded Action, while this Call is aimed at selecting sub-grantees (local CSOs) as part of the Financial support to third parties (FSTP).

Partners:

- Media and Reform Center Niš
- Association for consumer protection in Vojvodina

Associates:

- Office for Combating Drugs
- Institute of Public Health of Vojvodina
- Institute of Economic Sciences
- IOGT-NTO Movement

Why this Call?

Despite a legal ban on alcohol sales to minors, enforcement in Serbia remains ineffective:

- 0 penalties issued nationwide between 2019–2024
- A 77.8% increase in early alcohol use among minors (ages 10–17) from 2022 to 2024
- Conflicting laws: consumer protection law (age 18) vs. public peace law (age 16)
- Multiple cases of alcohol poisoning among minors, including 33 hospitalizations in early 2024
- CZOR's 2022 study found that 49.5% of minors attempting to buy alcohol in stores were never refused

Early initiation of alcohol use is rising:

- Between 2022 and 2024, the share of 10 – 17-year-olds reporting their first drink increased from 48.7% to 77.8%

Harmful alcohol use underpins over 200 diseases and contributes to 10 percent of non-communicable illnesses, while also aggravating mental-health crises and youth suicide risk.

Scope of the Call

Centre for Youth Work and its partners launch a public Call for proposals for **civil society organizations in the Republic of Serbia that work with young people and preferably have experience in the promotion of healthy lifestyles, prevention of alcohol consumption and other psychoactive substances, or consumer protection.**

Within this call, a total of **6 civil society organizations** will be selected, to participate in a capacity building programme and, afterwards, implement various grass-roots initiatives in their local communities.

The Call lists **specific requirements**, upon which CSOs should in the Application form (Annex 1) explain their approach as well as define a budget not exceeding the amount intended for the implementation.

Specific requirements

Each selected CSO will be requested to provide the following:

1. 3 representatives to participate in 2 4-day capacity building trainings (September-October 2025):
 - Mystery shopper methodology, consumer protection
 - Advocacy, community mobilization, media campaigns
2. Implementation of grass-root initiatives (October/November 2025 – October 2026)
 - Mystery shopper initiative (with youth empowering and participation, parents briefing)
 - Public forum for citizens/parents/retailers
 - Citizen signed support/pledges

Additionally (participation costs covered by CZOR):

- Final conference (Autumn 2027)
- Final project evaluation (Autumn 2027)
- Ongoing support and monitoring will be provided for all selected sub-granted CSOs
- **Added opportunity:** participation in a non-formal CSO advocacy network (participation costs covered by CZOR) to advocate for greater consumer protection of minors in Serbia, promote cooperation and partnership, enhance access to best practices and evidence-based data, and boost advocacy impact (not only in Serbia but also across the Western Balkans and potentially on a global scale)
- Opportunity to become part of BAPA – Balkan Alcohol Policy Alliance

Indicators

- Implement local initiatives including a) Mystery shopper and collecting data; b) Education of citizens, young people, and retailers in cooperation with Association for consumer protection in Vojvodina; c) Citizen signed support;
- Directly include and capacitate 20 young people age 15 – 20 (at least 60% female) in mystery shopper campaign, education and support signing events;
- Involve approx. 15 per CSO parents/caretakers in project info sessions;
- Involve 30 – 35 participants (out of which, 10 must be representatives of retailers) directly in 1 public forum;
- Involve approx. 2 local media in development and distribution of media campaigns on consumer protection of minors from alcohol sale during the local initiatives implementation;
- Reach approx. 100.000 people through local media campaigns;
- Contribute to 10,000 citizens' signatures collected to support advocacy initiatives for consumer protection of children/youth.

Financial allocation

- Total budget for this call for proposals: EUR 150,000
 - Up to 6 grants will be awarded.
 - Individual grants will range from a minimum of EUR 20,000 to a maximum of EUR 30,000.
 - For the grant approved under this call, 100% funding will be accepted without the need for funding from other sources.
 - Payments will be made in 3 installments (the 3rd installment in the amount of 10% will be paid after the approval of the final report).
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- Please note: The project consortium partners reserve the right to limit the number of awards and to adjust individual grant amounts – including awarding fewer or smaller grants – based on the overall quality and suitability of the applications received.
 - Please note that VAT is not an eligible cost under this call. All budget lines must be presented net excluding VAT.

Eligibility

- In order to be eligible for financing, the applicant must:
 - a) Be a legal and non-profit CSO registered in Republic of Serbia
 - b) Be registered since at least January 1st, 2024
 - c) Minimum 1-year in-house expertise in working with young people and preferably in the promotion of healthy lifestyles, prevention of alcohol consumption and other PAS or consumer protection
 - d) Be directly responsible for implementation of local initiatives within the suggested territory
 - e) More than 50% of sub-granted activities in terms of project quantity as well as expenditure amount must be outside the city of Belgrade
 - f) Have previous experience and willingness to contribute to community development in general
 - g) Strongly supported cooperation with local communities, especially in deprived areas, will be an asset

Eligibility

- h) Able to prove the technical and professional capacity to implement the service through the accompanying documentation:
 - h.1) References for previous similar projects or activities with young people and preferably in the promotion of healthy lifestyles, prevention of alcohol consumption and other PAS or consumer protection
 - h.2) To have technical equipment that could be used for the execution of the activities beside the one purchased by the project
- i) That CSO can prove the financial and operational capacities to implement the proposed action through the accompanying documentation:
 - i.1) Proof of registration issued by the relevant institution

Exclusion criteria

- a) If selected CSO and responsible people involved and benefiting from the project are at the same time employed as a local authority, university or judicial entity representatives.
- b) If selected CSO is not grass-root national/local CSO
- c) If selected CSO employees are also employees and/or consultants of the project partner organization
- d) If the actions proposed are not in line with the project plan and its objectives,
- e) If selected CSO is linked with political parties, linked to tobacco industry (CAEN code 16), production of alcoholic distilled beverages (CAEN code 1591), arms and munitions (CAEN code 296)

Please note: In a certain number of situations defined by EU PRAG, CZOR may require proof that the project applicant complies with local legislation in various ways. In that case, the project applicant must provide proof that it is not in situation of bankrupt or bankruptcy, that the management has not been convicted of any criminal offense or unprofessional conduct, that it fulfills obligations based on the local Employment Act or in connection with the payment of taxes, that it is not under investigation due to fraud, etc.

Partners and associates

- Partnership are allowed under this Call for proposals
 - In case of partnership, the project budget must be presented in a single table. The lead applicant is ultimately responsible for transferring any partner-managed funds to the respective partner(s).
 - All partners must satisfy the same eligibility criteria as the lead partner/applicant. The same exclusion criteria applies to all partners.
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- Organizations other than the applicant and the partner may also be involved in the implementation of the projects as “associates”. Associates have a role in implementation but shall not receive funding from the project budget.
 - Associates do not have to meet the criteria that apply to applicants and partners. Associates can be public institutions, local governments, representatives of the business community, etc.

Eligible activities

- The eligible activities are those described under Specific requirements.
- Applicants are invited to present their approach to implementation of the specific requirements and they are welcome to suggest any other relevant activity (which would support the implementation of the eligible activities described in part Specific requirements), such as: developing educational materials, establishing partnership with local media, schools, other grass-root initiatives, etc.

Ineligible actions

- The following types of activity and costs are not eligible for financial support:
 1. actions that fall within the general activities of competent state institutions or state administration services, including local government;
 2. actions concerned only or mainly with individual sponsorships for participation in workshops, seminars, conferences, congresses;
 3. activities related to individual tuition fees for studies or training;
 4. activities related to academic research;
 5. activities related to political parties;
 6. activities and courses already funded through other grant schemes;
 7. debts and debt service charges (interest);
 8. provisions for losses or potential future liabilities;
 9. third party lending;
 10. purchases of land or buildings;
 11. currency exchange losses;
 12. activities related to the tobacco industry, production of alcoholic beverages, weapons or ammunition;
 13. taxes, including VAT - all expenses under this program are tax-exempt, so the budget should show expenses without VAT.

Eligible direct costs

- The following types of costs are eligible for financial support:
 1. Costs of human resources (personnel engaged in the project)
 2. Travel costs cover travel within the country (bus and train transport, fuel costs). Travel for the activities organized by project consortium partners (e.g. final conference) will be covered by organizers
 3. Costs of purchasing basic equipment and materials if they are directly related to the implementation of activities
 4. Administrative expenses (office rent, utilities, telephone/internet, office supplies, bank expenses, administrative expenses, etc.) which can amount to 7% of the allocated funds
 5. Costs of project activities, other costs and services
- All the costs mentioned must be related to the implementation of the project.

Other relevant information

- The activities are carried out in the period September 2025 – October 2026. This time frame applies to implementation of specific requirements.
- The planned activities will be carried out in the territory of Serbia.
- Number of applications per CSO:
 - The applicant can submit only one application within this Call.
 - The applicant cannot be a partner (co-applicant) in another application.
 - Only one grant can be awarded to the applicant.
- Visibility: All applicants must take all necessary steps to emphasize that the European Union finances these projects (following visibility rules, communication plan and Book of graphic standards provided by CZOR)
- **Please note:** Visibility costs should be included in your budget (if you plan to print promotional materials, promote campaigns on social media, etc.). Promotional materials are already developed in Book of graphic standards.

How to apply

- Applicants must prepare and submit their application **in English language** using: **Annex 1 (Application form) and Annex 2 (Budget)**.
- These documents must contain all relevant information regarding the action and no additional annexes should be sent. Any mistake and major inconsistency related to the application guidelines and necessary documents could lead to rejection of the application.
- Incomplete applications will be automatically rejected. Applications received after the deadline will be rejected.
- Supporting documents – scanned copies of the original documents:
 - a) Proof of registration with the competent state authority
 - b) Statute of the organization
 - c) Statement signed by the applicant (part of the Annex 1 – Application form)
 - d) Mandate letter (for co-applicant(s), if applicable)

How to apply

- The application and accompanying documents must be submitted **via email (with attachments) to the email address konkursi@czor.org** with the following references in the email subject:

Application for the call for the allocation of funds "Youth Health ahead of profit" - *Full name of the applicant*

- **Deadline: 11.08.2025. at 11:59 p.m.**

Evaluation criteria

Evaluation will be performed according to the following criteria:

- Criteria for administrative evaluation - to verify that the applicant has followed the technical guidelines related to the application process
- Criteria for evaluating the capacity of the applicant - to evaluate the ability of the applicant to implement the proposed methodology
- Application evaluation criteria – to evaluate the quality and appropriateness of the application

The process of the evaluation will consist of three separate stages: administrative check, pre-selection and final selection.

After the three-stage application evaluation process, the project coordinator will send notification letters to all applicants. The results will be publicly available at www.czor.org.

Evaluation grids are available in the Guidelines for applicants.

- Info session – this presentation will become available on 22.07.2025. at <https://www.czor.org/zdravlje-mladih-ispred-profita/public-call-for-proposals-javni-poziv-za-dodelu-sredstava/>
- Questions can be sent by email no later than 25.07.2025 until 5:00 p.m. to the email address konkursi@czor.org with the subject of the email: "Youth Health ahead of profit"- *Full name of the potential project holder*. Responses will be provided in a publicly available document no later than 30.07.2025. on the same webpage (including questions from the info session).
- To ensure equal treatment of applicants, Centre for Youth Work cannot give an earlier opinion on the suitability of the applicant and work plans or on the mentioned activities.

Indicative timetable

	DATE	TIME
Info session (online)	21/07/2025	11:00 a.m.
Deadline for requesting any clarifications from the contracting authority	25/07/2025	5:00 p.m.
Last date on which clarifications are issued by the contracting authority	30/07/2025	-
Deadline for submission of project proposal	11/08/2025	11:59 p.m.
Information to lead applicants on administrative checks and evaluation (Step 1, 2 and 3)	29/08/2025	-
Contract signature	September 2025	-

Q & A



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