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In focusing its activities on education and research that foster sustainable development and the promotion of peace, the ECPD has a very well-developed educational network in various countries, a number of research units and an extensive publication program (with more than 200 books published).

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The *European Journal of Management and Public Policy* publishes original scholarly papers across the whole spectrum of disciplines encompassing Management and/or Public Policy (widely defined). The areas of interest include Accounting, Finance, Human Resource Management, Organisational Behaviour, Industrial Organisation, Marketing, Public Administration, Public Policy, Transformation and Transition Studies, etc. but this list is by no means exhaustive. The Journal aims to be eclectic and pluralistic and, consequently, multidisciplinary work and work endorsing different (even conflicting) schools of thought is welcome. The Journal desires to be an influential policy forum and therefore the submissions must be primarily policy oriented and capable of influencing the policy processes at both the micro and macro levels. However, good quality theoretical papers, which may also be considered for publication, should clearly demonstrate the potential for replication and further extension by the professionals and policy-oriented scholars. Each paper submitted for publication will be judged, based on its own merit and international standards of excellence. The editors and referees will pay particular attention to the originality of the topic, the quality of the methodological approach, the paper's relevance for future developments of and within the discipline and the overall quality of exposition. Although the Journal promotes high quality, original empirical and theoretical work, high quality review articles are also welcome, especially if they demonstrate excellence to the extent that they may influence the directions of further research on the particular topic or in the focus area. All published papers must be accessible to both academics and practitioners, who should be able to understand papers published without being experts on the particular topic or area of research. All papers submitted will be judged in the first place by the Editor. If the paper is initially judged to be suitable for publication in the Journal, the Editor will send the paper to *at least* two anonymous referees. The referees can recommend a paper for publication without revision, publication with minor revisions, publications with major revisions and to reject publication of a submitted paper. In all cases where they recommend some changes to be made, the referees must provide a detailed report listing all the changes that are recommended. Based on the referee reports, the Editor will decide on the status of the submitted paper. The decision of the Editor is final and cannot be disputed.

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The Journal is committed to best publishing practices and emphasises that the full referee procedure will be completed within 16 weeks from the date of submission to the Journal. The Editor will personally confirm receipt of the submission in writing and keep authors informed on the progress of their submission. Every effort will be made by the Editorial Board to inform the author of the decision within the committed 16 weeks from the date of submission. No submission fee is currently being charged.

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INTRODUCTION

The ECPD International Youth Forum was organized by the European Center for Peace and Development (ECPD) of the University for Peace established by United Nations, in cooperation with the Association of European Border Regions (AEBR), Finland, and Youth Association of Serbia.

The main aims of the forum were defined to provide young people with a deeper understanding of the circumstances in which they live and to enable them to develop common initiatives and projects for assuring a positive prospect towards peace promotion, as well as, to educate young people in cross-border cooperation and building good neighbourly relations. The special purpose of the Forum was also to provoke young people to express their opinion about current issues facing the Balkan region and the way of resolving them.

In the meantime two forums have been conducted: the First in October 2013 and the Second in October 2014.

The First ECPD Youth Forum was a part of a series of the ECPD activities related to realization of the ECPD Regional research and educational program “The Balkans in the 21st Century – The Ways leading to Peace and Stability” and the long-term research project “National/Inter-ethnic Reconciliation, Religious Tolerance and Human Security in the Balkans“. It was devoted to the specific topic: “Youth for Maintaining Peace – The Role of Knowledge“.

The Second Youth Forum was held on October 25–30, 2014. It was also held in Belgrade just after the Tenth ECPD international Conference on reconciliation, tolerance and human security in the Balkans. It was devoted to the topics “New Generation for the European Union Enlargement” and “Cross Border Cooperation” (CBC). Since the Second Youth Forum was connected with the mentioned ECPD International Conference discussion on reconciliation, tolerance and human security in the region was also part of the Second Youth Forum Agenda.

The second Youth Forum, as well as the First one, was attended by representatives of various youth associations, post-graduate students from prestigious Universities almost from all over the world (List of the Second Youth Forum participants enclosed). Introductory speeches were delivered by senior professors and public workers, such as: Arthur Lyon Dahl, UNEP University, Geneva, Switzerland; Jeffrey Levett, National School of Public Health,

University of Athens, Greece; Benedetti Ezio, University of Trieste, Italy; Samir Banoob, John Hopkins University, USA; Vjekoslav Domljan, University of Sarajevo, Bosnia and Herzegovina; Johannes Moisio, Chairman of the AEBR, Finland and others.

Most of the participants took part in discussion on the matters indicated in the Agenda and several of them presented their papers. Introductory speeches (all of them unfortunately were not given in written form or recorded) and presented papers of both Youth Forums are included in these Proceedings.

The views expressed in the following pages are those of the authors and do not in any way reflect those of the ECPD.

Editorial Board

ARTHUR DAHL

HOPE FOR BALKAN YOUTH IN THE CONTEMPORARY WORLD REALITY

Abstract: The youth are the future of the Balkans, and they are the best educated and most networked generation in history. But youth today are faced with an economic crisis, lack of employment, social challenges and environmental risks that threaten their future. Faced with threats of global collapse to which governments seem incapable of responding, youth have the options of denial, depression, retreat into nationalism or fundamentalism, revolution, or constructive change. To empower Balkan youth with hope through constructive change, we need to give them a vision of a higher human purpose; an understanding of the forces driving change and the nature of the transformation taking place in Europe and the world; a concept of a better society and values worth working for; and a recognition that their individual behaviour and contributions to their local community are entirely their own responsibility.

INTRODUCTION

It is quite normal that the youth of today are steeped in pessimism and uncertainty about the future. Rapid change and globalization are stressing economic and social systems, cultures, institutions, and value systems. Persistent poverty seems coupled with extreme wealth. Our economy seems incapable of creating adequate employment for all those who want to work. The result is increasing insecurity and social breakdown. Alongside this are accelerating environmental degradation, climate change, and the resulting population displacements, not to mention the growing risks to human health from life-style diseases, antibiotic resistance and epidemics. We are reaching peak youth with the proportion of youth in the human population the highest ever, and they are better educated and networked than ever before, but for the first time in modern history, their prospects are less good than those of their parents.

The society of today only proposes one option: materialism. "Materialism, rooted in the West, has now spread to every corner of the planet, breeding, in the name of a strong global economy and human welfare, a culture of consumerism. It skilfully and ingeniously promotes a habit of consumption that seeks to satisfy the basest and most selfish desires, while encouraging the expenditure of wealth so as to prolong and exacerbate social conflict. One result is a deepening confusion on the part of young people everywhere,

* Professor, UNEP University of Geneva, Switzerland

a sense of hopelessness in the ranks of those who would drive progress, and the emergence of a myriad social maladies.” (UHJ 2010)

This situation should be no surprise. Back in 1972, the report to the Club of Rome on “The Limits to Growth” (Meadows et al. 1972) questioned the future of the consumer society, with scenarios that suggested that “business as usual” could lead to the collapse of civilization before the middle of this century. Where are we now? Scientists have recently plotted the actual course of civilization along the scenarios of 40 years ago, and we are right on track. The only difference is that the alternative of a smooth transition to sustainability no longer seems a realistic possibility (MacKenzie 2012).

One of the authors of that study, Jorgen Randers, frustrated at forty years of failure to warn society of what was coming, has published his own forecast for the next forty years (Randers 2012). Since democratic systems and the capitalist economy always choose the least-cost short-term solution, we only change when we have to, and it is always too little, too late. He predicts that GDP growth will slow, and occur mostly in China and emerging economies; rich countries will stop growing and the USA will decline. There will be enough resources to meet demand but not need, with 5 billion people still poor in 2052, and 1 billion still starving. Nothing will be done to address extremes of wealth and poverty, leading to increasing inequity in the rich world, and producing more social instability. The young will rebel against their elders enjoying their comfortable retirements while leaving their grandchildren to pay the price for their excesses. Among the wildcards he sees as possibly upsetting his forecast are a financial meltdown, revolution in the USA, and a generational rebellion. Behind his predictions are five central issues:

- capitalism leads inevitably to extremes of wealth and poverty;
- economic growth produces over-consumption;
- democracy is too slow for the changes that are necessary;
- intergenerational harmony will fail, and
- the climate will become increasingly unstable, with possible catastrophic changes shortly after his forty year time frame.

Another researcher, Peter Turchin, has used his skills as a mathematical ecologist to analyze historical cycles (Turchin 2006). Among his findings is a 200-year cycle in civilization. A civilization or empire depends on social cohesion, which he measures with the indicator collective violence. The population grows and technology improves, creating wealth which is collected by the elite. Reaching some limit produces an oversupply of labour, pushing workers deeper into poverty, but the poor do not revolt. The upper class continues to expand, but as wealth becomes more concentrated, their youth have no prospects, leading to factionalism, anarchy and collapse, after which the process starts over again. Based on his modelling, he predicted political

instability and impending crisis in Western Europe and the USA peaking in 2020. To avoid this, we need to reduce social inequality (Turchin 2010).

Faced with such disturbing visions of the future, the usual responses are denial, depression or action, in that order. For young people, the options for action are revolution, turning to the apparent security of nationalism or fundamentalism, or working for the transition to sustainability. Revolution is dangerous and seldom successful. The nationalistic dream of returning to a better past, or the search for certainty in a fundamentalist interpretation of a religion, are both negative responses pitting one group against others, and leading to conflict. What then is required to turn Balkan youth toward positive action, laying the foundations for a new more united and sustainable society?

THE ETHICS OF HOPE

Hope springs from moral principles and ethical values that highlight the potential for good in human beings, rather than seeing them as inherently aggressive and selfish. Such values can provide a new foundation for social organization, and can empower youth to accelerate the transition. Unlike past centuries, when wise old men let the important transitions (think of Woodrow Wilson, Robert Schuman, Nelson Mandela), the youth of today have access to knowledge through the Internet, and a capacity for networking and organization, at a scale no previous generation has experienced. This gives them an unimaginable potential for change, provided they can agree on a vision of where they want to go (Dahl 2014).

What we need is an alternative to the consumer society that is sufficiently attractive to overcome resistance and habit, worth sacrificing the superficial for what is deeper and more fundamentally rewarding, and combines individual transformation with social action. There is no one utopian vision of the ideal future. This has been tried in the past and failed, and modern systems science shows this is not the right approach (Dahl 1996, Capra & Luisi 2014). The alternative is a positive process of constructive change based on certain ground rules or values that will allow a diversity of approaches to advance with some coherence.

Fundamental to this is an acknowledgement that there is a higher human purpose than being obedient consumers. “How... can we resolve the paralyzing contradiction that, on the one hand, we desire a world of peace and prosperity, while, on the other, much of economic and psychological theory depicts human beings as slaves to self-interest? The faculties needed to construct a more just and sustainable social order – moderation, justice, love, reason, sacrifice and service to the common good – have too often been dismissed as naïve ideals. Yet, it is these, and related qualities that must be harnessed to overcome the traits of ego, greed, apathy and violence, which are

often rewarded by the market and political forces driving current patterns of unsustainable consumption and production.” (BIC 2010)

The process needs to follow certain logical steps: a) Rethink the purpose of development and the need to respect planetary sustainability. b) Formulate the ethical principles necessary to guide our collective actions as communities and social groups. c) Focus on the ground rules for social organization. d) Encourage a diversity of solutions that can adapt to each environment and culture while ensuring coherence as society advances. e) Do not waste energy revolting against the present system; it will probably collapse by itself. f) Start now with small scale experiments with alternatives, that can be scaled up as opportunities present themselves.

What then are some of the moral or ethical principles that we need to start with? “The moral dimensions of just and peaceful human relations include the generation of knowledge, the cultivation of trust and trustworthiness, eradication of racism and violence, promotion of art, beauty, science, and the capacity for collaboration and the peaceful resolution of conflicts.” (BIC 2010)

The values for a sustainable society need to include justice, trust, moderation, humility, confidence and courage. **Justice** and equity are essential for lasting social cohesion. “Social justice will be attained only when every member of society enjoys a relative degree of material prosperity and gives due regard to the acquisition of spiritual qualities. The solution, then, to prevailing economic difficulties is to be sought as much in the application of spiritual principles as in the implementation of scientific methods and approaches.” (UHJ 2010)

Trust and trustworthiness are difficult to build and easy to lose, yet society cannot function without them. They depend on honesty and reliability, and are the foundation of contracts and work relationships. They are also a bulwark against corruption. Trust is equally important in the relationships between states. If governments cannot trust each other to respect their engagements, agreements that require shared efforts become impossible.

Moderation in material civilization is an application of the ancient concept of the golden mean. It is the foundation of sustainability. Two quotations from the Baha’i writings illustrate the collective and individual implications of the principle. “The civilization, so often vaunted by the learned exponents of arts and sciences, will, if allowed to overleap the bounds of moderation, bring great evil upon men.” “Take from this world only to the measure of your needs, and forego that which exceedeth them.” (Bahá’u’lláh 1817–1892)

Many of the problems we face in governance and management, the economy and society, derive from the traits of ego and self-interest, and the resulting desire for power and domination, that we cultivate rather than combat. Yet all the great spiritual traditions teach **humility** and emphasize the value of serving others and preferring others to oneself. The ideal would be to never consider oneself above someone else. This can be an antidote to pride and the ego-centric search for power and wealth that corrupts much political and corporate

leadership. It is also the ideal lubricant for social relationships. It can inspire everyone to bring themselves to account each day in an effort to improve.

Confidence is becoming a scarce resource in a world facing so many threats. Yet cultivating a positive outlook reinforces hope, makes it possible to discover the qualities in oneself and in others, and ensures freedom from prejudices rooted in fear of the unknown. It motivates lifelong education, and inspires confidence both in one's own advancement and in that of society.

It will be obvious that all of this requires **courage**. Life is never easy, and there are always difficulties and challenges to overcome. We need the courage to take risks, to innovate, to make mistakes and learn from them. Children who are accustomed to hardship from an early age will not expect an easy life, and will go much further in fulfilling their potential and in contributing to society

CHANGE IS AN OPPORTUNITY

Once we understand the dynamics of the evolving global system, and the natural processes of disintegration and construction, we can understand that change is an opportunity. The collapse of the old system can encourage creativity and innovation. In a globalizing world, human society must evolve a whole new set of institutions and functional relationships at the global level and below it. The kind of ethics and human values mentioned above can provide the operating code for the newly evolving systems, in which information and knowledge will play a central role and material well-being will be adapted to planetary limits and sustainability (Dahl 1996).

Like navigators in troubled waters, the Balkan youth, looking to the future, will have to practice adaptive management, but you also need a vision of where you want to go, which obviously includes a better society and economy. While navigating change, it helps to know your ultimate destination. There are many potential visions of a just and sustainable future society. Most people will agree that they want a world that is more peaceful, just, secure and prosperous. Imagining such a world and the steps one might take now in order to build it can be a significant support to a hopeful viewpoint.

Too often we think that the problems of the world are too big, and nothing we can do will make any difference. Yet it is important to feel that you are the master of your own destiny. The hopelessness when faced with overwhelming problems can be overcome by taking charge of ourselves and acknowledging our responsibility for our own individual development. We can show moral courage and live by our ethical principles. In the process we build a momentum for positive change. Successes at this level are mutually reinforcing.

We are also part of families, live in a community, and have relationships in our workplace and social networks. We can therefore invest in improving our family life and community, contribute to the education of the next

generation, and reinforce solidarity and collective action to solve problems. Each of us is capable of taking part in meaningful discussions with those around us. A community can also establish spiritual ties through local devotional gatherings and worship, regardless of particular religions or beliefs.

CONCLUSIONS

How do we get there? It is obvious to anyone who has understood our current predicament that a fundamental transition is inevitable, whether it be evolutionary or catastrophic. At a time of rapid change and possible breakdown in the institutions of society, the best insurance is community solidarity. We need to mobilize youth, who are best able to invest in the future, and empower them with the knowledge, values and vision necessary. This will require detachment from the present system, so that we do not cling to things that are dysfunctional. We should make the “pull” of the new vision stronger than the “push” out of the old system. In a society with too many poor and unemployed, we need to steer all that wasted human capacity in constructive directions. The years ahead will be difficult, but there is still reason for hope.

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JEFFREY LEVETT

CAREER DEVELOPMENT FOR YOUTH IN DIFFICULT TIME

I am happy to participate in this session **Young generations and the future** and to be together with Arthur Lyon Dahl a leading expert on environmental matters at the UNEP, Geneva and Aleksandra Plavsin a Ph.D candidate in the European Center for Peace and Development [ECPD]. Two agenda dimensions of the ECPD are culture as a vehicle for Balkan reconstruction and mental health within the region as a human right. the institution has now inaugurated a UNESCO Chair in Bioethics, occupied by Ljiljana Milosevic and the topic of cultural heritage has figured on programs in Banja Luka.

I am privileged to chat with YOU, the young people of the Balkans in this dynamic **Youth Forum**, which covers such topics as initiatives of youth for peace, their role as peace builders in the European Union and the challenge in the Balkan for diplomacy. I would add and emphasize the needs for health diplomacy as a tool in reconciliation.

Our session juxtapositions Balkan youth and today's world reality while covering the job market implicit in human security development, the importance of quality education as well as the opportunities emanating from the digital revolution. Education demands greater funding especially in this region where the prevailing culture says that education is more a burdensome expense or cost factor rather than an investment for development. This is the wrong culture. We cannot educate for the future without healthier budgets for education, which need to be redirected towards human development. I might add that the ECPD has a robust **Global Health School**, which provides opportunities in health management, health as the basis for human and social development, health diplomacy and health in all other policies.

Being in public health I would like to draw your attention to the needs for health of the population as well as the potential for job opportunities in the health sector. In a previous session you touched upon the issues of healthy living, violence and mental health. Being educated can help keep you healthy and leading an interesting life with fun can help too. Violence can reflect educational deficits and fanaticism is a step towards disaster. it is abhorrent to the principles of public health and at the same time an arena of research within it. MENTAL HEALTH is extremely important in this region as a tool for reconciliation and a help for youth without jobs and families who have

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to deal with austerity. You know that suicide in Greece has increased where it hardly existed before the age of austerity. So instead of dwelling ‘**in a land of despair, in a city of despair, among desperate people**’ ourselves desperate, we can reach out for change. Certainly the Balkans are in need of more light and you are the bulwark against a “**crooked and perverse generation**”.

I think you the YOUTH of the Balkans can help shape the regions’ AGENDA. Start with the ECPD. Tell it what you want. Push for integration with diversity and the implementation of innovation. Your collective voice must be more focused and raised louder! In the previous session Dr Teodora and as a means of promoting communication tried to induce vulnerability and get you more vocal. doing that can help your development. Should you wish to deepen relationships there must be mutual respect, a good level of confidentiality and small steps should be taken in the direction of promoting mutual vulnerability. You have to give a little to take a little. Communication can get off the ground with cliché [the weather, soccer] and advance through a million dimensions of subject matter [weddings, human rights, flooding] towards stated and deeper discussion and opinions [this is what I think, Serbia should become a member of the EU or not] and perhaps on to the more personal [you look nice / you are nice]. In the journey of communication each level has its clichés and as in Maslow’s pyramid of needs there is a hierarchy.

When I tell you that I am an engineer or that I am working in the Balkans it is cliché but a good start. Perhaps we can go deeper. If I say that the mobile telephone is a great technology but over use by young children, is dangerous, I’m on a higher level of the hierarchy. I’m stating a considered opinion. Good communication can help your career. So I suggest that you make an effort to monitor and mentally playback your interactions. You might start with the analysis of a conversation examine how we might change if drama enters.

Back to me: I started my life as an engineer and an applied scientist interested in systems theory or the science communication and control as technical processes, or if you will cybernetics, whose name comes from the Greek for helmsman or the one who keeps the vessel on course. But there are storms, pirates and icebergs. And our best laid plans go off course.

Then I went on to physiology and worked on the visual system of man and animals and ended up in health care politics. Did you know that the first landing craft to monitor the moon’s surface used functions from the frog’s eye? My career spans the American and European continents and for the past three decades, the fascinating Balkans.

Consequently, we must **be prepared for change and to change**. Frequently, what we study at university and the degree obtained bears little relationship to the job we do. Bread must be put on the table! However, what we study should make for better conversation, greater interest in life and help to find a job. Study is always necessary but it is insufficient to guarantee a job in the

market or a position in society. Today, study in a specific discipline does not guarantee a job related to it and if it does it may not be that interesting. Long studies are demanded but frequently you may encounter or be considered over qualified for a position or even mismatched to it.

My official topic is, career development, is it possible? I would say yes, but today it is a most difficult procedure. We have moved over time and space from a point when someone may have had just one job that covered a lifetime for his years of service upon retirement sometimes be provided with an impressive time piece. Maybe your parents are getting through with a meager pension. In Greece pensions have been slashed with the sword of austerity.

Arthur Dahl started the session on a note of **hope**. In the West it is said that **hope springs eternal** but frequently, conditions make it hard to take root. In the East it is said that **hope is the last entity to leave the body** but conditions often cause it to exit well before the biological end. If we are lucky our luck will hold until hope runs out. Arthur calls for the reinvigoration of hope with a new ethic. We need this in our region.

Adding to what he has said, I would say do not take away more than you give back. Colonialism, materialism and environmental pollution are all stories of taking away more than what was added. Ways of life have been destroyed and our planet is suffering from our need and greed to tear from it as much as we can, to pollute our cities and waters to a state of stagnancy that will add a burden to life, to you, your children and to our children's children. So add to life more than you take from it. Strive for a well-lived and fulfilled life, consider what you can do for society, hold on to collectivism and involve yourselves in collective ventures and adventures. Build something new! Be inspired!

Today inspiration can come from **52 weekends in Serbia** the excellent brochure that I found in my conference pack. It has been put together by the National Tourist Office of Serbia. It has a map of the country. At the center is Kragujevac. The brochure shows the division of the world into nobles and blacksmiths [asymmetry], its physicists Pupin and Tesla and references to steaks, wines, medicinal waters and hot brandy, and the relics of rebellion and Rome. The medical school in Kragujevac supports a doctoral program in biomedicine of the ECPD in Pula. It is a program between Croatia and Serbia with a contribution from Greece and a bright group of young doctors. It is a case of educational reconciliation!

Inspiration can also come from the ongoing findings in Amphipolis in northern Greece. Will Alexander be found or is the quest clouded by the wit of his mother Olympia? Mothers always protect their children while Kronos swallowed them up.

To end, I will tell you two stories as I remember them one with my great grandmother who read with a gigantic to me magnifying glass. She was on her way to 100 but never quite made it, I was less than 10. I told her or

showed her something that impressed her, it doesn't really matter what. Her response and the lesson it gave me were what was important. After playing on the difference between our ages she said the following: **fancy that.... look what you taught me!** [What it was I don't know!].**remember this**, she said**Where ever you may go, whomever you may meet, young old, black, white, yellow, Christian or not, you can always learn something from them if your mind is open.** I was so thrilled that I had taught her something she did not know without knowing then much about teaching, without knowing how vulnerable and how strong the admission of not knowing makes you. The other lesson came from my mother who instilled in me that it takes all kinds of people, to make a world. This is the lesson of diversity.

In the Balkans as being demonstrated by this your **Youth Forum**, there is a growing desire to overcome vulnerability and to secure a better life for all its peoples. Population vulnerability and reconciliation are still problems and there is a great need for training for competence improvement in the health sector. For progress we need strengthened institutions for research, health and education as well as new political structures which understand and support science and the needs of a well educated youth.

But we also need more inspiration and more teachers who inspire! In the Balkans there are many springs of inspiration but for a moment think of Alexander the Great. in Egypt he promoted religious tolerance and cultural fusion. he was inspired by Aristotle, his philosopher teacher and by Hercules-Hercules, his hero who when he killed the Lernean Hydra rid the marshes of malaria. On first setting eyes on the powerful, majestic and untameable Bucephalos, with his head held high, mane flying in the wind, the boy Alexander asked to ride him. Intuition told him that the horse was afraid of its own shadow! Using his two hands as blinkers, he directed the horse towards the sun. Blinded by sunlight glare but becalmed by the warmth of the sun on its large face, Alexander quickly mounted and broke him. Legend says that Philip then told him **find other kingdoms my son, Macedonia will never hold you!**

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VJEKOSLAV DOMLJAN

PRODUCING LOST GENERATIONS

“Around the world, there is growing recognition of the need to strengthen policies and investments involving young people.”

Ban Ki-Moon, Secretary

Out of the seven billion people on the planet, there are five billion adults aged 15 and older, i.e. working-age persons, and three billion of them being in the labour force, i.e. working or willing to work. On the other hand, there are only about 1.2 billion good jobs (steady, full-time, formal sector jobs) in the entire global economy. Accordingly, there is a global gap of 1.8 billion good jobs (Clifton (2011)).

Gallup is discovered that having a good job is the social value number one, much more important than having a family, democracy, freedom, peace etc. All these values are very important, but less than the almighty good job. The fact that is the great global dream is one of Gallup’s most powerful findings ever ” (Clifton, 2011).

Worldwide looking, the youth unemployment rate is three times higher than that of adults (aged 25 and over). The International Labour Organization (ILO) estimates that nearly 75 million young people were unemployed in the world in 2012 – more than 4 million since the Great Recession of 2008–9 has broken out. The ILO (2012) projects that the outlook for the medium term is even worsening. The global youth unemployment rate will rise from 12.7% in 2012 to 12.9% by 2017.

Accordingly, an increasing number of young people worldwide is hopeless, suffering, and unhappy because they do not have a job, and in the Western Balkan countries with a tiny hope of getting it.

There are too many barriers to the entry of young people into the labour market in the Western Balkan countries, fundamental those being insufficient labour demand (a lack of job creation) and additionally skills mismatches (as a result of failures in the education system, i.e. employability).

Most of the young unemployed in the Western Balkans are those with secondary education. Thus, one cannot avoid thinking of the secondary schools’ mission, in some cases only for taking the young people from streets for 3–4 years (if they do not learn properly even more, and the more, the better). Having Bosnia-Herzegovina as an example, we can ask ourselves what these 300 secondary schools are doing if the majority of the 166,000 high school students end up at the public employment services as long-term unemployed,

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knowledge of whom becomes outdated even before they get a job? Some of those with university degrees start their work carriers as waiters in cafés while those who completed hospitality schools cannot at the same time find jobs. Consequently, the capital invested into education of both groups of the young people is vested.

Vocational education is inflexible and unconnected with the local and regional economy. It is not for example attached to internationally competitive value chains or industrial clusters and their training centres as they do not exist. There are no links between education and business, not even an idea how their partnership could be envisaged. Consequently, it cannot cope with the rapid changes in the labour market delivering education outcomes not needed by employers.

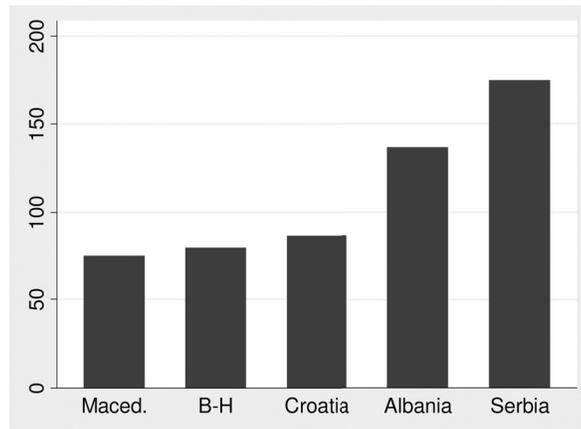
Learning in elementary and secondary schools is based on fact learning instead of on problem solving. Students are learned dominantly about their respective ethnic group's backgrounds, about the 'famous' battle, 'prominent' writers, composers and their works and the like. As a consequence, what grandfathers/grandmothers 'A' were taught at school in their youth time (at the time of the Kingdom of Yugoslavia) was not possible to transfer to their children 'B' (educated at the time of socialist Yugoslavia). And what the 'B' were taught cannot be transferred to children 'C' (currently in schools in the independent, post-Yugoslav republics). And what the 'C' learn today will not be transferable to their children 'D' (which will be hopefully instructed on some EU school programmes). If the young people were taught by applying a solving problem approach, they could adopt a good, in internationalized body of knowledge (foreign languages, mathematics, computer science, statistics, physics, chemistry, biology etc), and there were no problems with transferring intergenerational knowledge. And capital invested in education would result with some yield. Currently, education institutions from the Western Balkans countries are poorly ranked at the PISA and Shanghai rankings.

It is obvious that unemployment rate is not good in capturing the difficulties faced by young people in the labour market. It does not capture the situation of inactive young people those out of education, employment or training. A measure that captures both unemployment and inactivity is the so-called NEET (not in education, employment or training).

A number of young people has withdrawn from the labour force and they are not registered as the unemployed. They do not look for a job because they think that they cannot find it. The statistically speaking, they are included in the category of the inactive population, more precisely in its sub-category as the 'discouraged.'

The NEET population in the Western Balkans is higher than half a million, with approximately 100,000 of them per county on average. It is not easy to figure them NEET rates out for individual countries. For instance, according

Figure 1. – NEET; Western Balkans, 2012 (in 000)



Source: ILO

to the Labour Force Survey for Bosnia-Herzegovina (BHAS, 2012), the total number of discouraged persons in the country, including young people (15–24 years) and others (with 25 or more years old), is 72,000, while according to our estimates – based on the respective labour force survey and data on education that BHAS provide – the size is 78,000 for youth only. We estimate that the NEET rate of BiH is at least 19.0 % as the NEET rate for OECD countries ranges from 4% (Netherlands) to 30 % (Turkey). NEET average rate for the OECD countries is 16%, while the country with above average rate NEET are Ireland, Greece and Spain (18 %), Italy (19%), Mexico (23%) and Turkey (30%) (OECD, 2012). The NEET rate for BiH may be, keeping these OECD figures as benchmarks, in the range 18–30%.

This particular group of the young people is extremely vulnerable. Not being in education and not seeking job could lead to vices and contribute to risky behaviour in certain cases – smoking (45% of young people are smokers), alcohol and drug abuse, suicidal behaviour (Bosnia-Herzegovina is a leader in the region by the suicides of young people) etc. This path could further lead to violence and crime. Crime affects the youth in two ways – they could become perpetrators (mostly attacking at the property: theft, destruction etc.) or victims of crime. The number of, even very young, offenders has a growing trend in the Western Balkans. Juvenile crime rate is higher than the rate of crime in general (La Cava, et al. 2004). It is, among other things, due to the weakening of social and spiritual capital of the society and by losing educational function of family, school and religious institutions and the media. Youth do not have good role models in the Western Balkan societies. The societies in which professional and honest work is not valued very much, but those who are ‘coping,’ getting rich ‘over night’ send the wrong signals to young people. A World Bank study has thoroughly investigated these issues and come to conclusions (La Cava, et al. 2004):

“The study finds that **youth in South Eastern Europe need urgent attention, particularly young males in Kosovo and Bosnia-Herzegovina (underlined by V.D.)**. To a greater degree than elsewhere in the sub-region, these two conflict-affected areas have large youth population bulges and high rates of school leaving, youth unemployment, substance abuse, post-traumatic stress disorder, and young male suicide. Young males in these areas also risk being recruited into extremist organizations, which increases the potential for renewed ethnic violence. Young women throughout SEE are vulnerable to the risks of domestic violence, early pregnancy, human trafficking, and, especially in Kosovo, early school leaving.”

Despite the importance and magnitude of the challenge, losing generation phenomenon is not studied in the Western Balkan countries, although they have the highest rates of youth unemployment among countries that accompanies the UNECE (United Nations Economic Commission for Europe), with Bosnia-Herzegovina leading the list with 63.3% of youth unemployment rate.

Conditions of high unemployment and inactivity have become ‘normal’ in the Western Balkan countries, and the mass resignation of its accompanying ingredient. On the other hand, young people are not aware that in passing through their five life transitions (continuing to learn, starting to work, developing a healthful lifestyle, beginning a family, and exercising citizenship) (World Bank, 2007), they are not proactive at all. They do not do much to change the situation in education and (un)employment by their political engagement. Even worse, their interest in politics is on the very low level, even decreasing, primarily voting ‘by foot’.

For instance, in Bosnia-Herzegovina there are about 250 civil society organizations dealing with youth issues, gathering less than tenth of the youth population. Most of these supposedly independent non-governmental organizations are engaged in cultural activities, human rights or sporting activities, mostly dependent on public resources. Only a few of them deal with issues of (un)employment and education of young people.

Young people are not members of political parties nor participate much in political elections. In BiH, only 6% of them are members of political parties, while only a quarter of them vote in elections (Commission for Coordination of Youth Issues and Italian Cooperation, 2006).

On the other hand, **around 600,000 young people**, aged 18–30 years, constituting approximately one quarter of working age population, **could become a crucial agent of change in BiH**. They can change the face of the country and lead fellow citizens to the EU and high-income country.

They can reverse the trends imposed by their parents, who after the fall of the Berlin Wall promised to make the second Switzerland of their respective countries but push them in the poorest corner of Europe, almost alike to Central African countries in the respect of unemployment rates.

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HANNAH KEKALE

THE IMPORTANCE OF INVOLVING YOUNG PEOPLE IN PEACE BUILDING

The Youth Forum focuses on a part of the peace building process, that has not been taken into consideration before. It is well known that experience and knowledge is without a doubt something people working with peace need to have in their CV, and some of this experience you gain through education. But when working with peace, one also has to remember that he is working with understanding people and trying to make them get along. Working with people is something that no CV or education can prepare you for, because there are as many minds of people that there is people in this world.

I would like to point out some things that I think the young people can contribute with in the peace work.

Let's start with the clichés, well there is a saying: you can't teach an old dog to sit, and there is a point in this saying. When you are young you have a more open mind, because you are still searching for your own identity. An open mind is something that is crucial when aiming for peace through discussion. Balkan people have the strongest willpower probably ever experienced. It is admirable, but when looking from another angle, maybe it is the reason to a lot of the problems countries in the Balkans experience.

Secondly, Young people have been born into a different world. Globalization is getting faster and faster. My father got his first mobile phone when he was 35, my grandfather got his first mobile phone at 85 and my great grandfather didn't have one, yeah well you get the point. In Finland most children over seven years have a mobile phone, a computer, a facebook account and is posting on instagram what they wear to school. I'm only 3,5 times seven years and this is not the reality I was born into. What I mean is that maybe if you haven't experienced the civil war, you don't feel so strongly about it, or that if a Bosnian or Kosovar likes the same comments on facebook as you, maybe they aren't all that bad after all? Globalization is working towards a more united world. The countries that can take advantage of this globalization and adapt to it, is in general doing better economically and politically. It's important that Balkans once and for all gets a stable political solution and a good and friendly cooperation between the countries to be able to concur on the global markets. I mean with this much willpower and enthusiasm, you would be great entrepreneurs and company managers also outside the Balkan region.

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Then to further point out why youth opinion is necessary to listen to when working with peace, is the creativity and understanding for new things young people are so good at. Since I am into clichés today, it wasn't a highly educated old person who invented Facebook, right? Young people are full of good ideas and different ways of thinking. Combine this with the knowledge and life experience your professors and bosses have and the result might be mindblowing.

Last but not least. Young people are not bound only to one village or city or country anymore. Older people might still live in the same place where they were born, but us, we are citizens of the world. Take me for example, I was born in Vasa that is in the middle of Finland and couldn't point out Serbia on a map four years ago. And yes, maybe first thing that came to my head when talking about Serbia before was war, today Serbia feels like a second home to me. And now when somebody mentions Serbia, I think of my friends, of kind and generous people, terrible coffee, great minds, Đoković, laid back atmosphere and beautiful summer sunsets over Belgrade. Who cares about where one country ends and another begins? There is a bigger world out there waiting for you! Who cares about the name of one state and if another should have the right to have a name? What really matters is people, and I think that all the people I have met in the Balkans are wonderful, positive, open (and yes, a bit stubborn), but still amazing people.

JOHANNES MOISIO

THE ROLE OF NEW GENERATION IN POLITICS AND DIPLOMACY

AEBR Youth Forum originates from an idea to arrange a Summer Camp for AEBR members and their children by Martín Guillermo Ramírez, the Secretary General of the AEBR.

During the brainstorming period this activity was developed to a learning platform for Cross-Border Cooperation (CBC) for the younger generation. Due to liability issues the AEBR Summer Seminar was offered for all young people aged 18+ from the border regions of the whole Europe and outside its borders. The Seminar has been hosted three times by Autonomous Region Friuli Venezia Giulia in Udine and Trieste, Italy and once by South Karelia region in Finland and once by Euroregion Nestos-Mesta ja city of Drama in Northeast Greece.

The objectives for AEBR concerning the Youth Forums may be examined from various points of view:

REGIONS AND HOSTS

The hosts have had the possibility to promote themselves in the eyes of the youth as well as the other 100 members of the AEBR. Youth friendliness is considered as a positive factor.

Regions sending their youth to study at another border region are more likely to expect their youth back to benefit their own region: this is in comparison to the youth going to study for example in their own capital.

HOST UNIVERSITIES

Universities are facing accelerating international competition of the “smartest brains” in study programmes and research. AEBR Youth Forum is one channel for the Universities to promote their international study programmes, employment positions and facilities.

YOUNG PARTICIPANTS

The young participants have gained knowledge in CBC, study and research possibilities. They have had the possibility to meet influential persons, gained

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knowledge on EU Programmes and the work with EU projects. Meeting young people from other countries has generated networks, which are working years after the actual event.

In 2014 the Youth Forum is organised here in Serbia. The specific topic in addition to the previously mentioned is New Generation for Better Europe.

I would throw a challenge and put it the other way round: "*Better Europe for New Generation*". It is common to hear expectations that the Youth will change the world. Why wouldn't we start it just now?

MEETING FACE TO FACE

I want to state, that the youth today is not in the same position as the youth of previous generations.

- Life expectation has grown, older person act 'youngish'
- Young people study longer, higher and graduate at higher age
- Studies form a basis, but don't necessarily guarantee a position in the society
- The forms of participation were created in another age and widely ignore the new ways of communication

On the other hand, the society has in many cases created the youth forms for participation, such as youth councils. These structures may surely open possibilities, but they don't necessarily support spontaneity and creativity of the youth. Young people find decades ago created models odd; while their communication channels are in a rapid change and development.

If an active young person doesn't find the channels he is using influential, he may find other, more radical means. We face blogs in internet, graffiti paintings, eco-terrorism and even some young person joining radical organisations like ISIS.

Acting in politics and diplomatic circles requires time, gaining understanding and trust. We don't easily sympathize a faceless counterpart. In this sense this kind of youth forum is one step in a staircase toward the better Europe.

Hopefully we will also find proposals on how to direct and integrate the enthusiastic and intelligent youth with the existing political and diplomatic structures.

The EU Enlargement used not be a popular issue for discussions in my home country Finland. The situation changed after a Finn, Mr. Olli Rehn, was appointed the commissioner of DG Enlargement in 2004.

During the period 2004–2009 EU's enlargement became a central issue for the EU in the run-up to the landmark accession of ten countries on 1 May, 2004. Thereafter, we have faced the accession of Bulgaria and Romania in 2007 and Croatia in July last year.

The opening with countries like Turkey and Albania will especially bring the demography of countries on agenda. While countries like Serbia resemble the EU average. The population of so called “old Europe” is aged.

To my experience best promoters for enlargement (and cross-border cooperation) may be worked on by ourselves:

1. Sound economy (own & neighbour's)
2. Just society & attitude
3. Openness, transparency
4. Focus on improvement
5. Avoid blaming the faults own/neighbours (see point 4)
6. Meet face to face
7. Be open to learn the other (culture, customs, thinking, language)
8. Respect the other (even as a stranger or enemy)

Juncker's mission letter to commissioner Johannes Hahn: *“The focus of your work should be on strengthening the EU's political and economic ties with its Southern and Eastern neighbourhood.”*

Yet: *“Following the extensive enlargement of the Union in the last decade, the next five years will be a period of consolidation, with no further enlargement taking place during our mandate. You will be responsible for continuing ongoing enlargement negotiations, notably with the Western Balkans.”*

Focus on:

Strengthening our neighbourhood policy to promote stability and prosperity.
EU Enlargement is an issue which is wide and faces frequent changes.

Young people are in general more sensitive in what is happening in our society. Young people are also more international and more frequently travelling. In this sense a workshop of young people more likely provides us a breeze from the future.

I wish this workshop will open up a discussion and a preview on how the accession countries will contribute on questions like:

- peace and security
- responsible neighbourhood
- development of the Europe in whole
- defending of human rights
- solidarity toward the burdened and weak ones
- economy and trade
- as well as the environment and
- further enlargement process of the European union.

THE BORDER

Historically a border was not necessarily a physical barrier. It was a line indicating the boundaries of ownership. Trade across the border was widely accepted and even welcomed; yet other collaboration was suspicious. People knew each other and strangers had to justify their visit.

Nowadays borders may be closed or crossings allowed only in limited border crossings. The reasons are various: security control, customs control, prevention of smuggling & harmful goods, prevention of diseases and derogation of immigration among others.

Border itself is not a potential, nor constraint. The conditions for people and goods crossing the border and the assets behind the border together widely determine the potentials and constraints.

CHARACTERS AT INNER AND EXTERNAL BORDERS

EXTERNAL BORDERS	INNER BORDERS
CBC like electricity; plus and minus poles	More or less free crossing
Difference makes current (utilization)	Issues are bureaucratic
If the connection 'wire' is too thin- overload	Economy in joint efforts
Possibility to utilize other part's assets	

The potentials at the other side of the border (examples)

- Purchasing power (large/rich neighbour)
- Market (advantage in export; price, quality, availability)
- Labour force (free labour, specific skills, low cost labour)
- Services (joint hospital, equipment, faster emergency units)
- Innovations, technologies (specialized universities)
- Raw materials, components (minerals, oil, wood)
- Objects of interest which may be benefited by ourselves (tourism)

With totally open borders these potentials may slowly diminish and the cross-border area becomes uniform.

Constaints

The constraints may be:

- Physical (the border, geography)
- Political (unions, conflicts)
- Mental (sticking to history, stereotypes)
- Of legislative nature (differences)
- Financial (customs, hedging, exploitation)
- Technical specifications (difference, hedging, promoting own)
- Pure bureaucracy (unfamiliar procedures and manners)

I have met businessmen, who can easily find 100 constraints in exports to Russia, yet only a few potentials they or their products own.

History exists



We may learn of it, but it can't rule our lives

Cooperation is not the same as collaboration

Bodies, who are responsible for external relations of a country, are often worried or suspicious on the cross-border cooperation of regions at the external borders of their country. Yet the motive of a region, city or a private business is its own benefit. The situation is just at the border, that in many cases you may benefit of the resources or prosperity of your neighbour – a win-win situation is possible.

Cooperation ≠ Collaboration

**Cross-border cooperaton is not done in the purpose
of giving financial aid to the other side of the border**

(ref. EuropeAid)

- **On the background is your region's own benefit**
- **You have to realise, that if your neighbour is doing good, you will also – win-win situation**
- **Proper patriotism is focus on your own benefit, not to raising own ego by neighbour's failures**

On the other hand harming your neighbour may raise your own ego for a while, but eventually harm your own region/country (negative approach).
-Proper patriotism is aiming for your own best (positive approach) without jealousy on the neighbour's benefits.

MARTIN GUILLERMO-RAMIREZ

THE ROLE OF NEW GENERATION IN POLITICS AND DIPLOMACY

Europe is already an old building which needs new decoration, new plans and new residents. The fundamentals of the EU, as it was in the 50's, are still valid, but things have changed a lot and the initial enthusiasm about the European project is not there anymore. More on the contrary, there is a rise of nationalism and euroscepticism which is affecting not only the European project, but also some agreed attitudes of EU member states, while a number of countries still waiting for their opportunity to join this club. On the other hand, enormous challenges are faced by European nations in times of globalization. Europe is not central anymore, emerging countries are fulfilling their tasks rapidly, and the risk is enormous for European countries if we are not able to work harder together. Full accession of all eligible countries is not crossed, cohesion has not been achieved yet, and even the single market is only on paper: we have a common market but not real single market (even if it was defined more than twenty years ago). We have twenty-eight different labour markets, twenty-eight regulations on social security, twenty-eight educational models, etc. In this framework, we need to profit the input that new generations can give to this process. We cannot implement an European project in the 21st Century using a way of thinking backing to the 19th or even the 18th Century. We are trying to develop a supranational construction with the tools and thinking of old fashioned national states. It is true that we have a common currency officially in most EU member states, that we also have twenty-eight different national banks and twenty-eight ministries of finances. We rely more and more on Brussels to develop a growing number of policies, but we are only allocating meagre 1 per cent of European GDP to the European project. More commitment is needed and a new paradigm is to be developed for this project to be successful. To this end, we need a stronger participation of new generations of citizens, with fewer borders than the older ones, particularly mental borders. This new generation is much better prepared and has grown with full access to information and communication technologies, to Internet. They are much more aware of what is happening in the world, in real-time, and they have fewer borders. They are closer to each other, are able to travel faster, easier and cheaper. They can speak more foreign languages and are better in communicating with the new lingua franca (English). Therefore, clear investment should be done in this generation, if all of us want to be prepared for Europe that we (and the world) need. Programs such as Erasmus have made a lot, and similar initiatives should be implemented and accessible for all youngsters in our continent.

* Secretary General of the AEBR

VLADICA TOŠIĆ

EUROREGIONS IN THE WESTERN BALKANS – INFLUENCE ON EU ENLARGEMENT

Abstract: The establishment of the first Euroregion on the border between Germany and the Netherlands in 1958, the European Union began a long process of integration and investment in the development of border areas throughout its territory, which today consists of 28 member states. Today, about 32 percent of the population and 40 percent of the territory, which makes the European Union living in border regions?

Euroregions are formed in accordance with the policy of Europe without borders. Euroregions are a special form of cross-regional correlation of the border regions of European countries in order to promote common interests and standards of living of the population.

Euroregions in the Western Balkans are formed at the beginning of the nineties, after the democratic changes. Almost all of the levels of non-governmental organizations. Accompanied by a negative view of Euroregions and the assumption that the Euro regions remain outside the control of the central government. Have been established with great enthusiasm at the beginning but did not meet initial expectations. Some of the Euroregion currently exist only on paper.

Euroregions in the Balkans, as a basic form of cross-border cooperation, with properly defined incentive instruments (regulatory, financial, institutional) and strong support from the central government and local governments, can become a real driving force and contribute to the reduction of inequality, preparing the Balkan countries to further regional integration and integration. Euroregions are very important in the development of good neighborly relations, the development of cultural and educational cooperation between the neighbors, friendship among peoples and to build partnerships between the state and the EU enlargement.

Key words: Euroregions, the Western Balkans, EU integration, regional integration.

EUROPE WITHOUT BORDERS

Since 1958, with the establishment of the first Euroregion on the Dutch- German border, the European Union has begun a long-term process of integration and investment in the development of border areas throughout its territory. Today, it consists of 28 member countries, and we find about 32 percent of the population and 40 percent of the territory that makes the European Union living in border regions!

* Co-chairman of the Euroregion Nišava and Member of the AEBR Executive Committee

The Euroregions¹ created in the border areas of the six founding states of the European Union: France, Belgium, Luxembourg, Italy, the Netherlands and Germany, today fall into the engines of industrial and technological development. In this context, it is certainly necessary to mention the following: the Euroregion Maas-Rhein Euroregion, Euroregion Saar-Lor- Lux Rhein, Regio TriRhena.

The Council of Europe as the oldest European institution, as well as the European Union itself through the effective implementation of EU regional policy measures along with the supporting infrastructure funds, have contributed to the development of border areas through various forms of financial and institutional support, as well as through the establishment of international legal standards in the field of cross-border cooperation between Member States during the past decades.

The establishment of Euroregions² on the basic principles of improving cross-border cooperation, that is by encouraging cooperation between local and regional institutions of the public, economic and civil sectors of two or more countries in order to jointly address development priorities, has continued during the years of the great enlargement of the European Union. Besides the establishment of new Euroregions (currently over 180) on the territory of the Member States, there is a clear evidence of the process of their interest associations and participation in defining and programming of financial support for regional development, primarily through the European Association of border regions³ and the Committee of the Regions⁴.

The continuous development of the institutional architecture and international legal standards makes EU regional policy⁵ one of the most dynamic sector policies, and its underlying principles of financial solidarity and social cohesion are increasingly gaining strength as a motive for improving not only the cross-border cooperation but also the inter-regional and transnational cooperation programs. Numerous comparative analysis of the effects of cross-border cooperation programs point to their generally positive impact on the sustainable development with the growing interest of different subjects in the border region. It also shows that a large number of small value projects have been implemented with the aim of improving the common cultural heritage, the cooperation of local communities in urban and rural areas, the development of tourist offer. However, it turns out that this kind of projects have achieved the greatest impact in terms of establishing long-term

¹ List of Euroregions and similar bodies in the European Union-<http://www.euregio.nrw.de/links.html>

² <http://www.espaces-transfrontaliers.org/en/resources/territories/euroregions/>

³ <http://www.aebr.eu>

⁴ <http://cor.europa.eu>

⁵ http://ec.europa.eu/regional_policy

relations of cooperation, particularly of local authorities and civil society organizations on both sides of the border.

Euroregions are the most common institutionalized form of cross-border cooperation. They were founded after the Second World War as a result of the policy of reconciliation in Europe. Euroregions were established as a mechanism for intensifying cross-border cooperation between local and regional communities at the borders. Euroregions are a special form of trans-regional connectivity of the border regions of European countries with the aim to promote common interests and the living standards of the population. Euroregions are formed in accordance with the policy of Europe without borders. The first example of the institutionalization of cross-border initiative is the cross-border cooperation between Germany and the Netherlands that resulted in establishment of the first cross-border region, the EUREGIO, in 1958. The term EUREGIO implies a sense of belonging to Europe and the willingness of local and regional authorities to actively participate in the process of European integration.⁶

The role of Euroregions:

- to encourage and intensify the socio-economic development of border areas
- to encourage the processes of European integration
- to establish and develop mutual relations in areas such as environmental protection, cultural cooperation, education, tourism, etc.

In Europe, there is no single model of Euro-regional cross-border cooperation, so that the Euroregion is always an interest group with its bases found in:

- geographic location (geographical aspect)
- common resources and potentials (economic and environmental aspects)
- historical ties and relations (political, social, cultural and psychological aspects)
- minorities on both sides of the border (demographic aspect)
- the state of bilateral relations (political aspect)
- bilateral and regional projects (interest and technical aspects)

The main objectives of the establishment of Euroregions are:

- transformation of the border from a separating line into a meeting place
- overcoming prejudice and intolerance
- strengthening of democracy, and regional and local administrative structures
- overcoming isolation
- promoting economic development
- improving living standards

⁶ Gordana Lazarević, Ivan Knežević i Relja Božić, (2011), *Prekogračnična saradnja, Evropski pokret u Srbiji* – Beograd, 41.

- rapid development towards an integrated Europe

The effective functioning of Euroregions requires institutional capacity, and financial resources to support their cross-border activities!

By joint activities through Euroregions, the border municipalities may:

- make the area of Euroregion more attractive to potential investors,
- align the strategic plans of local economic development,
- promote economic and cultural ties,
- eliminate the negative effects of the peripheral geographic location,
- coordinate activities in the construction of cross-border transport infrastructure,
- establish links between educational, scientific and research institutions,
- adopt joint programs of environmental protection and spatial planning.

Euroregions have no political power and their activities are limited to the competencies of regional and local authorities which constitute them! Euroregions are differently conceived in organizational and structural terms as a result of differences in legislation and the degree of transfer of power to local institutions in each country individually.

THE EUROREGIONS IN THE WESTERN BALKANS

- have begun to emerge in the early nineties after the democratic changes.
- almost all of them are at the level of non-governmental organizations.
- they are accompanied by a negative attitude towards Euroregions and by the assumption that the Euroregions remain outside of central government control.
- great enthusiasm at the beginning but they haven't met initial expectations.
- some of these Euroregions currently exist only formally.

There are greatly fewer Euroregions in the Western Balkans, or they are just being in the process of establishment and mutual identification, and determination of interest as well, which is certainly a result of the historical dynamics of the area and of great differences. Although this situation represents an advantage, it also represents a limit for integration processes. Unlike Euroregions in Western Europe, where the regions themselves recognize their interests and associations, and are financed by themselves, means for integration of the Balkans must be directed by others from the outside.

The Euroregions of the Western Balkan countries are in the process of creating specific programs and projects, establishing cooperation with Euroregions in other parts of Europe, as well as with international institutions and associations. The first Euroregion in this part of Europe, the Danube-Kris-Mures-Tisa Euroregion, was founded in 1997.

*Western Balkans-2009.*⁷

Although the specific objective of creating Euroregions in the Balkans is the stabilization effect, as opposed to the previously unstable border areas and bilateral relations, they will be effective only when they achieve a high level of stability in the region and recognize the interests of sub-state cooperation. Besides conflicts on the territory of former Yugoslavia, the high level of centralization of state and distrust towards any cross-border cooperation without "full control from the centre" are considered to be the main "culprits" of poor connectivity in the Western Balkans.

The process of being integrated into Euroregions represents a chance for countries that are still outside the European Union to be financed by the European funds. In some of its parts, the Western Balkans represents a relatively unstable area in political sense, with numerous border issues, and with partially unresolved issues regarding the status of national minorities that have a significant impact on the populations of all countries of this macro-region. As a consequence, it is one of the weakest intra and inter-regionally connected areas of the continent.

The political problems (minorities, borders) along with those produced by inertness and the static nature of their system-being the consequence of a very slow process of real democratization of the society as a whole, result in a slowdown in overall development and in stagnation of intra and inter-regional processes of connectivity of the states in the macro-region. This is also manifested through a very slow establishment of more intense and improved polifunctional relations between these entities which, according to

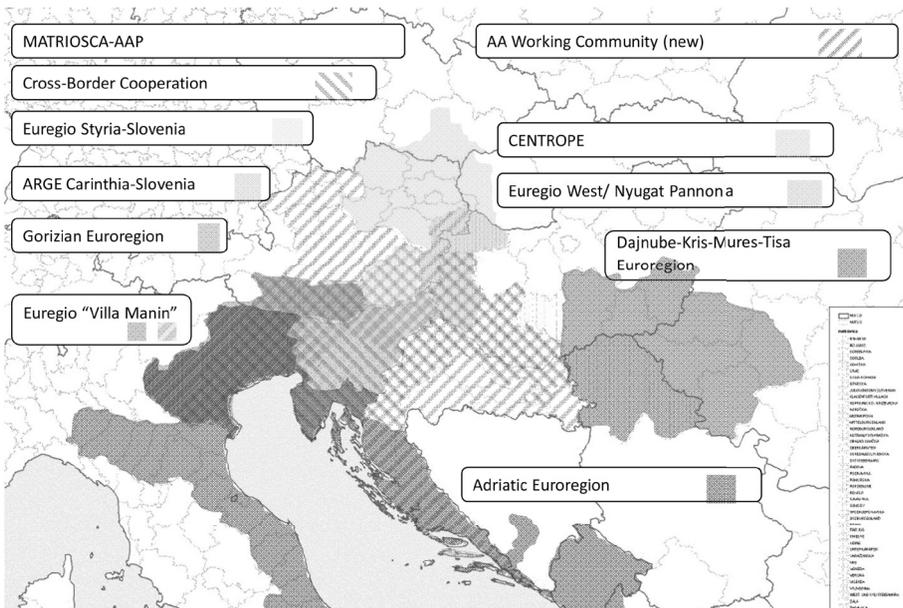
⁷ <http://www.civitas.org.uk/eufacts/westernbalkansmap.html>

the formed spatial and functional structures, already represent partially consolidated micro and meso regions and are situated in certain border areas of a number of the Western Balkan countries (eg, Romania, Serbia, Macedonia, Croatia).

The Euroregions of the Western Balkans⁸ were established in the late twentieth and early twenty-first century, but they have not reached the enviable level of cooperation yet. The Euroregions in the Western Balkans are the following:

1. Danube-Kris-Mures-Tisa Euroregion (DKMT)
2. Eurobalkans (formerly Nis–Skopje–Sofia)
3. Danube 21 Euroregion
4. Morava-Pčinja-Struma Euroregion
5. Drina-Sava-Majevisa Euroregion
6. Danube-Drava-Sava Euroregion
7. Stara Planina Euroregion
8. Gnjilane-Presevo-Kumanovo
9. Euroregion Nisava
10. Adriatic Euroregion
11. Drina Euroregion
12. Belasica Euroregion
13. Prespa-Ohrid Euroregion

The Euroregions in the Western Balkans



⁸ more on Euroregions in Serbia-Todorović M., Tošić B., Stojanović B. 2004. Srbija, Evroregioni i evropske integracije, Geografski institut "Jovan Cvijić" SANU, Posebna izdanja, 63, Beograd.

What has been shown by the analysis of the existing Euroregions?

- The Euroregions were established with the primary aim to reach a joint solution to the major problems faced by certain regions, to use numerous opportunities for cooperation in economic, cultural and educational level, and to cooperate in the fight against crime, illicit trade, and more.
- The majority of these Euroregions exist just formally as “paper tigers”.
- None of the Euroregions has established stable sources of funding, and a stable operating structure with the employees whose primary task would be to improve cross-border cooperation.
- They are dependent on the individual initiative of some mayors, the founders of the Euroregions.
- Frequent elections and different terms of elections in member countries have led to a shift in the composition of the administrative bodies of these Euroregions.
- There is no continuity; the initiation and presentation of ideas, and prioritization “always start from the beginning”.
- Different party structure of the founders and internal political needs sometimes make it difficult to negotiate within the municipalities in a single country.
- Links created within the existing Euro-regions between different local authorities involved are an excellent basis for cross-border initiatives and joint projects.

The Western Balkans is seriously lagging behind, both in the process of regional differentiation and formation of new spatial-functional structures, as one of the initiators of regionally balanced development; and in the establishing of complex (regional) relations with the surroundings.

These are, among other things, the preconditions for intensifying the process of integration into the new European political-economic space. Such projects will have a greater chance of success in the Balkans only when countries start to fear less of the autonomy of their region, and when the EU starts to give more importance to the support of the Euroregions.

In the period of the weak territorial cohesion and of traditional ways of regional development management, the model of functional connectivity of border regions through the establishment of Euroregions represents a big challenge, but it is also a logical solution for the Western Balkans.

Carefully designed concept of Euroregions assists the activation of the territorial resources and the elimination of regional disparities, and leads to the main goal – the establishment of network of functional, sustainable and active municipalities and cities through cooperation between Euroregions!

Cross-border and transnational cooperation-Serbia



GOOD NEIGHBOURS CREATING COMMON FUTURE!

Cross-border cooperation, which has existed in Western Europe since the 1950s, has developed in Central and Eastern Europe only after 1990. The existing and the future Euroregions of the Western Balkans have an important function in the revitalization of the broken links and they could be a significant driver of overall development, not only in their area but also in the wider environment. Euroregions can significantly contribute not only to the stabilization and intensive development of this area, but also to its complex connections with the rest of the continent. In other words, they can demonstrate the readiness of the states in this part of Europe to fully accept the basic principles of the European Union (cooperation, connectivity, transparency of the borders), and to improve the lives of people in border areas. Cooperation among regions of neighbouring countries can significantly contribute to the European integration of the Balkans, but only after the successful stabilization of internal conditions.

Being a basic form of cross-border cooperation, Euroregions in the Balkans can become a real driving force by obtaining properly defined incentive instruments (regulatory, financial, institutional) and strong support from the central government and local governments. In this way, they will contribute to the reduction of inequality and prepare the Balkan countries for future regional connectivity and integration. Euroregions are very important not only for the development of good neighbourly relations, development of cultural and educational cooperation between neighbours, and friendship among

nations and partnerships between states, but also for the process of the EU enlargement.

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<http://www.euregio.nrw.de/links.html>

<http://www.espaces-transfrontaliers.org/en/resources/territories/euroregions/>

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LJILJANA MILOŠEVIĆ

MENTAL HEALTH AS A LEGITIMATE HUMAN RIGHT AND FACTOR OF SOCIAL COHESION AND PROSPERITY

Health is one of the basic human rights and values, an area with a significant impact on strengthening regional cooperation and social cohesion, which is of great importance for Southeast European countries. According to the World Health Organization (WHO), health is a state of physical, mental, and social wellbeing and not merely the absence of disease or disability. In the countries where health is seen as a social value, health indicators confirm that health of the population is better than in the countries which view health as a market value and in which the emphasis is on individual responsibility for health. It is believed that every society supports the idea of health that is consistent with the dominant values, norms, traditions, and current economic and political priorities.

Mental health is an integral part of individual health, but also part and one of the essential preconditions of the health, stability, and development of every community and society. Accordingly, mental health is increasingly being referred to as “mental capital”¹ and promotion of mental health is set as one of the priority strategic objectives of the countries in the European Union. Of particular importance is the mental health of young people, who represent a great potential and value of each society. The Fact that the World Youth Day 2014 was devoted to the topic: “Youth and Mental Health” is also confirmation of this.

According to the structural model of the World Health Organization (WHO), determinants of mental health include individual factors, cultural values, social support and other interactions and societal structures and resources (WHO, 2005). Social determinants of health are represented by conditions in which people are born, live, work, and are shaped by distribution of resources and power at the global, national, and local levels. Elements of the social structure that largely affect mental health and disease outbreaks are social determinants of mental health, including education, employment and working conditions, income, housing, social status, cultural norms and values, political marginalization, discrimination, health system and other.

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¹ The term “mental capital” refers to the individual cognitive and emotional resources, social skills, resilience in coping with stress and the same influence the extent to which an individual will be able to achieve optimal personal quality of life and the ability to contribute to society.

The modern concept of mental health shifts focus from illness to health and includes subjective feelings of life satisfaction, the ability of people to recognize and realize their individual potentials, to work in full intellectual, physical and emotional capacity, to be socially integrated and contribute to the community. Although in many aspects this represents personal concepts, it is important to say that the role of the government and society is to provide an environment in which each person will have the opportunity to realize its potentials. Supportive social context, the social climate that respects and affirms the basic human, socio-economic, cultural and political rights are essential for the protection and promotion of mental health. Better mental health is a precondition for better overall health, more effective education, productive work, better interpersonal relations, safer communities, and other economic and social benefits. For all these reasons, the level of mental health of the population is one of the key resources and a significant factor of prosperity, social justice, and social cohesion.

Mental health of the population in the Republic of Serbia was affected by strong psychological stressors, during the last decades, followed by erosion of cultural values, institution, and practices which support mental health. This has led to an increase in morbidity, so that mental and behavioral disorders are second on the list of leading health problems of the population, immediately after cardiovascular diseases. There is a significant increase in non-psychotic disorders associated with stress, depression, substance abuse, suicide rates, delinquency, and violence. The risk of mental health disorder is present in all social groups, but is greater among the people with low socioeconomic and educational status, children and adolescents, the elderly, unemployed, homeless, refugees and displaced persons, victims of violence and other vulnerable groups.

When it comes to mental health of young people, recent research shows that the morbidity structure is dominated by behavioral disorders, depression, suicide, and addictive diseases. The increasing number of addicts is particularly worrying, as well as a downward trend in the age of addicts. According to the Ministry of Health, it is estimated that the number of addicts in Serbia is about 150.000 and among those who are treated more than 50% are between 25 and 34 years of age.

With the aim to provide a framework for sustainable regional cooperation in the field of mental health and support countries in the SEE region in the harmonization of mental health and psychiatric services reforms, the Stability Pact for South East Europe launched in 2002 the Project "Enhancing Social Cohesion through Strengthening Community Mental Health Services in South-eastern Europe". By representatives of the countries² participating in

² The project includes nine countries: Serbia, Montenegro, Bosnia and Herzegovina, Croatia, Macedonia, Albania, Bulgaria, Romania, and Moldova.

the Project, Regional statement of vision of mental health was adopted in 2003, which indicates the following:

- Mental health problems in the countries in transition are becoming more serious and complex;
- Mental health is often of low priority to governments and communities;
- The dominant culture of neglect and exclusion of people with mental illness still persist, most pronounced in the existence of large medical institutions for their care and treatment, as well as stigma and human rights violations of people with mental disorders and diseases.

This statement represents a shared vision for mental health policy and reform of services within the region of Southeast Europe and calls for continuing action to ensure the quality of mental health care as a legitimate human right. It has been pointed out that promotion of mental health of the population as a national resource requires the involvement of all stakeholders, in order to strengthen public awareness, enable a better understanding of mental health, bringing adequate policy decisions and legislation, overcoming prejudice, stigmatization, ensuring public support for the implementation of prevention programs and action and especially for the affirmation of mental health as an individual and social value.

“The price of not investing in mental health is high, both for individuals and for the state,” stated John Bowis, former Health Minister of Great Britain, at the Congress “Global Mental Health”, which was held in Belgrade in 2010³. This view reflects also one of the most developed European countries attitude towards mental health.

Under the auspices of the British Government, for the purpose of formulating a National Strategy for the Promotion of Mental Capital, a study “mental capital and wellbeing” was conducted during the period from July 2006 to October 2008. The aim of the project was to identify factors that may contribute to the improvement of mental health in all stages of life, in order to ensure achievement of greater economic and social benefits for citizens, the government, and the country’s economy in the future. It was noted that major challenges such as globalization, aging of population, changes in the nature and conditions of work and changing of the societal structures, have great impact on the society and the country’s international position. Therefore, it is emphasized that for the progress of the country, in an extremely competitive world, of vital significance is more efficient use of all available resources of the population, both physical, and mental.

Despite the fact that the mental capital idea arouses association to financial capital, it is considered to be a challenge, but also a necessity to think about

³ The author has participated in the Congress, which was organized by the International Aid Network (IAN), under the auspices of the Serbian Ministry of Health and the Faculty of Philosophy in Belgrade.

the human mind in this way. Mental capital is defined as the cognitive and emotional resources of a person, and mental well-being as personal and social fulfillment. Although in many aspects these are personal concepts, it is considered that the role of governments and societies is to provide an environment where each individual will have the opportunity to realize its potential. This project, unique in its scope, pointed from a new perspective, through an objective and multidisciplinary approach, to the existing and significant challenges that can be expected in the future, as well as their implications for the mental capital and wellbeing, provided vision and integrated framework for their solving. It also provided to health policy makers an insight into additional opportunities in order to support individuals, families, and organizations in the preservation and promotion of mental capital and good mental health. It has been concluded that motivation, support and providing conditions for the realization of mental potential of people throughout their lives is essential for the future prosperity and well-being at all levels.

In a country facing social transition, mental health care, and services reform is a complex task – because of difficult economic conditions, inconsistent political support, and marginalization of mental health and psychiatry in society. There is a popular saying in Serbia: “It is not normal to be normal in these circumstances!” This is corroborated by the fact that mental health in Serbia for decades, is apparently of low personal and social priority, attitudes towards mental disorders and mentally ill persons are burdened with prejudice, stigma and discrimination, reforms are generally slow and partial.

Additionally, the populations of countries in conflict and post-conflict situations experience high levels of mental health problems that necessitate mental health promotional activities to address their needs. In the rebuilding of the society, there is a temptation to implement short term measures to alleviate suffering. In each situation a long-term plan to rebuild the essential mental health services at the primary, secondary, and tertiary levels should become part of the rebuilding of the country.

The European Center for Peace and Development (ECPD) of the University for Peace established by the United Nations, within its mission and in the framework of the international Program of transfer of knowledge system, places special emphasis on programs in the health sector, including regional and international expert meetings and various programs of postgraduate education, devoted to topics such as mental health, prevention and treatment of substance abuse, family medicine, reproductive health, cardiovascular diseases, human resources in health sector, health care management, and other issues of importance for the health sector in the SIE countries.

The prevailing approach today is that for the protection and promotion of mental health of the population, as a national capital, multidimensional action and involvement of all stakeholders is necessary. Given the high incidence and prevalence of mental health problems in our country, continuous

and adequate engagement at all levels is necessary to enable better understanding of mental health, overcoming prejudice, stigma, providing public support for the implementation of preventive programs and actions, policy making and legislative solutions, and particularly for affirmation of mental health as an individual and social value. Preventive programs include education of citizens, starting from kindergarten through school, work organizations, local communities etc, and strengthening awareness of the social support as an important protective factor for mental health.

Several strategic documents, including the Strategy for Youth Health Development in the Republic of Serbia (2006), affirm protection and promotion of the mental health of children and young people as one of the key goals. Achieving this aim requires mobilization of the health sector, but also engagement of all members of the society as partners in health protection of young people, preventing risky behavior, and enabling young people to take care of their own health.

Considering that young people, their energy, potential, and initiative represent some of the key constitutive factors to peace and development in the world, it is particularly important for young leaders to be aware of a comprehensive strategic and national importance of health and to keep mental health as one of key personal and social priorities on their agenda.

Starting from the very essence of the modern understanding of mental health, that each person has value and has the right to a full and active life, in conditions which ensure dignity and active participation in the community, it can be concluded that the protection and promotion of mental health of all citizens, especially of young people, as one of the national priorities, can be achieved only by creating conditions for a “normal” life, in the framework of further economic progress, humanization and democratization of our society.

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SOCIAL CRISIS, TRAUMA AND MENTAL HEALTH OF THE YOUNG ON THE TERRITORY OF KOSOVO AND ALBANIA

Abstract: Kosovo and Metohija is an area of the extended social crisis where lots of young people grow up. For this reason the evaluation of the psychological well-being of the young people, who are growing up in the conditions of social crisis, should be the first step in the improvement of understanding the crisis-trauma relationship and it would be the way to prevent negative consequences of the crisis on psychological development and mental health.

For the last ten years there have been many researches on mental health of the young people of Serbian nationality on the territory of Kosovo and Metohija, as a result of which not only certain resources and negative effects for mental health of the young from Kosovo and Metohija were found but they also pointed out the necessity of the systematic solution for saving and improving mental health. Some of the possible solutions might be initiating preventive and intervening programs primarily for the protection as well as for the improvement of mental health of the inhabitants of Kosovo and Metohija, then establishing the Free Psychological Guidance Centre for the students of the University of Priština with temporary Head Office in Kosovska Mitrovica¹ etc. In addition to this, establishing these free psychological and developmental guidance centres for the young should not only be necessary in this area but also in the cities all over the world.

According to the Public Health Law of the Republic of Serbia², easily affected social groups are defined as groups of inhabitants that are exposed to the higher level of risk of falling ill in regard to the whole population, and also as the groups within which there are also factors of the socio-economic environment that may cause illnesses and disorders. This law also considers the factor of risk primarily as an aspect of the individual behavior or lifestyle or as an exposure to the threatening influences of the living environment. According to the results of the investigation and defining of the easily affected social groups and risk factors that are consisted in the Public Health Law of the Republic of Serbia, it can be concluded that the inhabitants of Kosovo and Metohija are an easily affected group under risk that demands a more systematic and more specific approach. Certain preventive and protective measures are considered to be necessary together with a particular Strategy for Saving and Protecting Mental Health of the inhabitants of all ages on the territory of Kosovo and Metohija, especially because of the particular socio-political situation and the living conditions of people in this area.

Key words: mental health, social crisis, Kosovo and Metohija, trauma, the young

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¹ Establishing the Free Psychological Guidance Centre for the students of the University of Priština with temporary Head Office in Kosovska Mitrovica was initiated by teaching assistants of the Department of Psychology of the Faculty of Philosophy.

² Available at: www.zakon.co.rs/zakon-o-javnomo-zdravlju.html – Public Health Law of the Republic of Serbia, article 18 and article 27, “Službeni glasnik RS”

Kosovo and Metohija is an area of the extended social crisis where lots of young people grow up. For this reason the evaluation of the psychological well-being of the young people, who are growing up in the conditions of social crisis, should be the first step in the improvement of understanding the crisis-trauma relationship and it would be the way to prevent negative consequences of the crisis on psychological development and mental health.

In the conditions of social crisis, children and the young are exposed to the numerous afflicted factors that threaten their physical and psychic integrity and development. The practice pointed out that certain traumatic events more frequently cause psychic disorders among children and the young than the other types of events. Macksoud (Macksoud and associates, 1993, according to Išpanović.R,V.,1996) made a list of the following war experiences that are particularly traumatic for children:

1. Violent death of a parent
2. Presence in the act of killing, torturing or wounding close persons, primarily the members of a family
3. Separating from children and forced migration, namely refugee
4. Threatening the life of a child
5. Participation of a child in violence
6. Bombing and particularly the evacuation in these conditions
7. Presence in the moments of fear and panic expressed by parents
8. Physical wounding and the invalidity of a child
9. Ultimate misery and starving.

Social crisis influences the normal functioning and the way of living of the individual and a community. Persistent and hardly changeable life events and problems the individuals are faced with every day and for a longer period of time, can cause the so called life pressure (Pearlin 1991, according to Božin, 2001). Our country has been in the social crisis for years, more precisely for the last few decades, which was especially intensified in 2012 (Kovačević, 2010; 2011). Social crisis in the Republic of Serbia is expressed in various areas of social life and it is recognised as a financial crisis, the crisis of the country's identity, the crisis of morality, crisis of education and health services, crisis of the system of values etc. (Kovačević, 2012). The crisis in Kosovo and Metohija is more complex, chronic and universal, it is determined by both complex political situation and the situation concerning security. The main existential needs of the inhabitants of all ages are threatened, especially the need for security and the freedom of movement. Unpredictability, insecurity, care for our own future as well as for the future of the family, then fear, a frequent ethnically motivated conflicts and terrorist attacks on Serbs and other non-Albanians in Kosovo and Metohija that were so much intensified from June 1999 till December 2006, in comparison with the previous period (Šuvaković, 2011), can seriously devastate mental and physical health

of the inhabitants. The situation concerning politics and security is particularly complicated within Serbian enclaves on the territory of Kosovo and Metohija where there is even the highest level of threatening the main human rights and freedom, while the psychological stress is the most expressed one (Randelović and associates, 2008).

Psychic disorders are mostly a part of the conditions such as the economic crises, social shocks, wars etc. And they most frequently arise as a consequence of the social lack of coordination (Munjiza, 2002). After being exposed to the long-term social crisis, the most frequent psychopathology of children and the young considers posttrauma stress disorder, phobic and anxious disorders, depressions, disorder of fidelity, newly formed disorder of attention, misuse of alcohol and drugs, desociative disorders, disorders of sleeping and somatization.

The whole series of researches is conducted on the sample of the young (high school and university students) who live on the territory of Kosovo and Metohija, considering the most different objects of research and variables. Therefore, the results point out the existence of certain health factors among young who live in this area despite the living conditions and growing up. The details concerning the resources of health among young are of an extreme importance and can be used as a direction for the researchers and practitioners for intensifying the identified health factors through certain preventive programs. A very important model in the search of the health factors, which has a wide span of possible uses, is a salutogenic model of health that is scientifically based, theoretically and practically developed by an American Israeli sociologist Aaron Antonovsky. Some of the health factors are found in a great number of researches on the sample of the young who live in Kosovo and Metohija. Therefore the research on the sample of the adolescents from Kosovo and Metohija points out that self respect (Minić, 2009, Minić and associates, 2011a; 2011b), the sense of life and hope (Randelović and associates., 2010), satisfaction with family (Minić and associates, 2011), satisfaction with life (Stanojević, 2010) and the feeling of coherence (Minić and associates., 2010a; 2010b;) are averagely or highly expressed, while shyness and self respect are found among the primary school students (Jaredić and associates., 2013).

A series of researches on proactive coping among adolescents in Kosovo and Metohija (Đorđević, 2009; Minić and associates, 2010a; 2011b) resulted in the details that point out that there is no difference on the level of the expression of the proactive coping among adolescents concerning the place of living (Serbian enclaves, the north of Kosovo and Metohija and Kosovska Mitrovica). Also, the values of proactive coping are closer to the higher value which means that the examinees have both a capacity for planning personal goals and persistent efforts in the direction of their realization.

Beside these mentioned health factors, the researches conducted on the sample of the young from Kosovo and Metohija resulted in certain risk factors, out which the most frequent one is the level of being threatened in the environment where they live and grow up. The highest level of threatening was found on the subsample of the adolescents who live in Serbian enclaves in Kosovo and Metohija (Randelović and associates, 2009; Minić, 2009; Minić and associates, 2011b). Furthermore, the young who live in Serbian enclaves in comparison with the young in the northern part of Kosovo and Metohija, are less satisfied with life and express a higher level of depression (Stanojević, 2010). The lower intensity of self respect, sense of life, hope, satisfaction with family, satisfaction with life and the feeling of coherence is achieved on the subsample of the examinees who live in Serbian enclaves in Kosovo and Metohija in regard to the examinees who live in the northern part of Kosovo and Metohija and in Kosovska Mitrovica (Minić, 2009, Minić and associates, 2010a; 2010b; 2011a; 2011b; Minić and associates, 2011g; Randelović and associates, 2010; Stanojević, 2010).

The research of Randelović and Minić (2012) in their paper *Predictors of the satisfaction of life among the population of students* resulted in the fact that students who live on the territory of Kosovo and Metohija are the least satisfied with life in comparison with students from the other parts of Serbia. Compared with students from the University of Niš, students from the University of Priština are more liable to stress (Randelović and associates, 2008) which is more expressed among the students with a permanent place of living in Kosovo and Metohija. Randelović, Minić and their associates (2008) got the results in their researches that students of the University of Priština expressed the necessity of establishing a free Psychological Guidance Centre. Out of 61% of students who said that they needed a professional help so far, only 12% of them had opportunities to ask for help and get it from the professionals and appropriate services.

In the research of Nešić and associates (2011), *The Diffusion of the Disorders of Speech and Language among children in the northern part of Kosovo and Metohija*, the results point out that disorders concerning speech and language do exist, and that the most frequent disorders of dyslexia are rapid speech, dysgraphia, substitution and stuttering, while the lacks of the speech pathologist's treatments make problems of the young primary school students in Kosovo and Metohija more complicated.

Previously mentioned results point out the threatened mental health of the inhabitants on the territory of Kosovo and Metohija as well as the necessity of the systematic solutions for protecting and improving mental health. Some of the possible solutions might be initiating preventive and intervening programs primarily for the protection as well as for the improvement of mental health of the inhabitants of Kosovo and Metohija, then establishing the Free Psychological Guidance Centre for the students of the University of Priština with temporary Head Office in Kosovska Mitrovica etc.

According to the Public Health Law of the Republic of Serbia, easily affected social groups are defined as groups of inhabitants that are exposed to the higher level of risk of falling ill in regard to the whole population, and also as groups within which there are also factors of the socio-economic environment that may cause illnesses and disorders. This law also considers the risk factor primarily as an aspect of the individual behavior or lifestyle or as an exposure to the threatening influences of the living environment. According to the results of the research and defining the easily affected social groups and risk factors that are consisted in the Public Health Law of the Republic of Serbia, it can be concluded that the inhabitants of Kosovo and Metohija are an easily affected group under risk that demands a more systematic and more specific approach. Certain preventive and protective measures are considered to be necessary together with a particular Strategy for Saving and Protecting Mental Health of the inhabitants of all ages on the territory of Kosovo and Metohija, especially because of the particular socio-political situation and the living conditions of people in this area.

One of the basic principles of psychology and psychotherapy is to know what is important and what is urgent. Considering Kosovo and Metohija it is important that the young adopt European values, ways of communication, and to acquire new knowledge while the things that are urgent are threatening their mental health but first of all its prevention and protection.

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ECONOMIC CRISIS AS A CAUSE OF STRENGTHENING OF NATIONALISM IN THE EUROPEAN UNION

Abstract: In this work it is presented how the economic crisis from 2008 influenced the raise of nationalism within the EU. Primarily, it is shown how European Union countries left the preventive economic measures and initiated the crisis in the whole Union. It is suggested that there is a increasing political antagonism among Greece and Germany. It is emphasized how the permanent British nationalism strengthens British euroscepticism. The interdependent relation between crisis and nationalism is analyzed. Finally, it is concluded that economic crisis strengthens the latent problems within society what is especially expressed in the multinational societies in a form such as nationalism.

Key words: Economic crisis, European Union, nationalism

I. INTRODUCTION

After the debilitating blows of the last two world wars, and with the hope not to have a third one six European countries established a union sixty years ago (1951). To achieve their founding vision, member countries created common political, economic and social policies and numerous institutions within the union to implement them. The creation of the common currency, the Euro and a visa free border to facilitate their common trade, money and labor flow were the most advanced moves taken by the members of the European Union countries.

Although in the history of Europe integration there were more ups and downs, moving away from the integration in the first years of the XXI century is deeper than ever before. What in 2008 seemed like the U.S. financial crisis, quickly turned into a worldwide economic crisis. It turns out that the European financial system was very fragile. The period from 2009 in the EU has been marked by weak demand, declining employment and rising financial distress. Reports of riots, protests, increase of nationalistic movements in many European countries have sought to remind them of the dangers they face if the situation is not resolved. As the political and economic history of the world witnessed, there is no better ingredient than the economic recession for the emergence of nationalism and nationalist governments. The political and economic history of Europe shows us that the economic recession leads to the emergence of nationalism and enhances the credibility of nationalist governments. The upsurge of nationalism is a clear source of not just economic but also political instability.

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The main hypothesis of this paper is that economic crisis in the EU from 2008 has been influencing the raise of the nationalism in the EU.

II. LEAVING THE PREVENTIVE ECONOMIC MEASURES AND INITIATING THE CRISIS IN THE EU

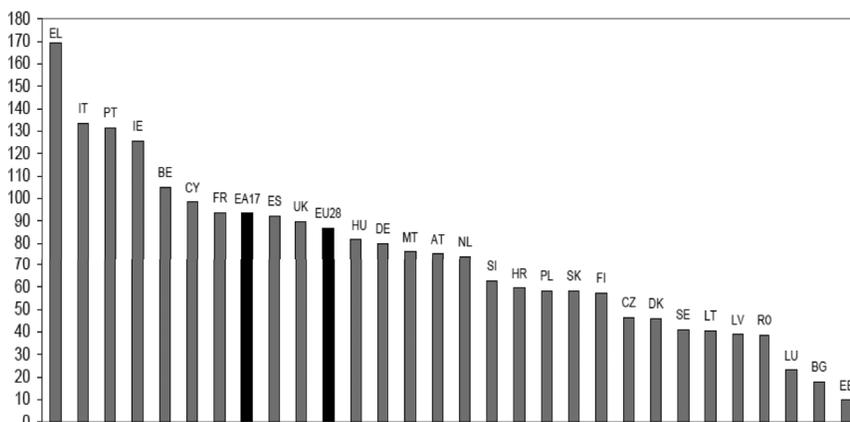
In comparison with the USA, the source of the crisis in the EU was different. In Europe (Tasić, 2012) is not a crisis of the real estate market but the crisis of state debt. Some of the countries, for years, spent more than they earned and covered it by borrowing. In last twenty years a lot of European countries had a high debt, but in the nineties, prosperous years for the whole world, it was not perceived as a problem. But when the world was hit by the global crisis, the indebtedness started showing its consequences.

The debt of the state is a relative thing. State debt is usually viewed as a percentage of gross domestic product (GDP) because of the gross domestic product depends the ability of the country to repay the debt. One of the ways to avoid the consequences of different fiscal policy of the EU countries and potential crisis was the adoption of the Stability Pact, which does not allow the budget deficit in one year to exceed 3% of GDP, and total public debt 60% of GDP. However, the deal from the very beginning was not very applicable. Already when entering the eurozone some countries had more debt than allowed, while the others began to realize deficits above the agreed limit. *For the breaches of the Stabilizing Pact rules there were no sanctions and the Pact soon became inefficient.*

In this sense some statistical data are listed. At the end of the second quarter of 2013, the government debt (total public debt) to GDP ratio in the euro area (EA17) stood at 93.4%, compared with 92.3% at the end of the first quarter of 2013. In the EU28 the ratio increased from 85.9% to 86.8%. Compared to the second quarter of 2012, the government debt to GDP ratio rose in both the euro area (from 89.9% to 93.4%) and the EU28 (from 84.7% to 86.8%). The highest ratios of government debt to GDP at the end of the second quarter of 2013 were recorded in Greece (169.1%), Italy (133.3%), Portugal (131.3%) and Ireland (125.7%), and the lowest in Estonia (9.8%), Bulgaria (18.0%) and Luxembourg (23.1%). (Eurostat, 2013 (a))

Nearly half of EU countries have more then 60% of government debt to GDP (picture 1). The debt problems have been tackling Greece, Portugal, Ireland, Italy and Spain, but also their creditors – the big number of European banks and other financial institutions. The biggest part of the debt is in the European banks. It includes the banks of countries that are in the greatest crisis – Greek, Italian, Spanish and Portuguese, but also the banks of the rest of the eurozone. German, French and other banks have in their balances large amounts of state debt of dubious quality – the bonds of states that are at the center of the debt crisis. The same applies to the European Central Bank.

Picture 1. – Graphic illustration of EU28 Government debt to GDP ratio, second quarter of 2013, expressed in percentages (Euristat, 2013(a))



That exposure to risky debt creates a problem throughout the Eurozone. Spillover effect is present as a result of high level of interdependence within the EU countries. Bankruptcy of some countries would soon be poured in bankrupt of banks and other financial institutions across the Europe. Therefore, if the EU tries to rescue Greece for example, it should be taken into account that Greece is not the only vulnerable side. With bailout of Greece, other eurozone countries have saved some of their banks not to bankrupt. Although it is clear (Trajković, 2011) that Greece is in debts, neither Merkel nor Sarkozy rescued Greece, but its banks which invested a lot into Greek tourism economy with the aim to earn as much as possible.

“In 2009 EU real GDP shrunk by some 4%, the sharpest contraction in its history” (Noord and Székely, 2011, 2)

The fragile economy within the EU made its consequences on employment. There is a raise of unemployment both in Eurozone (in September, 2012 unemployment was 11,6 % and in September, 2013 unemployment was 12,2 %) and in European Union (in September, 2012 unemployment was 10,6 % and in September, 2013 unemployment was 11 %). (Eurostat, 2013 (b))

The European Union has problems in coping with the financial crisis, because they can not take the same measures taken by the United States. There is no common fiscal policy in the EU. The EU budget is about 1% of GDP of EU member states (Vujošević, 2009) and its biggest part relates to the common agricultural policy and cohesion policies. Thus the EU can respond to the crisis only through the national budget, because the budget of the Union is much smaller than the public finances of EU member states. Apart from that, the crisis had a more dramatic effect in EU because of its heterogeneous national composition. *Economic issues in special national structure of the union were immediately transformed into a political and national issues.*

III. BRITISH NATIONALISM AS A CAUSE OF BRITISH EUROSCEPTICISM

Although just after the access into the EU the British were already in the 1970s began to deviate from the principle of solidarity in the European Union by insisting on fair repayable use. According to this idea, each member state should have to explicitly consider the relationship between what it gives and what it receives from the EU. When the British came up with this argument Frenchmen accused them that they did not have a sense for fellowship. There is a sense that the British could not get rid of the idea to be just “an element” of the “system” such as the EU is. *Egoism and national pride made them always to protest about the membership in the EU.* It looks like as the Britain just wants to enjoy advantages of the EU, but not participate in disadvantages. In the UK (Taylor, 2010) from 1991 to 2004 the percentage of those who think that the European Union is a good thing fell from 58% to 29%. The British government is in some way responsible for another limiting of development of greater integration in Europe. It deals with an agreement (Taylor, 2010) concluded in February 1988, which prevented a further increase of the EU budget. This agreement imposed a limit to future consumption and obliged the institutions of the EU to remain within those limits.

One more proof for British euroscepticism is that David Cameron has promised a referendum on the European Union if he wins the general election. In addition to this, Free market Institute of Economic Affairs (Allen, 2013) from London launched “Brexit Prize” to find best plan for UK if it leaves the European Union. The main aim of this project is to try to find the best blueprint for the UK after leaving the EU. This competition is designed to examine the process of withdrawal and, more importantly, how the UK might fit into the fresh geo-political and economic landscape that would follow. This proposal creates an atmosphere of euroscepticism and strengthens the idea of the British independence from the European family.

IV. GREECE CASE

It is known that Greece had a problem with the entry into the eurozone. Although it was an open secret, later it was publicly announced that it was the manipulation of budget numbers by the state officials, in which the investment bank Goldman Sachs helped. Greece went bankrupt in March 2012, but the bankruptcy was controlled. Greece made an arrangement with creditors that the part of the debt would be written off and the repayment on the remaining part prolonged. *Because of this, the bankruptcy did not cause huge market shocks, but the growth of nationalism in more “responsible” EU countries.* However, writing off of the debt and debt reprogramming are making a heavy pressure on Greece. If Greece manages to continue repaying the debt within the new terms, it is expected that by the 2020th its share of debt in GDP would be around 160%.

Analysts and the general public condemned Greece for the accumulation of debt that can not be returned. Throughout the world there was “Merkel myth” that Greeks are lazy, even though in the statistical data it can be seen (Tasić, 2012) that they are on the top of the number of working hours within euro zone and they are not worse than others considering working life and the age of retirement. Nevertheless, the fact is that Greece accumulated debt and it is undeniable guilty of several previous Greek government during the last decade. *Wind of the Greek crisis initiated the waves of nationalism in the EU countries, first of all in Germany and the UK that started to shake “the European Union ship”.*

As far as the nationalism in Greece is concerned, in the Greek election in June 2012 the Nazi party, Golden Dawn, did not technically win the election, but they made a big inroad into the parliament. “The Golden Dawn is an extreme, ultra-nationalist and racist party. Among current far right-wing parties in Europe, it is the one that mostly resembles traditional Nazism in its outright espousal of National Socialism”. (Halikiopoulou & Vasiliopoulou, 2012) It is very often possible to hear, from the Greece point of view, about similarities between the current German involvement in Greek economic affairs with the Nazi invasion of the 1940s. But, on the other, at the same time over 400,000 Greek citizens have recently voted for domestic neo-Nazi party which gained 18 seats out of 300 in the Parliament. Recent polls estimate Golden Dawn support at over ten per cent. How can a country protest against the imposition of perceived ‘Fourth Reich’ but at the same time support a real Nazi threat within Greece?

V. GERMANY AS EUROPEAN “DICTATOR”

German politicians, furious that Germans should have to bail out spendthrift Greece (forgetting that the rescue package would bail out German banks) suggested “that Greece should sell a few islands or perhaps Acropolis”. On the other hand, “Greek politicians responded by claiming that Germany has failed to pay the adequate reparations for war-time thefts of Greek gold”. (Brubaker, 2011, 94) *This kind of communication is obvious sign of raise of nationalism and egoism within the EU, forgetting one of the main principles of establishment the community – solidarity.*

There are often accusations between Germany and Greece that the other side is responsible for what has happened. For the Germans, it was the irresponsibility of the Greek government in buying political power with money and point about falsifying economic data to obtain eurozone membership. For the Greeks, the problem is the German domination in Europe. Germany has built a regulatory system in international trade (especially within the EU) that provides unfair privileges, so the Greeks believe that Germany profits the most from exports, economic structure and financial system within the EU. Each nation believes the other is taking advantage of the situation. The

most important issue is not that Germany and Greece disagree, (although they do) but that their publics are increasingly viewing each other as nationalistic who are pursuing their own selfish interests.

It is useful to say that the idea of economic nationalism is very present in Germany. “Two concepts that are important in economic nationalism, which is used by Germany to strengthen the regulatory framework, are state interventionism and protectionism”. (Van Der Sleen, 2012, 12) It is obvious that Germany leads very wise foreign politics. Through different kinds of developing banks, funds and foundations Germany indirectly widens its market for export within the EU. Very prudent economic diplomacy and lobbying are trying to be hidden beside the warning of the EU crisis. So, it is not rare that Greek and Italian media portray German chancellor Angela Merkel as the new “European dictator” imposing the “Fourth Reich” in the form of obsessive austerity measures”. (Hillje, 2013)

VI. CRISIS VS. NATIONALISM

The economic stagnation and subsequent recession of the 1930s was one of reason for the emergence of strong nationalist movement in Western Europe and the coming into power of nationalist governments. As a result of crisis with the EU, the EU member states leaders very often speak about the limited “absorption capacity” of the EU, as a sort of fatigue from enlargements that should have required the deferring of further steps in integration. *Is this just an excuse for increasing of nationalistic awareness?* Actually, these statements revealed that the dichotomy between integration and nation-state sovereignty was reemerging in popularity, taking advantage from the contentious trajectory experimented in the institutional readjustment of the Union in 2005, after the failure of the referendum in France and the Netherlands against the Constitutional Treaty.

The meaning of national identity is based on the concept of nation-state that relies on cultural, historical or ethnic references. In 2008, the fear of loosing national identity was more intense, due to important factors such as the global crisis, the raise of unemployment or the immigration. In such a disputed social and cultural context, affected by a deep interdependent economic and financial crisis, the EU values of tolerance, respect of human rights, empathy, are increasingly challenged.

The current economic crisis not only affects millions of Europeans, but also paved the way for the re-emergence of nationalism and nationalist governments which has a strong effect on the country’s politics, economy and social life. Economic issues in special national configuration of the union are easily transformed into political and national issues. When there is a gap between rich states (German and France) and very indepted states, there is desire to escape from a “poor brothers” as are Greece and Spain. If the yields on

bonds of EU countries are now compared the difference is drastic. The rate of return (Tasić, 2012) on German bonds in recent years is between 1 and 2%, while in Greece the rate exceeded 10%. Somewhere between Germany and Greece, are the countries like Italy, Spain, Portugal and Ireland, and their interest rates on bonds in the last few years have varied between 4 and 8%.

As a consequence of such reality there were suggestions by Nikolas Sarkozy about the European union in more “tracks” (or “gears”), although it is contradictory with the EU main principles such as solidarity and equality. According to Sarkozy (Trajković, 2011), with one track should go the rich countries in Europe, with a higher degree of integration in the eurozone, and with the second track the rest of countries towards the confederation of states. This proposal initiated many open questions and many Europeans Sarkozy’s proposal received with skepticism, analyzing where would be their place in such a division of roles.

“Nationalism is like a cancer. It slowly eats the very fabrics of society.” (Kebede, 2012, 1)

Not only previous French leader spoke about the “reconstruction” of the EU but also German one. “The European Union should consider if something can be backed to national governments”...in Europe at the moment we have to worry about coordinating of our competition much closer and therefore we do not have to do everything in Brussels,” Merkel said in an interview at German radio. This is the first time that Merkel, the most influential leader in Europe, spoke openly about the return of powers from Brussels to national government. (RTS, 2013) The nationalistic movements not just exist in words of west leaders, but their “popularity” rises in national parliaments. In Hungary (Lete, 2010), conservative nationalists and right-wing extremists control nearly 70 per cent of seats in the national assembly. In Greece, Golden Dawn, a neo-fascist group, is represented by 6 per cent of parliamentary representatives. In France, Marine Le Pen of the ultra-nationalist Front National won nearly one-fifth of all votes.

In Italy, the Netherlands, Spain, the United Kingdom, Finland, Germany, Austria, Denmark, and Sweden – radicalism and populism are also on the rise, putting the future of European cooperation at risk. Speaking recently in Brussels, Italian Prime Minister Mario Monti (Lete, 2010) said that the backlash against integration is today Europe’s biggest problem. He might be right.

There is also north-south division within the EU. In Europe it could be noted that right-wing parties in northern countries protest against having to help the collapsing southern economies. Prudent Protestants of northern Europe are better at business than Catholic southerners. “The south” needs more money, “the north” requires more disciplines (Samardžić & Radić, 2013).

The Schengen treaty and the EU enlargement have radically transformed in less than a decade the cultural and political configuration of Europe, while an increasing flow of migrants from outside the EU was taking place. Culturally,

part of the population had not, and has not, effective tools for interacting with the changes stemming from mobility, integration and globalization. The nationalist concerns against the freedom of movement of the EU citizens within the common European space rapidly escalated. Nonetheless, the press noticed a return to nation-state supremacy even earlier. Apart from national movements and populism there are also suggestion for concrete “nationalistic” measures based on reduction of the freedom of movement of the EU citizens and protectionism. The fear of loss of sovereignty and dilution of national identity in Europe are becoming numerous. In addition to this, Marine Le Pen said that the Europe had no control over economy as well as over movement of population. “I believe that the EU is like the Soviet Union now: it is not improvable,” she said.

“We have together to fight the danger of a new euroscepticism...in every member state, there are people who believe their country can survive alone in the globalised world...it is more than an illusion: it is a lie!” (EU Council President Herman Van Rompuy, euobserver.com)

Not only EU member countries are prone to euroscepticism, but also non-European countries. The attractiveness of the EU in Norway is decreasing. “Norway has had two European referendums in the past. In 1972, a majority of 53.5% said no to joining the then European Economic Community and in 1994, 52.2% of the voters rejected the EU membership”. (EuroActive, 2013). Less than 20% of Norwegian voters want their country to join the European Union, according to a poll published ahead of a general election which was held on 9 September 2013 (EuroActive, 2013).

VI. CONCLUSION

The economic crisis strengthens the latent problem within society what is especially expressed in the multinational and multicultural societies (such the European Union is) in a form such as nationalism. Economic problems in special ethnic structure of the Union are often transformed into political and national issues. It can be concluded that the EU is still not enough mature to surpass such matters. As it is described in this paper, in different circumstances the value of the EU solidarity is under question mark. Should countries be satisfied, on the EU level, just with the issue such the peace is...not being ready to develop closer and political union? One of the more important problems is that the main theoretical concepts of the EU are not so complementary with the practical EU behavior referring to equality and solidarity.

In front of a globalised economy, Europe needs to unite and remain competitive and democratic, but also to transform their institutions and politics towards the stronger and fairer Europe. If nationalism wins over Europe, Europeans are condemned to political and economic chaos. The immediate challenge for the European Union is a successful exit from the economic crisis. The time will show if the EU would be enough resistant to challenges of crisis.

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EUROREGIONS AND CROSS BORDER AREAS IN SOUTH-EAST EUROPE: DEFINING AN EFFECTIVE MODEL FOR THE AREA

POLICY ENTREPRENEURSHIP: PERKMANN'S "CLASSICAL" MODEL

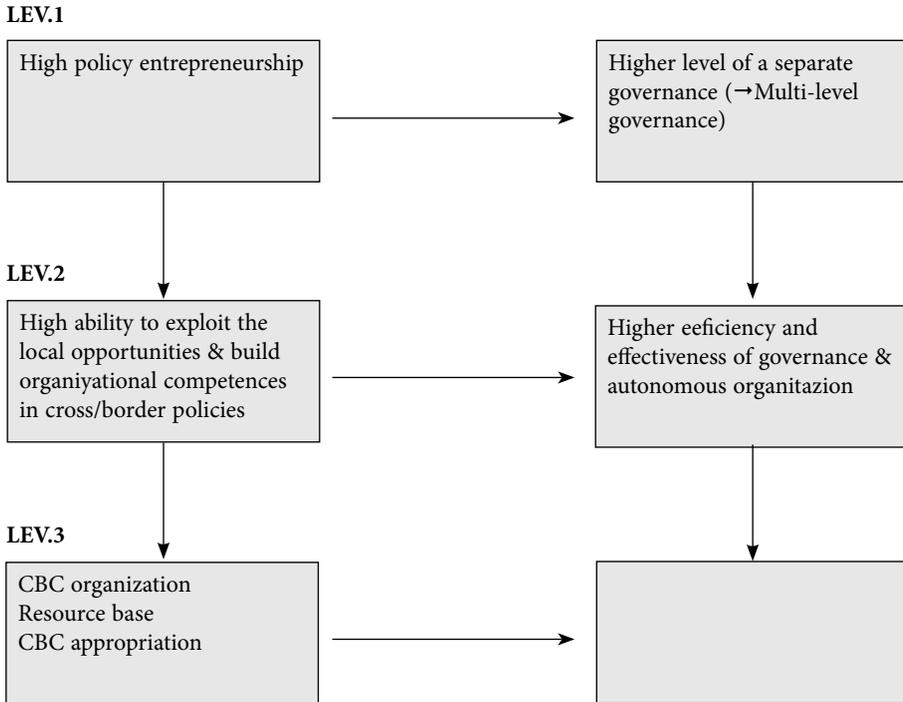
Perkmann (2007), comparing three case-studies (Euregio DE-NL, Viadrina PL-DE, Tyrol Euroregion AU-IT), defines as "policy entrepreneurship" a Euroregion with an autonomous organisation capable of attracting policy tasks and resources. The concept of policy entrepreneurship gives him a tool to measure the degree to which the Euroregions can shape their environment, so their efficiency and effectiveness to implement a proper policy and independent activities establishing themselves as autonomous organisations is enhanced. In particular, Perkmann operationalises the research using three main independent variables internal to the context of the Euroregions: Cross-border region organization; Resource base; Cross-border cooperation appropriation, and one external factor which takes into account the administrative structure of the states, showing how administrative settings influence the capability of a Euroregional structure to engage in policy entrepreneurship. Perkmann's aim is to verify the new multi-level governance in the EU and the role of Euroregions as the new territorial entities. Perkmann concludes his research by asserting that among the three case-studies there are considerably different variations and, that in any case, independently of their successful degree of policy entrepreneurship, the Euroregions and their relative dimensions in terms of organisational size and resources are still small to be considered new territorial entities. In his research Perkmann defines "Euroregio" (DE-NL) as a European Euroregional "model" with its ability to exploit existing opportunities related to the cross-border theme and build organisational competence in cross-border policies. He explains this by affirming that Euregio "emerged as a result of the successful bottom-up mobilisation of municipalities on the Dutch-German border, led by an entrepreneurial secretariat, and affirmed itself as a legitimate cross-border development agency in its local context across the Dutch-German border" (Perkmann 2007).

Referring to the conceptual framework of Goertz (2006), Perkmann's theory can be explained by distinguishing three different levels of concepts. The first level identifies the main phenomenon of the study, the second represents the definition or the specification of the first level, while the third one is the

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operationalization of each attribute specified on the second level. The concepts are delineated with a scale down, from the more abstract to the more concrete. Under these conditions, Perkmann's theory can be presented as follows:

Figure 1. – Perkmann's conceptual framework (Own elaboration)



This graphic shows how Perkmann's theory focuses the first conceptual level on the "policy entrepreneurship" of the Euroregions which can contribute to increase a multi-level governance in the EU by shaping new types of regional territorial entities. In other words, Perkmann's research tries to measure the degree of territorial autonomy, the power of the Euroregions and their capacity to create new independent transborder entities. The second level, defining the previous concept, highlights the meaning of policy entrepreneurship, corresponding to the good ability of a Euroregion to exploit the local opportunities related to the cross-border theme attracting policy tasks and resources. Perkmann in his article makes it explicit that the policy entrepreneurs are characterised as "actors who position themselves as protagonists within specific policy areas by taking advantage of windows of opportunity opened up by conjunctures within their policy environment". Moreover, mentioning Majone & Tame (1996) and Mintrom & Vergari (1996), he states that Euroregions: "... are constantly searching for possible problems for which they can offer a solution" – "They do this to increase the influence of their

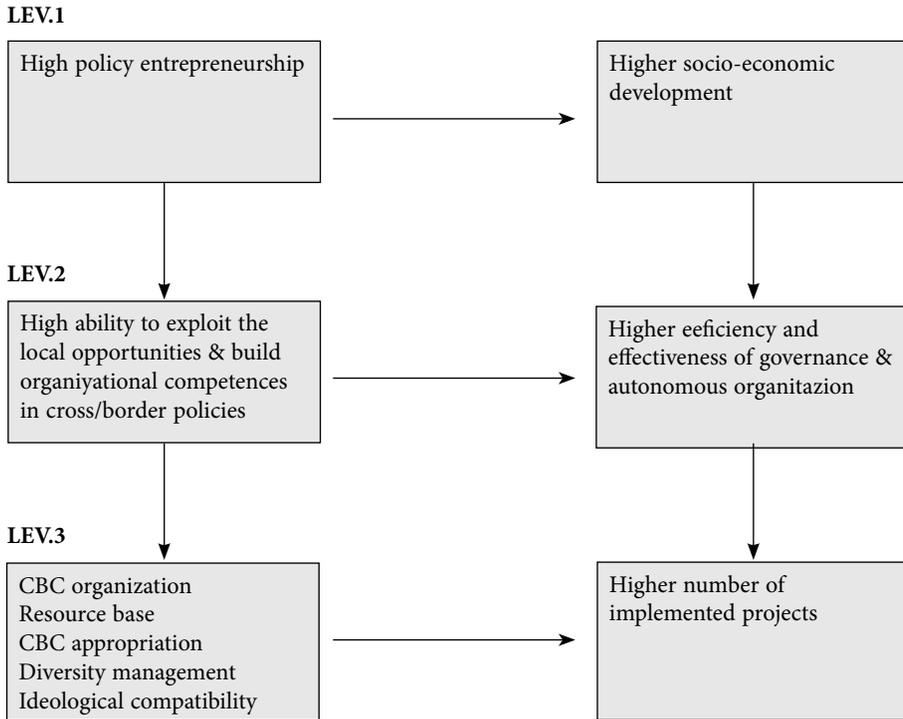
organisation or organisational unit". Thus, it is comprehensible that Perkmann's argumentation confirms that the Euroregions, in order to be good "policy entrepreneurs", have to maximize their advantages, orientating their choices on the basis of their occasions and their local contexts. The outcomes of this level could be considered by referring to two paradigms of International Relations: on a functionalist perspective his assumptions could lead to an outcome of higher level of organizational autonomy, while grounding the concept on a liberalist perspective, the main outcome would be a higher effective and efficient CBC strategy of the Euroregional cooperative governance towards an absolute gain of the local actors. To measure the Euroregional ability to exploit its local opportunities and build organizational competences, in the third conceptual level, Perkmann operationalises the Euroregional policy entrepreneurship in three specific elements: Cross-border region organization; Resource base; Cross-border cooperation appropriation. However, this last level does not involve an explicit operationalization of the outcomes which remain a theoretical qualitative deduction of the scholar.

A "NEW" MODEL FOR SOUTH EAST EUROPE

The author, grounding his assumption on the liberalism school, and more specifically on the positivist approach of IR (see details in the paragraph below), aware of the differences between Western and South-East border areas and the level of CBC in the region, implements Perkmann's work, by trying to outline a valid model of cross-border area applicable to South-East Europe. In particular, the author, focusing on the concept of policy entrepreneurship, highlights the propensity of a border area to develop its socio-economic conditions. In other words, as already discussed above, the policy entrepreneurship aims at evaluating both the efficiency and the effectiveness of a CBC structure or Euroregion. It evaluates the Euroregional ability to adopt good local governance by exploiting the potentiality of its territory. This new model is concentrated on the efficiency analysing the inner mechanism of the CBC structure through the 5 independent variables and on the effectiveness by analysing its results, i.e. the number of implemented CBC projects (see the figure 2 below).

Specifically, to measure the impact of a successful Euroregional policy entrepreneurship, the author reframes Perkmann's independent variables adding two other criteria: Diversity management and Ideological compatibility, allowing the research to pay specific attention to the ethnic and the ideological/political factor in CBC. Following this outlook, a new conceptual framework can be drawn:

This new framework is explained in light of the current political and economic situation of borderlands in South-East Europe (in particular considering Albania, Bulgaria, FYROM) and the more recent historical background of CBC in this area compared to the Western European member states. The

Figure 2 – *New conceptual framework (Own elaboration)*

particular history of the Balkan countries, fraught with ethnic issues, the ongoing process of democratization, the free market economy still under construction, and the strong centralization of state power, characterise the area constraining the South East cross-border areas to different challenges in comparison to other European zones.

For these reasons, what is relevant to this new model is finding the optimal way for a border area to efficiently implement new cross-border projects and to ensure upper life standards to its citizens. Naturally, following the first level of conceptualization, the study of the model could also lead to other assumptions on the political stability, the democratization of the Euroregional areas and the decentralization of the states. A high policy entrepreneurship, for instance, could bring to a major involvement of border areas towards stronger Euroregional organs and higher territorial power of local administrations.

JELENA MIHAJLOV

REGIONAL CULTURAL COOPERATION IN THE WESTERN BALKANS – ACHIEVEMENTS AND PROSPECTS

Abstracts: For the post-conflict countries of the Western Balkans in the period after 2000, regional cooperation in different areas progressively gain more importance. An important stimulus for regional cooperation, especially in the first few years, was the fact that regional cooperation was one of the major elements of the EU's policy framework for the region. In addition to the priority areas of cooperation which, among others, included economy, trade, energy and transport, cultural cooperation has also been one of the areas of cooperation in the region. Although cultural cooperation was not in the focus of these tendencies and it was not considered as priority area of cooperation, there are numerous reasons why it has been significant, especially for the proces of reconciliation, good-neighbourliness and peace maintaining in the Western Balkans. This paper analyzes achievements of the cultural cooperation in the region as well as the possibilities for its further development, and it is mainly focused on the analysis of the the role of cultural cooperation in the reconciliation process in the Western Balkans.

Key words: Regional cooperation, Post-conflict countries, Cultural cooperation, Western Balkans, Reconciliation

For the countries of the Western Balkans, regional cooperation in different areas progressively gain more importance in the period after 2000. Although it represents a complex process influenced by numerous factors, cooperation on different levels among states in this region has been significantly influenced by external actors and initiated from the outside of the region. The fact that regional cooperation was one of the major elements of the EU policy towards the Western Balkans (including Stability pact for South Eastern Europe, Stabilisation and Association Agreement, etc.) has been an important stimulus for regional cooperation, especially in the first few years after 2000. Regional cooperation has been considered as an important factor for the stability and progress of the region. Since all Western Balkan countries have had the same goal – to became members of the EU, it represented a significant stimulus for regional cooperation.

The focus of these initiatives and agreements has been mainly on trade, economy, energy, security, etc. as well as on the political dimension of the regional cooperation. Cultural cooperation is not directly included in most of these initiatives and agreements, and when it is included, it is usually not considered as a priority area of cooperation in the region. Still, culture, and

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consequently also cultural cooperation has its role in post-conflict regions, especially in the context of reconciliation process and peace maintaining, and therefore significance of cultural cooperation in this context should not be underestimated or ignored.

Cultural cooperation has an impact on building the “interethnic” relations between people, not just governments. That’s one of the reasons why cultural cooperation may play an important role in fighting stereotypes and prejudices, and contribute to the intercultural dialogue by connecting different ethnic groups and helping them to learn about cultures that are different from their own. On the other hand, the conflict past of the region burdens cultural cooperation more than other areas of cooperation, since the conflicts during the nineties had important cultural dimension related to the national and also cultural identities. So Culture, Language, Religion – all very important to for construction of the identity – were also used as arguments and important instruments of the nationalist politics in the region during this period. Therefore culture may have a dual role – it may be instrumentalized in order to reinforce conflicts, but also may have an impact on resolving them, and this is one of the reasons why cultural cooperation in the post- conflict areas represents a complex process.

When we analyze the situation in Western Balkans, with the focus on the contribution of cultural cooperation to the re-establishing of good neighborly relations in the region, we can see different forms of cooperation. It includes, among others, collaborations and exchange programmes, including theatre performances, exhibitions, regional art competitions and co-productions of films and theatre performances dealing with the issues related to past conflicts of the region through culture and art. This applies to different cultural initiatives that gather people from the region to work together, dealing not only with the past conflicts, but also on the rebuilding and developing better relations in the future. This kind of cooperation has a potential to contribute to breaking down the barriers and thus help improving better mutual understanding between people of the region, as a way of “dealing with the past through art and culture.”

In the Western Balkans region, most of these initiatives were implemented by the non- governmental organisations. Even during the nineties some civil society organisations managed to communicate with people from other former republics and to establish some forms of cultural cooperation. Independent cultural centers were established in the former Yugoslav republics, and developed into the symbols of rebellion against the war and the regime, gathered people from the region having common anti-war attitude and desire to re-establish cultural ties in the region. During the nineties, in the period when it seemed impossible, some artists and cultural workers from the former Yugoslavia cooperated, organized art exhibitions, discussions and performances that had an anti-war message. These activities were designed to

provide opportunities where formal institutions did not, as a form of alternative channel for active cultural cooperation.

Therefore the other essential characteristic of cultural cooperation in the Western Balkans is that most of those initiatives have been mainly funded by international donors. In that sense, cultural cooperation has also been, as well as other forms of cooperation, significantly encouraged by the international actors, with grants focused on regional cultural cooperation projects, and requests for cooperation that include partner organizations from several countries of the region (South East Europe or Western Balkans). Given this situation, cultural cooperation was sometimes reduced to the fulfillment of certain formal requirements, so that the organizations can benefit from those grants. On the other hand, since cultural cooperation in the region didn't have systematic support from the ministries of culture and governments in the region, that was practically the only way to establish cooperation.

With the gradual withdrawal of the international donors from the region, along with changing of the priorities, it became important that countries in the region engage more in the further development of regional cultural cooperation. Although there is a broader support for the cooperation among Western Balkan countries in recent years, when it comes to cultural cooperation, there is still no common strategy as an element of national cultural policies in these countries. Considering linguistic proximity in the region, long history of cultural relations, mutual interests and many problems and challenges that they have in common, but also due to a history of conflicts in this region, there are many reasons why countries of the region should closely cooperate in the field of culture in the future.

MARKO ĐORĐEVIĆ

STRENGTHENING HUMAN SECURITY THROUGH CREATING NEW JOBS FOR BALKAN YOUTH

Dear representatives of the European Centre For Peace And Development (ECPD) thank you for the invitation and I would like to introduce myself.

I am Marko Đorđević, President of the Civil Society Organization “Youth Educational Centre” from Niš, South-East region of Serbia, which has existed since 2008.

I am working on the practical, concrete activities, implementation of various projects in the field of entrepreneurship, sports, youth policy, youth health, I do not support long-term and empty strategies but only clear and concrete steps and activities. Unfortunately, the state of Serbia is a country that has over a hundred strategic documents in various fields, but in practice no one is implemented, nor ever discussed what was planned and what was achieved, or which is the merit or the responsibility.

Since the theme of this session is “Strengthening Human Security through Creating New Jobs for Balkan Youth” I will give my own view through a practical example of the project implementation through Cross Border Cooperation Serbia- Bulgaria financial supported by IPA EU funds and concerns the right of international entrepreneurship development in the IT sector, trade, agriculture, tourism between Serbia and Bulgaria.

Since it is easiest to manipulate through the national identity of the poor and disaffected people who have no job, no perspective, unfortunately those people are very sensitive and anxiety, that was the fact shown throughout history like a major problem as evidenced by the genesis of the relationship of the people in the Balkans. Countries whose citizens are economically achieved, having a low unemployment rate, where exists strong social protection system, it is very difficult to manipulate through various national discord. We have such an example in Scandinavian countries. So I think this topic is very important because only through economic empowerment, job creation for young people, their energy will be focused on the positive things, international cooperation and finding new opportunities for economic development which will itself bring security to the people and the long-term peace.

Because of all these mentioned reasons we have started implementation of the project ‘New Entrepreneurship For New People’, IPA Cross Border Cooperation program Serbia–Bulgaria.

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You are witnesses that we have every day statements of the people from different areas of social and economic development that IPA projects are our development opportunity, as it is the only way to finance a variety activities due to lack of funds in the State Budget and budgets of local governments.

Because our organization at that moment (when we had to start the project realization) did not have no experience in implementing this kind of project and also we needed financial participation of 15% we have addressed to more than thirty institutions in the country for technical and financial assistance. We got a response from five of them that they were not able to help us, everyone of the else institutions had never answered to our claim. Among these institutions were several whose are obligations to work on the implementation of IPA projects.

In this example, we have a case of the practical discrimination of the Civil Society Organization in relation to the units of the local governments, because if they get any type of project, behind them automatically will stand the local or state budget and appropriate technical assistance for the implementation. If the Civil Society Organization get project no one is obligated to answer the phone call or to e-mail.

On the other side, our partners, Civil Society Organization from Bulgaria have state's co-financing fund and all necessary assistance on the project if it is approved from the IPA funds or other international funds.

I think it is very important that the state and local governments reform the way they approach collaboration with Civil Society Organizations about the various types of international grants because that will give multiple benefits for a long term for financial assets which thus enter into monetary flows of the country, employment of young people, implementation of various tenders for the procurement of equipment and materials that are used in the implementation of project activities and tax revenues, incomes which will be realized by this activities. We have also seen that the various international funds that belong to us we can not implement due to lack of projects and on the other side when some projects are approved, we do not have mechanisms to implement them common (Partnership state or local municipalities and Civil Society Organizations).

I believe that this kind of cooperation on the issue of implementation of the Cross Border projects in the field of entrepreneurship, creating new technologies, tourism, agriculture, trading, economics, is the most effective method of overcoming conflicts throughout history and building long-term peace in the region because in this area there are not at least any elements of national hatred, humiliation, policy than only healthy competition, professions, ideas, employment. This can only promote the comparative advantages in economic terms of certain regions and that will create a compatible economies which will create by synergies performance peace and stability.

Someone will say what is the relation between the problems just mentioned in the implementation of projects with the human security in the Balkans?

I think that the creation of an effective system in the implementation of projects financed from base of international funds in a difficult economic situation in which all the countries in the Balkans base, the base for creating new jobs, increasing the pleasure of young and long-term preservation of peace.

I think, that the creation of an effective system in the implementation of projects financed from international funds in a difficult economic situation existing in every country in the Balkans, is the base for creating new jobs, increasing the satisfaction of youth people and the preservation and the strengthening of the long term peace and human security.

Despite the fact that the state does not take sufficient account of the system implementation of international projects, nor provide support to civil society organizations in terms of technical and financial assistance regarding this, we have still further complicated the procedure itself for implementation of the projects.

As a practical experience in the implementation of projects, the principles of double standards in the application of certain procedures could be identified at the beginning of implementation of the project and adoption of public procurement plan, which should be the same for all partners in the project, both Serbian and Bulgarian. The state body that controls the Serbian project partners, Joint Technical Support (JTS), which is under the jurisdiction of the Ministry of Finance of the Republic of Serbia, insists that individual tenders should be with the highest possible value and that means insisting on merging similar groups of goods and services which is totally correct because it reduces the scope for fraud and corruption in a single procurement.

Bulgarian partners which are controlled by the Joint Technical Support of the Ministry of Regional Development and Economy of the Republic of Bulgaria, receive support from the controller for the fragmentation of the tenders and implementation of public procurement of low value because they are not subject to the tender procedure, but only include collecting three bids from suppliers. This kind of procurement mostly simplifies the procurement process but also increases opportunities for corruption and abuse of funds. Serbian office for the Joint Technical Support has no objections and always accepts this kind of procurement plan for the Bulgarian partners if it is approved by the representatives of the Bulgarian Ministry of Economy and Regional Development, but it is very rigorous for Serbian partners. Although it is a good system for financing of the project, there is here essentially the problem of the policy of double standards applied to the project participants.

The other major problem that exists in relation to the implementation of IPA projects is needed participation of 15% of the total budget as pre-financing of the entire project. The state of Serbia does not help the participants in the project in this case while the state of Bulgaria automatically ensures the

participation of 15% of the total budget to the organizations and institutions that sign a contract on the project. This is quite economically justified because on the project value of 100,000 euro, which enters in the state budget, there will be a minimum of five new employed people engaged on the one year job contract, through taxes and contributions, buying goods and services that are predicted to the projects. From these facts the state benefits are far higher than the costs, so the state of Serbia can not be at a loss. That is still one of the reasons because civil society organizations reject signing Subsidy contracts for the approved projects from the IPA program. The main essence of the project realization of the IPA program is the work of all partners from different countries under the same rules, according to EU legislation and introduction of efficient use of financial resources in the system.

With regard to all of these mentioned arguments, the body responsible for the efficient implementation of projects such as the EU Integration Office of the Government of the Republic of Serbia, Office for Cooperation with civil society organizations of the Government of the Republic of Serbia, Ministry of Finance must be critical and these procedural flaws presented to the bodies such as the European delegation in Belgrade. Bodies dealing with this type of projects in Brussels that created all these procedures should not passively observe violations of the rules by the partners from neighboring countries, as this makes the damages to the participants in the projects which are from Serbia.

Another problem is that more and more organizations and institutions from giving up from the IPA program in Serbia and reject to sign Subsidy Contracts for the approved projects, precisely from these reasons of the excessive rigorousness by the Joint Technical Support Office, that in some cases does not accept project costs for the totally harmless gaps in the implementation of projects which do not affect the quality of the obtained results and spreading financial resources. Therefore, these organizations are brought into a situation that they can no longer continue working. All these problems are caused due to the principle of domino effect crumbling existence of the civil society in Serbia instead to lead to the strengthening of the capacity, which should be the main goal of every program funded by the work of civil society.

On the other side, underutilization of resources that the EU delegation earmarked for IPA programs in this case, and for the above mentioned reasons, because the organizations are not prepared to put themselves in the position of threatening the survival, we can expect every day from the representatives of Brussels to ask themselves, why do we allocate funds for cross-border IPA programs or increase existing funds if those which are allocated for this purpose are not used enough. Here we have a paradox in the sense that it are precisely the state and the institutions which implement control of expenditure of funds from IPA program and motivate civil society organizations and those institutions with their main objective to create projects proposals have a deficit of projects proposals to apply for these funds. That is

another major cause of underutilization of funds approved by the EU for IPA program. Then we have the situation that all these explained causes lead to reduction of the rate in youth employment, again closing the borders in their own country, the growth of discontent, violence, threatening to security which is the main topic elaborated in this analyze.

Therefore, the state with its institutions must courageously stand behind the civilian sector, fights for efficient implementation of procedures and rules in the implementation of the IPA program but provides adequate technical, financial and logistical support to the civil sector in order to increase the percentage of implementation of projects. This will lead to growth of these funds for the purposes approved by the EU Delegation as well as through the creation of new jobs, a modern system of education, professional trainings, cultural and sports exchanges and thus increase security in the region because young people who collaborate on various projects in different countries lead to the reduction of tension, hostility among nations and directs energy into cooperation that leads to the prosperity of the whole society, the eradication of violence and the establishment of peace in the Balkans.

The system of motivation and youth employment is totally false. In Serbia the Government provides large subsidies for hiring workers, maintaining social peace of the social enterprises, which do not operate more realistically but they achieved only loss which is totally devastating for young people who are in the most productive phase of life and for the country's finance because that highly increases the expenditure of the state budget while on the revenue side does not bring anything. Such a non-profit placement of funds have to be diverted to education and vocational training of young people whose are talented and willing to learn and work because it is the best investment for a country as well as the creation of the new productive jobs.

Subsidizing giants and companies in bankruptcy leads to production of enormous losses. These enterprises have become a source of corruption and malfeasance because they are not the subject of any form of control by the any institutions in the country which are authorized for that kind of work. But these enterprises are the result of the political spoils, the distribution between the political parties with setting incompetent, unqualified management. All these factors cause a chain reaction and the disincentive effect on the motivation of young people to be educated, professional capacity building because they see that through the political parties staff is set and employed with no professional references by the way they receive the enormously high salaries without any responsibility for the work. Therefore, for the most number of young people the primary objective is to be employed in the public sector because they will achieve the highest earnings with minimal labor input, without any responsibility in the conduct of business. This is contrary to any economic logic that those who produce and contribute to the state budget, have lower salaries than those who only spend that budget and produce nothing.

In this way the economic environment that discourages the creation of new productive jobs leads to increasing pressures on employment in the public sector and on the long term is not economically sustainable, causing the collapse of the public finances of a country. This has resulted in the growth of dissatisfaction especially among young people who do not have jobs, perspective, existence. Of course, a young man in such a situation represents a potential for manipulation, violence, accumulated with destructive and negative energy because of dissatisfaction due to the lack of the workplace. All this leads to a synergy of threatening the security of a country but also create the potential for a multi-ethnic conflicts.

That is the main reason why this analysis is covered with a wide range of problems in the implementation of projects from international sources. This is very important considering the situation all countries in the Balkans are faced with. The difficult economic crisis could be resolved by the international cooperation only. The use of international funds could lead to the creation of an atmosphere of friendship between people, states, the opening of new productive jobs and therefore the relaxation of discontent, neutralize conflicts and increase security administration through this economic factor of youth employment.

CROATIA AND COOPERATION PROGRAMMES: BARRIERS AND BEST PRACTICES

CROATIA AND COOPERATION PROGRAMMES: BARRIERS AND BEST PRACTICES

Given that the main topic of this Youth Forum is EU Enlargement, before presenting the various cooperation programmes Croatia has been taking an active part in the past years, a short introduction to the relations between Croatia and the European Union is in order.

Croatia's accession process took an entire decade. Here are some of the milestones of the integration process:

- 29th October 2001 – the signing of the Stabilization and Association Agreement (SAA) represented the first formal contractual step in institutionalizing the relationship of Croatia with the EU;
- 21st February 2003 – submission of the membership application;
- 17th March 2005 – starting date for negotiations set by the European Council;
- 3rd October 2005 – negotiations officially launched;
- June 2011 – Croatia met all of the criteria and translated each of the 35 chapters of the EU *acquis* into national law;
- December 2011 – accession treaty signed in Brussels;
- 22nd January 2012 – Croatian European Union membership referendum –66.67% YES (low voter turnout – 43, 51% of the citizens voted);
- 1st July 2013 – actual entry in the EU.

The negotiations were postponed since the precondition of full cooperation with the International Criminal Tribunal for the former Yugoslavia was not fulfilled until October 2005.

Even before becoming the 28th member state Croatia started to be active in the field of cooperation programmes. Under the IPA Component II (2007–2013), The Republic of Croatia took part in three CBC programmes with EU Member States:

- Cross-border Co-operation Programme Slovenia – Croatia;
- Cross-border Co-operation Programme Hungary – Croatia;

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- Adriatic Cross-Border Co-operation Programme (the Programme area consists of regions of Italy, Slovenia, Greece, Croatia, Bosnia and Herzegovina, Montenegro and Albania facing the Adriatic Sea);

and in three cross-border programmes with non-member countries:

- Cross-border programme Croatia – Bosnia and Herzegovina;
- Cross-border programme Croatia – Montenegro;
- Cross-border programme Croatia – Serbia.

In addition, Croatia also participated in two transnational programmes:

- Southeast Europe (SEE);
- Mediterranean (MED).¹

Getting a closer look at the figures of each programme is useful in order to attain a full perspective of the country's engagement in the field.

Within the Hungary-Croatia IPA Cross-border Co-operation Programme 162 CBC projects were carried out. During the seven year of the 2007–2013 IPA Adriatic Cross-border Cooperation Programme 65 CBC projects were implemented. In addition, through the same Programme, 11 strategic projects were put into practice. During the same period, under the Slovenia – Croatia IPA Cross-border Co-operation Programme 45 CBC projects were carried through.

When collaborating with non member states, we see that the number of projects is slightly lower, which is due to a variety of reasons, from less available funding to the lack of know-how, resources or expertise. A more detailed analysis of the main constraints of CBC in the region will be given further on.

Getting back to the figures, we can see that within the IPA Cross-Border Programme Croatia – Bosnia And Herzegovina 34 CBC projects were implemented during the 2007–2013 programme period. A slightly lower number of projects, 29 to be precise, has been carried out under the IPA Cross-Border Programme Croatia-Serbia, while within the IPA Cross-Border Programme Croatia-Montenegro the number of implemented CBC projects is 12. Still these figures are not to be seen as pessimistic; thanks to the expertise boost, together with other factors, they are bound to increase in the nearer future.

One must not forget the Transnational Cooperation Programmes Croatia was involved in. Within the South East Europe Transnational Cooperation Programme the country was involved in 45 projects, alongside with the MED (Mediterranean) Transnational Cooperation Programme during which 26 projects were carried out.²

¹ <http://www.mrrfeu.hr/default.aspx?id=3173> (01.02.2015)

² The exact figures have been obtained by contacting the Ministry of Regional Development and EU Funds of the Republic of Croatia.

We have mentioned above the presence of certain variables that affect the efficiency of Cross-border Cooperation. From a general point of view, some of the most recurrent obstacles to CBC are reluctance to cooperate, better said absence of political will, few resources and expertise (differences in Local Authorities' competencies and powers), budget management, cultural barriers as well as language barriers.

The language obstacle is less common in the Balkan region, where unresolved disputes between states represent a much more common obstacle to CBC. A good best practice example that tried to overcome this barrier is the Project S.I.M.P.L.E.³ The acronym stands for Strengthening the identity of Minority People Leads to Equality and it was an "institutional cooperation and capacity building project aiming to achieve social cohesion among Adriatic Countries through the strengthening of cultural diversity values". It was implemented from March 2011 to February 2014 and was financed by the IPA Adriatic CBC Programme 2007–2013; Priority 1 – Economic, social and institutional cooperation. The Lead Partner was the Istrian Region, along with nine (9) partners from five (5) Adriatic countries – Croatia, Italy, Montenegro, Albania and Slovenia. Together they elaborated joint strategies and approaches in the Adriatic Countries for the promotion of an equality and non-discrimination culture, seen as the basic value for the peaceful coexistence of all citizens, without distinction of race, religion and ethnic origin. Some of the project results are fostering sustainable socio-economic development of the Italian, Croatian, Slovenian, Albanian and Montenegrin Adriatic regions through the cultivation of a social cohesion between the minorities, trainings on creating and realizing innovative solutions and services for the issues confronting minorities, development of innovative strategies and governance models for the protection of minority rights, identification of concrete difficulties of minorities in the attainment of their working and social rights, inclusion of the issues of minority rights protection among the priority issues of the competent authorities in the Adriatic regions, awareness raising of the Adriatic regions' population on ethnical and cultural issues through five sensitisation campaigns, the establishment of the annual Adriatic Intercultural Day⁴ and many others, for which the EU Enlargement Directorate of the European Commission decided to identify the S.I.M.P.L.E. Project as one of the best projects financed by the Instrument for Pre-accession Assistance (IP A).⁵

One of the partners of the S.I.M.P.L.E. Project, the Institute of International Sociology of Gorizia (ISIG – Italy), assembled a Manual on removing obstacles to CBC in which it identified the following obstacles to CBC in Croatia:

- **Transport obstacles** – Lack of flexibility of institutions and programmes;

³ <http://simpleproject.eu/> (01.02.2015)

⁴ http://www.istra-europa.eu/uploads/files/EUprojekti_booklet_en.pdf (01.02.2015)

⁵ <http://cdinstitute.eu/projekti-simple-vleresohet-nga-komisioni-evropian/?lang=en> (01.02.2015)

- **Education obstacles** – Differences in language spoken, Differences in bureaucratic systems, Language barrier in arranging and implementing projects;
- **Financing obstacles** – Lack of sound financial management of EU funds, Lack of educated staff for the preparation of project proposals, Lack of financial resources, LAs with insufficient co-financing/institutional/administrative capacities;
- **Crisis management obstacles** – Croatia – Montenegro – Lack of joint cross-border actions and prevention systems in decreasing environmental damages from fires and environmental accidents on sea and land caused by transport of dangerous waste;
- **Environment obstacles** – Lack of local funds, Slow and inert local administration, Low technical capacities, Lack of integrated and co-ordinated interventions to protect the environment and promote sustainable development (Croatia – BiH – intervention opportunities: development and upgrading of special protected areas), Lack of monitoring system for air and soil contamination (Croatia – Montenegro – lack of joint cross-border actions and prevention systems in decreasing environmental damages from fires and environmental accidents on sea and land caused by transport of dangerous waste), Lack of an integrated waste management system in the cross-border area (Croatia – Serbia – a great number of non-sanitary landfills, dumpsites, represent a serious threat for the environment, hazardous waste which is not regulated in a satisfactory manner)⁶.

This data was not collected as part of the S.I.M.P.L.E. Project, but the country specific as well as the regional issues this comparative study has outlined should be kept in mind in the current programming period during which Croatia shall be taking part in the CBC Programme Italy – Croatia 2014 – 2020, the CBC Programme Hungary – Croatia 2014 – 2020, the CBC Programme Slovenia – Croatia 2014 – 2020, as well as in the IPA CBC Croatia – Bosnia and Herzegovina – Montenegro 2014 – 2020 and the IPA CBC Croatia – Serbia 2014 – 2020. Among these five programmes, the CBC Programme with Italy is the greatest novelty given that before this period Croatia and Italy could only cooperate through the IPA Adriatic Cross-border Cooperation Programme.

Moreover, four (4) programmes of transnational cooperation (MED Mediterranean, Danube Transnational Programme, Central Europe 2020 Programme and the Jugoistočna vrata Transnational Cooperation Programme) will be including Croatia as a partner. Another novelty are the four (4) new interregional programmes (INTERACT III 2014–2020, INTERREG VC 2014–2020,

⁶ Istituto di Sociologia Internazionale di Gorizia – ISIG (2013), Manual on removing obstacles to CBC, pg. 73 – 82

ESPON 2014–2020, URBACT 2014–2020) now available for the country after its entry in the European Union⁷.

Although the 2014 – 2020 programming period is at its beginnings many activities are already being implemented; however to finish this presentation I chose a rather recent and innovative best practice to present to you.

The entry of the Region of Istria in the European Grouping of Territorial Cooperation Euregio Senza Confini – Ohne Grenzen is a first and unique event for the country. On the 9th of May 2014 the EGTC “Euregio Senza Confini – Ohne Grenzen” celebrated an extraordinary Assembly that accepted the Region of Istria as new member⁸. The partner regions of this young EGTC, constituted in November 2012, are the Region of Veneto, the Friuli Venezia Giulia Region and the Austrian Land Carinthia. Its activities comprise:

- energy and environmental resources, waste management;
- transport, infrastructure and logistics;
- culture, sport, education and higher education;
- social-health care;
- civil protection;
- science, research, innovation and technology⁹.

Ever since their introduction (EC Regulation n°1082/2006, directly applicable in all member states of the EU since the 1st of August 2007) EGTCs have proved to be an efficient instrument that facilitates and promotes cross-border cooperation and we can therefore hope for a multiplication of such partnerships in Croatia in the years to come.

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⁷ <http://www.strukturnifondovi.hr/teritorijalna-suradnja> (01.02.2015)

⁸ <https://portal.cor.europa.eu/egtc/news/Pages/Istria-will-be-the-first-Croatian-authority-to-become-part-of-an-EGTC.aspx> (01.02.2015)

⁹ <http://www.regione.veneto.it/web/decentramento-e-federalismo/gect-in-lingua-inglese> (01.02.2015)

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Istituto di Sociologia Internazionale di Gorizia – ISIG (2013), Manual on removing obstacles to CBC, available online at: <http://isig.it/wp-content/uploads/2013/09/Manual-CBC-DRAFT-03.2013.pdf>

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DIGITAL SCIENCE: CREATIVE SCIENTIFIC GENERATION

Abstract: In the time of global digitization of all human knowledge and the so far unseen global flow of information, there is a rational need for a global digital scientific cooperation, which would be the only one that could face all the challenges the world around us poses to the contemporary science and humanistic heritage.

On the one hand, this digital cultural and scientific cooperation should offer a great breakthrough in the various scientific field, through wide scientific cooperation with no precedents in the past. On the other hand, at the same time this cooperation could actively and in a very sophisticated and modern way simultaneously contribute to the development of young highly qualified scientific staff.

By using the advantage of high technologies, scientists aim at creating innovative digital objects that will grab users' attention and bring back the historical content of good quality into focus. This content is connected with the necessity of establishing wider and more specific scientific cooperation on the territory of the Balkans and Europe in general, on the foundation of the global process of digitization.

INTRODUCTION

The development of the Internet and the global network, new technologies and e-publishing has caused changes in communication in many fields and in the way of finding, valuing and using available information. The invention of e-journals, databases, e-conferencing and social networks have changed the traditional way of disseminating information on paper. Browsing, finding and valuing relevant and proper information has become a challenge to both researchers, users and information specialists. Digital age has brought about a complete revolution in the way of presenting information. Huge amount of information in the e-form is available to every person in the world with access to the Internet which is much more than the biggest and the richest scientific libraries once had.

With a vast expansion of possibilities of reaching its users, the Internet has grown into a global virtual reality, which often reflects in the world around us. Although in such a constellation of things the possibilities of misuse are huge, the potential for promotion of the highest civilizational values is also huge. Traditional book stores and book chains are being closed because they are faced with the digital literature phenomenon (the last convincing case is a closure of the American bookselling giant Borders Group). This, then, is not

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a consequence of the reduced interest in the book, but the changed reading habits. People go to book stores to leaf through the books, to check what they look like, and when they come home they order books for example, through Amazon, because it is cheaper, more comfortable and ultimately, the choice is endless.

Scientists are often not sufficiently familiar with digital scientific research opportunities, available through various services some of which are in *open access* – like *Mendeley* (www.mendeley.com), *Research gate* (www.researchgate.net), *Academia* (www.academia.edu) – as well as on various portals to search digitized materials – for example *Europeana* (www.europeana.eu/). Global scientific trends show that the major breakthroughs in the world of science in recent years were made by the scientific start-ups, and not scientific institutions.

EXAMPLES OF GLOBAL DIGITAL SCIENTIFIC SERVICES

Fast development of technology and browsing tools in the last decade has alleviated accessing, finding and browsing of resources which was impossible in the past and it provided users with the simultaneous access to a huge number of resources. Every object on the global network has a permanent identifier which is assigned via various systems (for example DOI number)¹ which enables their permanent availability on the web even if the object is moved to another server. New information carriers have changed the way and the format of publication in which they are nowadays available to users. The first e-books in the special fields of knowledge with the purpose of becoming available to smaller groups of users. Today there are a number of services and databases in which they are available and which provide fast and fit access 24/7.

Libraries have started to pay attention to e-books with the appearance of *NetLibrary* (<http://adat.crl.edu/ebooks/about/netlibrary>) in 1998 which was the first service that presented a book in e-form and set a big challenge to libraries and publishers: will the users and what way accept the new format of the traditional resource? The founders of this service thought that academic libraries would be the best promoters of e-books so they created a repository adapted to academic libraries and their users and they also created an e-catalog for publishers which accepted to participate in the pilot phase of the e-book concept.² OCLC *Online Computer Library Network Center*, (<http://www.oclc.org/en-US/home.html>) bought the service in 2002, and today it is the biggest global provider of e-books where more than 160.000 titles from 450 world leading publishers is available.

¹ DOI number is a digital object identifier which uniquely identifies a certain object and his place on the web. It consists of a DOI name, metadata about the object and the location of the object (for example, Internet link). DOI identifier is assigned permanently to a document.

² Rosy, Richard L. (2002). EBooks for Libraries and Patrons: Two Years of Experience. *Library Quarterly*, 12 : 228–233, <http://liber.library.uu.nl/index.php/lq/article/view/7686/7722>.

The development of technology has made this form of publication available on various devices such as computers, e-readers, tablets, iPads, iPhones, smartphones etc.

As regards readers *Amazon* was the first to publish e-books and they made Kindle, an e-reader and their own format. With time other brands appeared and today there are five leading brands on the market including *Apple* products³. E-books can be found on several web addresses and the most popular are the following: Project Gutenberg, Google Books, Universal library, European Library and many subject and institutionalized digital repositories.

The most books are available on Ebrary, Springer Link and Hein Online services and also on PubMed and Science Direct. There are services where one can browse e-books in open access and download them for free such as CLC Medicine Index, DOAB, FreeBooks4Doctors, Google Books and OAPEN books.

EXAMPLES OF GOOD PRACTICE IN SERBIA AND THE NEIGHBOURING REGION

In addition to global services which have already been mentioned and which provide free access to e-books, academic population in Serbia has the possibility to use e-books of the global publishers via the Serbian Consortium for Coordinated Acquisition of Electronic Resources (KoBSON). KoBSON represents the new way of organizing libraries. It was founded with the aim of providing access, as cheaply as possible, to the sources of scientific information. Since the establishment, the Consortium has provided access to various information sources which are available to all who have an academic IP domain in Serbia, without any fees or authentication. Since 2004 the users have remote access (from home via the commercial provider) under the same conditions and terms as if they were accessing from the academic network.⁴

On the one hand, this digital cultural and scientific cooperation can offer a great breakthrough in the various scientific fields, through a wide scientific cooperation between scientific start-up and institutions with no precedents in the past. On the other hand, at the same time, this cooperation could actively and in a very sophisticated and modern way contribute to the development of young highly qualified scientific staff. In addition, when it comes to the global presentation of the environment from which this kind of heritage originates, wider implications are of great significance.

As an example we can mention Slovenia. Digital options have basically contributed to the progress of the Slovenian Science, because all scientists who

³ McDermott, Irene E. (2011). Ebooks and Libraries. <http://fairlawnbathbranch.akronlibrary.org/wp-content/blogs.dir/19/files/2011/07/Ebooks-for-libraries.pdf>.

⁴ Kosanovic, Biljana. (2008). Приступ научним информацијама у Србији – искуство након шест година. *Infoteka*, god. 9, br. 1-2: 77-81. http://infoteka.bg.ac.rs/pdf/Srp/2008/INFOTHECA_IX_1-2_May2008_77-81.pdf

apply for state scientific projects should publish their own bibliography in a database of books and papers, which is publicly available over the Internet. This resulted from a different assessment of the previous scientific research. “Very good scientists appeared in the top, who earlier due to largely unscientific reasons were overshadowed, supplanting the less professional and less qualified, regardless of the positions they occupied prior to that in the scientific establishment”⁵. Slovenia is now in the high fifth in Europe in terms of representation on the website *Web of Science*.

Another good example comes from Serbia – the roll of the University Library from Belgrade in *Europeana Newspaper Project*⁶. *Europeana Newspaper Project* provides new possibilities to search and browse through the newspapers across Europe in an open access mode for all interested people, researchers, scholars and teachers. About 18 million digitized pages of newspapers in full text have been delivered to the *TEL – European Library* and *Europeana* within the project. As it achieved excellent results by taking part in several European projects and initiatives, the University Library was invited to participate in this project as an equal partner (and as one of the two partners in this project from the South-East Europe and from the non-EU countries⁷). The University Library supplied metadata for more than 400,000 digitized pages of Serbian newspapers issued before 1945⁸. In addition to their great importance regarding the presentation and promotion of our culture in a European context, these publications together with other European newspaper articles in other European countries which are part of this project, testify to the common cultural space and the unique European humanist legacy.

For example, if we researched materials about Nikola Tesla in the newspaper articles published during his lifetime, by the time this project started it was very expensive and time-consuming to find information about the life and work of Nikola Tesla, the world famous Serbian scientist. We can say that the best way to collect at once information about Nikola Tesla is to visit

⁵ Demšar, Franci. (2013). *TRANSPARENTNOST in skrb za denar davkoplačevalcev*. Mladinska knjiga Založba, d. d. Ljubljana.

⁶ *Europeana* is a portal that enables searching through the digitized collections of libraries, museums, archives and audio-visual archives, i.e. a large part of Europe’s cultural and scientific heritage. When the portal was launched in 2008 no one expected it would be as successful. Today, more than 22 million digitized books, paintings, films, museum objects and archival records from more than 2,200 institutions, coming from 34 European countries can be accessed via *Europeana*.

⁷ Fifteen European national and university libraries participate in the project. Also, the two non-library institutions participate in the project: LIBER Foundation (Ligue des Bibliothèques Européennes de Recherche), an association of European research libraries, as a member of the project is responsible for the dissemination and popularization of materials and *Content Conversion Specialists* (CCS) a private company from Hamburg also provides technical support for the project.

⁸ Milnović, Vasilije, Trtovac, Aleksandra, Sofronijević, Adam. (2014). The Importance of the Digitized Serbian Periodicals in the Context of “Europeana Newspapers Project”, *ITLIT (International Trends in Library and Information Technology)*, Vol 1, Delhi, India. <http://www.itlit.net/VOL-1-1n.html>

his museum in Belgrade, but that requires travelling to Belgrade and staying there for a few days. Project *Europeana Newspapers* will change that. The full text of many of these articles will be available online⁹. The situation is similar when it comes to crucial historical events (such as the First World War) and in specific cases, such as “Nova Iskra” where we read about the exhibition of the Kingdom of Serbia in the Queen’s Palace in London, in the year 1907 (where they presented artwork from Serbia, handicrafts made by women, an overview of Serbian crafts, Serbian industry, forestry etc.)¹⁰, or when in the same newspaper we read that Jovan Cvijic, a Serbian scientist, was invited by the Vienna Geographic Society to give a lecture.¹¹

We can conclude that the main benefit of *Europeana Newspaper Project* for users worldwide is the possibility to search and read about any historical figures or events they are interested in, from the comfort of their homes, without visiting a library building or paying for the Internet content.

Another example: the importance of doctoral thesis digitization which are the valuable part of Serbian scientific heritage in the University Library collection of grey literature. This Project also outlines the important international process of the exchange of experience, knowledge and practice in this specific field. Grey literature includes various materials in print or e-form such as doctoral and master thesis, blogs, work and financial reports, different kinds of instruction manuals which all share the same characteristic – publishing of these materials is not the primary activity of the producing body¹². University Library is the depository library for this type of publications created at the University of Belgrade and it has the biggest collection of doctoral thesis in the country. The digitization of this type of grey literature has been directed towards: the creation of the digital repository of doctoral thesis, i.e. storing of doctoral thesis currently produced at the University, digitization of thesis at the users’ requests as part of the retrospective digitization, and finally the digitization of doctoral thesis produced by the Second World War which include the doctoral thesis of Serbian scholars who earned their degrees at foreign universities and also the doctoral thesis at the University of Belgrade produced in the period between the foundation of the University and the year 1941. These activities are part of the project called “Digitization of Doctoral Thesis Defended by the Year 1941: Doctoral Thesis

⁹ Some of the tools, for example, **OCR** – *Optical Character Recognition*, **OLR** – *Optical Layout Recognition* and **NER** – *Named Entity Recognition*, and pages’ class recognition are used to improve the search and display functions. In addition to that the development of **EDM** – *European Data Model* and the transformation of local metadata in this model continues. The creation of a single European registry of digital newspaper collections is planned.

¹⁰ *Nova Iskra*, no. 11/12, 1907, p. 319, 325, 327, 329.

¹¹ *Nova Iskra*, no. 9, 1907, p. 280.

¹² Farace, J. G. (2011). Peering through the Review Process: Towards Transparency in Grey Literature. *GreyNet International. Grey Literature Network Service*. p. 1–11. GreyNet: Grey Literature Network Service (2014). <http://www.greynet.org/>

of Serbian Scholars Defended at Foreign Universities and Doctoral Thesis at the University of Belgrade (1905-1941)” of the Ministry of Culture and Information of the Republic of Serbia undertaken at University Library. The project will increase the visibility and use of doctoral thesis which are a very important part of Serbian cultural and scientific heritage (<http://eteze.bg.ac.rs/>). The special value of the entire collection of old thesis are those that scientists from Serbia defended in the 19th and early 20th century at the great European Universities. Among these scholars are names like Mihailo Petrović Alas, Jovan Skerlić, Aleksandar Belić, Veselin Čajkanović and other great names of local science and culture.

CONCLUSION

In his book about globalization *Runaway World* (Belgrade, 2005), Anthony Giddens, a former head of the *London School of Economics*, names human preoccupation one of the basic determinants of the phenomenon of globalization, a period different from all previous periods in the history of mankind. The technical perfection of the potential overall destruction is bigger than ever, which further contributes to the increase of the capacity of human preoccupation. If we add to this the esthetical poststructuralist cancellation of any kind of “totality”, that is, the impossibility of the very knowledge or consciousness to rise to the heights of comprehensiveness, we can only conclude that every utterance becomes a political *per se*. This results in the great predominance of manipulation of political power.

This is especially true when it comes to the media. In the digital age, the ability to manipulate multiplies and it becomes progressively more sophisticated. According to Baudrillard, participation in a virtual reality means that a person, “sums up in a hyper-potential point” in which communication alienates and at the same time allows for the current presence – or it creates the illusion of infinite possibilities of producing a symbolic self (Belgrade, 2014).

However, the vision of a kind of an “electronic agora”, endemic among the *digitati*¹³ community, in which an individual acquires the right and the opportunity to voice his opinion and his point of view does not die down. Instead, one gets the opportunity to do so in a fundamentally new way using the cyber space. That is why the digital age may reflect the possibility of a critical distance in relation to the accumulated informations.

In a constellation where media are under the influence of micro-interests with particular identities, the domain of cultural history owns the alternative and corrective potential. Whenever we think about common sense, critical

¹³ Short for *digital* and *litterati*, the term which was coined by a journalist John Markoff and it was first used in the *Times* magazine (January 1992). The term means *good skills in the digital environment*.

thinking, science, culture and cultural history, we primarily turn to the European discourse. This is obviously reflected in the projects such as this one, whose transparency and the abundance of authentic materials, give any interested researcher the ability to make his own judgment about different cultural, historical and socio-political issues in accordance with his own critical mind and common sense.

By using the advantage of high technologies, scientists from the Balkans aim at creating innovative digital objects that will grab users' attention and bring back the historical content of good quality into focus. This content is connected with the necessity of establishing wider and more specific scientific cooperation on the territory of the Balkans and Europe in general, on the foundation of the global process of digitization.

Multilingual and multicultural Europe creates a challenge for those who provide users with easy and seamless browsing experiences when exploring digital collections. To meet this challenge is to translate digital collections into a live vivid experience of a multilingual and multicultural continent with fragile but rewarding collective history and culture. By adding to the linguistic diversity of digital collections and by bringing in the distinctive cultural perspectives on historic events that may be interpreted from the digitized materials, researchers from the Balkans increase the added value of European projects.

According to most, 21st century, which is the century of *digital environment* and *lifelong learning*, there is a place for both forms of conveying information: print and electronic. Each of them, in its own way, can satisfy the needs of users of our age.

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MARJANA GORGIEVA

EMERGING CHALLENGES FOR YOUNG DIPLOMATS IN CURRENT DIPLOMACY ON THE BALKANS

I would like to explore new trends and developments in the domain of diplomacy and challenges for young diplomats and diplomacy training.

I will briefly review the main global trends in the contemporary world in order to provide a context in which we can then consider the operation of modern diplomacy. Today traditional diplomacy is changing but not going to disappear. It still has an important place in the political system and the implications in the area of diplomacy.

The role of diplomat, the Vienna Convention on Diplomatic Relations of 1961 had in mind, was a representative of the sending State, charged with protection of the interests of this state in the receiving State. His main task consists inter alia of negotiating with the Government of the receiving State, reporting on developments in the receiving State and promoting friendly relations between the two states in economic, cultural and scientific fields (Art.3 Vienna Convention).

Today we are living in the area of the new global society and have worldwide problems of economic crises, and security problems, in the world where we have three key words important for every country on the Balkans: **Globalization** because we are in a global society, **Integration** when our governments make different reform strategies, integrating the process for good and better society or if you want to be part of the European Union we must respect more rules on directives and regulation. But don't have integration if you don't have support and **Cooperation** with the most powerful government international organizations like NATO, UN. For one same goal for all Balkan countries that we must work together for modern civil society in the spirit of cohesion and solidarity to accelerate the transition in the region to stable democracies, prosperous market economies and open pluralistic societies in which human rights and fundamental freedoms.

The new international environment that has emerged is the outcome of several overlapping, interrelated phenomena, the foremost of which is **globalization** – perhaps not so new a process but one that has accelerated dramatically in the last few decades.

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The revolution in information and communication technologies has driven the forces of democratization and globalization, providing new communications tools, demanding new organizational processes and altering existing hierarchies and power relationships among both domestic and global actors. The information revolution has made information itself a crucial source of power and influence. With the loss of effective control and increasing limitations on sovereignty, governments no longer have the ability to limit or control the communications, transactions and other interactions in international affairs.

These developments pose fundamental challenges to the traditional conduct of diplomacy by reducing hierarchy, promoting transparency, reducing secrecy, mobilizing global social movements and increasing the importance of public diplomacy in international relations. The Internet in particular has changed greatly the power relationship between state actors, NGOs and corporations. Computer and internet technologies have been already an integral part of our intellectual environment for over a decade. The internet fundamentally alters the human understanding about time, space and speed. Internet technologies have become one of the most powerful tools of helping us collect, process, analyze and synthesize relevant information and turn it into operational knowledge. To a large extent, the cyberspace has provided an alternative platform for communication and education.

These trends have already had substantial impacts on diplomacy in various ways, including the very conception of the character of the international system. Sources of allegiance are subtly shifting and multiplying; individuals increasingly perceive loyalties to non-state entities. The rise of strong communities of interest and practice, together with the explosive growth of nongovernmental organizations (NGOs) and other elements of transnational civil society, complicates demarcating boundaries and state sovereignty, both key features of modern diplomacy.

Throughout history, diplomacy has been constantly adapting to the demands arising from changes in the international system. In today's globalized environment, diplomacy has to respond to issues that transcend the traditional political-military concerns of classic international relations. As a result of globalization issues such as human rights, transnational crime and terrorism, the environment, international trade, intellectual property and technology concerns, negotiations over technical standards and protocols, have become major issues in relations between and among states, international governmental organizations (IGOs), NGOs and corporations.

New trends of diplomatic behaviour are emerging in response to challenges such as:

- the changing nature of diplomatic representation;
- greater emphasis on accountability as a result of stronger public awareness;
- the increased importance of consular affairs;
- international activism by non-state actors;

- a focus on creating networks between MFAs and different domestic and international public and private bodies;
- engagement of governments in a dialogue with foreign civil societies and a consequent focus on utilization of public diplomacy, etc.

Thus, contemporary diplomacy now includes a new focus on public preferences, human rights, cultural differences, international law, transparency and accountability. As a result, new forms of diplomatic activity have taken shape: **public diplomacy, cultural diplomacy, economic and commercial diplomacy, corporate and business diplomacy, etc.**

But very important and interesting for all countries could be the example of the USA on Public Diplomacy presented by Ms. Lieberman, who said that “public diplomacy, practiced in harmony with traditional diplomacy, will enable the United States to advance its interests, protect its security and continue to provide moral basis for its own leadership in the world”. This is vital for developing countries because they have not only to put their foreign policy issues to the public but also to build a positive image of a country where freedom of media, fair reporting and transparent decisions have not existed before.

Traditional diplomacy represents the State in contacts with representatives of another State but the task of the public diplomacy is to influence the public of other countries by promoting image of its own country: by disseminating information about its policy, institutions, economic resources, cultural heritage, etc, maintaining contacts with media or journalists, NGOs as well as public figures influential in forming the public opinion in the country concerned. But still the main priority of the Balkan Countries is:

- strengthening co-operation among and between EU Member States
- strengthening the participation of all Balkan Countries in the process of European integration and the most important for this region is
- strengthening of economic, social and legal aspects of the transformation processes.

Now and later the challenge for all diplomats of Balkan Country is economic *stabilization, good economic climate in all countries is EU integration, entrance in NATO*. The diplomacy in the 21st century is facing enormous challenges and it is bound to change if it is to remain relevant and effective. A challenge for some diplomats is to embrace the tough EU benchmarks and European values as a way to improve their own country.

We must use all existing mechanisms and tools in the area of diplomacy. For the diplomats now is popular the economic and commercial diplomacy, when make the strategy for attracting the investors who want to invest and enjoy benefit from the opportunities offered by our governments, than we are witnessing a real battle who will bring the largest number of investors.

For that reason, the countries need to develop their public diplomacy in addition to its classic diplomacy tools to be able to effectively communicate their

reforms successes. The most powerful tool is public diplomacy through a different way on communication, using new technologies and social media. When I speak on the social media I do not mean a Facebook because in the Balkan it is very popular Facebook but here is tweeter Linked, Google+, Pinterest .

About EU Strategy and international relations that followed the stated desire of the EU to promote “**consolidation, conditionality and communication**”, **here** is important to note that the Commission has advocated that national governments should communicate the advantages of enlargement to their citizens. With this approach, the membership prospects of the Western Balkans became more dependent on the success of EU national governments in communicating the benefits of enlargement to their citizens. Due to the fact that the public diplomacy is a smart, strategic, and cost-effective, and it move towards enhancing the national security and building prosperity in 2009, the EU public diplomacy was further enhanced by the creation of the European External Action Service (EEAS). This body serves as an integrated EU diplomatic corps and bring together diplomatic instruments —public diplomacy programs, economic and political actions, development and crisis management tools – to support a single strategy of effective diplomacy.

The advent of the European External Action Service (EEAS), which posits an end to the formal split of EU’s external relations by bringing together in an innovative manner officials from the Commission, the Council General Secretariat and diplomats from the member States, presents an opportunity to develop genuine external public diplomacy. A key issue for developing EEAS, therefore, is whether it has the potential to improve the external public diplomacy capacity of the EU and to apply it more systematically to the promotion of EU’s external objectives.

However, in order to be able to meet European and international expectations, the Union needs to further improve the efficiency and coherence of its external action. It is therefore vitally important to reinforce solidarity between the member states and the aspiring member states, so that the Union can play an even more important role on the worldstage in the following period. In order to shape the external image, EU member and non-member states need to improve the awareness and understanding of the EU among its citizens. Until now this has not proved to be an easy task. One of the available mechanisms is to monitor the public opinion, to explain EU actions and policies, and to stimulate informed public debates. In this regard, strengthening the dialogue with the civil society and non-governmental groups has very important role in the contributory process towards the broader understanding of the idea of Europeanization, “conceptualized as the process of downloading European Union (EU) directives, regulations and institutional structures to the domestic level.

This approach is equally important to both EU member states, and even more for to non-EU nations and post-transitional countries such as the Western

Balkans. Europeanization, in terms of belongingness to unity and sharing joint responsibility towards the creation of the European identity is one very challenging, provocative and in the same time very difficult process to be accomplished. EU “top down” strategy for automatic harmonization of the EU guidelines it’s challenging, necessary and demanding process.

This view corresponds with the ongoing process of experiencing EU as an complex decision-making body of political or economical elites, and decision makers with raisingsegregate, rather than comprehensive voices. Therefore, in order to strengthen the external image on the international scene, developing strategy of the EU public diplomacy and public policy needs to focus on its internal image among all its citizens and to integrate diverse and fresh public ideas for better EU cohesion and unity. In order to strengthen the capacities of the general European society, EU must develop the new mechanisms to communicate with all of its citizens, including the citizens of the Western Balkans’ countries, to increase the knowledge of the EU members’ citizens for the “outside” diverse nations’ specifics, identities and cultures, to develop new pragmatic learning tools for accepting differences and amortizing prejudices, and to strengthen the social cohesion by sending unified message of equal treatment and approach towards all its members and moreover towards its aspiring-members countries. EU citizens including the Western Balkan countries’ citizens, need to experience the process of Europeanization, rather than just learning of it, since the gap of so called “lost generations” might have long -term negative results on the whole idea of unity and belongingness. In such a framework, the vice versa responsibility of the EU aspiring-member countries and its Governments will be responsible for the follow up process, rather than obligated, with a clear focus on the win-win goals and its long term national interests. However, national governments, specially those of the Western Balkans’ countries needs to develop their own mechanisms for practicing the EU idea of unity and solidarity, by providing effective and concrete results of sustainable societies. They also have the joint responsibility to develop new strategies to communicate with its own citizens and to find the best solutions for sharing the decision-making.

Power towards issues of national interests. Consequently, the combination of motives, responsibility and integrity can strengthen the capacities of the EU states, especially the Western Balkan countries to determine themselves as the key contributors towards the EU Public diplomacy in 21 Century. This is a general EU image of unification and its sustainable development in the following decades of the 21 century. In this regard, the use of the public diplomacy mechanisms have a strong impact on the Europeanization’ processes.

The environment in which diplomacy operates is changing, and as a consequence also its functions. Diplomacy as a profession has undergone changes in terms of definition, qualification and role expectation. Diplomats are confronted with new actors, agenda items and working methods. They suffer inadequate training and preparation due to various constraints.

THE IMPORTANCE OF QUALITY IN HIGHER EDUCATION FOR THE FUTURE OF YOUNG PEOPLE IN SERBIA

INTRODUCTION

Balkan is the region that suffered a lot in the past due to internal as well as external factors. Yugoslavia represented a utopia that was unfortunately ruined. As a consequence, the small countries that once constituted the common federation have similar problems today. The economic crisis has had its negative effects on Serbia. In addition, it affected all segments of the society and created a system that does not give good results. Erosion of values has to be stopped by sharing the same values in accordance with the objectives of the European Union. Related to that, the society is still searching for the best possible solution in order to positively change the situation in Serbia. What is very disturbing is that many young people are leaving the country because they don't see their chance to prosper and grow there. The fact is that the high unemployment rate as well as the general dissatisfaction with the present social conditions cause the brain drain. In the early twentieth century, young people went abroad to study, and came back to apply acquired knowledge in order to contribute to the development of their country. This was in line with what was later in the same century stated by an American economist, Nobel Prize winner Theodore William Schultz. He said that the future of mankind is not predetermined by the space, energy or cultivable land. It will be determined by the intelligent development of human capabilities.

Before the Second World War the presence of values such as patriotism and morality had their positive results. In other words, the progress has been made in the recent past. Unfortunately, it is a rare occurrence today. Pessimism and disbelief prevail and people doubt that anything can be done but it can. Additionally, education is the driving force of the society, thus, we should be reminded of our own personal experiences from the past. It is also necessary to follow the examples of those countries in the world that have realized what the potential education possesses. It presents a very important resource taking into consideration the unfavorable social situation. Therefore, what should we do related to the previously said?

It is essential to establish an agreement in society that the issue of quality of education is a priority, thus, it is urgent to start with the needed reforms as soon as possible and create new job possibilities for young people.

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AGREEMENT OF ALL ACTORS IN SOCIETY

During the nineteen eighties, our Faculty of Electrical Engineering at Belgrade University was, according to the ranking, among the best world universities. It was at the prestigious fifteenth place according to the global criteria. The Faculty of Architecture in Belgrade was better than the same department at Cambridge. It is because the program of the University of Belgrade was based on the German Bauhaus school. Related to that, problem with validation of diplomas and employment of our experts who studied technical and natural sciences did not exist. Our country had experts whose work was characterized by quality and our companies operated around the globe. Today this is not the case.

People in Serbia are not properly aware of the importance of education as the generator of progress of the country. The quality of education is neglected, and what is valuable is based on good grades and attaining of diplomas but without an adequate level of knowledge. Why is an agreement in society crucial to changing this attitude? We are a poor society, with enormous economic difficulties. Generally speaking, the budget of the Republic of Serbia does not possess enough material resources. Therefore, the amount of money set aside to improve higher educational system is not sufficient. In order to invest more in education, awareness must exist, addressing the most dominant problems in Serbian society that have to be improved. The crucial question is: What is the generator of progress in the country? In other words, what are the priorities of social development?

Teachers and professors are not sufficiently paid for their occupations. Lack of money causes them to search for additional jobs, thus, preventing them to devote enough time to their primary vocation. Besides, a large number of actors involved in education do not go through a process of continuous – permanent professional development. Previously stated is necessary for providing the quality in educating people (Damjanović 2010). The system for selecting potential candidates for teaching positions is very often based on inadequate criteria. Therefore, the recruitment procedure is usually based on giving the advantage to the members of the political parties and nepotism and corruption are also widely present.

It is not unusual that students use illegal means in order to pass the exams because adequate control is not always provided by the teaching staff. Furthermore, very often they put pressure on the professors to lower the criteria and in that way the quality of education is decreasing. The University of Belgrade holds acceptable position according to the Shanghai ranking of world universities. Out of more than six hundred universities it is between three hundredth and four hundredth place, more precisely in three hundred sixty first place. This position is deserved due to the research papers of the professors. It does not mean that the students possess high quality education. At Serbian universities the emphasis is not on commitment, work and discipline.

Finland, as a country can serve us as a good example because it succeeded in overcoming poverty and becoming a respectable member of the European Union due to the investments in developing good education system. The awareness in Finnish society was very high in a sense that they had clearly defined priorities. They knew that the best way to improve social conditions was to locate the material resources towards strengthening the quality of the education system. By emphasizing the quality of the teaching staff and employing the best ones according to that criterion, Finland achieved its goal. In addition, the title of a teacher or a professor is a very respectable profession believing that this particular segment of society is a very responsible for the prosperity of the country.

Japan is another example. After the Second World War, it was defeated and burdened with post-war reparations. Such a country, without resources, realized that the most important priority is to allocate material resources to improve education system. Generations have committed and sacrificed themselves for that goal. Stubborn persistence and hard work paid off. In addition, Japan has become one of the most technologically developed countries in the world. Eighty percent of the universities belong to the private sector. Excellent education system is characterized by developed research activities supported by the Japanese society.

We could recall the time when the profession of teachers and professors was considered an occupation worthy of special respect in our society as well. Related to that, families sacrificed themselves in order that young people could be educated. The best ones were supported by the state in order to be educated at the European universities. In addition, they were obliged to return to their home country and apply the acquired knowledge. It was the moral principle of that time.

REFORM OF THE HIGHER EDUCATION SYSTEM

In Serbia, the PISA tests, which are designed for students attending the final year of elementary education, clearly demonstrated the shortcomings of our education system on the basis of the results. The students are not trained to think, but instead they are accustomed to simply reproduce the material they read. When they had a chance to give answers to the questions that assumed understanding, they demonstrated poor knowledge (Jarić & Vukasović 2009). On the contrary to our country, Finnish students are achieving outstanding results. Their education system is focused on efficiency, equality and internationalism. In this country scientific development is aligned with the education programs. Their students spend less time in school and have fewer work obligations when compared to the ones in Serbia. In addition, Finnish educators have autonomy to express their creativity. In order to prepare Serbian students for higher education it is necessary to improve the quality of their knowledge at elementary and high school level. Only if they are previously

prepared for a more modified and more modern higher education system they will achieve good results. One number of our university professors think that students are pressing them to lower their standards to the extent that the university curriculum satisfies the criteria of the extended high school. When young people arrive at college they are not taught to think and create their own views. The students are not intellectually stimulated to actively search to gain good knowledge. Instead of pushing the professors to improve their knowledge, their main goal is to pass the exams as easily as possible. It may give better results but certainly does not have its contributions when the quality of education is concerned.

In Serbia, the ranking of higher education institutions is not established yet. It is necessary to determine clear success criteria and, based on that, to classify the universities according to their levels of quality. In that way, it would be easier for the employers to find proper candidates for the jobs because they would have more information about the potential employees and what level of knowledge they possess. The practice has shown that the Serbian universities in the private sector are developed to predominantly satisfy one single motive and that is to gain profit. The fact is that such educational institutions are more flexible and efficient, but evidently lacking in quality.

The education reform in the European Union was made through the Bologna process. Its aim is to unify all the educational systems in Europe. In this way, it is possible to achieve the mobility of students within the Union. In addition, young people can start studying in one place and finish their studies at another university.

In Serbia the Bologna system was adopted in 2005, but it still does not work properly. A lot of work is needed for it to become more functional. The essence of the reform is to transform the education system in a way that the emphasis is more on the students and not on the professors. In other words, as the main actors of the educational process students should have the right, among other things, to assess their professors in terms of the quality provided. In addition, it is very important to work on the transformation of the education system in order to enable students who completed their studies to have the awareness about their working capabilities. Thus, they should know exactly which acquired skills they can apply in practice.

NEW JOB OPENINGS FOR YOUNG PROFESSIONALS

Practice in Serbia has shown that there is a disconnection between the economy and the higher education system. Thus, the university curriculum has to be changed so as to be more compatible with the real needs of the society. In that way, the process of learning would be oriented towards gaining the practical knowledge that could be immediately applicable in the workplace. Lack of compatibility has its negative impacts and young people are usually completely unprepared to start their working careers. Related to that, the system

has to be established according to which a selection of the needed staff will be planned so as to respond to the needs of the society. Absence of such employing model contributes to the development of a surplus of educated people. On the other hand, the deficit of young experts is present in some areas because people are not interested in that kind of jobs. There is a constant brain drain, ie. the emigration of young educated people abroad. The problem is that very small percentage of them returns to Serbia in order to apply the acquired knowledge.

The economic crisis has its negative effects. Therefore, about 50% of young people are unemployed in Serbia. This category includes a large number of highly educated staff. With no prospects in Serbia they go to other countries in their search for adequate jobs. The question can be posed: Is Serbia as a country so rich in a sense that it is able to allow its intellectual capital to be donated to other countries?

There are no mechanisms that would stop those professionals who have been trained at the expense of the state to permanently leave Serbia. For that matter, it is urgent to create an environment where young people will have possibility to get employed. The establishment of the ranking system of the universities would help the employers to hire the best ones. Fairer and more transparent new job openings would lead to a greater confidence among the citizens. It is because nepotism, favoring the members of the political parties and corruption have led to a serious decline in quality of all segments of the society. Confidence of young people in a more equitable work environment and encouraging the best to stay in the country is a prerequisite for taking a decisive step towards the progress of Serbia.

CONCLUSION

Serbia is part of the Balkan region that was a place of frequent war conflicts in the past. Consequently, these turbulent times had their negative impact on the economy. At the same time, the feelings of hatred, resentment, false patriotism and creation of myths existed among people. A hope remains that those times are gone and that the period of peace will prevail where the prosperity will have its chance. The bad traces of the past are similar throughout the Balkans no matter if the country it belongs to is the member of the European Union or not. By observing the problems in Serbia the situation in the Balkan region can be understood as well.

Therefore, I think that the strategic goal of Serbia has to be based on the accelerated improvement of the education system. In my opinion, it is the main driving force of the whole territory of the Balkans.

Examples of Finland and Japan can be very instructive and valuable. From poor countries they succeeded in becoming advanced ones due to the persistent and devoted efforts towards the improvement of the education system.

Their experience should give us strength. It is very important that the society as a whole understands the necessity in investing in education and accordingly to strongly support that goal. Bearing in mind that the poverty is so deeply ingrained in all segments of the Serbian society it is not an easy task at all. A lot of work is necessary to understand the complexity and importance of that goal. Previously said addresses mostly highly educated people (top intellectuals). It is also vital to dismantle the prejudices among the quasi intellectuals. The media, culture, interviews and constant stimulation should have their purpose as a constant reminder about the necessity of allocation of material resources to improve the quality of the education system. Society as a whole must accept and understand that the investment for advancing education is our chance, our future, our generator, our capital.

Additional funds are needed for the improvement of education system. Therefore, they have to be created if we as a society intend to move forward. Greater investment activities and more efficient work towards improvement will lead to greater confidence of younger generations in the potentials of their country. The brain drain has to be prevented because in that way the prosperity of Serbia will be increased and strengthened. There must be a mechanism that will ensure that those who are educated at the expense of Serbia are prevented from permanently leaving their home land. Our country desperately needs the most intelligent and the most competent young people. Those who can, with their own ideas and knowledge, create a better future for new, more prosperous, generations.

Young people in the Balkans need to be more cooperative among themselves; thus, they should be stimulated to share common experiences. In addition, they need to build one new community based on knowledge, good aspects of the past and maintaining of the principles of truthfulness. In the future, the whole of the Balkan region will be a part of the European Union. This is why it is essential that young people have a sound foundation in the new enlarged society.

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KATARINA ČEŽEK

IMPORTANCE OF EDUCATION FOR STRENGTHENING PEACE AND SECURITY IN THE BALKANS

The right to education is recognized as a human right in International Covenant on Economic, Social and Cultural Rights, adopted by the United Nations General Assembly. It reshapes the perspective of an individual, provides him better opportunities in the future and better understanding of the world. Education is a very important aspect of socialization and can strongly affect the public opinion and impact attitudes on some important topics, such as interethnic relations, perception of national friends or enemies. Therefore, when I say education, I think about the education in the widest sense. Not only as an adoption of facts and knowledge, but also values, principles and skills, such as dialogue and nonviolent communication. Education can be especially important in post conflict areas, as the Balkans is. In order to prevent any further conflicts in the region we live in, it is essentially significant for generations to come, to get proper education for peace, which would help them to respect differences and overcome conflicts from the past, which can be a very heavy burden.

In order to show how some aspects of formal education can be used in a completely opposite manner, I would like to introduce you with results of a research done by the Center for Peace Studies of the Faculty of Political Sciences, Belgrade, and funded by Berghof Foundation for Conflict Studies from Germany. It is called *Ethnic Stereotypes and National Myths as an Obstacle to Reconciliation: Albanian-Serbian Relations*. It was done by analyzing 18 different history textbooks used in Serbia and those used in Kosovo in Albanian language. The researchers found few hundreds of evaluative statements, such as very subjective view of the past, generalizations, combining myth and historical facts. One of them stressed that what cause problem is fact that children read and adopt that kind of attitudes at an early age, and the can provoke reactions such as negative attitudes towards members of different ethnic groups and therefore negative behaviors. National myths are still strongly rooted in the communities in the Balkans. When you combine that with poor knowledge of history and with the fact that those attitudes are spread through mass communication, it produces stereotypical behavior, which is often manifested as a violence.

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General conclusion of the research is that in national myths of Serbian and Albanian people are very few mutual positive connotations. Logical consequence is that such a kind of myths, instead of their role to emphasize social cohesion and build unity among members of one nation, are source of problems, interethnic conflicts and severe obstacle to reconciliation process.

Without intention to neglect other forms and means of education, I would like to emphasize the importance of history studies in the post conflict area for strengthening peace and security. I wanted to try to show the importance and the impact of shaping different national myths and symbols on further international relations in the region. It is very difficult to achieve reconciliation when there are several different versions of events, when some people are somewhere perceived as heroes, and somewhere as criminals. Therefore once again, I am stressing the importance of open minded and wide observation of historical facts. In order to accomplish that mission, it is necessary to educate individuals who will be ready to listen to each other, to debate, to use arguments instead of arms, to accept differences and perceive them as richness, not as an obstacle and the cause of violence.

THE ROLE OF CULTURE IN SHAPING EUROPEAN IDENTITY

“If I had the opportunity of starting again the integration process from scratch, perhaps it would be more efficient if it was started by cultural integration. The unification of Europe and the integration of culture together.”²¹

Among the biggest challenges for a European political identity, besides weak capacity of the EU to play a unique global role in security and defense issues, is the challenge of states willingness and capability to establish a common cultural policy. From the beginning of the European integration culture as a field has been marginalized, lagging behind other sectors covered by the *acquis communautaire*. On the other hand, culture could play a vital role in widening and deepening of European integration and overcoming current crisis.

The word ‘policy’ refers to specifically defined set of activities aimed at achieving socially acceptable goals. Different areas of social life are determined by goals and activities making it possible to distinguish economic, health, educational, and other types of policies. When it comes to the implementation of socially acceptable goals in culture, a concept of cultural policy takes place. It is certain that there is no human society without culture, which brings some scholars to conclude that there is no society that has no cultural policy. This conclusion, however, does not correspond to reality, because the very existence of culture does not mean that the direction of its development is explicitly defined as series of goals to be achieved through appropriate methods, instruments and activities. Cultural policy relates to “consciously defined interests and decision making in all matters related to the cultural development of a society”²². According to professors Milena Dragicevic Sesis and Branimir Stojkovic, cultural policy exhibits threefold: through the theoretical assumptions that are consistent with the general trends of social development caused by an ideology of a society, and by reaches of sociology and cultural theory;

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¹ Erhard Busek’s speech, The impact of EU enlargement on cultural opportunities across Europe, Budapest, February 2002

² Milena Dragičević Šešić i Branimir Stojković, Culture, Management, Animation, Marketing, CLIO, Belgrade 2000. pg.21

through clearly defined goals and objectives; and through a system of methods and instruments for implementation of the goals and objectives.³

However, a question which often encounters now is the issue of cultural policy of the European Union and whether European cultural identity can be constituted as poly culture, therefore not to be exclusive of any national identity, but inclusive to as many specific characteristics? Or may it be concluded that the EU will never be able to define and guide its cultural policy, as the policy of a single social entity? Moreover, this essay aims to provide an argumentation that the lack of a formulated European cultural policy is not the result of a profound conviction that there is no need for such a policy, but of the fact that states are still not able to find a common supranational interest in culture since they have emerged around the traditional concept of sovereignty having a strong national understating of history and culture which prevails. A positive insight for the future development in culture is that many of the EU top policy-makers have been discussing the future of culture in the EU. Many of conclusions are along the lines of the president of the European Commission, Manuel Barroso statement that “The EU has reached a stage of its history where its cultural dimension can no longer be ignored. It would be a mistake to pretend that culture and economy are two totally separate worlds. Without proper attention to knowledge, science and culture, our societies at large, our economies, cannot prosper.”⁴ Still, building a consensus on common cultural policy remains an ongoing challenge for a European political identity.

³ Milena Dragičević Šešić i Branimir Stojković, *Culture, Management, Animation, Marketing*, CLIO, Belgrade 2000. pg.21

⁴ Manuel Barroso, President of the European Commission, speech at the conference *A soul for Europe*, Berlin, November 2004

THE IMPORTANCE OF CRITICAL THINKING FOR CREATING THE CULTURE OF PEACE

There is a very commonly cited opinion that the domain of art and culture is, for one reason or another, interesting to politics, so the politics co-opts that domain, manipulating it, in accordance to its needs. However, it has never been a problem for culture to inherit the political domain, which often led to the situation in which culture stayed the only bastion of freedom and independent spirit, especially in totalitarian societies and authoritarian regimes. Horace's understanding of literature and art in general, clearly expressed through his motto *dulce et utile*, best illustrates the way culture was perceived in Late Antiquity. At the times, namely, it was absolutely natural that culture should both entertain and educate. On the contrary, modernism made it possible for extremes to flourish: on one hand, aestheticism and *l'art pour l'art*, and on the other, didacticism and utilitarianism.

In Europe, the idea of modernism is closely connected to the development of culture and art. As it was stated by Jürgen Habermas, what he calls "the communicative reason" was ruling in Europe until the 18th century, in its different chronological forms. This is a determinant, which should point to a unified traditional view of religion, metaphysics, politics, art and the whole world around us. Habermas interpreted the cultural modernism as disintegration of "the communicative reason" in three independent areas of human activity: science, morality and art. This division will further lead to the institutionalization of these activities, which will result in the creation of some kind of expert culture, and indirectly to the separation of *high* and *low art*, as well, which will later become *popular culture*. All this will actually lead to the eternal gap between the area of the work of experts and the area of the work of masses, including culture and art, as well. From a broader perspective, this process will enable current radical dishierarchization of knowledge or the rule of the plurality of knowledge.

Events at the end of the previous millennium and the beginning of the new one point to essential necessity for the criticism of the global western society trend to eventually incorporate every creative criticism into its consumer philosophy. The image of countercultural freedom, led by the critical mind, is almost forgotten nowadays. As if we had lost the taste for the negative, as if we no longer have the ambition to criticize the system. Although people

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are generally disposed to criticism, it seems that nowadays in mass-media or everyday talk, it is exaggerated or weakened, disposed to simplified understanding of some kind of anti-globalism or the will for the quick incorporation into the system. It seems like it no longer has its creative impulse for freedom within itself, which until recently was implied.

If we imagine this criticism through culture – in order for it to have any influence, it has to point constantly to the mutual relation of the centres of powers and mostly trivial everyday life. Moreover, it always has to reveal the systems of the functioning of society and the attractiveness of that functioning for every member of society, and at the same time enlighten all these social masks that hide raw violence and unscrupulousness of our life in society. It has to unsettle the general trend of the acceptance in its essence, to point to the need for the conquering of freedom and show all the things an individual should accept in order to be an obedient member of a community, although some of these things should not be accepted, simply nor humanly. Such a criticism is, clearly, hard to obtain, both through culture and theory and politics, not only because it is hard to recognize the mechanisms of functioning of contemporary society, but also because it is necessary to say all that by using simple words – in order for the critical mass, from which the potential correction of the system depends on, to understand that criticism.

In his book about globalization *Runaway World*, Anthony Giddens, former principle of the London School of Economics, names the human preoccupation as one of the basic determinants of the phenomenon of globalization, different from all the previous periods in human history, which, nowadays, is far less turned to what nature can do to us, and a lot more to what we can do to nature. This is where, according to Giddens, the transition began, from domination of external risks to domination of the manufactured risks. Therefore, the world we live in can be called the society that lives after the end of nature (the postnatural world). By that, of course, it is not the physical destruction of the bio-world that is implied, but the fact that a big part of what was natural in the past – no longer is, or not completely. It is practically insignificant the small number of the aspects of our natural-material settings, which are not, in any way, struck by human interventions. Besides that, the technical perfection of the potential overall destruction is bigger than ever, which further contributes to the increase of the capacity of human preoccupation. If we also add to this the esthetical poststructuralist cancellation of any kind of “totality“, that is, the impossibility of the very knowledge or consciousness to rise to the heights of comprehensiveness, we can only conclude that every utterance becomes a political *per se*. The natural result of that is the great predominance of the manipulation of the political power.

Another small step is needed for this kind of the world image to grow into something Michel Foucault calls – biopolitics. Simply put, biopolitics would be a kind of a strategy of politicization and instrumentalization of the life itself. Thus, if postmodernism and poststructuralism had given the

opportunity for such kind of politicization in culture (that is, text), no matter how basically they try to go beyond the political domain, the following degree of the merging of politics and culture threatens to overcome that very ambivalence, by putting the overall fact of life under the same political cover. Is this the way leading to post-humanism?

In the year 2000, the Director-General of UNESCO at the time, Koichiro Matsuura, wrote down: "To gauge the scope of the 21st century's challenges and the range of possible ways to grasp them, we must be receptive to all approaches, to all disciplines and cultures, and grant them all a forum for open discussion about the future... It is particularly important to keep a distance from the centrifugal forces generated by the giddy pace of change, because the ideal of 'progress' could easily lead us in directions that make us lose touch with human values".

By giving the mankind a sea of technological and creative possibilities, an impression of incomparable and not inhibited freedom is created. It really exists *de facto*, but the resources of eventual misuse are enormous, too, as well as challenges for people to actively deal with the society they live in. In the overwhelming sea of information, it seems we have missed the most important event that happened to us lately: the loss of the active interest in the society we live in. In relation to that, what could be called the democratic potential of the cultural studies today is exactly what is endangering its integrity. When they appeared at the end of the 50's, British "cultural studies" were trying to turn the things round by starting talking about society in sophisticated language of literal criticism. Naturally, the implicitly left-wing preoccupation for the working class in contemporary settings was the centre of attention. Still, sometime during the 80's "the cultural studies" began turning into the extended praise of what any individual can enrich global media product with. By that, they have, in large part, given the legitimacy to the existent multinational consumer philosophy.

It is understood that in that kind of settings, culture has a potentially limited scope of action, since there is always the possibility of instrumentalization by various manipulative micro-interests. Like the position of culture, the political "action" and "organization" are, in this kind of constellation of things, completely weakened possibilities which continue to exist only if they are still imitated or performed. Politics has become exactly that – simulating, and the real possibilities for changes have been questioned. Moreover, it has become just one more part of the problem whose solution it used to promise. Therefore, we can consider a postmodernist politics the one which is focused on microscopic events, but without the guiding idea, without a proportionally based general programme of action. Recognizing the contemporary age as a kind of the Garden of Adonis (where fruits ripen and die quickly), in which the things are under the influence of micro-interests with particular identities, where the only thing that is not exposed to changes is the currency fluctuation, the domain of culture owns the alternative and corrective potential.

Thus, the aesthetic function of culture can also have ethical value nowadays, as a form of a global social *grooming*. In other words, the contemporary hypothesis on social *grooming* by Russian-American theorist Mikhail Epstein, based on the natural self-cleaning of society, which in its gradual evolution owns the potential for creating “new life”, finds its full excuse in the domain of culture. Culture is, namely, often defined as a very gradual system of language, which the humanity uses to speak to itself. During this process, a man examines the whole world around him through a set of various filters, so culture can be interpreted as a giant human shelter from the problems that society or an individual face with. By applying this theory on the current situation in the Balkans, for example, cultural activities are perceived as the only way towards the specific qualitative change of the reality paradigm, in the direction of the founding of the permanent culture of peace.

In the world where you must become a “formalized object” if you want to succeed (unlike recent past when the “authentic subject” was set as the imperative for an individual), the critical thinking has a remarkable value. Thus, nowadays, culture and its theory are twisted into its contrast every time they try to support certain streams of contemporariness, with no critical inhibition or when they act simply as viewers – the same way as criticism with no arguments, that does not have its basis in a more detailed analysis. It seems that exactly for that reason, a certain criticism of culture is needed today, a healthy feeling for the negative, contrary to the general politics of acceptance. Consequently, it can turn out that this kind of critics is at the same time the best corrective of the society as a whole and the way towards the establishing of a powerful and developed culture of peace. No matter how awkward it may sound, the following question will still be answered in the area of culture: where will we go to as society? That is why destiny of global cultural practice comes down to one dramatic question: will we stay on the verge of social-political events or we will make something greater, something a lot better than a country, society, history or politics?

Quote of one artist: "Cold silence has a tendency to atrophy any sense of compassion between two..."

From 1991 till 1999 my country was overwhelmed by wars. Many citizens considered going to war against some "old enemies" as patriotic act, even if they were closest neighbors or even brothers. "Poison/evil thought" that was transferred from generation to generation was released and multiplied. Nationalism and religion were harbor of hate. Very few who were against the war have been ridiculed or even threatened. During 1998, I have participated in anti-war campaign and on one event our group of young people was arrested, luckily nobody was hurt. Later, few years after the war, I participated in training for trainers for non-violent communication (NVC). This gave me much more insight to what the conflict and violence is and how to deal with it.

Therefore I believe that we should keep on educating people on much wider scale what NVC is, and how to use it. When I say this, I mean on formal level in schools, and non formal level within NGO's or other groups, and among young or old people. Conflicts are inevitable – it is up to us to know how to go through them, and at the same time aim for WIN-WIN situation. Being less violent is never too much. If we learn math or biology to be able to function properly in this world, why not working on perfecting communication skills in order to improve relations. Understanding and caring for others is not science fiction. A small investment in this would give us huge benefits later. This is important not only for a international conflicts, but also for conflicts on a personal level that we encounter in everyday life. No doubt that the world would be much better place – not just because of lack of wars and physical violence, but cause it will be easier to create environment that nurtures development and care for every individual.

Second thing that we could or should do is to form a wide network of peace movements and organisations, and to coordinate activities on higher level. Not just for acting in emergency situations, but also for doing educational work in times absent of war. UN's hands are tied, their mission turned into humanitarian activities, without **strong prevention of war**. Unfortunately I don't see much peace actions for what is going on in Syria. And what I see that is going on there makes me sick. Things that human being should never thought of doing to each other. And again, unfortunately big powers, or to

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say in other way, “groups of interest” are playing their game. Are we as civilization that week to stop this, or that “warmongers”? How come that we cannot connect all the dots?

We are peaceful society as much as we invest in peace. And we are not investing in peace even when things go out of control. How about investing in peace, not arms, before the conflict? Just compare how much money is spent on arms and how much on preventing peace? And why, we who understand this, are we telling this to each other (peace groups and individuals), and how come that ordinary people do not understand what we do understand. These two questions haunt me? Are we totally misled by small donations of those who are interested in starting the conflict? There are too many less important issues that preoccupies people attention and energy. We have to put initiations of war at the top of our priorities and focus on solving it. Are we unaware of how big this problem is and are the lives of people that unimportant? Maybe we are so slow and inefficient that while we organise and act, many other things are even more out of control. I think that majority of people, because they are preoccupied with their own everyday existential problems, have a tendency to drop into trap called “lasting peace” without investing in it – care for peace disappears from one culture, while differences between rich and poor or religious differences have tendency to grow, therefore new conflicts come forward over and over.

Maybe on a global level we should do some strategic plan that will reach more people and more governments? A plan that might unite us in creating peace and make us determined nurturing it.

In the end I’ll quote Franklin D. Roosevelt: “Only thing we have to fear is fear itself”, so don’t be afraid, be brave, not like “brave in the war” (that bravery is already late!), but be brave in creating peace.

DŽENITA ZIRDUM

THE RECIPE FOR SUCCESS IN SOUTH EAST EUROPE – MORALITY, ETHICS AND TOLERANCE

The Recipe for Success – is the name of the show I'm working on, on National television of Bosnia and Herzegovina. The Universal recipe doesn't exist, but I'm assured that without morale and ethics there cannot be a road of success.

Why I think this is our only exit in SE Europe? Where we stopped, faltered or failed an exam? I frequently hear question: Is it worth to be honest? The truth is something else. Is it worth to be spiritually dull, loosing will for having an own opinion or is it better to be light-minded, in disturbance and in a constant hurry.

I will start with example from Bosnia and Herzegovina – the country that has a complex social organization, many problems and where many young people think about leaving. I didn't want to analyze current situations, I was thinking about solutions in different areas. Every week, I've talked with non-political people that are exquisite and recognized as professional in their circles. I asked them the same question:

„Can an individual and the society develop without incorporating morality and ethics in the foundation?”

The answers I got were almost identical – morals and ethics underpin the values of the individual and society.

The solutions exist and we should not expect the current politicians to recognize and adopt them, because the relationship of morality and politics especially in South Eastern Europe is doubtful. It will be made by individuals who do not expect the society to make it happen, these steps are made by themselves.

Besides all the crises that afflict the Balkans in recent decades, the shape of the crisis that is more devastating than many others, is the moral crisis, which is expressed as widespread corruption and the legal and moral anomaly.

Analyzing the nature of this type of crisis and responsibility of those who have not only political but also intellectual influence, and all whose behavior contribute to such a crisis come to the question: “Are we tolerant to things to whom we can't be tolerant?”

* Editor of “Recipe for Success” TV Show on Public Broadcasting Service BHT1

The most frequently mentioned is the religious tolerance, that was insufficient, but is the solution to stop being tolerant to all forms of corruption, because it wasn't made only by politicians, as it is frequently shown. Most often we see only the top, but the events and phenomenon that make up society we do neglect or minimize.

If we look up to the pyramid, on which top stands the policy, observe from the bottom – should each individual stop additionally pay doctors, jobs, services that are in the job description clerks? Citizens are finding excuses for themselves for failing to do it in the honest way. It has to change that a fraud is the solution for problems.

Probably you have heard of the slogan or a statement such as: They can not pay me as little, such as I can work so little? Giving and taking money may be the most visible part of the corruption of society, but we are ignoring the existence of corruption of knowledge, moral and ethics. We are tolerant where we should never be.

The economy has broke borders and has already linked South Eastern Europe. I ascertained that Banja Luka and Sarajevo are not so far away as it is represented, for example, in a studio there are two guests, one from Banja Luka and the other one from Sarajevo, amount to one solution for Bosnia and Herzegovina, wanting to contribute to the development of the society, or if young people who graduated from universities in Western Europe and the United States and returned to this area, because they want to contribute solutions for the advancement and integration, and they led by morals and ethics.

The ability to understand the values, accept them and respond to them is the foundation for the realization of moral human values. Never before we talked so much about freedom, about democracy, about the success of happiness, and never before there was so much apathy, depression, hopelessness. In this environment, the man feels no free and there is less peace with himself. According to the esoteric, true knowledge is not achieved in scientific research, but the inner enlightenment. To reach a solution everyone should answer the question: will we be ever ready for true renunciation and to work on ourselves?- Because, we tend to measure the success and wealth by materialized achievements.

And at the end of this presentation in Belgrade, I'll finish with a quote by Patriarch Pavle "When will we be better? When we get better"

"Smart are these people. They accept idleness of the East, the comfortable life of the West; they are not rushing anywhere, because life itself rushes; they show no curiosity to see what is hiding behind the following day, whatever is destined would happen anyway; there is so little that depends on them. They are together only in troubled times, that is why they do not want to spend time together often. They do not trust each other much, and they are easily tricked by a flattering word. They do not look like heroes, but it is the hardest to frighten them with a threat. For a long time, they seem uninterested of the happenings around them, but suddenly, everything catches their interest, they tumble things up and arrange them upside down, to finally become dormant again, without the wish to remember about the past happenings. They are scared of changes; changes have brought them too much evil in the past. And they easily get bored even from the one that did good deeds to them"

M. Selimović

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The Journal solicits papers which are 8,000 to 10,000 words in length. Shorter papers between 5,000 and 8,000 words will also be considered for publication, especially if they are review articles or if they put forward new, insufficiently explored ideas and approaches (often deemed to be premature by other journals). Book reviews should exceed 2,000 words and reviewers are required to submit a copy of the book reviewed if they initiate a review of the publication.

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Barsoux, J.-L. and P. Lawrence (1991), Countries, Cultures and Constraints in R. Calori and P. Lawrence, eds. *The Business of Europe: Managing Change*, London: SAGE Publications, 198-217.

For Journals:

Kornai, J. (1993), The Evolution of Financial Discipline under the Post-Socialist System, *Kyklos*, 46(3), 315-336.

For Unpublished material:

Bonin, J. P. and M. E. Schaffer (1995), *Banks, Firms, Bad Debts, and Bankruptcy in Hungary 1991-94*, CEP Discussion Paper No. 234, London: Centre for Economic Performance at LSE

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