



# YOUTH IN THE 2022 CAMPAIGN

## Monitoring Report



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## YOUTH IN THE 2022 CAMPAIGN MONITORING REPORT

Publisher:  
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For Publisher:  
Miljana Pejić

Editor/Chief Researcher:  
Boban Stojanović, MA

Associates and Researchers:

Nikola Ristić  
Nikola Perišić, MA  
Boris Kaličanin  
Marija Mavrić  
Anđelija Stanimirović  
Isidora Martać  
Milica Sekulić  
Lazar Simić  
Mina Trajković  
Jovana Živanović

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## About KOMS:

National Youth Council of Serbia (KOMS) is an association of youth and for youth organizations founded on 12 March 2011. Its membership currently includes 103 youth and for youth organizations. KOMS is the highest independent representative body of youth in Serbia, whose mission is to develop youth policy by representing the interests of young people, developing partnerships with institutions, intersectoral and international cooperation, as well as to encourage active youth participation and organizational development of its members.

In accordance with Article 14 of the Law on Youth, on 21 July 2020, the National Youth Council of Serbia was recognized as an umbrella association, which gave the association the legal status to represent the interests of its members, propose candidates for the Youth Council and participate in the process of drafting and implementing the Strategy and other documents in the field of youth policy.

KOMS carries out its mission by advocating the development of mechanisms for youth participation in decision-making processes and creating proposals for practical policy in areas of importance for young people, but also by encouraging, supporting and promoting youth participation, youth organization and networking, as well as capacity building and organizational sustainability of youth and for youth associations. KOMS is a full member of the European Youth Forum (EYF).

### Roles of KOMS are to:

- Recognize the needs and represent the interests of young people,
- Represent a platform for dialogue and cooperation, a forum for the exchange of information, experiences and views of member organizations,
- Promote, encourage and support youth organization,
- Encourage cooperation of institutions with youth and participate in institutional decision-making processes that are important for young people, according to the principle of co-management,
- Analyze public policies (laws, strategies, budgets ...) and propose amendments thereto,
- Cooperate with similar foreign organizations and represent young people from Serbia in the field of international cooperation,
- Engage in public advocacy at the national level,
- Contribute to building organizational capacities of member organizations.

### Mission of the National Youth Council of Serbia (KOMS):

KOMS is an advocacy platform that represents the interests of young people, ensures active participation and develops systemic solutions in order to improve the position of young people through developing strategic partnerships, cross-sectoral and international cooperation, as

well as capacity building of member organizations and other youth policy actors.

### Vision of the National Youth Council of Serbia (KOMS):

A stimulating environment in which young people represent their interests and actively participate in the development of society. You can read more about KOMS, current projects and activities on the official KOMS website [www.koms.rs](http://www.koms.rs) or on the page we launched to promote and establish a structured dialogue with young people [www.dijalog.rs](http://www.dijalog.rs).

National Youth Council of Serbia – KOMS  
Kralja Milutina 15, 11 000 Belgrade  
[office@koms.rs](mailto:office@koms.rs)

## About the Monitoring of the 2022 Election Campaign:

During the election campaign, more than 50 young people actively monitored and observed the election campaign. Young researchers, observers and the entire KOMS team focused their work on data collection activities on communication between political actors (electoral lists and presidential candidates) to and about young people. Direct party addresses, views, promises, messages of politicians/candidates were monitored. It was recorded how politicians and election actors communicated about young people.

KOMS research showed that young people are predominantly informed through the Internet and social networks, and for that reason there was a desire to check how much and in what way political actors addressed young people, as well as the estimated funds spent on advertising on social networks and what percentage of these funds was aimed at young people, i.e. what percentage of young people were the target group.

In addition, according to KOMS research, young people are predominantly informed through the Internet and social networks, and for that reason we wanted to see to what extent the political actors directed their messages and addresses to young people through the most popular social networks and how much money (paid promotion) they spent for these purposes. Especially in the part that deals with electoral lists, we present the funds spent by political parties and politicians on paid promotion on social networks.

## Research methodology:

Researchers monitored addresses and communication about and to young people of all electoral lists (except the electoral lists of national minorities) and all presidential candidates who ran in the 2022



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parliamentary and presidential elections in parliamentary and presidential elections in the Republic of Serbia in 2022.

Data sources:

During the election campaign, researchers collected data on communicating the topic of youth from various sources:

- A) Online editions of daily newspapers
- B) Important news portals
- C) Television websites
- D) Official websites of political parties and election participants
- E) Social networks

We monitored direct party addresses, views, promises, messages from politicians and candidates. We recorded how they all communicate about young people. During the campaign, they focused on several dimensions – the **framework dimension** or topics that the actors talk about and through which the youth problems are interpreted, the **problem dimension** as a presentation of what political actors perceive as youth problems, how political actors interpret youth problems and why they perceive them as problems, how these problems are discussed during the campaign, the **actors dimension** – who communicated to young people, through which channels and which group of young people they addressed. The aim of the **policy dimension** was to show us whether political actors have proposed specific policies and measures for young people, whether the messages are at the level of promises and what is being promised to young people. Are the measures specific, measurable and how are they defined? We also researched how many young people were on the lists and their ranking on the lists.

National Youth Council of Serbia published 5 weekly reports on communication to and about young people, and in the last week of the campaign it published – [a summary of the results \(preliminary report\)](#).

In the second half of 2020, the Facebook Corporation (now META) provided transparent insight into advertising on social and political topics. As part of the 2022 Election Campaign Monitoring, we reviewed the official accounts of political actors and the content they advertised during this period. We would like to point out that these are estimates based on available data which include categories such as age, gender and location of platform users, as well as the amounts spent in the observed period. Advertising was observed on Facebook and Instagram.

## Monitoring conclusions and summary of electoral lists and candidates campaign:

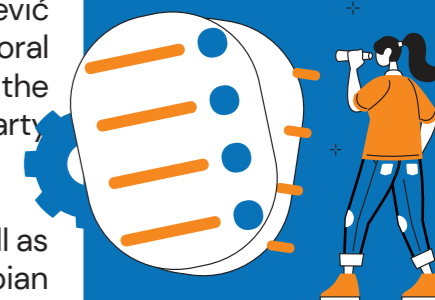
National Youth Council of Serbia monitored the addresses of all election participants during the campaign for the regular presidential and early parliamentary elections in the Republic of Serbia. The Patriotic Bloc and presidential candidate Boško Obradović addressed the youth the most in the campaign (47 times), followed by the coalition around the SNS and

presidential candidate Aleksandar Vučić (37 times) and the electoral list Marinika Tepić – United for the Victory of Serbia and presidential candidate Zdravko Ponoš 21 times). The most talked about topics in the campaign were youth education, young people leaving the country, political participation of young people, housing for young people, youth support measures, and the financial support for young people in the amount of 100 euros.

According to the preliminary election results, there will be 14 young MPs in the National Assembly (9 from the electoral list Aleksandar Vučić – Together We Can Do Everything, 2 from the electoral list Milica Đurđević Stamenkovski – Serbian Party Oathkeepers and 1 each from the electoral list Ivica Dačić – Prime Minister of Serbia, Marinika Tepić – United for the Victory of Serbia and the Mufti's Legacy – Justice and Reconciliation Party SPP – Usame Zukorlić).

Electoral list Aleksandar Vučić – Together We Can Do Everything (as well as presidential candidate Aleksandar Vučić) consisting of the Serbian Progressive Party, Social Democratic Party of Serbia, Party of United Pensioners of Serbia, Movement of Socialists, Serbian People's Party, Strength of Serbia Movement – Bogoljub Karić, Serbian Renewal Movement and the People's Peasant Party, which supported Aleksandar Vučić as presidential candidate, addressed young people 37 times during the campaign. Members of the Government Ana Brnabić, Siniša Mali, Darija Kisić Tepavčević and Vanja Udovičić, as well as MP candidates Nevena Đurić, Đorđe Todorović, Miloš Terzić and Milica Nikolić communicated the most. Presidential candidate Aleksandar Vučić communicated only once to young people when he confirmed that all young people will receive 100 euros in financial aid (incentive) at the beginning of June. A total of 20 young MP candidates were on the Aleksandar Vučić – Together We Can Do Everything list, which makes 8% of the electoral list. There were 9 candidates in the first half and 11 in the second half of the list. According to the preliminary results of the parliamentary elections, 9 young MPs will sit in the next parliamentary convocation. The general impression is that the representatives and candidates of this list dealt with youth issues, however not all problems that young people face in Serbia today have been covered. Also, no long-term plan has been proposed to address certain economic and social problems of young people. The measures proposed are short-term and immediate solutions, without a clear long-term perspective. Of the 119,000 euros spent on paid promotion on social networks, the Serbian Progressive Party spent about 26,235 euros or 22% on young people.

The electoral list "Ivica Dačić – Prime Minister of Serbia" had 27 young MP candidates on its list, of which only 6 were in the first half of the list. According to the preliminary election results, this list will have one young female MP in the next parliamentary convocation. The topics the SPS representatives focused on were primarily education and science, keeping young people in the country and health care. The main speaker in





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the campaign aimed at young people was the Minister of Education Branko Ružić, followed by the Speaker of the National Assembly Ivica Dačić and Minister Novica Tončev, as well as MP candidates Vladimir Đukić and Dijana Radović. Representatives of this list promised greater investments in education and science as well as in the health care system. This electoral list did not see young people as its target electorate and addressed young people sporadically during the campaign. Given that Branko Ružić is the only SPS official who headed an important ministry, it is not surprising that the main topic this party communicated during the campaign was education, wishing to present its work and successes over the past two years. Out of the total of 2,450 euros spent on paid promotion on social networks, SPS spent about 463 euros or 19% on young people.

There were 16 young candidates in the first half of the SRS electoral list, and only two young candidates were among the top 20. During its campaign, the SRS as a party addressed the youth and communicated about youth problems only once, in a statement on the party's official website. The issue that they addressed is the problem of youth independence. They did not propose any specific measures, but only promised that, if they return to the National Assembly, they will propose a law on special conditions for the construction of apartments for young people. We conclude that young people were not the target group of the SRS in this election campaign. They mostly communicated about the war between Russia and Ukraine. Although some party officials communicate through social media, we believe that communication via official announcements on the party's website, which was dominant, is not youth friendly. We believe it is encouraging that the party and the list are represented by a young person – Aleksandar Šešelj. However, he did not address the youth during the campaign either. The Serbian Radical Party failed to cross the electoral threshold and win seats in the National Assembly.

The "Marinika Tepić – United for the Victory of Serbia" coalition and the presidential candidate Zdravko Ponoš addressed the youth on 21 occasions during the observed period. Topics they covered were youth activism, political participation of young people, departure of young people from Serbia, employability of young people, independence of young people, encouraging birth rates, quality of life of young people in Serbia. They spoke negatively about the measures and actions of the current government, emphasizing on several occasions that measures to encourage birth rates and independence of young people are not adequate, and within the positive part of the campaign they proposed 10 demographic policy measures such as introduction of reduced service years for retirement for mothers, reduction of salaries taxation for parents by increasing the non-taxable portion of salaries and introducing a ban on overtime and night work for mothers. The topic that was addressed most frequently was "brain drain", but the representatives of the coalition did not offer specific solutions to that problem to a large extent. As far as communication towards young people through social media is concerned, the Movement of Free Citizens and the youth organizations of the People's Party and Democratic Party stood out with their content.

What was noticed during the monitoring of this coalition is the communication of young people to young people to a greater extent, i.e. the address of young MP candidates, members of political parties from the list. The president of the Movement of Free Citizens, Pavle Grbović, who is the only young MP candidate from this list who will enter the parliament, also communicated to young people on several occasions. Out of a total of 13,500 euros spent on paid promotion on social networks, this coalition spent about 4,600 euros or 34% on young people.

On the list submitted by the NADA coalition to the REC, there were 31 out of 250 (12.4%) young people on the list. Although this coalition has crossed the electoral threshold and will have representatives in the National Assembly of the Republic of Serbia, this coalition will not have any young MPs. In their campaign, NADA and presidential candidate Miloš Jovanović addressed young people four times and communicated about youth problems. The problems of young people that they addressed are those related to education, departure of young people and political patronage employment practices. Apart from the establishment of a state administration institution of higher education for youth, there were no specific measures. They stated that they would deal with the issue of youth employment which does not depend on party affiliation. We conclude that young people were not the target group in this election campaign to a large extent. Out of a total of 16,500 euros spent on paid promotion on social networks, this coalition spent about 3,800 euros or 23% on young people.

Out of a total of 250 candidates on the list of the Serbian Party Oathkeepers, 72 are young candidates. There were 30 young people or 23.2% in the first half of the list, while in the second half of the list there were 42 young people or 33.6%. Candidates on this list talked about youth migration and leaving the country, birth rate, financial independence and education, as well as political participation. They pointed out that young people find it difficult to get a job if they are not political party members and stated that this is one of the main problems why young people leave Serbia and abandon the land of their ancestors. In total, they communicated about young people five times. Milica Đurđević Stamenkovski, who headed the electoral list and was presidential candidate, communicated the most about young people. Given the preliminary election results, the Serbian Party Oathkeepers will have two young MPs in the National Assembly. Out of a total of 2,800 euros spent on paid promotion on social networks, this electoral list spent about 1,100 euros on young people.

The "We Must" coalition had 41 young candidates on the list, out of a total of 249. Of that number, 16 are in the first half of the list. However, none of the young candidates will have the opportunity to become an MP according to the current distribution of seats. The "We Must" coalition communicated 16 times to young people and about young people. They mostly talked about the departure of young people from the country due to various problems, political participation of young people, but also about



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numerous other social areas in which specific solutions were offered. Coalition leaders Aleksandar Jovanović Ćuta and Nebojša Zelenović as well as Dr. Biljana Stojković, presidential candidate, addressed young people the most. They spoke negatively about the departure of young and educated people from the country due to lack of healthy soil, clean air and drinking water, but also about the departure of young people from smaller towns due to lack of appropriate cultural activities. They pointed out that they have a plan for economic development that will prevent young people from leaving the country. The statement "that students will do everything for a thousand dinars" was also criticized, and Aleksandar Jovanović Ćuta and Biljana Stojković attended the student protest on that occasion. Positive communication is evident in the invitation to young people to vote. Also, attention was focused on the important role of young people in political processes, specifically in the control of elections, and they stated that the apathy and apoliticalness of young people is decreasing. They also pointed out what young people do not need, and that, according to them, are political parties that make memes, politicians on TikTok, repeating the sentence "young people are the future of Serbia" without any meaning and consideration, and blaming young people when they justifiably so leave their country to live somewhere else due to the lack of conditions to live a normal life in Serbia. The "We Must" coalition offered a set of specific measures in accordance with the specific perspective of young people in the fields of education, work, parenthood, health care, youth participation, sports activities and protection against violence and sexual harassment. They proposed a total of 28 measures. Out of a total of 25,700 euros spent on paid promotion on social networks, this electoral list spent about 5,900 euros or 23% on young people.

The Sovereignists electoral list consisted of the Enough is Enough party, Healthy Serbia and the I Live for Serbia movement. During the election campaign, the Sovereignists coalition communicated 3 times to and about young people. The topics discussed by the parties were related to youth migration, starting a family, agriculture, education and partocracy as problem with regard to youth employment. They raised the issue of subsidizing young farmers in order to keep them in Serbia. This list has not crossed the electoral threshold and will not have any representatives in the National Assembly of the Republic of Serbia. Out of a total of 15,000 euros spent on paid promotion on social networks, this coalition spent about 3,300 euros or 22% on young people.

Of all the electoral lists, the Patriotic Bloc and presidential candidate Boško Obradović addressed young people the most. However, no young person from this list entered the Parliament as an MP. The topics they pointed out as important were of different character: education system (free books and tuition fees), youth independence and housing, private entrepreneurship, departure of young people from the country, etc. The tone of the address to the youth was neutral; they paid attention to the problems of young people and proposed specific measures to solve these problems, while they spoke negatively about existing measures and youth policy. They proposed measures that they will advocate for in order

to improve the environment in which young people live. Some of the often-repeated measures are modernization of the education system, assistance to young people in solving the housing issue and subsidizing private entrepreneurship. Out of a total of 25,300 euros spent on paid promotion on social networks, this coalition spent about 5,000 euros or 20% on young people.

The "Boris Tadić – Come on People" coalition consists of the Social Democratic Party, the New Party, the "1 of 5 Million" movement, the United Green Movement of Serbia, Tolerance of Serbia, the Bosniak Civic Party and the Party of Montenegrins. Out of 245 candidates on this list there are 39 young candidates. Of these 39 young people, 20 are in the first half of the list. The topics discussed by the coalition representatives were education, political participation and youth participation in the election process, political activism, economy, sports, departure of young people from Serbia, demography, however they communicated in a negative tone about the financial assistance to young people in the amount of 100 euros offered by the government, as well as targeting students in a television program with national coverage. When it comes to specific programs for young people, the "Boris Tadić – Come on People" coalition stated that it is necessary to introduce a cycle of investments that will return sports to schools, campuses for high schools, and with regard to economic reform, they proposed subsidizing employers for hiring new employees and increasing salaries. The election campaign of this coalition started later compared to other electoral lists, so it can be concluded that the topics communicated were very general and without any specific policies for and about youth. This electoral list has not crossed the electoral threshold and will not have any representatives in the National Assembly. Out of a total of 7,600 euros spent on paid promotion on social networks, this coalition spent about 2,100 euros or 28% on young people.

Presidential candidate Miša Vacić addressed young people only once, in the economic context. He promised young people the amount of 250 euros if he wins the elections, criticizing the Government's measure of awarding financial assistance to young people in the amount of 100 euros. He pointed out that due to all the circumstances and consequences of the economic crisis, the minimum amount that would improve the lives of young people is exactly 250 euros. He communicated negatively about the measures of the RS Government. The measure by which the state can provide funds for that purpose is the abolition of funding for the non-governmental sector and various organizations that he believed are "poisoning Serbian youth and working against the state." Here we see an attempt at a positive campaign towards young people, along with criticism of the Government's measures, but young people are perceived in a negative context as a group which is "being poisoned". Based on the above, it can be concluded that this candidate considers young people to be susceptible to the influence of others, i.e. the influence of the organizations he mentions.



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List	Spent during the campaign	Estimated percentage of budget used for communication to youth	Estimated amount spent on advertising to young people during the campaign
1.ALEKSANDAR VUČIĆ - Together We Can Do Everything	119 000€	22%	26 235€
2. Ivica Dačić - Prime Minister of Serbia	2450€	19%	463€
4. DR VOJISLAV ŠEŠELJ - Serbian Radical Party	/	/	/
5. Marinika Tepić - United for the Victory of Serbia	13500€	34%	4600€
6. DR MILOŠ JOVANOVIĆ - NADA FOR SERBIA	16500€	23%	3800€
7. MILICA ĐURĐEVIĆ STAMENKOVSKI - Serbian Party Oathkeepers	2800€	39%	1100€
9. WE MUST	25700€	23%	5900€
10. SOVEREIGNISTS	15000€	22%	3300€
11. Patriotic Bloc	25300€	20%	5000€
14. COME ON PEOPLE - Boris Tadić	7600€	28%	2100€

During the monitoring of the election campaign, the online content monitoring software Picasa was used. Through its platform, Picasa enables monitoring of 2,000 media throughout Serbia and thousands of social network channels. Through its algorithms, Picasa recorded 96 articles and texts on the topic of youth, and a total of 2,221 engagements were registered on social networks (Facebook, Twitter, Instagram and YouTube).

## DETAILED OVERVIEW OF ELECTORAL LISTS AND PRESIDENTIAL CANDIDATES

Nikola Perišić, MA<sup>1</sup>  
Boris Kaličanin<sup>2</sup>

### 1. ALEKSANDAR VUČIĆ - Together We Can Do Everything

&  
Presidential candidate – Aleksandar Vučić

**Introduction:** The electoral list Aleksandar Vučić - Together We Can Do Everything consists of the Serbian Progressive Party, the Social Democratic Party of Serbia, the Party of United Pensioners of Serbia, the Movement of Socialists, the Serbian People's Party, the Strength of Serbian Movement - Bogoljub Karić, the Serbian Renewal Movement and the People's Peasant Party.

The coalition supported Aleksandar Vučić as presidential candidate. **This coalition and presidential candidate Aleksandar Vučić had a total of 37 addresses to young people.**

On behalf of this coalition, young people were addressed by the Prime Minister Ana Brnabić, the President of the Republic Aleksandar Vučić, the Ministers Vanja Udovičić, Siniša Mali, Darija Kisić Tepavčević, Milan Krkobabić and Irena Vujović and MP candidates Danica Grujičić, Jelena Žarić Kovačević, Stojan Radenović, Miloš Vučević, Milica Nikolić, Krsto Janjušević, Đorđe Todorović and Miloš Terzić, as well as by young MP candidates Nevena Đurić and Milica Nikolić.

Representatives of this list mostly communicated on economic, social, educational, health care, housing, demographic, military topics, as well as on the participation of young people in politics.

This list nominated 20 young MP candidates (11 young women and 9 young men), which is 8% of the electoral list. There were 9 candidates in the first half and 11 in the second half of the list. According to the preliminary results of the parliamentary elections, 9 young MPs will sit in the next parliamentary convocation: Nevena Đurić, Milica Nikolić, Ana Beloica, Andrijana Vasić, Sanja Lakić, Nikola Bokan, Jana Mateović, Lav Grigorije Pajkić and Stefan Adžić.

<sup>1</sup> Contact: nikola.perisic.fpn@gmail.com

<sup>2</sup> Contact: boriskalicanin@gmail.com







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### Youth issues and youth programs:

Representatives of the coalition gathered around the Serbian Progressive Party mostly talked about economic and social incentives for young people, such as the "My First Salary" program, financial aid in the amount of 100 euros for all young people, employment of young doctors and best students, and reduction of unemployment among young people in general. Also, topics such as promoting voluntary military service and demographic policy were covered.

### List of measures/promises:

- Introduction of assistance granted by the Government of the Republic of Serbia for young couples who are having a child this year;
- A maximum amount of 20,000 euros for buying an apartment or building a house;
- Promise of financial assistance in the amount of 100 euros to young people aged 16 to 29 at the beginning of June;
- Paid internships in public administration for best students which were introduced by a Government Decree;
- Potential introduction of a new Law on Military Education;
- Allocation of funds for the purchase of a rural house for young farmers;
- Employment of 530 best students of the Faculty of Medicine.

### Paid social media promotions:

Monitored web pages: Serbian Progressive Party, Achievements speak for themselves, Aleksandar Vučić, Aleksandar Šapić, Naprednjaci, Goran Vesić, SDP of Serbia.

Amount spent in the period 28 February – 3 April 2022: 119,000 €

Estimated share of advertising to youth: 22%

Estimation of spending for advertising to young people: 26,235€

Total number of advertisements: 504

Amount spent per advertisement on average: 236€

Total number of advertisements mentioning young people: 16

### Conclusion:

The dominant tone, when representatives of the Serbian Progressive Party and other coalition parties communicated about the youth, was positive. Such tone should not be surprising, because they came from the position of the ruling party and in their campaign they primarily reminded of economic and social incentives for young people that were adopted and implemented as policies of the RS Government in previous years. It should be noted here that during the campaign, the Government of the RS adopted several specific measures that provide different types of subsidies to young people, which was used to present young people in a positive context. They also spoke positively about the active participation of young people in socio-political life. During the campaign, several decrees were passed and a competition was announced for young farmers who were provided subsidies so that they could buy houses with a backyard. Also, a Decree was passed which helps couples who have a

child in 2022 to buy an apartment or a house, and a Decree which introduced paid internships for best students within public administration from 1 April 2022. The promise left to the new RS Government is to provide financial aid in the amount of 100 euros to all young people (who apply) in early June, to employ about 530 best students of the Faculty of Medicine, and to pass a new Law on Military Education which was announced by the Minister of Defense Nebojša Stefanović.

The general impression is that the representatives of this list dealt with youth issues, but that not all the problems that young people face in Serbia today have been covered. Also, no long-term plan has been proposed to address certain economic and social problems of young people. The measures proposed are short-term and immediate solutions, without a clear long-term perspective. In addition, despite the recent epidemic and although the person heading the list was Dr. Danica Grujičić, a medical doctor, and Dr. Jelena Begović, also a medical doctor, was positioned high on the list, the topic of youth health was not mentioned at all.

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Boris Kaličanin<sup>3</sup>  
Nikola Perišić, MA<sup>4</sup>

## 2. Ivica Dačić - Prime Minister of Serbia

**Introduction:** The electoral list Ivica Dačić – Prime Minister of Serbia consists of the Socialist Party of Serbia, United Serbia and the Greens of Serbia. This coalition supported the candidacy of Aleksandar Vučić for President of the Republic. **In this coalition, only the Socialist Party of Serbia addressed young people and had 6 addresses directed towards young people.** The Minister of Education, Science and Technological Development Branko Ružić, the Speaker of the National Assembly Ivica Dačić, the Minister in charge of Development of Underdeveloped Municipalities Novica Tončev, and MP candidates Diana Radović and Prof. Dr. Vladimir Đukić communicated the most to young people. This electoral list communicated mostly about education, science, health care and measures to keep young people in the country. This electoral list included 27 young candidates (15 young women and 12 young men) out of a total of 250, or 10.8%. In the first half of the list there are 6 young candidates, of which 1 among the top 20. In the second half of the list, there are 21 young candidates. Based on the preliminary results, this list will have only one young MP.

**Youth issues and youth programs:** The SPS communicated mostly about education and science, where the strategic commitment of the state to invest in education and science was emphasized. The need to acquaint young people with the plans and programs of educational institutions was pointed out. Also, the success of the state in keeping young doctors in the country was emphasized, as well as the general effort of the state to keep young people both in the country and in underdeveloped areas.

### List of measures/promises:

- Greater investment in education and science;
- Strong investment in health care.

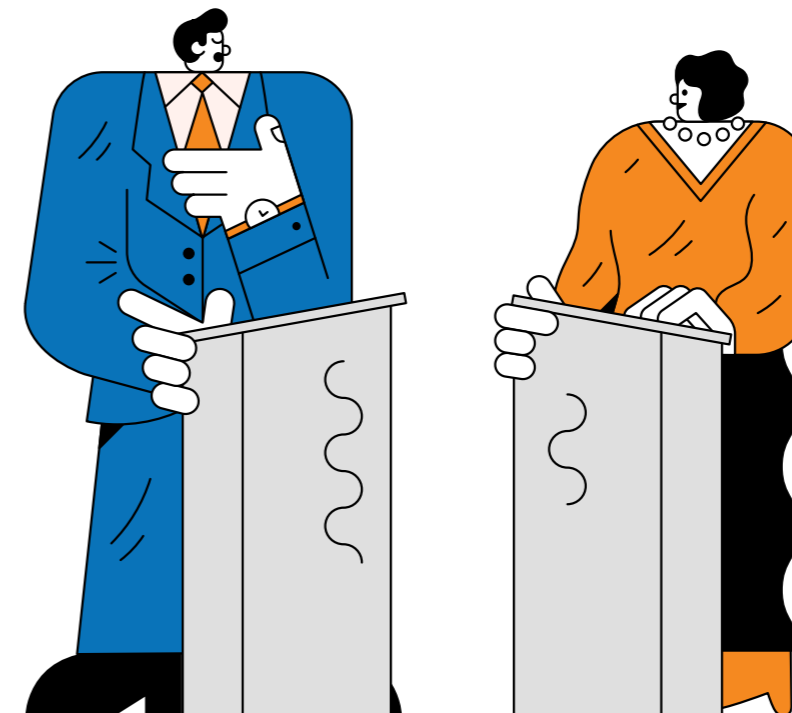
### Paid social media promotions:

Monitored web pages: Socialist Party of Serbia and Toma Fila.

Amount spent in the period 28 February – 3 April 2022: 2,450€  
Estimated share of advertising to youth: 19%  
Estimation of spending for advertising to young people: 463€  
Total number of advertisements: 394  
Amount spent per advertisement on average: 6€  
Total number of advertisements mentioning young people: 3

**Conclusion:** This electoral list did not see young people as its target electorate and addressed young people sporadically during the campaign. Given that Branko Ružić is the only SPS official who headed an important ministry, it is not surprising that the main topic communicated by this party during the campaign was education, wishing to present its work and successes over the past two years.

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<sup>3</sup> Contact: [boriskalicanin@gmail.com](mailto:boriskalicanin@gmail.com)

<sup>4</sup> Contact: [nikola.perisic.fpn@gmail.com](mailto:nikola.perisic.fpn@gmail.com)



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Marija Mavrić<sup>5</sup>

## 4. DR VOJISLAV ŠEŠELJ - SERBIAN RADICAL PARTY

**Introduction:** The electoral list Dr. Vojislav Šešelj – Serbian Radical Party was submitted by the Serbian Radical Party. **In their campaign, they addressed the youth only once, in the form of a statement on the party's official website.** The framework in which they addressed young people on this occasion was housing. There were 39 young people on the electoral list out of a total of 250 seats, which means that they were represented on the list with a percentage of 15.2% (18 young women and 21 young men). There were 16 young candidates in the first half of the list or 12.8%, of which only 2 candidates were among the top 20. Since this electoral list did not pass the census, it remained outside the National Assembly and has no representatives.

**Youth issues and youth programs:** The issue that the SRS communicated about and to young people is the unresolved housing issue of young people and the impossibility to solve their housing issue on their own.

**List of measures/promises:** There were no specific measures, but they only promised to propose a law on special conditions for the construction of apartments for young people if they enter the National Assembly.

**Conclusion:** Young people were not the target group of the Serbian Radical Party in this election campaign. They mostly communicated about the war between Russia and Ukraine. Although some party officials communicate through their accounts on social media, we believe that communication via official announcements on the party's website, which is dominant, is not youth friendly. The fact that the party and the list are represented by a young person – Aleksandar Šešelj is encouraging. However, he did not address young people during the campaign either. The Serbian Radical Party failed to cross the electoral threshold and win seats in the National Assembly.

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<sup>5</sup>Contact: [marija2098@gmail.com](mailto:marija2098@gmail.com)

Anđelija Stanimirović<sup>6</sup>

## 5. MARINIKA TEPIĆ - United for the Victory of Serbia

(Party of Freedom and Justice, People's Party, Democratic Party, Democratic Fellowship of Vojvodina Hungarians –VMDK, Party of Macedonians of Serbia, Movement of Free Citizens, United Trade Unions of Serbia "Sloga", Movement for Reversal, Movement of Free Serbia, Vlach Party)

&

Presidential candidate – Zdravko Ponoš

**Introduction:** The "United for Victory of Serbia" coalition consists of the Party of Freedom and Justice, the People's Party, the Democratic Party, Democratic Fellowship of Vojvodina Hungarians – VMDK, the Party of Macedonians of Serbia, the Movement of Free Citizens, the United Trade Unions of Serbia "Sloga", the Movement for Reversal, the Movement of Free Serbia and the Vlach Party. **In the observed period, the coalition communicated messages to and about youth 21 times.** Representatives of the list who addressed young people in most cases are: Marinika Tepić – who headed the electoral list, Stefan Ninić – president of the youth organization of the Democratic Party, and Nina Stojaković – member of the Movement of Free Citizens. Young MP candidates and young members of political parties and movements addressed the youth on several occasions. Topics that were in the main focus of this coalition are youth migration and youth participation in the election process, but also in everyday political life. Of the total of 250 MP candidates on the list "Marinika Tepić – United for the Victory of Serbia", there were 14 young MP candidates or 5.6% (6 young women and 8 young men). There were no young candidates on the list among the top 20. The highest ranked young candidate who occupies 23rd place on the list is Pavle Grbović, who will be the only young MP according to projections of the number of mandates won by the list.

**Youth issues and youth programs:** The issues that the coalition "United for the Victory of Serbia" pointed out in most of its addresses were migration of young people and participation of young people in the election process, but also in everyday political life.

<sup>6</sup>Contact: [stanimirovicandjelija@gmail.com](mailto:stanimirovicandjelija@gmail.com)



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**List of measures/promises:** The Democratic Party believes that the return of educated personnel to politics would create preconditions for the engagement of the new generation. They also state two priorities that the Democratic Party would address after the current government is replaced: abolishing political patronage hiring and giving way to young people who are qualified, regardless of their party affiliation, and active involvement of young people in decision-making process from local to national level.

The People's Party states that it is necessary to build solidarity apartments for young married couples across the country, which would be available for long-term lease or purchase through interest-free housing loans granted by the state. In addition, it is noted that for families with three or more children it is necessary to implement 10 priority family policy measures such as:

- introducing reduced service years for retirement for mothers;
- reducing salaries taxation for parents by increasing the non-taxable portion of salaries;
- possibility of reduced work hours for mothers in the amount of 36 hours per week, whereby the state would cover the remaining hours (two working days per month) in the amount of the average salary in Serbia;
- introducing a ban on overtime and night work for mothers, as well as planning the mandatory increase in the number of annual vacation days for mothers who give birth to third and each subsequent child;
- additional investment in education (scholarships).

#### **Paid social media promotions:**

Monitored web pages: People's Party, Party of Freedom and Justice, Vuk Jeremić, Movement of Free Citizens, People's Party Niš, Zdravko Ponoš.

Amount spent in the period 28 February – 3 April 2022: 13,500€

Estimated share of advertising to youth: 34%

Estimation of spending for advertising to young people: 4,600€

Total number of advertisements: 130

Amount spent per advertisement on average: 104€

Total number of advertisements mentioning young people: 0

**Conclusion:** The topic that was addressed most frequently was "brain drain", but the representatives of the coalition did not offer specific solutions to that issue to a large extent. As far as communication towards young people through social media is concerned, the Movement of Free Citizens and the youth organizations of the People's Party and Democratic Party stood out with their content. What was noticed during the monitoring of this coalition is the communication of young people towards young people to a greater extent, that is, the address of young MP candidates and young members of political parties from the list. The president of the Movement of Free Citizens, Pavle Grbović, who is the only young MP candidate on this coalition list to enter the parliament, also communicated to young people on several occasions.

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Isidora Martać<sup>7</sup>

## **6. Dr Miloš Jovanović - NADA ZA SRBIJU**

( Hope for Serbia) – Serbian Coalition NADA – National Democratic Alternative – Democratic Party of Serbia (DSS) – For the Kingdom of Serbia (MONARCHISTS) – Vojislav Mihailović.

&

Presidential candidate – Miloš Jovanović

**Introduction:** The Serbian coalition NADA is a coalition consisting of the DSS, a POKS faction and 25 associations of citizens with the pre-election slogan "To live normally". During the election campaign, the presidential candidate Dr. Miloš Jovanović addressed young people the most, and on one occasion they were addressed by Vojislav Mihailović. **Young people were addressed four times during the election campaign.** This coalition mostly dealt with demographic frameworks and partocracy, but it also mentioned the media, values, tradition, education and hiring methods in Serbia. There were 31 young people on the list out of 250, or 12.4% (22 young women and 9 young men). Based on the preliminary election results, this coalition will not have any young MPs in the National Assembly.

**Youth issues and youth programs:** The NADA coalition talked mostly about party patronage employment of young people and education.

#### **List of measures/promises:**

- Establishment of a state administration institution of higher education for youth.
- There were no other specific measures; they only stated that they would deal with the issue of youth employment which does not depend on party affiliation.

<sup>7</sup> Contact: [martac.isidora2@gmail.com](mailto:martac.isidora2@gmail.com)



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#### Paid social media promotions:

Monitored web pages: DSS Petrovgrad /DSS Zrenjanin/, Miloš Jovanović, Movement for the Restoration of the Kingdom of Serbia Bečej – POKS BEČEJ, National Democratic Alternative – NADA, NADA for Belgrade

Amount spent in the period 28 February – 3 April 2022: 16,500€

Estimated share of advertising to youth: 23%

Estimation of spending for advertising to young people: 3,800€

Total number of advertisements: 75

Amount spent per advertisement on average: 220€

Total number of advertisements mentioning young people: 0

**Conclusion:** Youth issues that they referred to are issues related to education, young people leaving the country, and party patronage employment practices. Apart from the establishment of a state administration institution of higher education for youth, there were no specific measures, except for the promise that they would deal with the issue of youth employment which does not depend on party affiliation. We conclude that young people were not the target group in this election campaign to a large extent.

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Milica Sekulić<sup>8</sup>

## 7. MILICA ĐURĐEVIĆ STAMENKOVSKI - Serbian Party Oathkeepers

&

Presidential candidate – Milica Đurđević Stamenkovski

**Introduction:** The Serbian Party Oathkeepers participated independently in the elections, and **during the election campaign, it communicated 5 times to and about young people.** Presidential candidate Milica Đurđević Stamenkovski addressed young people the most during the election campaign, followed by Goran Igić and Aleksandar Milić (chairman of the Užice board of the Serbian Party Oathkeepers). The presidential candidate mostly focused on the issues of employment, birth rate and departure of young people from the country, and she also sees financial (in)dependence and political participation as key frameworks concerning young people. Out of a total of 250 candidates on the list of the Serbian Party Oathkeepers, 72 or 28.40% are young candidates (30 young women and 42 young men). In the first half of the list there are 30 young people or 23.2%, while in the second half there are 42 young people or 33.6%. According to the preliminary election results, the Serbian Party Oathkeepers will have two young MPs in the National Assembly.

**Youth issues and youth programs:** The Serbian Party Oathkeepers mostly pointed out the departure of young people from Serbia.

#### List of measures/promises:

#### Paid social media promotions:

Monitored web pages: Serbian Party Oathkeepers Lazarevac and Serbian Party Oathkeepers.

Amount spent in the period 28 February – 3 April 2022: 2,800€

Estimated share of advertising to youth: 39%

Estimation of spending for advertising to young people: 1,100€

Total number of advertisements: 12

Amount spent per advertisement on average: 233€

Total number of advertisements mentioning young people: 0

**Conclusion:** Candidates from this list talked about youth migration and leaving the country, birth rate, financial independence and education as well as political participation. They pointed out that young people find it difficult to get a job if they are not political party members and stated that this is one of the main problems why young people leave Serbia and abandon the land of their ancestors. Given the preliminary election results, the Serbian Party Oathkeepers will have two young MPs in the National Assembly.

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<sup>8</sup> Contact: [m.sekulic12@yahoo.com](mailto:m.sekulic12@yahoo.com)



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Lazar Simić<sup>9</sup>

## 9. WE MUST - ACTION

– Ecological Uprising – Ćuta –  
Do not Let Belgrade Drown – Nebojša Zelenović  
&  
Presidential candidate – Biljana Stojković

**Introduction:** The "We Must" coalition consists of several political parties and movements, among which the most important are: Ecological Uprising, Action – open civic platform, Together for Serbia and Do not Let Belgrade Drown. **During the election campaign, the coalition communicated messages to and about youth 16 times.** Representatives of the list who addressed young people in most cases are Aleksandar Jovanović Ćuta, who headed the parliamentary list, and Nebojša Zelenović, the president of Together for Serbia. Stefan Tasić, a young MP candidate, and Dr. Biljana Stojković, presidential candidate of the "We Must" coalition, also addressed young people. The coalition paid special attention to topics related to the departure of young people due to various problems (ecological issues or lack of culture in smaller places), the participation of young people in the election process with special emphasis on voting and election control. Economy and social topics such as education, activism and student values were also represented. It is important to mention that out of 249 MP candidates on the "We Must" list, there are 41 young candidates or 16.5% (22 young women and 19 young men). One young candidate is among the top 20, and there is a total of 16 young people in the first half of the list. According to the preliminary election results and the assessment of the number of mandates, the "We Must" list will not have any young MPs in the National Assembly.

**Youth issues and youth programs:** The problems that the "We Must" coalition mostly pointed out were the departure of young people from the country and youth participation in the election process with special emphasis on voting, but also a wide range of other topics such as economy, education, activism, all the way to protection against violence and sexual harassment and student values.



<sup>9</sup> Contact: lazarsimicmedia@gmail.com

### List of measures/promises:

#### Education

- quality vocational schools that provide modern knowledge and skills practically related to professions;
- modern high school programs that actively involve young people in the learning process;
- higher education with flexible programs that allow combining work and/or family life and study;
- involving students in the design and implementation of curricula at all levels of education;
- developed scholarship system at the level of municipalities, cities and the republic, which would make quality education accessible to all regardless of the material status of parents;
- development of educational programs for a democratic society in cooperation with the state and the civil sector;

#### Work

- adequate regulation of all forms of work in which young people are engaged, such as work placements, work through youth and student cooperatives, volunteering and internships;
- decent work for young people, which includes termination of contracts for temporary and occasional jobs, decent earnings sufficient for a quality life and all employment rights guaranteed;
- developing regulated flexible forms of work, such as e.g. "student contracts" (e.g. in Slovenia);
- a more active role of the state and targeted programs that will facilitate the employment of different categories of young people;
- improving the work of professional development and career centers at various institutions (faculties, youth offices, local governments, etc.) in order to assist in youth employment;
- programs to encourage self-employment and work associations (cooperatives) of young people;

#### Housing

- social housing for all young people with protected leases and subsequent right to purchase the apartment under favorable conditions;
- subsidized housing loans and VAT exemption for the first apartment for all young people;
- regulation of the rental and lease market;

#### Parenting

- exercising all employment rights equally for mothers and fathers;
- assistance and support in reconciling work and parenthood – accessible child protection institutions, health care institutions, psychological and developmental counseling centers;



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### Health care

- affordable and quality health care for young people regardless of their place of residence and social status;
- psycho-social support and assistance through counseling centers, professional assistance and workshops in health care, educational and other institutions;

### Youth participation

- direct participation of young people in decision-making in local communities, settlements, municipalities and cities;
- establishing and reviving youth centers and youth offices in municipalities, local communities and settlements;
- involvement of young people in the design and implementation of cultural, educational and artistic youth programs through youth offices and centers (youth homes, youth and student centers, cultural centers); for example, in Belgrade: Youth Center, Student Cultural Center, Student City Cultural Center, etc.;
- revitalization of unused public buildings and spaces and inclusion of young people in their work, especially in suburban and rural settlements;

### Sports activities

- revitalization of open and closed public spaces for non-commercial use;
- strengthening local sports clubs and connecting them with schools and universities;
- support for amateur youth sports;

### Protection against violence and sexual harassment

- introduction of protocols - regulations and mechanisms for the implementation of protection in all institutions (educational, health care, social protection) and organizations and associations (public and private) that work with young people;
- information and education on tolerance, non-violence and gender equality through various state and civil sector programs at all ages.

#### **Paid social media promotions:**

Monitored web pages: Do Not Let Belgrade Drown, Dobrica Veselinović, Political platform - Solidarity, WE MUST.

Amount spent in the period 28 February - 3 April 2022: 25,700€

Estimated share of advertising to youth: 23%

Estimation of spending for advertising to young people: 5,900€

Total number of advertisements: 630

Amount spent per advertisement on average: 40€

Total number of advertisements mentioning young people: 8

**Conclusion:** They mostly talked about the departure of young people from the country due to various problems, political participation of young people, but also about numerous other social areas in which specific solutions were offered. Aleksandar Jovanović Čuta and Nebojša Zelenović, who headed the parliamentary electoral list, and presidential candidate Dr. Biljana Stojković addressed young people the most. They communicated negatively about the departure of young and educated people from the country, and positive communication is evident in the invitation to young people to vote. In this sense, attention was focused on the important role of young people in political processes, specifically in the control of elections, and they stated that the apathy and apoliticalness of young people has been decreasing. The "We Must" coalition offered a set of specific measures in accordance with the specific perspective of young people in the fields of education, work, parenthood, health care, youth participation, sports activities and protection against violence and sexual harassment.

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Milica Sekulić<sup>10</sup>

## 10. SOVEREIGNISTS - SAŠA RADULOVIĆ (DJB - "Enough is Enough"), MILAN STAMATOVIĆ (ZS - "Healthy Serbia"), DR JOVANA STOJKOVIĆ (ŽZS - "I Live for Serbia")

&

Presidential candidate – Branka Stamenković

**Introduction:** The Sovereignists coalition consisted of the Enough is Enough party (president and leader of the Sovereignists list is Saša Radulović), Healthy Serbia (president Milan Stamatović, who is also the president of the municipality of Čajetina) and the I Live for Serbia movement (president is Dr. Jovana Stojković). **During the election campaign, the Sovereignists coalition communicated 3 times to and about young people.** They pointed out that it is impossible for young people to find a job without a party affiliation, departure of youth from Serbia and the need to subsidize young farmers. During the campaign, youth was mainly addressed by the list leader Saša Radulović, followed by Hana Adrović, the vice president of the Enough is Enough party, and Milan Stamatović, the president of Healthy Serbia. Out of a total of 120 candidates on the Sovereignists list, there were 11 young candidates, or 8.33% (7 young women and 4 young men). There are no young candidates in the first half of the list, while there are 11 in the second half, or 18.33% of the total number of candidates on the list.

**Youth issues and youth programs:** During the election campaign, this coalition communicated about youth migration, starting a family, agriculture, education and partocracy as youth employment related issues.

**List of measures/promises:** Subsidies for young farmers.

### **Paid social media promotions:**

Monitored web pages: DJB Sovereignists – Zrenjanin, Branka Stamenković, Healthy Serbia, Saša Radulović, DJB – Sovereignists.

Amount spent in the period 28 February – 3 April 2022: 15,000€

Estimated share of advertising to youth: 22%

Estimation of spending for advertising to young people: 3,300€

Total number of advertisements: 230

Amount spent per advertisement on average: 65€

Total number of advertisements mentioning young people: 2

**Conclusion:** During the election campaign, this coalition communicated about youth migration, starting a family, agriculture, education and partocracy as youth employment related issues. They raised the issue of subsidizing young farmers in order to keep them in Serbia. This coalition has not crossed the electoral threshold and will not have any representatives in the National Assembly of the Republic of Serbia.

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Mina Trajković<sup>11</sup>

## 11. Boško Obradović - Serbian Movement "Dveri" -

POKS - Miloš Parandilović - Patriotic Bloc for the Restoration of the Kingdom of Serbia  
&  
Presidential candidate - Boško Obradović

**Introduction:** The Patriotic Bloc represents the coalition consisting of the Serbian Movement "Dveri", the Movement for the Restoration of the Kingdom of Serbia and several other organizations. **They communicated about and to youth on 47 occasions, which is by far the most of all election participants.** Boško Obradović, the president of the Serbian Movement "Dveri" and the presidential candidate of the coalition, addressed the youth the most, on 45 occasions. Radmila Vasić, president of "Dveri" Belgrade, and Milovan Jakovljević, vice president of "Dveri", each addressed the youth once. Topics predominantly involved economy, housing and education. On the electoral list for MPs, there were 9 young people in the first half of the list, of which one among top twenty. There was a total of 25 young candidates, or 10% (15 young women and 10 young men). According to preliminary results, the Patriotic Bloc won 10 seats in the parliamentary elections, however there will be no young MPs among them.

**Youth issues and youth programs:** The Patriotic Bloc pointed out issues related to education, young people leaving the country, youth entrepreneurship, youth employment, youth independence and housing, military service and incentives for young married couples.

**List of measures/promises:** "Dveri" offered an extensive list of more or less specific measures, such as:

- modernization and reform of the education system (completely free education and free textbooks)
- subsidies for young entrepreneurs
- housing subsidies
- providing employment assistance to young people
- fair housing policy
- subsidies for young married couples
- subsidies for starting a family
- set of pronatality measures
- tax reduction for each child
- modern village concept with the aim of solving the housing issue
- program aimed at keeping young people in the country
- building student campuses
- introduction of compulsory 3-month military and civilian service

<sup>11</sup> Contact: [minatrajkovic73@gmail.com](mailto:minatrajkovic73@gmail.com)

- tuition fee reimbursement for students for the previous two years
- discounted housing and meals for students

### Paid social media promotions:

Monitored web pages: Dveri Čačak, Dveri, DVERI Belgrade, Dveri Novi Sad, New Strength of Serbia.

Amount spent in the period 28 February - 3 April 2022: 25,300€

Estimated share of advertising to youth: 20%

Estimation of spending for advertising to young people: 5,000€

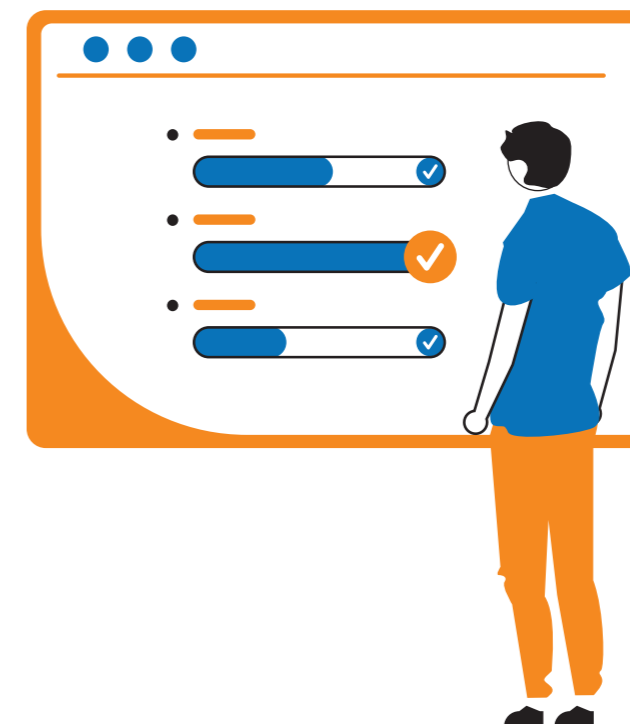
Total number of advertisements: 85

Amount spent per advertisement on average: 298€

Total number of advertisements mentioning young people: 8

**Conclusion:** The Patriotic Bloc addressed young people the most compared to all electoral lists. However, not a single young MP candidate on this list entered the parliament. The topics they pointed out as important were of different character: education system (free books and tuition fees), youth independence and housing, private entrepreneurship, departure of young people from the country etc. The tone of their address to the youth was neutral; they paid attention to solving problems and proposed a number of specific measures to solve these problems, while they spoke negatively about existing measures and youth policy.

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Jovana Živanović<sup>12</sup>

## 14. Boris Tadić - Come on People

– Social Democratic Party – New Party – 1 of 5 Million – Tolerance of Serbia – "United Green Movement of Serbia" – Bosniak Civic Party – Party of Montenegrins

**Introduction:** The "Boris Tadić – Come on People" coalition consists of Social Democratic Party, New Party, "1 of 5 Million" movement, United Green Movement of Serbia, Tolerance of Serbia, Bosniak Civic Party and Party of Montenegrins. This coalition started its campaign later compared to other electoral lists, so in the first week of the campaign there were no addresses by the coalition. **Within the monitoring process, the "Boris Tadić – Come on People" coalition communicated to and about the youth on 10 occasions.** Among candidates who addressed youth the most were the young MP candidate Stefan Novaković from the "1 of 5 Million" movement and the list leader Goran Radosavljević. They were followed by the leader of the Social Democratic Party Boris Tadić, the Belgrade list leader Duško Vujošević, and MP candidate from the New Party, Luka Đolić. The most talked about topics were political activism and youth participation, youth participation in the election process, sports, economic topics, young people leaving Serbia, youth activism, financial aid for young people in the amount of 100 euros, and education. Out of 245 candidates on the electoral list "Boris Tadić – Come on People", there were 39 young candidates or 15.9% (20 young women and 19 young men). Of that number, 25 candidates were in the first half of the list, of which two candidates were among the top 20, while 14 candidates were in the second half of the list. This coalition has not crossed the electoral threshold and will not have any representatives in the National Assembly of the Republic of Serbia.

**Youth issues and youth programs:** During the campaign, the "Boris Tadić – Come on People" coalition mostly communicated about issues related to political participation of young people, participation in the election process, activism (including political activism), but also issues such as the financial aid for young people in the amount of 100 euros, economic issues, education, sports and the departure of young people from Serbia. The coalition made negative comments about the financial assistance of the Government of the Republic of Serbia for youth in the amount of 100 euros, as well as about insults against students by the host of a television with national coverage in the live program. Specific youth programs of this coalition referred to investment cycles that would bring sports back to schools, high school campuses, and incentives for employers to hire new employees as well as salary increase.

### List of measures/promises:

- Investment cycle that would bring sports back to schools;
- High school campuses;
- Stimulating employers to hire new employees and salary increase.

### Paid social media promotions:

Monitored web pages: 1 of 5 Million – official web site, Social Democratic Party, Dule Vujošević – Come on People.

Amount spent in the period 28 February – 3 April 2022: 7,600€

Estimated share of advertising to youth: 28%

Estimation of spending for advertising to young people: 2,100€

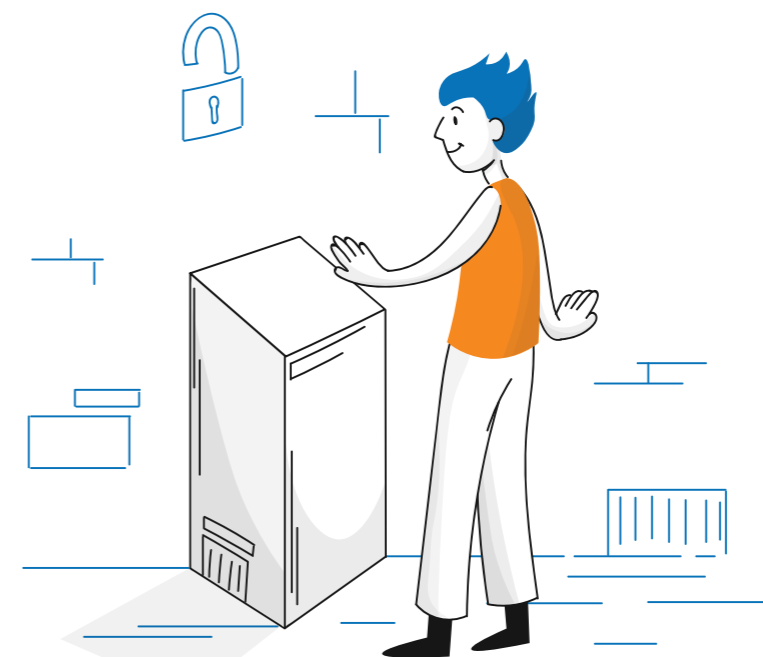
Total number of advertisements: 130

Amount spent per advertisement on average: 58€

Total number of advertisements mentioning young people: 7

**Conclusion:** The topics communicated by the coalition representatives were education, political participation and youth participation in the election process, political activism, economy, sports, departure of young people from Serbia, demography, however they communicated in a negative tone about the financial assistance to young people in the amount of 100 euros offered by the government, as well as targeting students in a television program with national coverage. The election campaign of this coalition started later compared to other electoral lists, so it can be concluded that the topics discussed were very general and without specific policies for and about youth. This electoral list has not crossed the electoral threshold and will not have any representatives in the National Assembly.

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Marija Mavrić<sup>13</sup>

### Presidential candidate – Miša Vacić

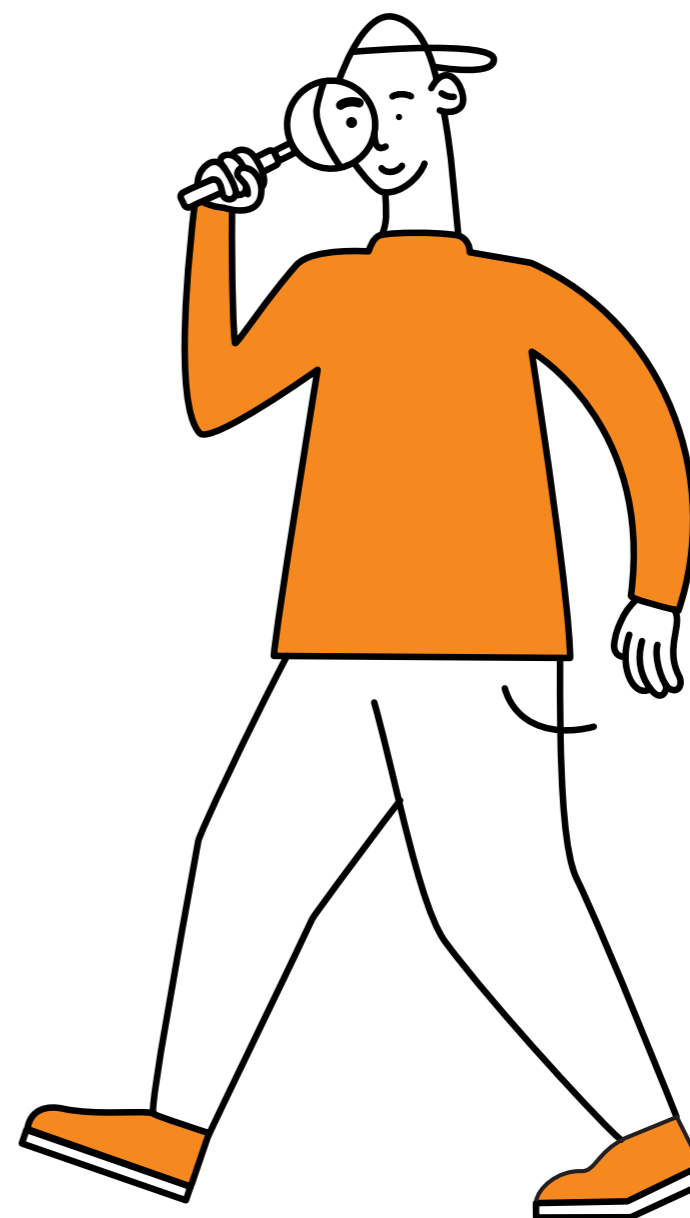
**Introduction: Presidential candidate Miša Vacić addressed young people once.** This communication was related to economic matters.

**Youth issues and youth programs:** He communicated about the economic conditions necessary for a better life of young people in the Republic of Serbia. He points out that the minimum amount that would improve the lives of young people is 250 euros, instead of the promised 100 euros.

#### **List of measures/promises:**

He promised that he would ask for an increase in financial aid to 250 euros for all young people aged 18 to 29.

**Conclusion:** Presidential candidate Miša Vacić addressed young people only once, in the economic context. He promised young people the amount of 250 euros if he wins the elections, criticizing the Government's measure of awarding financial assistance to young people in the amount of 100 euros. He pointed out that due to all the circumstances and consequences of the economic crisis, the minimum amount that would improve the lives of young people is exactly 250 euros. He communicated negatively about the measures of the RS Government. The measure by which the state can provide funds for that purpose is the abolition of funding for the non-governmental sector and various organizations that he believed are "poisoning Serbian youth and working against the state." Here we see an attempt at a positive campaign towards young people, with criticism of the Government's measures, but young people are perceived in a negative context as someone who is "being poisoned". Based on the above, it can be concluded that this candidate considers young people to be susceptible to the influence of others, i.e. the influence of the organizations he mentions.



<sup>13</sup> Contact: [marija2098@gmail.com](mailto:marija2098@gmail.com)



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## Recommendations for the improvement of the political participation of youth

### 1. Political programs and parties

Political parties should address the youth, create political programs for them and pay attention to the youth problems in their electoral campaigns. (Stakeholders: political parties; youth wings in political parties; KOMS)

### 2. What to do after the elections?

Establish the Youth Committee within the National assembly that would consider all laws, directly or indirectly related to youth and that would regularly consult with the national Council of Youth, as well as all other youth policy stakeholders. (Stakeholders: National Assembly of Republic of Serbia; parliamentary political parties; KOMS)

Establish the Youth Caucus within the National assembly, as an informal body, whose task would be to gather the youth MPs, as well as other MPs interested in resolving the problems of youth, and representatives of political parties' youth wings, as well as the representatives of the civil society. The Caucus' work would be aimed at putting the needs and interests of the youth in a more prominent place in the work of the assembly. (Stakeholders: National Assembly of Republic of Serbia; parliamentary political parties; KOMS)

### 3. Youth in the campaign

Political parties must give more space for the youth inside the parties to participate in the creation and distribution of the messages to young people, and give them higher positions on the electoral lists, so they would have a higher chance to become a part of the National assembly, and to participate in the decision-making process.





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## Monitoring of the 2022 election campaign

8

Presidential  
candidates

141

Addresses made  
by political actors

10

Lists and candidates  
we observed.  
(and all political  
parties, movements  
and platforms  
within electoral lists)

50

Young people involved in the monitoring  
process

317

Young candidates on the lists

14

Young MPs  
according  
to preliminary  
results

45

Campaign  
days

52.498

Estimated amount spent on advertising to young people during  
the campaign (in euros)

60

Promises and  
specific policies

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