

Sara's challenges

April challenges

Challenge 1

Interview with 5 close people about active citizenship

1. Do you regularly vote?

Yes (male, 49)
Yes (male, 24)
Yes (male, 38)
No (female, 24)
Yes (male, 25)
Yes (female, 24)
No (female, 23)

2. Do you regularly complain about the Government?

No (male, 49)
Yes (male, 24)
Yes (male, 38)
No (female, 24)
Yes (male, 25)
Yes (female, 24)
No (female, 23)

3. Do you pay taxes?

Yes (male, 49)
Yes (male, 24)
No (male, 38)
No (female, 24)
Yes (male, 25)
Yes (female, 24)
No (female, 23)

4. Do you recycle?

No (male, 49)
No (male, 24)

No (male, 38)
No (female, 24)
No (male, 25)
Yes (female, 24)
No (female, 23)

5. Do you donate blood?

No (male, 49)
No (male, 24)
No (male, 38)
No (female, 24)
No (male, 25)
Yes (female, 24)
No (female, 23)

6. Have you ever volunteered in the community or for a cause?

Yes (male, 49)
No (male, 24)
No (male, 38)
No (female, 24)
Yes (male, 25)
Yes (female, 24)
Yes (female, 23)

7. Have you participated in a demonstration?

No (male, 49)
No (male, 24)
Yes (male, 38)
Yes (female, 24)
Yes (male, 25)
Yes (female, 24)
Yes (female, 23)

8. Do you consider yourself an active citizen?

No (male, 49)
Yes (male, 24)
Yes (male, 38)
No (female, 24)
Yes (male, 25)

Yes (female, 24)

No (female, 23)

Challenge 2

Find yourself in the TED videos

<https://www.youtube.com/watch?v=8lxZ4bZ8Pk8&list=WL&index=12&t=0s>

My TED Talk video is about appreciating the legacy of Justin Ganter. I really liked the video and it was quite affected by my topic. From the video, I actually got the idea to include a sentimental element in my project, that is, to combine it with subjective memories/events.

Challenge 3

Introspective: Your good characteristics

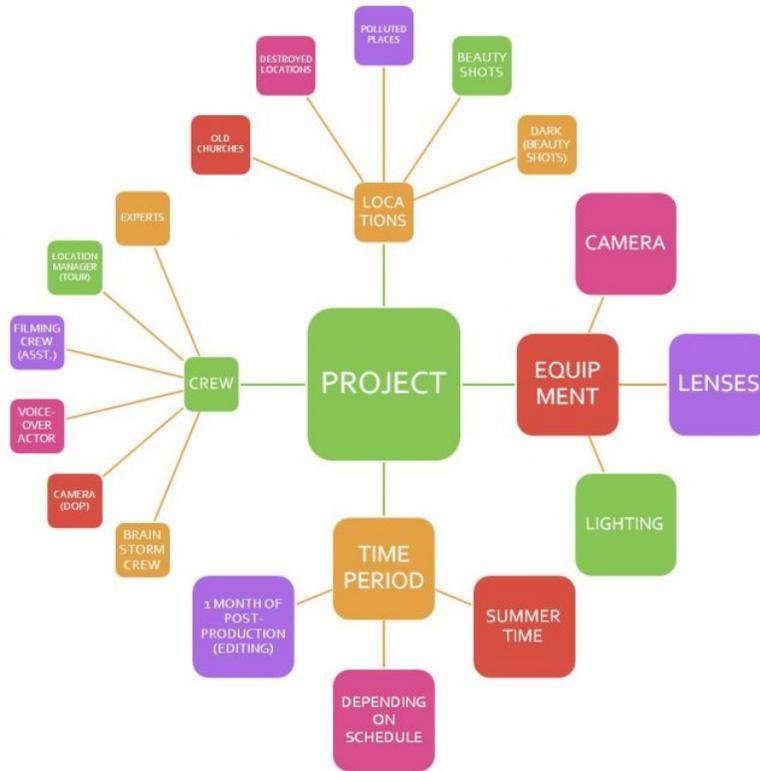
Some of my positive qualities are: creative, humorous, leader, honest, team player, ambitious, persistent, open-minded, hard working and dedicated.

I could use my humorous and honest personality to attract colleagues to work with me. I believe that me being persistent, dedicated and hardworking will be crucial for completing the task ahead. My leadership skills will help guide everyone to completing their tasks, and me being a team player will make everybody feel like their role is important, and my team will work with me, not for me. My creativity will hopefully make the final product successful and professional looking.

Challenge 4

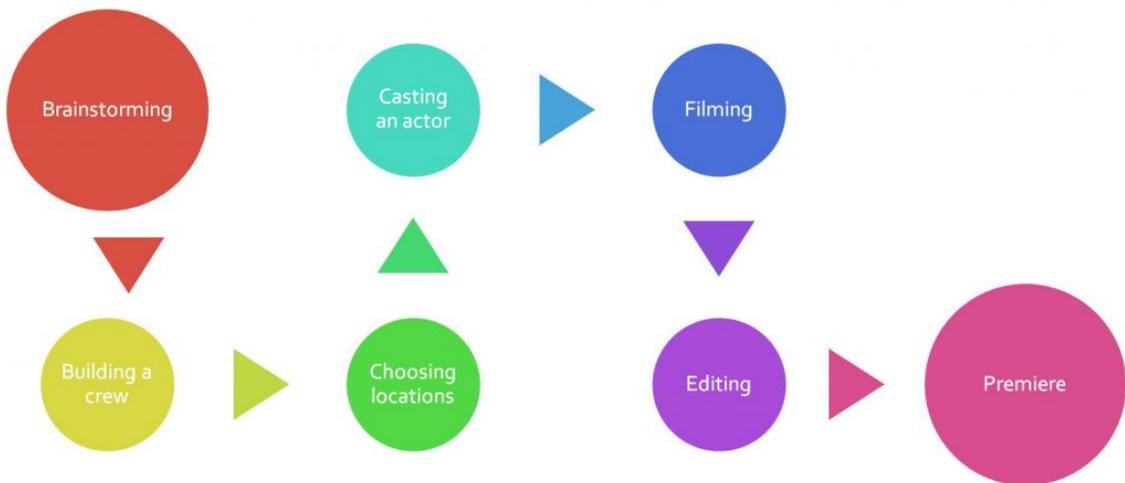
Make a search plan and vision

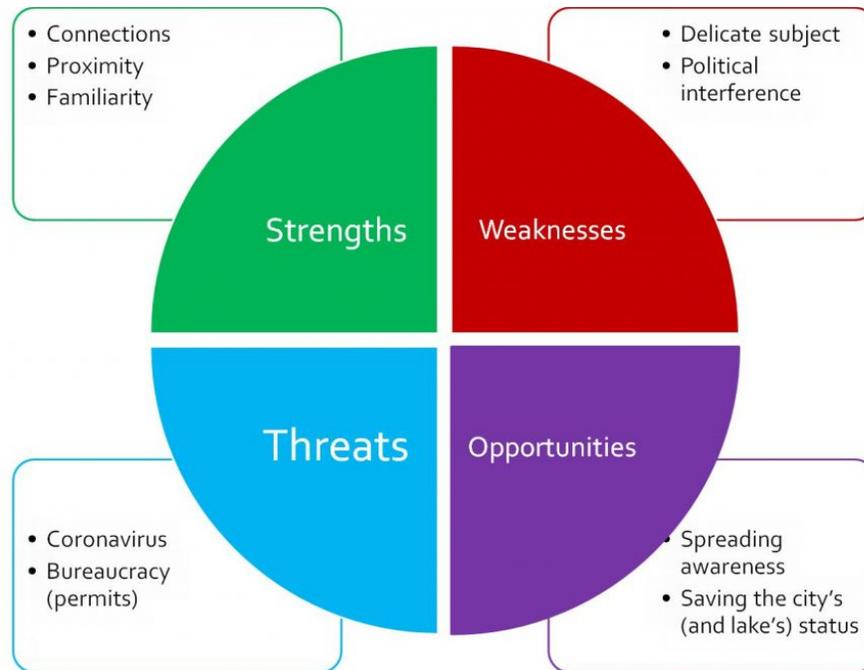




P Political	E Economic	S Social	T Technological	L Legal	E Environmental
<ul style="list-style-type: none"> • Government interference 	<ul style="list-style-type: none"> • Budget for • Equipment • Crew salary • Catering • Housing • Travel expenses 	<ul style="list-style-type: none"> • Awareness of the issue • Willingness of the locals to cooperate 	<ul style="list-style-type: none"> • Camera • Lenses • Microphones • Editing computer and software 	<ul style="list-style-type: none"> • Permits from • The City of Ohrid • The Municipality • Local Government • Macedonian Orthodox Church 	<ul style="list-style-type: none"> • Promoting less pollution and illegal building

Vision Board





What	How	Why	Whom	When	Type	Evaluation
<ul style="list-style-type: none"> • To present my project / idea 	<ul style="list-style-type: none"> • Verbal / in a meeting 	<ul style="list-style-type: none"> • Location permits 	<ul style="list-style-type: none"> • The Mayor of Ohrid 	<ul style="list-style-type: none"> • During pre production 	<ul style="list-style-type: none"> • Formal communication 	<ul style="list-style-type: none"> • Whether I get the permits or not

The tools were challenging in a way that they made me dig deep to find some answers that might seem basic, but actually require thorough self- interviewing and reflecting back on my ideas and visions.

Some of the exercises we did and discussed during the training course, and the ones I did by myself are presented with graphics in the following slides.

Matrix for action planning

I will create a short film. I will shoot in various locations around the City of Ohrid, and on a set with an actor. Hopefully this summer, depending on the situation at hand. The people that'll watch the film will take more proactive actions spread the word around to raise awareness.

Challenge 5

Research the SCARF model

As with any endeavor, one of the primary goals of my project is to minimize the threats and maximize the rewards. My project involves collaborating with a group of people, therefore the SCARF model can be applied in my project. There are several parameters in the SCARF Model domains, which activate threats:

- Reviewing the crew and actors' performance
- Offering directions and advice
- On-the-spot changes of plans
- Satisfying peoples' expectations (including your own)
- Meeting new people and visiting new locations

As well as parameters of the model, which activate rewards:

- Taking notice of the work being done and improving it
- Giving compliments and acknowledgment for job well done
- Allowing feedback
- Having a clear vision and plan
- Giving a freedom of choice and creative control
- Listening and being genuinely interested
- Having a transparent communication

I think the SCARF model is especially relevant for leaders (as is my case of being the director of the project), in a way that it helps the way I influence the others and understand what's going on in each stage of the project.

Challenge 6
Burning bowl ceremony



Challenge 7

Find or create your spiritual master

I think that a person's "*Spiritual Master*" is a kind of ideal/perfection that one should strive to achieve and live by. As there is not one single human person that is perfect, my spiritual master is a mixture of several characteristics that I find important for me personally, from different people.

- The charisma and humor of **Robin Williams**
- The hard work, drive and determination of **Kobe Bryant**
- The creativity and ingenuity of **Leonardo da Vinci**
- The honesty of Jim Carrey's **Carl Allen** in the film Yes Man (2008)
- The loyalty of **Hachiko**, the famous Japanese dog, which was a subject of several film and book adaptations
- The longevity of **Queen Elizabeth II**
- The resourcefulness of **Bear Grylls**
- The "*green thumb*" of my **grandpa Rade**
- The alcohol tolerance of my **grandpa Tome**

Striving to reach these ideals would be extremely helpful with my project and my life in general. Setting the bar as high as possible and working in a direction to always try as hard as possible to reach it and exceed it is a good way to remain motivated and follow an example in order to achieve the best possible result, and perhaps even exceed what I thought were my limits.

May Challenges

Challenge 1: Changemaker Story

My name is Sara Jazadziska and I'm a film director. I was born and raised in Skopje, Macedonia. I was introduced to the magic of film making at a very young age. Basically, I've been hanging around movie sets as far back as I can remember, soaking up knowledge about every aspect of film making. It was a place where I could be myself and express myself my way. After finishing high school, I knew that film was the career that I wanted. So, I applied and got accepted at the film academy in Shtip, where I graduated in 2018.

Getting into the film industry, I knew it was not going to be easy. There are many ups and downs which I have to fight through. I was chosen for a project for future change makers and at that point in time I had just moved to Ohrid, one of the most beautiful places in the Balkans. When I was asked to choose a subject for the project, I knew that cultural heritage was the only option for me. In some way I think Ohrid needed me, and I want to show what we have and the need to protect it. How could I spread the word around in the most efficient way? Simple – film - a medium that is very reachable and available for almost everyone, everywhere.

I'm aware of the problems that lie ahead –peoples' close mindedness, denial of the problem and the need for a change etc., but nonetheless, problems always pop up they'll just make everything more challenging. So, as a small advice from someone who is still figuring things out - don't give up on your dream, never settle and prove everyone wrong, but most importantly don't give up on yourself, because you are your own biggest obstacle.

Challenge 2: Interview

How I will change society: Sara Jazadziska

I hope that my movie will make UNESCO stay in Ohrid

Sara Jazadziska is a film worker/director aborn in Skopje in 1997. She studied film directing in Shtip, Macedonia. From a very young age, she has been involved in the film industry. Sara was selected for the project "European Youth at the frontlines of active citizenship: A Roadmap towards a collective South-North-East-West Momentum" organized by Volunteers Centre Skopje and supported by European Commission due to Erasmus + European Youth Together programme. The topic she chose was Cultural Heritage and the focus of the story – the City and Lake Ohrid.

Sara, once you found out that your project was picked what was your reaction?

– I was very happy that my project was one of the selected. It's right up my alley, and it'll allow me to reach out to a lot of people in my way.

What was the motivation behind the topic and Ohrid as the main point?

– I had just moved to Ohrid and this was a subject that I wanted to bring to the surface. Ohrid is a UNESCO World Heritage site, but it might lose that status soon. Losing that support and protection is a big red flag that we're doing things wrong and at some point, it'll come back to bite us. People should see that. We can't be complacent.

There were a lot of different ways you could have prepared your project. Why do you think that using film as the tool to tell the story is the best option?

– First of all, film is a medium and an art form that is very close to my heart. Film as a media has the ability to reach out widely, and is able to not only tell you, but show you what is happening. Furthermore, it connects us and can push us to think outside of the box and spread our horizons.

With everything that's going on around us right now, do you think there will be difficulties in your way?

– There always are, but we assess and manage. Life has its ups and downs, but that mustn't stop us from our goal. It won't always be easy.

What do you think will be the pivotal point of this project?

– The end result, of course – and that’s the message. Hopefully, this will help in some way, and it will reach a good amount people and institutions. And hopefully, just maybe, UNESCO won’t give up on us.

Challenge 3: Plan your presentation and messaging



Physical and virtual meetings

Key message: “Choose” - because no one can do it for you. With your choice you can open people's eyes.

Agenda: How do we save Ohrid?

Location – Ancient Theatre of Ohrid

9:30 – 12:00 PRESENTING THE PROJECT: Sara Jazadziska – Project breakdown

12:00 - 12:30 BREAK

12:30 – 14:30 Q&A session: Sara Jazadziska – interactive discussion

Target audience: The topic of my project is for everyone because it is something that people should try and follow. It's not easy to make a difference but from the youngest to the oldest ages, they should understand that it is very important to care for our cultural heritage and with that people need to start to become more aware with what is happening around them.

Challenge 4 (optional): A quote from you

"Prove everyone wrong but most importantly yourself because you are your own biggest obstacle"

Sara Jazadziska is a film worker/director born in Skopje in 1997. She studied film directing in Shtip, Macedonia. From a very young age, she has been involved in the film industry. Sara was accepted for the project "European Youth at the frontlines of active citizenship" and the topic she chose was Cultural Heritage and the focus of the story – the City and Lake Ohrid.

Challenge 5: Communicating with target audiences

Attract package:

- Bigger recognition
- Growth in travel
- Tourism
- Financial growth
- Improved reputation
- Better living

Engage package:

- Surveys and polls
- Graphs
- Social media chatter
- Make it about the audience
- Points of benefits
- Urgency
- Call to action