



Društvo JASA
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DRUŠTVO JASA - JASA ASSOCIATION, educational non-profit NGO – SHORT INFO

Contact information	
PIC number	934292749
OID number	E10157879
PADOR EID number	SI-2020-FUM-0706223448
Legal name of your organisation (own language)	Društvo Jasa – Jasa association
Acronym, if applicable	JASA
Legal status or form	NGO – non profit
National ID number, if any	5975735000
VAT number (or N/A)	SI80260560
Legal address	Kopitarjeva ulica 1
Postal code	2000
City	Maribor
Country	Slovenia
Region	Podravska
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Legal representative (person authorised to sign contracts and take financial responsibility for your organisation)	
Title	MSc
Family Name	Jamnik
First Name	Mateja
Position	President of organization
Email	jasa@onezimosvet.si
Mobile	00386 41 787 228

Main contact person for project implementation (if this is the same as the legal representative, just write "same")	
Title	MSc
Family Name	Jamnik
First Name	Mateja
Position	Project manager
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PART B – PROFILE OF YOUR ORGANISATION

Status (private / public)	PRIVAT
Not for Profit? (Yes / No)	YES
What is your usual level of activity?	NATIONAL AND INTERNATIONAL

Objectives and activities of the organisation

Please briefly present your organisation

Jasa is a non-governmental organisation founded in 1996 by individuals with a strong humanistic orientation, including philosophers, writers, journalists, and other engaged professionals. Its mission is to actively contribute to shaping a more inclusive, ethical, and sustainable society by addressing issues such as human rights, ecology, animal welfare, ethics, European education, consumerism, sustainable education, and active citizenship.

Jasa is a member of several European NGO networks and has participated in a range of European cooperation projects.



The organisation focuses on education, awareness-raising, and public engagement through non-formal learning approaches. To support this mission, Jasa developed a special educational book series entitled "Let's Make a Gentler World!", designed to promote reflection, dialogue, and responsible citizenship.

Over the past 30 years, Jasa has published 32 educational books, with a total circulation of 85,000 copies. Most of these publications were distributed free of charge through educational and outreach activities, with the support of donors and sponsors.

The messages and themes of Jasa's publications are further strengthened through a wide range of accompanying educational activities, including round tables, competitions, exhibitions, edutainment events, dramatizations, and public discussions. In addition, Jasa prepares didactic materials for educators and teachers and organises workshops for school staff, educational collectives, and leadership teams in enterprises and municipalities.

Thanks to its long-standing experience, strong values-based approach, and combination of publishing, education, and public engagement, Jasa can be a valuable partner in projects related to culture, education, sustainability, inclusion, and civic participation.

Jasa also runs various adult education courses and teacher training. Moreover, cooperates with more than 500 Slovenian companies, more than 100 Slovenian municipalities, with most important Slovenian Ministries and development institutions as well as with all Slovenian primary schools (451), all kindergartens (402) and high schools (183). In addition, through different projects with many international NGO's, educational institutions and companies.

In the project, *Slovenia has a heart*; (2015 - 2018) more than 22.000 people were involved. The result of the project was the book: *Slovenia has a heart*. It is a kind of public tribune and expression of civil activism: *let's make batter society for everyone*.

8000
knjig je Društvo Jasa v treh letih razdelilo med otroke.

UMETNOST Zaključni dogodek projekta *Slovenija ima srce*

ZA EN CILJ 200 AVTORJEV IN 22.000 OTROK

MARIBOR Osrednji namen Društva Jasa iz Maribora, ki vsako leto pripravi posebno poučno knjigo, je brati dobre knjige. Le dobra knjiga, so prepričani, lahko pomaga ljudem hoditi po pravi življenjski poti.

V Društvo Jasa, kjer izhajajo iz spoznanja, da je prava umetnost torej tudi dobra knjiga, najmočnejši dejavnik uveljavljanja, so se ob umetniško-zabavnem dogodku v Viteški dvorani Pokrajinskega muzeja Maribor osredotočili na prav posebno knjigo, namenjeno otrokom in odraslim.

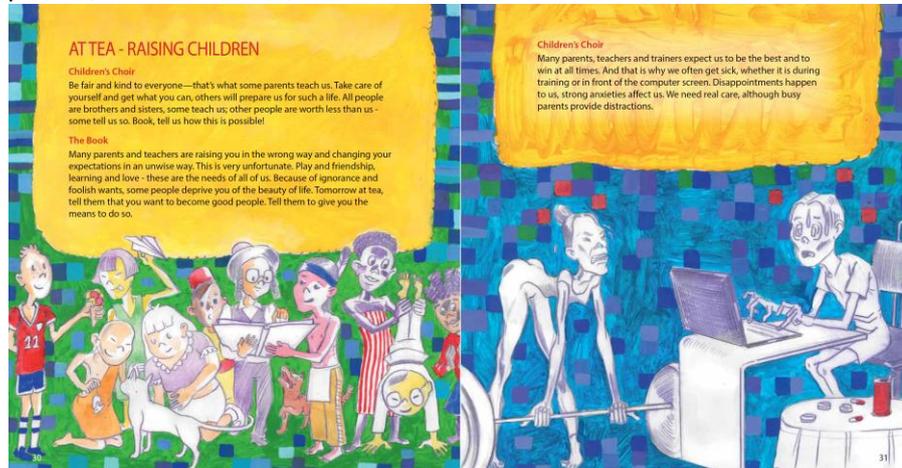
ODZIV NA STVARNOST
Knjiga dvesto avtorjev (sto otrok in sto odraslih, neznanih in slavnihi osebnosti) z naslovom *Slovenija ima srce* je nastala na pobudo 22 tisoč otrok po vsej državi. O njej so na okrogli mizi govorili pisatelj Tone Partljič, prof. dr. Erih Tetičkovič, klinični psiholog Aco Prosnik in

Mateja Jamnik, predsednica Društva Jasa. Slednja je povedala, da so otroci v vrtcih in šolah brali njihove knjige in pri tem z risbami, slikami in besednimi prispevki izražali lastna doživljanja. »Nastalo je ganljivo, za odrasle obvezujoče prvo poglavje,« pravi Jamnikova, saj so otroci opozorili, da je treba nekaj postoriti. »Odzvalo se je sto odraslih avtorjev in tako je nastal dragocen priročnik za otroke, starše, učitelje... ki uči, kako priti do življenjskega smisla v sodobnem svetu,« je dodala. Na 240 straneh so obravnavane življenjske teme: etika, ekologija, živalstvo, medčloveški odnosi in druge, ki obravnavajo in krepijo vrednote slovenskega naroda.

KNJIGA JE POTREBNA
Urednik in avtor pogljobljene študije Vsi za otroke – le redki za otroke Anej Sam pravi: »Družbi, državi in oblastnikom smo s to knjigo zastavili usodno vprašanje, zakaj družba otrokom ne zagotavlja normalnega, zdravega odraščanja. Knjiga vsebuje različne poglede, tudi takšne, o katerih si le redki upajo spregovoriti. Problemiziramo, denimo, dedni zakon, mešanje kultur, istospolnost.«
(Gabriel Toplak, foto: Gabriel Toplak)

In the project *What kind of Slovenia are you dreaming of* (2017- 2019) more than 12.000 pupils were involved, from more than 125 primary and secondary schools. *Jasa* has received more than 2.000 creations (literary and drawing works) of young on the topic: what kind of society they are dreaming of.

In the project (September 2019 - June 2022), *Jasa* published picture-book *Time for Tea*, which helps young to address their own ideas, criticisms and initiatives for chaining European future. Shows the way to peaceful, rational-dialogical conflict resolution and the delivery of ideas to decision makers -with an invitation to a tea conversation. On the occasion of the Slovenian EU Presidency (1.6.-31.12.2021) book *Time for Tea* was delivered into the hands of all MEPs parties, Commissioners; and national libraries and media of all Member States.



The idea for continuing the project:

- invite new groups of decision-makers to tea with young people while presenting them with a book
- to use other "languages" of storytelling: with dramatization, an animated movie, or short motivational videos.
- to open a small bookstore-cafe, where good books would be available for the people and where it is possible to organize different literary events and workshops.

Academy 1



ABOUT DEATH



DEMOCRACY



NEW TECHNOLOGIES



SOCIAL ORDER

Within the project *Echoes* (Erasmus + 1.11.2022 - 1.1.2024) *Jasa*, together with two partners from Cyprus, organised intergenerational conversations on pressing social issues. As part of this work, the partnership developed a distinctive discussion format called Plato's Academy, designed to bring forward voices that are too often overlooked or insufficiently heard.

Through these conversations, participants explored current societal challenges, reflected on possible responses, and contributed ideas for the future, with the aim of ensuring that their perspectives could also reach decision-makers.

As a natural **next step**, *Jasa* envisions expanding this initiative into a large-scale pan-European intergenerational dialogue. At the same time, the organisation would seek to involve renowned thinkers, writers, and intellectuals who could transform the ideas and experiences of ordinary people into substantial, well-argued reflections and literary works, thereby strengthening their public visibility, cultural value, and societal impact.

In the project *Tobies friend* (Creative Europe 1.1.2023-31.12.2024) the eco-book *Embraced with Nature* was developed, to help young readers become more attentive to the voice of nature and to encourage a thoughtful and responsible attitude towards other people, new technologies, fashion, and contemporary ways of life.

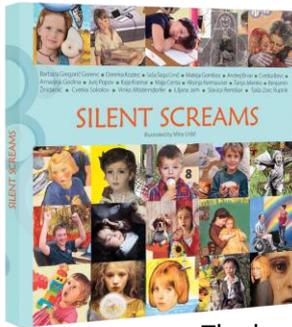
A particularly distinctive feature of the publication is its illustrations. These were created as children's responses to the same situations in nature and in life—both beautiful and difficult—to which adults, unfortunately, often react with decreasing sensitivity. The contrast highlights the strength and authenticity of children's perceptions and can serve as a powerful wake-up call for adult readers as well.

Each topic is also accompanied by guidance and teaching instructions that support independent learning about nature and related values-based themes.

The idea for continuing the project:

- Publish a picture book in the national languages of the participating countries with illustrations by participating children.





Within the [MindnArt](#) project, *Jasa* created the book **Silent Screams**. The publication brings together 18 literary stories by renowned Slovenian authors, accompanied by illustrations, addressing the theme of children's mental distress.

These issues were further explored by Slovenian experts in psychotherapy, who contributed professional reflections on the stories and pointed to possible ways of understanding and overcoming such challenging situations. In the second chapter of the book, each story is accompanied by an expert commentary.

The book was published in Slovenian, English, Spanish, Greek, and Bulgarian.

The idea for **continuing the project** is to translate the book into additional European Union languages and to complement this process with literary and creative workshops, as well as a public outreach event. These activities would bring together a broad range of stakeholders who are essential for building a healthy, inclusive, and resilient community, including representatives of local communities, educators, public institutions providing support to people in vulnerable situations, and civil society organisations. Through this follow-up, the project would not only expand the accessibility and outreach of the book, but also strengthen intersectoral cooperation, social dialogue, and community-based learning across participating countries.

Jasa has received quite a few **recognitions**:

- for innovation in teaching techniques from *Finance magazine* and ASI (*Slovenian Inventors' Centre*);
- for voluntary work a commendation from the *President of the Republic* and from *Viva magazine*;
- for the *Grundtvig mobility* in 2013 an *Apple of Quality* and the first prize from *The Centre of the Republic of Slovenia for Mobility and European Educational and Training Programmes (CMEPIUS)*.

What are the activities and experience of the organisation in the areas relevant for this application?

Jasa can best contribute to the success of the project in the following areas:

- by preparing educational publications and books (e-version or printed)
- in the field of artistic creative approach (literature, painting, theatre, film ...)
- in the field of media reporting and project dissemination
- by teaching (courses, trainings, workshops ...)
- in the field of event organization and
- administrative coordination of the project.

Please give information on the key staff / persons involved in this application, and the competencies and previous experience that they will bring to the project?



Project manager of *Jasa Association* **Mateja Jamnik**, M.Sc. is professor of philosophy, leader of educational projects.

Jasa's expert in European and global territorial cooperation is **Darko Ferčej**, M.Sc., working as volunteer.

Anej Sam is the editor of *Jasa's* book edition *Let's make a gentler World*. He is a writer (author of 15 books) and a journalist that has received recognition of *World press association* for long-term contribution. As an artistic and a conceptual leader, he is working as a volunteer.

Ksenija Konvalinka is academic painter and illustrator, graphical designer who gives visual soul to all *Jasa's* textual "products".



Brija is a cat rescued from the shelter, with limped leg. She is *Jasa's* volunteer assistant, in charge of motivation, establishment of good working atmosphere and the expert in stress reduction.

How will you ensure visibility for the project? How will you help us to disseminate the results?

Using all media channels *Jasa* uses in communication with wide public: fb, printed materials (books, brochures, posters...), media articles, personal e-mailing ...

Participation in EU projects 2017-2019

Smart Watch, *Interreg Central Europe*, CE1063 SMART_watch, 2.560.000 € ([website](#); [FBsite](#))

IntegrAGE Interreg Danube, DRP0200406, 2.319.547,18€

EnFeM, *EC DG HOME*, Application N°4000009131, 721.690 € ([website](#); [FBsite](#))

MindnArt 2023-1-ES01-KA220-SCH-000155569 Erasmus+ 400.000,00€

Empower:Me 2021-1-DA1 -KA210 Erasmus+ 60.000,00€

Tobies Friends CREA-CULT-2022-COOP-101099012 199.800.00€

Pariahs CREA-CULT-2022-COOP-101100380 200.000,00€

Echoes 2021-1-KA210-ADU-C28837F9 Erasmus+ 30.000,00€

Mutual Share 4 Women Care 2019-1-IT01-KA202-007410 Erasmus+ 84.800,00 €

Hands Up for Europeers, 2016-2-UK01-KA105-024867, Erasmus+ 56.340,00 € ([FBsite](#))

Time for tea 2016-2-UK01-KA105-024933, Erasmus+ 76.650,00 €

Wild Life, 2017-2-NL02-KA105-001786, Erasmus+, 23.850,00 € ([FBsite](#))

On the meadow of the wisdom 2019-1-SI01-KA104-060193 Erasmus+ 17.181,00 €

Many Stories, One Conclusion 2018-3-PL01-KA105-061010 Erasmus+ 20.725,00 €

Green goes global, 2019-1-PL01-KA105-064359, Erasmus + 25.581,00 €

Time for tea 2019-1-PL01-KA205-064841 Erasmus+ 170.096,00 €