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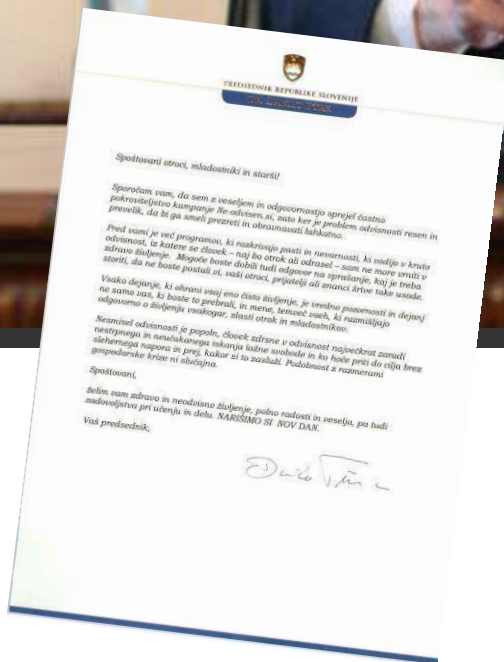
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The campaign of
**social
responsibility**
“Non-dependent”
2010

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**Danilo Türk, PhD,
the President of the
Republic of Slovenia**



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Honorary Patron

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Corporate Identity-
Adolescents

NARIŠI!
NOV
DAN

NARIŠI!
NOV
DAN

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Corporate Identity-
Children



Corporate Identity-
Adults

NARIŠI!
NOV
DAN

Corporate
Identity

Slogan

“Draw a new
day”

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EVENTS & MATERIALS

1. Childhood / 5-9 YEARS
2. Adolescent / 10-18 YEARS
3. Adult / 18 + YEARS

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**NARIŠI
NOV
DAN**

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Childhood / 5 – 9 years



NARIŠI NOV DAN/ DRAW A NEW DAY,

musical puppet shows
with the active
participation of children
from the audience.

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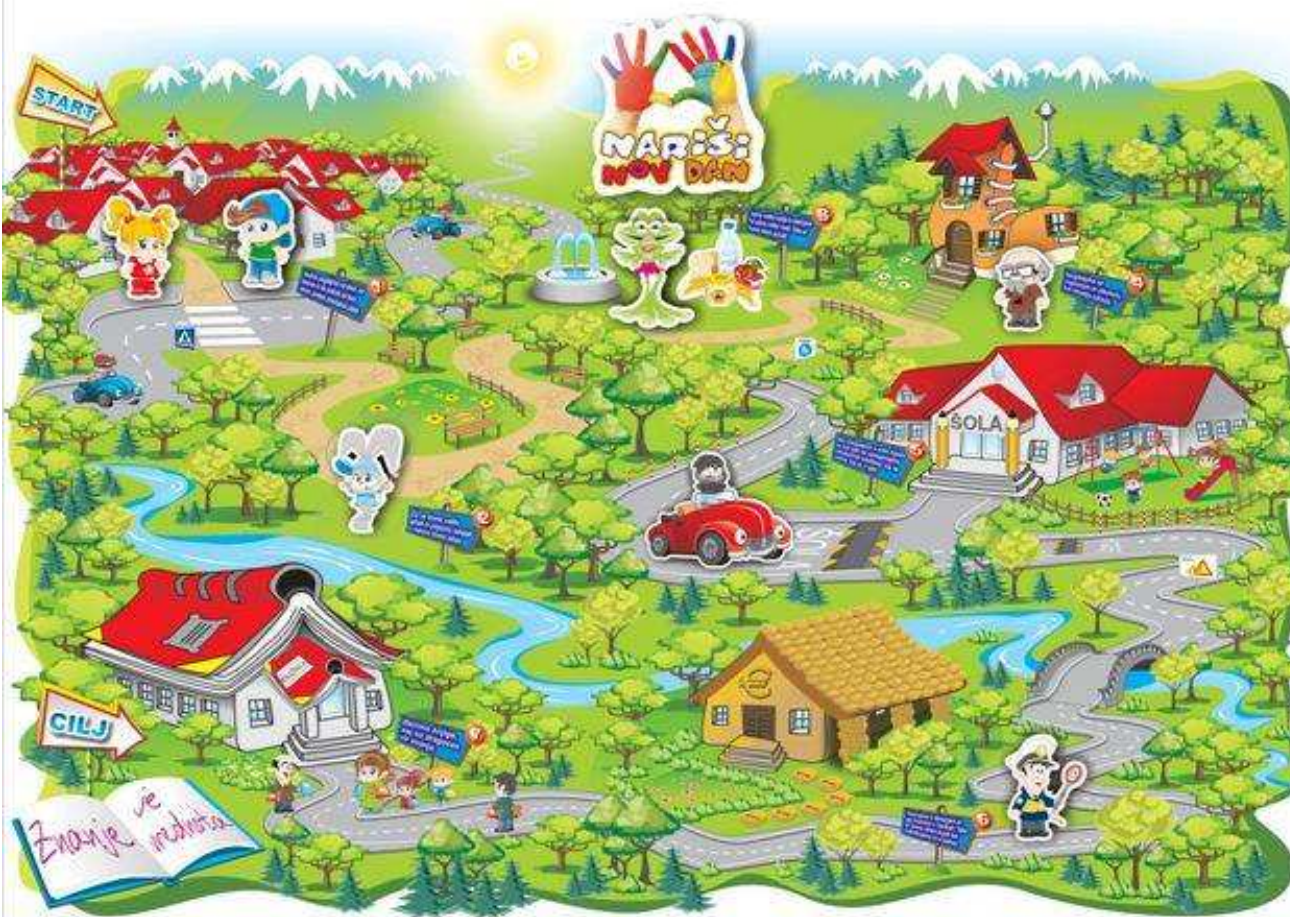


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Childhood / 5 – 9 years



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Board game

Description:

The concept is specifically designed so that children, in cooperation with parents throughout the game, can learn how to properly react in different life situations!

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Adolescent / 10 – 18 years



INTERACTIVE EVENTS –

approx. 60 per year(school year)

Topics:

1. Acceptance of oneself
2. Responsibility to yourself and others
3. Ideas for leisure

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NARIŠI
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Magazine

for Adolescent

Description:

Addresses young people in a dynamic, positive and unobtrusive way offers ideas of leisure and considers the various pitfalls of addiction. Adding statements, interviews and How-to from Slovenian personalities. Content and design are audience-friendly.

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Adults / 18 + years



INTERACTIVE EVENTS –
about 60 events per year.

Topics:

1. Mental coordination parents
2. Quality Parenting
3. Setting boundaries

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**NARIŠI
NOV
DAN**

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“TUKAJ SEM / HERE I AM”



PRIROČNIK ZA STARŠE

Tukaj sem



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Magazine for Adults

Description:
Addresses the adult reader with concise and eloquent content about parent-child relationships. It teaches and raises awareness about the most common traps and insidious addiction, which could be damaging to parents and youngsters.

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Poster & flyer

Announcing an event for adults



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Website

Description:

Website content and design is appropriate for different age groups. Website www.ne-odvisen.si is the source for information, guidance, ideas and examples of good practice.

www.ne-odvisen.si



Gal Gjurin,
Composer & singer



Nina Pušlar,
singer



Elda Viler,
singer



Song & video

Description:
Music in all situations evokes emotion and commands attention. And this is exactly the purpose of our campaign song, **Draw a New day / Nariši nov dan!**

NARIŠI
NOV
DAN

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Fani Čeh,
*Department Of
Education Slovenia*



Robert Friškovec,
the prison priest

**Project
group**



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Miha Kramli,
*Psycho-therapist,
Head of the
Outpatient Clinic for
Addicts in Nova
Gorica*

Tone Kladnik, MSc,
*graduate social worker,
Head of the therapeutic
program in the field of
addiction to alcohol at
Association **Viharnik Koper**
for a healthy life and good
human relations*



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Project group

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Vlasta Nussdorfer,
*Higher State Prosecutor and
president of Slovenia White
collar (Društvo Beli obroč),
an association that provides
assistance to crime victims*



Bojan Žlender, MSc,
Director at the Ministry of
Transport for the Directorate
for Roads of the Republic of
Slovenia



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Jan Plestenjak,
singer



Mario Galunič,
TV presenter



Peter Poles,
TV presenter



Sebastijan Cavazza,
actor

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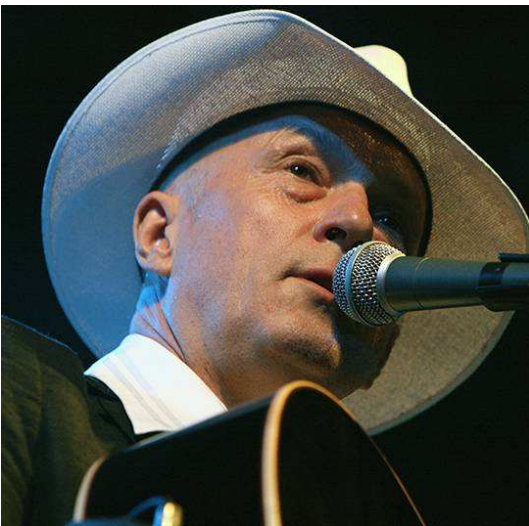
Co-Creators

We all have role models! Their words reach greater acceptance and credibility of the message gives!

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Siddharta,
music band



Vlado Kreslin,
singer



Jure Košir,
*alpine skier,
Olympic athlete*



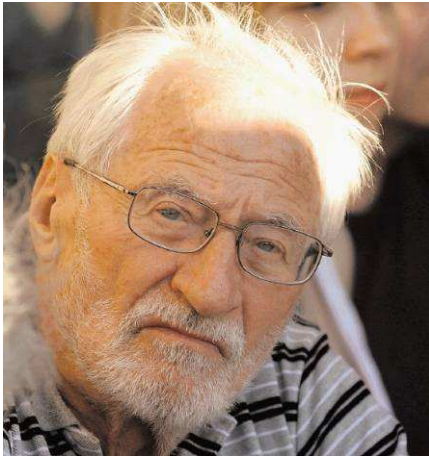
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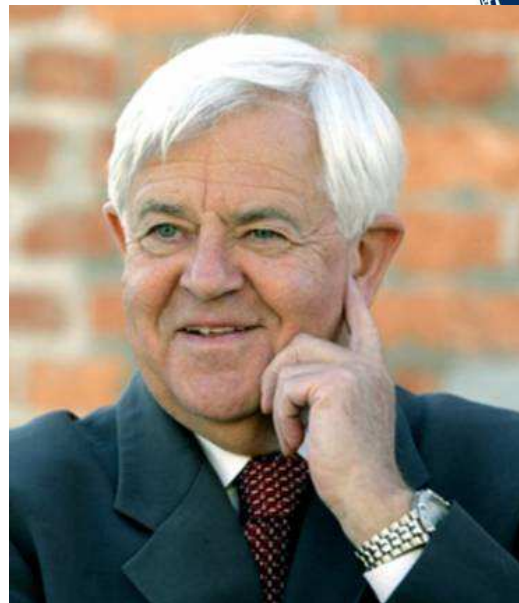
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Tone Pavček,
*poet and ambassador
of Slovenian UNICEF*



Gibonni, *singer*



Milan Kučan,
*politician and the first
President of Slovenia*



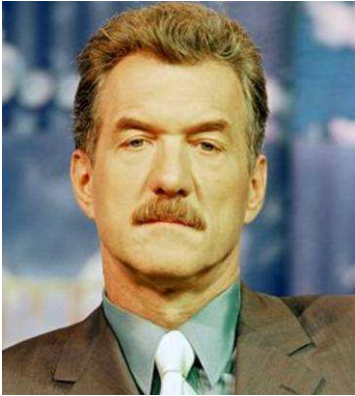
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Slavko Bobovnik



Jure Sešek



Anja Rupel



Zoran Jankovič,
The Mayor of City of Ljubljana

V postopku
dogovarjanj!



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Zavod Republike Slovenije za šolstvo



JAVNA AGENCIJA
REPUBLIKE SLOVENIJE
ZA VARNOST PROMETA



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Vozimo pametno!

IN
COLLABORATION



MINISTRSTVO ZA ŠOLSTVO IN ŠPORT

REPUBLIKA SLOVENIJA



BELI
OBROČ



RADIO
TELEVIZIJA
SLOVENIJA



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