The campaign of social responsibility “Non-dependent” 2010

www.ne-odvisen.si
Honorary Patron

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

www.ne-odvisen.si
Slogan
“Draw a new day”

Corporate Identity-
Adolescents

Corporate Identity-
Children

Corporate Identity-
Adults

www.ne-odvisen.si
EVENTS & MATERIALS

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

www.ne-odvisen.si
Childhood / 5 – 9 years

NARIŠI NOV DAN/ DRAW A NEW DAY,

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

www.ne-odvisen.si
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!
INTERACTIVE EVENTS –
approx. 60 per year (school year)
Topics:
1. Acceptance of oneself
2. Responsibility to yourself and others
3. Ideas for leisure

www.ne-odvisen.si
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.
Adults / 18 + years

INTERACTIVE EVENTS – about 60 events per year.
Topics:
1. Mental coordination parents
2. Quality Parenting
3. Setting boundaries

www.ne-odvisen.si
“TUKAJ SEM / HERE I AM”

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.
Poster & flyer
Announcing an event for adults
www.ne-odvisen.si
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.
Song & video

Gal Gjurin,
Composer & singer

Nina Pušlar,
singer

Elda Viler,
singer

www.ne-odvisen.si

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!
Fani Čeh,
Department Of Education Slovenia

Project group

Robert Friškovec,
the prison priest

www.ne-odvisen.si
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

www.ne-odvisen.si
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*
We all have role models! Their words reach greater acceptance and credibility of the message gives!
Siddharta, music band

Vlado Kreslin, singer

Jure Košir, alpine skier, Olympic athlete

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

www.ne-odvisen.si
Tone Pavček, poet and ambassador of Slovenian UNICEF

Gibonni, singer

Milan Kučan, politician and the first President of Slovenia

Co-Creators

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

www.ne-odvisen.si
We all have role models! Their words reach greater acceptance and credibility of the message gives...
The campaign of social responsibility “Non-dependent“ 2010