

# **FINAL REPORT**

## **Public Debt Counter**

Zagreb, October 2015

## I. Introduction

This is the final financial and progress report for the Public debt counter from the beginning, the winning of the Dragon Den 2015 prize, 13<sup>th</sup> of May 2015, until 15<sup>th</sup> of October 2015.

Report is made in two parts:

- a) Progress report and
- b) Financial report.

## II. Progress report

This project has been conceived by the activists of Lipa – Taxpayer's association, in cooperation with eminent economic experts and analysts. The project was first presented, as an idea, on the international conference of taxpayers, Taxpayers Leaders Forum, held in Istanbul, Turkey, where it won the „Dragon's Den 2015“ prize, as „Winner at ERB 2015“.

To realize this project we had undertaken the following activities:

### ECONOMIC CALCULATION

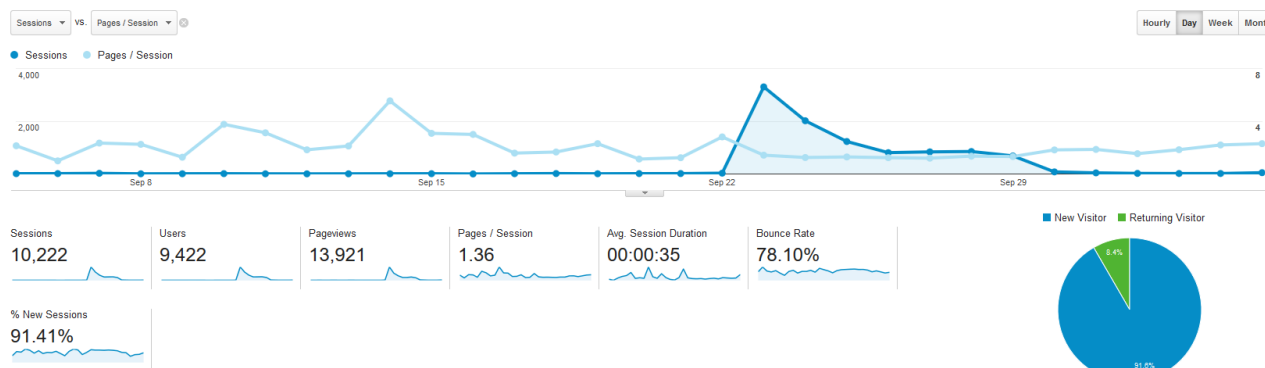
1. Vuk Vuković ZŠEM (Zagreb School of Economics and Management) created an algorithm, pro-bono, anticipating the movement of the public debt; for the country, for a citizen, and for an employed worker, all in various time periods (second, minute, hour ...). These calculations are based on the official facts published by HNB, DZS, and MINFIN on their official web pages (the national bank, the national department of statistics and the Ministry of Finances, respectively).

### PROGRAMMING



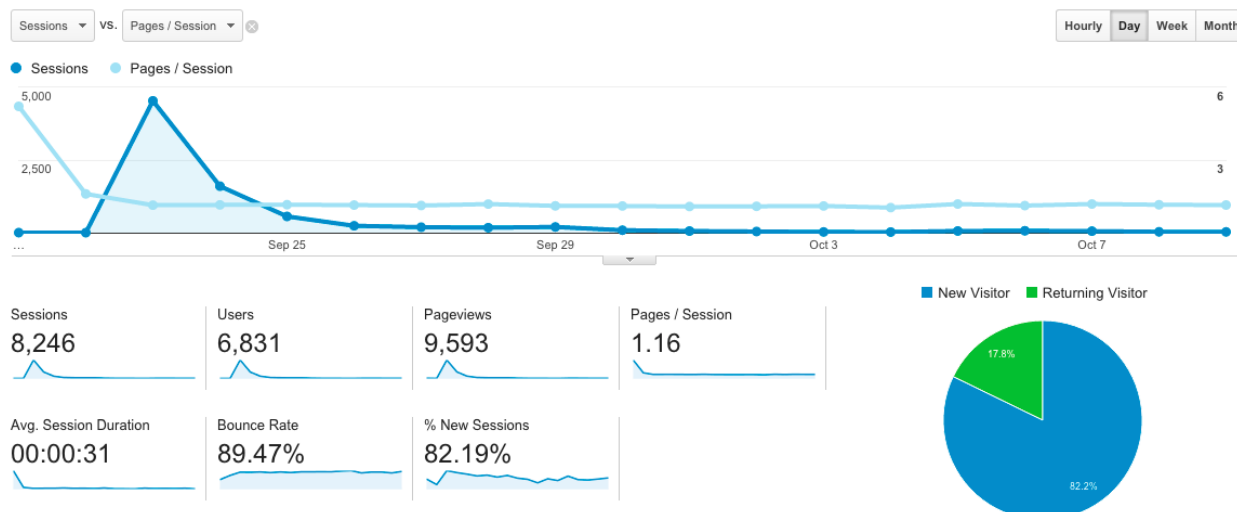
2. Robert Badurina and Krunoslav Gašparić (IT experts, members of Lipa) turned the counter into a web application, <http://javnidug.manjiporezi.hr/> which can be found here, on our web-page: <http://www.manjiporezi.hr/> and the Facebook page: <https://www.facebook.com/UdrugaLipaHr?fref=ts>

*Image 1 Screenshot of the dedicated webpage*



**Image 2.** Graph of Ad views at web page [www.manjiporezi.hr](http://www.manjiporezi.hr)

3. Marko Rakar (IT expert, Lipa member), in cooperation with the „MRAK services“ company, adapted the web application for broadcast on the LED displays using containers in the programming language Flash.



**Image 3.** Graph of Ad views at dedicated web page [www.javnidug.manjiporezi.hr](http://www.javnidug.manjiporezi.hr)

## ADVERTISING

4. Marko Rakar and Danijela Hajduk participated in contracting the display of the Public Debt Counter on LED displays of the Divinus Victoria company. Public Debt Counter is being displayed in premium locations in the city of Zagreb: **I.** Trg bana Josipa Jelačića 15; **II.** Trg bana Josipa Jelačića 8 ( Varteks ); **III.** Trg Petra Preradovića 3 ( Cvjetni trg ); **IV.** Zagrebačka Avenija - Rudeška ; **V.** Maksimirska ulica - Svetice/Bukovačka . These very large LED displays are positioned on the top of the buildings on major squares and roads. It is being displayed 1500 times per day, 40 seconds each; guaranteeing a high visibility to roughly 200.000 daily passers-by.

LED displays were programmed slightly different from the web site and we are broadcasting four different messages:

- total of public debt, calculated few times per second so that numbers change quickly
- public debt per capita, total of public debt divided by the number of Croatian citizens according to 2011 census
- public debt per employee, total of public debt divided by the number of registered employed workers according to the latest numbers from Croatian statistics office
- personalized public debt per employee; we have chosen 120 (60 male and 60 female) most popular names in Zagreb region for the people born from 1950 and upwards and occasionally we broadcast personalized message with random name: "Marko, your share in public debt is xxx.xxx Croatian kuna" so that at any point in time there is someone on the square who will read his own name on the display which in turn provokes taking pictures and sharing on social networks

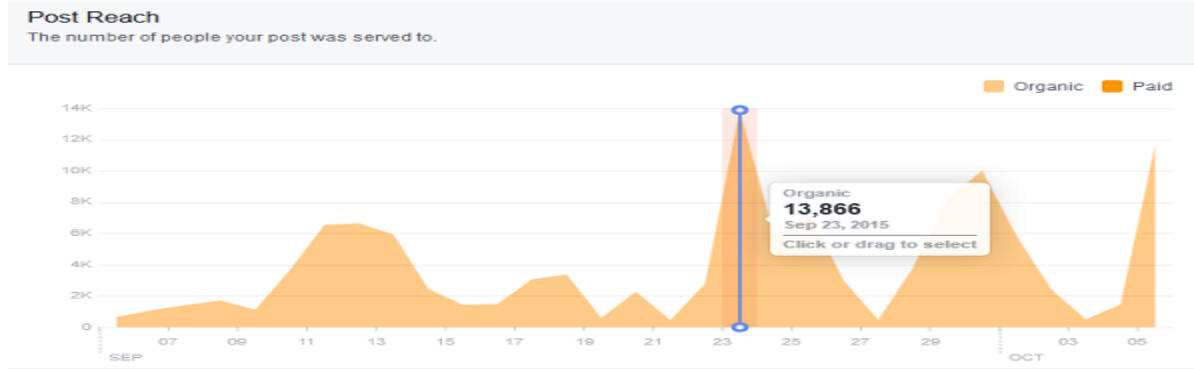


*Image 4. Display at Cvjetni Trg (Flower Square)*

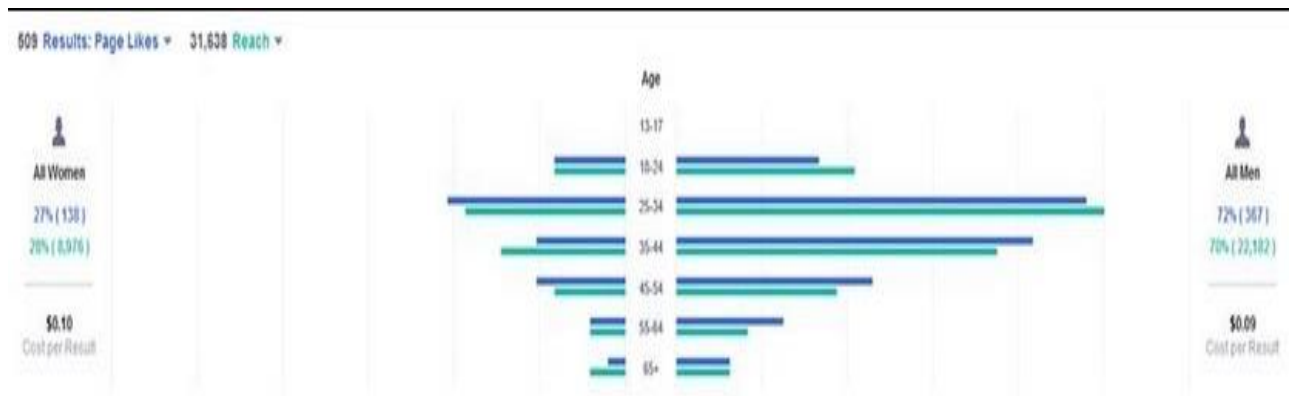
5. Facebook advertising saw the advertisement shown 40.000 times, and receiving 500 likes.



*Image 5. Facebook advertising screenshot*



**Image 6.** Graph of Ad views at FB



**Image 7** Graph of the results of advertising at Facebook ..by likes

6. Advertising on the Index.hr web portal. Our banner was held for 14 days on top position of the main [index.hr](http://index.hr) page, visible to at least 400.000 unique visitors per day.



**Image 8.** Screen shot of web page Index

## LAUNCHING, PRESENTATION AND PRESS CONFERENCE

7. PRESENTATION AND THE PRESS CONFERENCE: held in the Novinarski dom, in Zagreb. Presented by: Davor Huić, Lipa; Vuk Vuković, ZŠEM (Zagreb School of Economics and Management); Velimir Šonje, member of Lipa, Arhivanalitika. Public Debt Counter was displayed on the LED-displays in the hall for the duration. All presentations were held pro bono.



**Image 9.** Velimir Šonje, Vuk Vuković and making the introductory speech; Davor Huić

We invited the most distinguished economic experts from various institutes, schools and colleges; from the Ministries, university professors, entrepreneurs, representatives of political parties, members of parliament, councillors in the Economic Council, all members of the Lipa, and media representatives.



Video shooting was done by Suzana Arslani, from Art & Fact – the whole panel can be seen on our web sites: <http://www.manjiporezi.hr/>;  
<https://www.youtube.com/watch?v=Nsqt9mPzTg4>

Atelje 13 Ltd. did the photography shooting of the conference.



**Image 10.** Photos from the conference at Novinarski dom (Croatian journalist association headquarters)

Catering services for our guests - Press Club caffe

## MEDIA MONITORING

Taxpayers Association “Lipa” has presented to public, the Public debt counter, on 23rd September 2015, which shows, in real time, the amount of public debt.

The Public Debt Counter has caused great public interest. The media published total of **94 articles about the event**, out of which 22 in radio shows and 12 on TV.

## PREDSTAVLJEN BROJAČ JAVNOG DUGA



# Svaki zaposleni u Hrvatskoj dužan je oko 187.000 kuna

Zbog previškog duga naša država plaća kamatu od 3,9 posto, dok Česi plaćaju pet puta manje, tvrdi Vuk Vuković

PIŠE DRAGANA RADUSINOVIĆ

Hrvatski javni dug svake se sekunde povećava za 443,66 kuna i do danas je dosegao 289,6 milijardi kuna, izračunali su u Udrugi poreznih obveznika Lipa te istaknuli kako je svaki stanovnik Hrvatske zadužen za više od 67

je su od 2008. do danas brže raste imaju manji dug - iznio je Šonje, tumačeći kako sva relevantna istraživanja pokazuju da je za zemlje u razvoju održiva razina javnog duga ona od 20 do 60 posto BDP-a, a za razvijene zemlje od 56 do 103 posto BDP-a.

### Veća premija rizika

Kako među članicama EU Italija,

ju, to nam povećava cijenu kapitala i gospodarstvo i stoga ima veću premiju rizika i manje je konkurentno nego ono u zemljama s niskim javnim dugom - istaknuo je Šonje koji smatra da je za Hrvatsku, promatra li se strukturni kapacitet njezina sustava da podnese veće opterećenje i ostane stabilan, održiva razina javnog duga 30 posto BDP-a. Naša država,

Image 11. Jutarnji list - newspapers

After the event the media continued to report about the Counter in different TV shows and newspapers. In the period from the event until 15<sup>th</sup> October the media published additional 7 articles. Public debt also became one of the main topics in the election campaign.

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\* dok pročitate ovaj tekst, javni dug će narasti za 40.000 kuna.

## DUG DRŽAVE RASTE 444 KUNE SVAKE SEKUNDE...

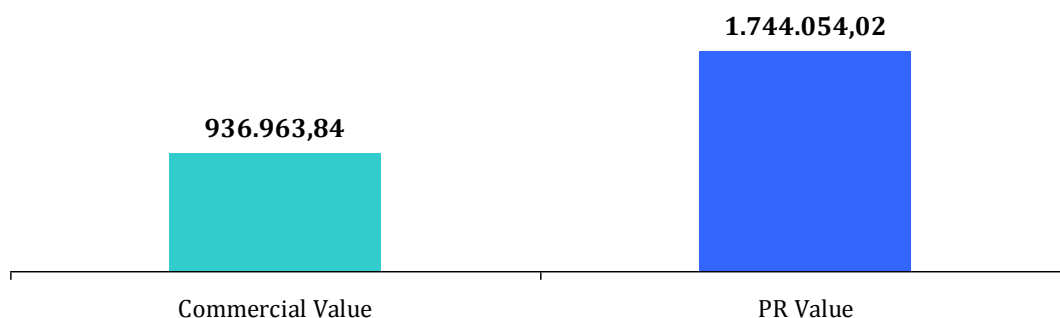


Image12. Tisak - newspaper



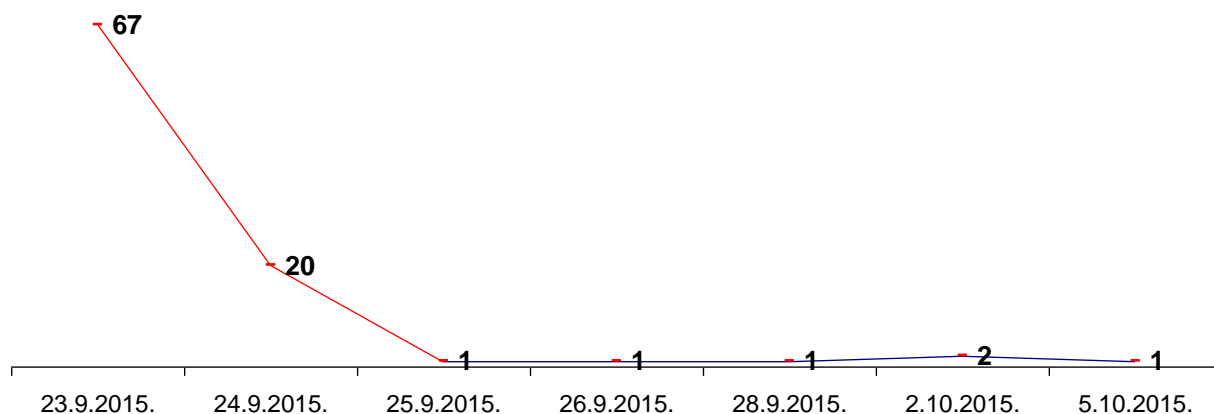
Estimated PR value of 94 announcements was 1.744.054,02 HRK (approx. 227.981EUR)  
1EUR = 7.65 HRK exchanging rate on 23rd September 2015

## Commercial and PR Value (in HRK)



*Commercial Value in €122.361.28 ; PR Value in €227.980,92*

The majority of all articles were published on the day of the event: 23rd September 2015.



The majority of articles were of a positive tonality.

## Financial report

### FINANCIAL REPORT for "public debt counter"

	THE COST FOR	DATE	COST IN HRK	THE AMOUNT IN €	COMPANY
1.	<b>ADVERTISING</b>				
1.1.	LED display	16.9.2015.	28.000,00	3.660,13	DEUS MIHAEL d.o.o.
1.2.	internet advertising & programing	25.9.2015	7.312,50	955,88	MRAK usluge d.o.o.
1.3.	internet advertising	23.9.2015.	9.550,00	1.248,37	INDEX PROMOCIJA d.o.o.
1.4.	shooting and editing	23.9.2015.	1.000,00	130,72	Art&Fact
1.5.	renting LED monitor	23.9.2015	1.625,00	212,42	MARMI.d.o.o.
1.6.	photography	23.9.2015.	1.000,00	130,72	ATELJE 130
1.7.	rent hall	23.9.2015.	3.775,00	493,46	HRVATSKO NOVINARSKO DRUŠTVO
1.8.	catering	23.9.2015.	2.150,00	281,05	Press Club Caffè
1.9.	print posters	23.9.2015.	337,50	44,12	Kolding d.o.o.
1.10.	media monitoring	30.09.2015.	2.702,45	353,26	Briefing mediji d.o.o.
<b>IN TOTAL</b>			<b>57.452,45</b>	<b>7.510,12</b>	