

9th Regional CBC Consultative Forum

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The IPA 2014-2020 CBC programmes

Serbia – Bosnia and Herzegovina and Serbia – Montenegro



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The Visibility & Communication of IPA II

2014-2020 visibility & communication actions

State of play (I)

- Designed to achieve the best visibility effect during programmes' events, trainings, workshops, etc.
- All promotion tools prepared and organized in accordance with the **EU regulations**, ensuring full transparency of programme activities.
- The programmes' **logos** included in all communication and visibility materials (websites, business cards, letterheads etc.) as part of an integrated approach to their promotion and ensure its recognition through various communication channels. As a result, the programmes now have a recognizable visual identity, which provides a solid foundation to build on for IPA III.
- The comprehensive information provided on the newly established programmes' **websites** (www.srb-bih.org and www.cbcsrb-mne.org) have led to an increase in visitors, indicating that the websites have become popular not only among stakeholders from the programmes' area, but also outside of it. The programmes' websites have an impressive visibility record of visits - more than 52,000 on SRB-BiH and 23,000 on SRB-MNE by the end of 2022.



2014-2020 visibility & communication actions

State of play (II)

- Establishing the **helpline** for beneficiaries and potential beneficiaries provided an opportunity to obtain valuable feedback from first-layer stakeholders and assess their level of interest in the program.
- The organization of **visibility events** was implemented across all program-related events, including kick-offs, contract award ceremonies, information sessions, and partner search forums. To ensure maximum visibility, local, regional, and national media outlets were contacted and invited to cover these events.
- More than **2,500 participants** attended in-person events under both programmes.

2014-2020 visibility & communication actions

State of play (III)

- It became evident that there was a lack of visibility and information dissemination through **social networks**. Facebook was determined to be the most suitable social network for promoting the programmes due to its popularity among the population within the programmes' areas. Currently, the social media accounts associated with the programmes have garnered significant attention, with almost 13,000 likes, shares, comments, and reposts received in 2022 alone from SRB-BiH and 6,500 for SRB-MNE.
- Following modern trends, the JTS has initiated the production of short **video clips** as a means of enhancing visibility. For the time being, around 15 video clips were created to promote SRB-BiH programme and 10 to promote SRB-MNE programme. Additionally, a dedicated film was produced for the SRB-BiH Programme, aimed at raising awareness about its benefits and projects among a broader audience.

2014-2020 visibility & communication actions

State of play (IV)

- Catalogs and newsletters to increase the visibility of the programmes.
 - The project catalog for the Programme SRB-BiH showcased the projects contracted during the 1st and 2nd CfPs in both electronic and print versions and were designed to inform the wider public about project results and achievements.
 - Nine newsletters for each programme were also created, providing information on the progress of the programmes and their projects. To ensure maximum readership, the newsletters were published on the programmes' websites and Facebook pages and distributed via email to all contacts in the database.

An example of good practice

New life of Neolithic heritage in recognized natural areas of great importance – NeoLIFE (SRB-BiH)

- Between December 2018 and December 2020, the Action used communication tools as: conferences, public events, press releases, media campaign, printed material, media portals, project related web pages, social media networks, logos of the EU, CBC programme Serbia and BiH, project leaflets, educational animated movie/cartoon - Promotion aimed at the youngest ones
<https://www.facebook.com/ipa.cbc.srbbih/videos/630977531480339> the Project implies socialising children from both regions through joint and well-designed animations regarding the Neolithic man's way of life.
- Following events were organized:
 - Opening Conference in Uzice
 - Study tour for stakeholders in Austria, Italia
 - Promotion aimed at the youngest ones in Pannonica
 - Four trainings for local tour guides
 - Promotion at the key tourism destinations in the surroundings: Belgrade Tourism Fair, 18th International Tourism and Ecology Fair list in Tuzla, 15th International Beekeeping Fair Medena in Tuzla
 - Final presentation of the results

An example of good practice

New life of Neolithic heritage in recognized natural areas of great importance – NeoLIFE (SRB-BiH)

By the end of project implementation, project reached audience of 314,228 inhabitants in cross-border area. The project had remarkable visibility on national and regional televisions (50 posts reached 115,146 people); national and regional newspapers (24 published articles reached 85,750 people); media portals (130 posts reached 88,549 people), project related websites (40 post reached 17,750 people), social networks - Facebook (45 posts reached 2,910 likes, shares, comments and reposts) and event organization (17 events with 4,123 participants in total).



New life of Neolithic heritage in recognized natural areas of great importance – NeolIFE (SRB-BiH)



Another example of good practice

Let's Be Prepared (SRB-MNE)

- Between December 2019 and May 2021, the project achieved various communication objectives through its activities such as conducting 10 press conferences, giving 5 lectures in local communities, conducting 58 lectures for primary and secondary school students, reaching 1,444 participants, facilitating 12 visits of students to emergency services for 278 students, creating a cross-border quiz on disaster risk reduction (DRR), featuring in 23 TV and radio shows, and publishing 90 newspaper articles and website texts. The project also organized a cross-border conference on DRR and the importance of cross-border and regional cooperation and developed 2 mobile applications. By the end of the project, the awareness-raising campaign had reached approximately 37,100 people, representing about 10% of the population.



Another example of good practice

Let's Be Prepared (SRB-MNE)

- Striving for the best possible promotion of the project, the project team organised following events:
 - An event was organized in Nikšić on December 28, 2022, to present the equipment procured under the "Let's be prepared" project. The event was attended by the Deputy Chief of the Negotiator and National IPA Coordinator and the Program Manager for Cross-border Cooperation at the Delegation of the European Union to Montenegro.
 - An event was organized to celebrate the delivery of equipment for the protection and rescue services of Berane, Bijelo Polje, and Petnjica in Berane on December 29, 2021. The audience was addressed by a representative from the European Integration Office, Government of Montenegro, the Head of Department for Horizontal Affairs and EU Strategies.
 - An event was held in Novi Pazar in October 2020 to mark the delivery of five portable water tanks and five thermal imaging cameras to the Ministry of Interior of the Republic of Serbia - Sector for Emergency Management.



Visibility & communication actions under 2014-2020

Let's Be Prepared (SRB-MNE)



Let's Be Prepared (SRB-MNE)

Topics for discussion

- Many EU projects and programmes are complex and technical, making it challenging to communicate their objectives and outcomes to a broad audience, including stakeholders and the general public. Furthermore, the use of technical language and jargon can create barriers to understanding and engagement.
- Another challenge is the lack of resources dedicated to communication and visibility activities, as these are often viewed as secondary to the primary objectives of the project or programme. Limited budgets and staff can result in insufficient efforts to raise awareness and promote visibility.
- The diversity of target audiences and the need to tailor messaging to different cultural and linguistic contexts can also pose a challenge. Finally, the limited availability of local media and communication channels in some regions can hinder the dissemination of information and project outcomes to relevant stakeholders and general public.