

IPA Cross-Border Cooperation Programme

SERBIA - NORTH MACEDONIA

Good friends, new opportunities



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9th Regional CBC Consultative Forum
12 May 2023, Hotel Izgrev, Struga, North Macedonia

The IPA 2016-2020 CBC Programme Serbia – North Macedonia

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The Visibility & Communication of The IPA II CBC programme Serbia- North Macedonia



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- ✓ Communication and Visibility Strategy (CVS) adopted at the 1st JMC meeting in 2018, for the whole duration of the Programme
- ✓ A new CVS for IPA III was drafted under the TAGC no 2021/428-547
- ✓ Annual communication and visibility plans prepared and used for planning and reporting
- ✓ JTS staff participated at the annual meetings of the MEI communication and visibility network
- ✓ Website designed and updated with relevant information about the programme and projects



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- ✓ FaceBook page created and news published
- ✓ E-mail database of stakeholders regularly updated and used as the tool with the best outreach so far
- ✓ One newsletter prepared about the projects from the 1st CfP
- ✓ One video prepared and OSs planning the promotional campaign
- ✓ Several trainings attended by JTS staff concerning the better promotion of the programme and projects

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Seeds of inclusiveness

Through this projects TRAG foundation and partners ARNO and Optimist implemented:

- Mapping the ecosystem of social economy
- Joint cross-border training and mentoring
- Use of network tools
- Formulation of policy recommendations
- Development of communication strategy and it's implementation
- Both the social enterprises in initial phases and those already well developed received support were granted the support and promotion through the project: <https://pricesadusom.com/oni-prave-ajvar-siju-rance-i-gaje-organsko-povrce-ovo-su-socijalna-preduzeca-za-cije-plemenite-ideje-ce-se-tek-cuti/>



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- Promotion at other newsletters (CBIB), social media (FB pages) and websites (MEI, MoLSG, CBIB) and success stories at the WeBalkans.eu portal:
<https://webalkans.eu/en/stories/budding-young-entrepreneurs-develop-skills-across-borders/>
- Projects websites/social media pages



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Topics for discussion

- The most likely ways of communication (website, social media, etc.) for increasing the visibility of the Programme
- Improving visibility actions of the GBs visibility events