

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

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The Visibility & Communication of IPA II CBC programme(-s)

Cross-border Cooperation Programme Bosnia and
Herzegovina – Montenegro



Visibility & communication actions under 2014-20: State of play (I)

- **Six promotional events** organized in June 2019 to ensure promotion and raising awareness on the Programme. The events were held in 6 cities within Programme eligible area: Foča, Trebinje, Ljubuški, Sarajevo, Žabljak and Tivat.
- **Promotional campaign** implemented between December 2020 and February 2021 (to increase awareness and general public information about their cross-border cooperation, i.e. goals, results and possibilities of the Programme).
- **Programme promotion events and Partner Search Forum** were addressed through Promotional campaign organised online, in connection with the 3rd CfP and with a duration of 40 days.



Visibility & communication actions under 2014-20: State of play (II)

- The target of the campaign was to reach **500,000 unique users** but it ended up reaching **575,874 (75,874 unique users more than planned)**.
- **An online info day for potential applicants under the 3rd call of proposals**, organized by JTS and OSs, on 12 January 2021. The event gathered more than 100 participants from both countries.
- **An online public consultation** on the draft IPA III programme document held on 23 April 2021.
- In January 2022 procured **promotional materials**



Visibility & communication actions under 2014-20: State of play (III)

- **The second online campaign** implemented in the period June/July 2022. The expected result of the campaign was to increase awareness and general public information about cross-border cooperation (information about the results of IPA II and IPA III programme announcement).
- **4 videos** produced:
 - [Najava IPA III programa – YouTube;](#)
 - [Podsticanje turizma – YouTube;](#)
 - [Zaštita životne sredine – YouTube;](#)
 - [Zaposljavanje i radna snaga – YouTube](#)



Visibility & communication actions under 2014-20: State of play (IV)

- **Three promo texts** (about results within the IPA II and announcement of IPA III) published in promo section (Radio Sarajevo and CDM)
- **Online thematic quiz** on social networks.
- In addition, **mobile advertising** (pop-up within applications and games on mobile devices) of selected content from the Programme YouTube channel were promoted.
- Expected reach: min 200,000 people
- Actual reach of the campaign: **456,429**



Visibility & communication actions under 2014-20: State of play (IV)

- Despite of Covid situation a lot of projects find the way to promote projects results. Transfer to online promotion was even better than it was planned. For example, project Cycling Rural:

	Planned		Baseline	Current
1.	Number of views through social media	10.000	0	902 394 (782 002 visits on Facebook and 120 398 visits on Instagram)
2.	Number of cycling tour guides with maps	7.000	0	11.000 (Promotional materials)
3.	Number of video clips	6	0	6 -finished (5 individual promotional clips for each location and 1 joint promotional clip were created.)
4.	Number of brochures in German and Russian languages(Notification Letter No.4)	7.405	0	7.405 (brochures in German and Russian language)

Visibility & communication actions under 2014-20: State of play

- **Five promotional events** in May 2023 (Nikšić, Kolašin, Bileća, Široki Brijeg and Konjic) – announcement of IPA III and 1st CfP
- **Info day** related to 1st CfP within the IPA III (Sarajevo, June 2023)
- **Final Conference** - IPA II (Sarajevo, June 2023)
- **Good example** of promotion of project results [TARA - YouTube](#)



Topics for discussion

- *More training on new trends and tools for people who work on communication*

