

**9<sup>TH</sup> REGIONAL CBC CONSULTATIVE FORUM**  
**12 MAY 2023,**  
**HOTEL IZGREV, STRUGA,**  
**NORTH MACEDONIA**

MRS. ALBERTINA BINAKU  
HEAD OF JOINT TECHNICAL SECRETARIAT  
CBC KOSOVO-NORTH MACEDONIA

# **THE VISIBILITY & COMMUNICATION OF IPA II CBC PROGRAMME**

**2014-2020 IPA II CBC PROGRAMME**

**KOSOVO – NORTH MACEDONIA**

KOSOVO ALSO PARTICIPATES IN:

1. IPA II CBC PROGRAMME MONTENEGRO - KOSOVO
2. IPA II CBC PROGRAMME ALBANIA - KOSOVO

# **VISIBILITY & COMMUNICATION ACTIONS UNDER 2014-20: STATE OF PLAY**

VISIBILITY ACTIONS WERE STRUCTURED IN THREE  
GROUPS:

1. FACE TO FACE PROMOTION/MEETINGS/TRAININGS
2. ONLINE COMMUNICATION – SOCIAL MEDIA AND  
WEBSITE
3. PRINTED MATERIALS

# VISIBILITY & COMMUNICATION ACTIONS UNDER 2014-20: STATE OF PLAY

## 1. FACE TO FACE PROMOTION - MEETINGS/TRAININGS/INFO SESSIONS

- **Consultation forum** with mayors from the programme area (92 participants, 32 mayors)
- **Project cycle management** trainings
  - 66 participants in Skopje
  - 46 participants in Pristina



# VISIBILITY & COMMUNICATION ACTIONS UNDER 2014-2020: STATE OF PLAY

## 1. FACE TO FACE PROMOTION - MEETINGS/TRAININGS/INFO SESSIONS

### Info Sessions

(under 5<sup>th</sup> CfP)

- Gjilan/Gnjilane 48 participants
- Skopje 72 participants

### ➤ Training with GB

(under the 4<sup>th</sup> CfP)

- In Skopje 70 participants
- Pristina 50 participants





# VISIBILITY & COMMUNICATION ACTIONS UNDER 2014-20: STATE OF PLAY

## ONLINE COMMUNICATION – SOCIAL MEDIA AND WEBSITE

- **WEBSITE** [HTTPS://WWW.CBC-KOSOVO-NORTHMACEDONIA.EU/](https://www.cbc-kosovo-northmacedonia.eu/)
  - **5,000 VISITS DURING 2022**
- **SOCIAL MEDIA**
  - **FACEBOOK PAGE:** 1,450 LIKES AND 1,552 FOLLOWERS. AVERAGE POST REACH IS 2,200 UNIQUE ACCOUNTS
  - **LINKEDIN:** 300 CONNECTIONS
- **FREE ONLINE DESIGN TOOLS – CANVA**
  - **FOR INFOGRAPHICS AND OTHER PROMOTIONAL MATERIALS**

# PRINTED MATERIAL

- UNDER THE TA, THE CONTRACTING AUTHORITY HIGHLY RECOMMENDED NOT TO PRINT OUT ANY MATERIAL (ENVIRONMENTALLY FRIENDLY)
- INSTEAD USING INFOGRAPHICS, SHORT VIDEOS, PHOTOS, MOBILE FRIENDLY PROMOTION, ETC.
- THE PROJECT UNDER THE 3<sup>RD</sup> AND 4<sup>TH</sup> CALL FOR PROPOSAL HAD TO REVISE THE BUDGET LINES FOR VISIBILITY ACTION FROM PRINTING TO ONLINE PROMOTION

# MAJOR CHALLENGES

- CANCELTION OF ACTIVITIES – DUE TO COVID AND LIMITED FUNDS (NON-COST EXTENSION FOR YEAR 2023)
  - THE ORGANISATION OF EUROPEAN COOPERATION DAYS IN 2020 AND 2021 HAD TO BE CANCELLED
  - BENEFICIARIES' ACTIVITIES TOO
- SMALL AMOUNT OF FUNDS AVAILABLE FOR VISIBILITY
- QUALITY OF THE PRINTED MATERIAL
- VIDEO CLIPS PRODUCED BY GRANT BENEFICIARIES DID NOT SHOW THE CBC DIMENSION OF THE ACTIONS
- THE CONTRACTING AUTHORITY SHOULD PAY ATTENTION AND REQUEST ONE JOINT VIDEO CLIP PER ACTION (MOST PROJECTS ENVISAGED TWO VIDEO CLIPS SO FAR, I.E., ONE IN KS AND ONE IN MK)



# BENEFICIARIES' ACTIVITIES

## ➤ **PUBLIC EVENTS**

- LAUNCH AND END OF PROJECTS OR INVESTMENTS
- COMMUNITY CONSULTATIONS AND PROMOTION

## ➤ **PROMOTIONAL MATERIALS (PRINTED, ELECTRONIC AND VIDEOS)**

### **VIDEO BY THE PROJECT: BACKING REGIONAL TOURISM POTENTIAL**

- **VIDEO:** OLD TRADE TRAIL PRIZREN – TETOVO (90 SEC)

# AND THE SHORT VIDEO

[HTTPS://FB.WATCH/K60VCKXAKW/](https://fb.watch/K60VCKXAKW/)

ENJOY 😊

# TOPICS FOR DISCUSSION

- INCREASE THE FUNDS AVAILABLE FOR VISIBILITY AND COMMUNICATION UNDER THE TAGC AND PROJECTS' BUDGET
- MOVE TO ONLINE PROMOTION, AVOID PRINTED MATERIALS
- USE OF NEW ONLINE (FREE AND PAID) TOOLS FOR VISIBILITY
- ORGANIZING FURTHER CAPACITY BUILDING FOR JTS/ANTENNA STAFF  
WORKING IN VISIBILITY