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MNE-ALB

IPA CROSS-BORDER COOPERATION PROGRAMME
MONTENEGRO – ALBANIA 2014–2020



MNE-KOS

IPA CROSS-BORDER COOPERATION PROGRAMME
MONTENEGRO-KOSOVO 2014-2020

9th Regional CBC Consultative Forum

12 May 2023,

Hotel Izgrev, Struga,

North Macedonia

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Deputy Nipac**

MINISTRY OF EUROPEAN AFFAIRS OF MONTENEGRO



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

The following main communication and visibility activities were implemented under both programmes (ME-AL & ME-KS):

- Numerous media mentions and guest appearances on written and online media, TV and radio – over 10,000 mentions/appearances
- Thematic meetings with representatives of local authorities (60)
- Direct communication with beneficiaries and potential applicants (over 3,600)
- Production of newsletters
- Regular update of website
- Regular update of social media accounts
- Capacity building activities
- Direct contact with journalists



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

Tools developed and used under both programmes (ME-AL & ME-KS):

- Visual identity
- Potential applicants' database (over 4,000 contacts)
- Website www.cbc-mne-alb.org & www.cbc-mne-kos.org
- Electronic newsletter (15 issues published)
- Facebook accounts: @cbc.mne.alb & @cbc.mne.kos
- Direct communication (visits to municipalities – thematic meetings)
- Short videos for social media
- European - Interreg Cooperation Day
- Radio jingles
- Short documentary
- Workshop with journalists
- Discussion forums with project beneficiaries



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Visibility & communication actions under 2014-2020: State of play – ME-AL

- Preserving the cultural landscape
- Knowledge and awareness of the cultural heritage in the cross-border area increased



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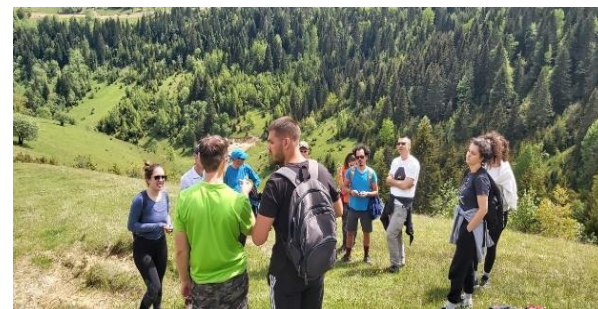


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Visibility & communication actions under 2014-2020: State of play – ME-KS

The website (and iOS and Android application)
www.accursed-mountains.me represents
a joint initiative of the
two CBC projects - Eco
and Outdoor Tourism
Actions of the Balkan Alps
and Accursed Mountains
– Exquisite Outdoor
Destination

Go explore!



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

- Documentary movie produced and planned for promotion - Eco-tourism promotion on the territory of Montenegro, Albania and Kosovo



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Visibility & communication actions under 2014-2020: State of play

Major challenges so far:

- Motivating beneficiaries to share information with JTS prior to publication of material/organisation of events;
- Motivating beneficiaries to a more strategic approach and inclusion of more stakeholders in their events;
- Discussion forums as a solution?



Topics for discussion

Switch to a more strategic approach in communication and visibility?

Multiple projects could implement joint/complementary visibility activities.



Thank you for you attention!