IPSA National Programme 2008 Part I - Bosnia and Herzegovina

Project Fiche 5: EU Awareness II

1. Basic information

1.1. CRIS Number: 2008/20-111

1.2. Title: EU Awareness II

1.3. ELARG Statistical code: 01.35 Political Criteria/Civil Society

1.4. Location: Bosnia and Herzegovina

Implementing arrangements:

1.5. Contracting Authority: European Commission

1.6. Implementing Agency: European Commission

1.7. Beneficiary:

Direct beneficiary:
Directorate for European Integration of Bosnia and Herzegovina
Project Manager:
Mrs. Jesenka Hadžajlija, Head of European Integration Promotion Department
Trg BiH 1,
71 000 Sarajevo, BIH
E-mail: jhadzajlija@dei.gov.ba

Foreign Chamber of Commerce of Bosnia and Herzegovina
Euro Info Correspondence Centre
Mr. Tarik Djodjic, Secretary General
Branislava Djurdjeva 10
71000 Sarajevo, BiH

Secondary beneficiary: All Bosnia and Herzegovina citizens

Financing:

1.8. Overall cost (VAT excluded): EUR 2 140 000

1.9. EU contribution: EUR 2 000 000

1.10. Final date for contracting: Two years following the date of the conclusion of the Financing Agreement

1.11. Final date for execution of contracts: Two years following the end date of contracting

1.12. Final date for disbursements: One year following the end date for the execution of contracts
2. Overall Objective and Project Purpose

2.1. Overall Objective:
To ensure that BiH’s public, civil society and government actors remain supportive of BiH entering the EU

2.2. Project purpose:
To create a dialogue and debate to facilitate the country’s progress towards EU membership.

2.3. Link with AP/NPAA/EP/SAASAA:
*Article 105 of Stabilisation and Association Agreement with Bosnia and Herzegovina (Information and Communication) to be addressed:*
“The Community and Bosnia and Herzegovina shall take the measures necessary to stimulate the mutual exchange of information. Priority will be given to programmes aimed at providing the general public with basic information about the Community and professional circles in Bosnia and Herzegovina with more specialised information”.

**EU Integration Strategy of Bosnia and Herzegovina**
Knowledge of the EU – 5.1. Public Information program on BiH European integration process (Annex – Overview of the necessary measures , item 5) provides, among other things, for the following activities: regularly informing the public of standpoints of BiH institutions regarding the European integration, Develop cooperation with non-governmental organisations that deal with European integration, establish and develop public services/public information offices at the BiH institutions that participate directly and indirectly in European integration, develop cooperation and improve coordination between the public information offices in state institutions.

2.4. Link with MIPD
"2.2.1.3 Programmes to be implemented in pursuit of these objectives ¹"
Capacity building for Civil Society organisations and municipalities, and the definition of systems and channels of permanent communication and transparent procedures between Civil Society and Government, including programmes aimed at building the awareness, skills and capabilities of Government officials to assist establishing channels for ongoing dialogue.”
"Assistance to raise public awareness of the European Union and the Stabilisation and Association Process.”
Socio-economic requirements:
"IPA will assist Bosnia and Herzegovina's economic development by supporting the establishment of regulatory capacity and the enhancement of entrepreneurial know-how. Further assistance will support the development of the SME sector and will improve trade policies”

¹ Page 15 of the MIPD 2007-2009
3. Description of project

3.1. Background and justification:

Becoming a partner to the EU and eventually a member of the EU is one of the strategic priorities for Bosnia and Herzegovina. The BiH Directorate for European Integration, as a permanent body of the Council of Ministers, is tasked to lead and coordinate the work of all institutions towards European Union integration. Strategic development, programming and raising awareness all fall within that remit. Transparency, consultation and multi-annual planning are all part of the system of governance to be established. Access to information, detailed knowledge of systems, principles and values and the capacity to manage these systems are at the heart of the accession process.

The Directorate for European Integration pays a lot of attention to the promotion of its activities. DEI’s Communication Strategy is based on raising the level of knowledge about the European Integration process, acquiring public support and creating a positive attitude towards EU accession. This is based on the European Commission’s approach which states that:

“In the candidate and potential candidate countries, the main challenges are to emphasise the Union's commitment to their European perspective and to explain the conditions for progress of each country towards the EU, each being judged on its own merits. People need to see that progress towards the EU depends on the pace of reforms in each country. The faster and more effective the reform process within the countries, the more rapid will be their progress on the road to membership and all its benefits. The EU needs to support the governments of these countries in their efforts to explain the nature of the EU and to demonstrate how their citizens benefit from closer relations with the EU while preparing for membership. Citizens need to know more about benefits such as pre-accession financial assistance and technical advice, visa facilitation, scholarships. (...).

The Commission will complement these efforts by communicating the EU's enlargement policy, including pre-accession support. It will tackle myths by providing facts. It will make full use of its representations in the Member States and its delegations in the enlargement countries. The Commission will seek to engage in a dialogue on enlargement with key opinion formers and will build on experience gained in 2007 from a number of successful communication projects, in particular those with chambers of commerce and with student organisations.”

In BiH EU accession is an ambition that is widely shared from the Council of Ministers to the population as whole. However, it means many different things to different people. The overwhelming sentiment is that EU membership means visa-free travel and increasing financial support. Whereas EU membership as defined in the Copenhagen criteria state that:

“Membership requires that the candidate country has achieved stability of institutions guaranteeing democracy, the rule of law, human rights and the respect for and protection of minorities, the existence of a functioning market economy as well as the capacity to cope with

---


3 extract from the pp13
competitive pressure and market forces within the Union; the ability to take on the obligations of membership including adherence to the aims of political, economic & monetary union.”

There is relatively little debate and dialogue of what this could mean in BiH and how the EU accession process is looking to support these factors. With BiH emerging from a situation of high levels of dependency on outside support to becoming a partner for accession this debate and discussion must be extended.

The latest research and analysis demonstrates Bosnia and Herzegovina's objective of EU membership is supported by the majority of the population (approximately 80%) with only small fluctuations recorded over recent years. Thirty percent of the population feels well/sufficiently informed about the EU and EU integration, but still others believe that more information should be provided to them. Support for EU membership is always buoyant during this early phase of accession. The experience of many of the New Member States demonstrated that this support will diminish as the countries get closer to accession. This is largely explained by the complexities involved in the process, many of which are not well understood or appreciated at the time. Bosnia and Herzegovina needs to try and maintain the current high level of support for accession in order to ensure continued wide based support for EU accession in the years to come.

This project aims to strengthen the communication capacities of the Directorate for European Integration of Bosnia and Herzegovina. The proposed project is based on a previous EU Awareness Programme (Funded by CARDS 2004) running from January 2007 until January 2009, that laid the foundations for creating EU awareness in BiH. This project realised the need to increasingly strengthen the capacity of DEI to deliver on their mandate of raising awareness and improving communication and co-ordination with a coherent information management system. Co-ordination requirements will also increase with every state level government institution establishing new departments for European Integration to co-ordinate the respective adjustment processes. Again, the DEI will need to ensure that information flows are fully operational and that these institutions are well briefed on the EU institutions and systems.

Finally, most of the population consider themselves European and as such see themselves as future citizens of the European Union. However, this does not imply that the European agenda takes the prime role in shaping the political future of the country itself. At the same time it is common that senior opinion leaders are not well briefed on the accession process and what the EU stands for. It is a long term project to improve the widely held views of the EU and to foster a more differentiated understanding of its institutions, values and procedures. This project seeks to provide content and training on an on-going basis to develop this level of know how and differentiation in a structured format.

An important segment to facilitate EU integration is through the private sector. BiH’s main export market is the EU, however BiH companies are still struggling to access this market although BiH was granted autonomous trade measures with the EU. What is needed for BiH firms to increase their penetration in the EU are increased market linkages with buyers and sellers, training and consultancy advice on required product quality certifications as well as general business information on how to work in the EU. These services are successfully being offered through the BiH Euro Info Correspondence Centre (EICC), which is a part of the EU-wide EICC centres that operate and offer similar services in Member State countries. The BiH EICC was established within the BiH Foreign Trade Chamber and is receiving operational support from EC Delegation to BiH. Current funding for the EICC will expire at the beginning of 2009. Given the unique information this centre provides as well as the increasing interest of
BiH firms for all the services it offers, it is vital that further support be provided to the BiH EICC.

3.2. Assessment of project impact, catalytic effect, sustainability and cross border impact

Generally, this project will contribute to an inter-institutional cooperation as well as to the development of vertical coordination and cooperation between institutions on the state level.

It is expected that the strongest catalytic effect of this project will be the impact on the political culture of the country. Through this campaign, we need to keep pro-EU opinion strong and at the same time develop the political culture and respect for the opinion of the majority. This project will also have its impact on civil society as a whole. We are proposing to build on the emerging results and think tanks from the first phase of the programme. NGOs are increasingly becoming stronger and able to develop a dialogue with the state and politicians on EU Integration issues.

Finally, it is expected that this project will have a direct impact on further developing the cooperation between BiH institutions and countries in the region of the Western Balkans and enhancing the cooperation with the civil society also in neighbouring countries.

Furthermore, this program will increase the ability of BiH companies to access the EU market, thereby supporting economic development and job creation.

3.3. Results and measurable indicators:

We are proposing three project results based on a number of activities listed below. The three results correspond with the need to create wider public awareness of the EU, create the capacity of the DEI promotion department to deliver awareness raising in the medium term and to provide the required co-ordination between the increasing number of institutions promoting and supporting the EU accession process.

Results and measurable indicators in relation with activity 1

Result 1.1.: A Public Awareness Campaigns targeted at the general public, the media and other multipliers is organised.

The major part of project implementation will be dedicated to raising awareness among BiH citizens through a communication strategy implemented by the Directorate for European Integration of BiH.

Indicators:
1. The activities in the strategy are implemented on time
2. Media is covering EU accession issues in BiH
3. Journalist and media training events are organised and take place

Result 1.2.: Capacity of DEI has been strengthened and planned support to the DEI European Integration Promotion Department was provided
This part of the project should include the capacity building of the Promotion Department of DEI that is based on coaching/mentoring/training, which would additionally contribute to the communicating EU messages through this department

Indicators:
1. Enhanced capacity of DEI Promotion Department staff and entire DEI.

**Result 1.3. : Networking and Coordination with EU Info Centres including EUI Correspondence Centre, NGOs and other stakeholders**

Component of this project is dedicated to the coordination with EU Info centres as well as to the networking with NGOs throughout joint activities.

Indicators:
1. Publication of studies and research papers produced by local think tanks, where as some of them will be funded through EU Awareness Programme II (universities, associations, NGOs, non-state actors)

**Results and measurable indicators in relation with activity 2**

**Result : Support to the Euro Info Centres Sarajevo, Banja Luka, Mostar, Tuzla and Brcko**

The second component of this project is to provide a grassroots service tailored to local needs that enable its public to obtain information, advice, assistance and answers to questions about European Union's legislation, policies, programmes, schemes, and funding opportunities and provides contact points in the country.

Indicators: EU Info centres functioning

**Results and measurable indicators in relation with activity 3**

**Result : Increased utilization of the Euro Info Correspondence Centre by SMEs**

The third component of this project is to provide operational support for the activities of the EU Info Correspondence Centre.

Indicators: Increased trade between BiH and EU businesses.

**3.4. Activities:**

The project is foreseen to be realised through Technical Assistance (Service, Grant contracts) that would provide technical expertise (experts) in order to achieve the project results. Not all the activities listed below are transferred into the logframe as it would exceed the capacity of the tool at this level. However, it is understood that all sub-activities listed here are part of the project, will be monitored and will contribute to the results listed above.

**Activity 1:**

1.1. Public awareness and media support

1.1.1. - Organisation of Awareness Campaign towards the General Public

   - Organising and holding round tables and public events all around BiH
- Organising and holding the Europe Day Event
- Production of Audio-Visual Production
- Production of Print Material
- Organising and implementing an EU Media Campaign

1.1.2. - Organisation of Awareness Campaign towards the Media
- Regular briefing of journalists at “EU Brunches” for journalists
- Organising and managing Media training and coaching

1.1.3. - Organisation of Awareness Campaign towards other multipliers
- Round tables (ECD, NGOs, DEI, local community reps)
- Academic Lecturing
- Academic community support

1.1.4. - Research
- Desk research
- Opinion polls (2 in 2009)

1.1.5. Promotion of DEI activities and projects

1.2. Capacity building of DEI Promotion Department
1.2.1 Assist DEI in defining and implementing Annual Work Plan for DEI communications activities
1.2.2. Training for DEI executives
1.2.3. Seminar for DEI PR staff and selected BiH government officials dealing with PR
1.2.4 Facilitate communication of DEI toward different target groups and media houses through activities in EU IC
1.2.5 Active involvement and delivering know-how to DEI in terms of TV, radio and print production activities
1.2.6 Facilitate and articulate communication and contacts to media
1.2.7 Production and PR support to all independent DEI activities
1.2.8 Support in development and printing of promotional material
1.2.9 Assist in conception and formulating of content of the DEI Website
1.2.10 Print monitoring and analyses of the articles
1.2.11 Establish a media library

1.3. Networking and communication of Multipliers and EU information Infrastructure
1.3.1 Networking with NGOs
1.3.2 Coordination with EU Info Centres
1.3.3 Raising awareness on EU funded projects / assistance in BiH
1.3.4 Coordination with Directorate for European Integration
Activity 2
Support to the Euro Info Centres Sarajevo, Banja Luka, Mostar, Tuzla and Brcko
- Provide general information about the European Union, its institutions and its policies (i.e. to act as EU contact point in the country);
- Inform and promote the use of EU programmes;
- Disseminate EU information on local and regional level;
- Give an initial response to any request for EU information and, when necessary, signpost the request to more appropriate sources (European Commission Delegation, (Directorate for European Integration of Council of Ministers of Bosnia and Herzegovina, etc.)
- Feedback information to the European Commission Delegation;
- Take active part and promote debates about the EU.

Activity 3
Utilization of the Euro Info Correspondence Centre by SMEs
3.1 Providing relevant information to BiH SMEs regarding EU issues
3.2 Training and consultancy services for BiH SMEs on the EU integration process
3.3 Improving coordination in the EICC network and improved cooperation with other business support centres in BiH
3.4 Training of EICC staff

3.5. Conditionality and sequencing:
There is no conditionality included in this project.

3.6. Linked activities
This project is linked to the following previous and on-going activities.

Previous projects:
BiH National CARDS 2005, the project “Support to the BIH Government for the European Integration Process and Coordination of Community Assistance – phase II”
The project purpose was to improve the capacities of DEI to coordinate and lead BiH institutions within the EU integration process, and through DEI to further enhance the capacities of the relevant BiH institutions to use the mechanism of horizontal and vertical co-ordination.

On-going activities:
EU Awareness Program project, worth €2 million (EU Awareness and EUIC), aims at awareness raising for the authorities of Bosnia and Herzegovina at all levels of government, targeting civil social organisations. Another objective is to enable the DEI to strengthen its
capacities in the field of public relations and carry out its role in the dissemination of information on SAP and EU membership and other EU related issues.

The EU Awareness project started January 2007 and ends January 2009, and comprises a number of differing but complementary components such as capacity building measures for DEI and a public information campaign.

EU Info centres started in July 2006 and will run until mid 2008 (Sarajevo EUIC) and– end 2008 (Mostar, Banja Luka and Brcko District centres) with this funds. In addition UK Government was funding establishment of EUIC Tuzla and supported some additional activities in EUIC Mostar. IPA 2008 funds are planned for continuation of these activities for another 2 years.

**Euro Info Correspondence Centre in BiH operational grant**, a two year grant was provided to the BiH EICC worth 200,000 Euro, to support the operational expenses of the EICC. The total EC contribution to the operational expenses is 68%. The overall objective is to create a better environment for the growth and sustainable development of small and medium enterprises in BiH. In achieving these activities the standards of the European Union will be applied.

### 3.7. Lessons learned

The last survey from November 2007 commissioned by EU Awareness project has shown that most of the respondents have **positive opinion about the EU (83%)** – 41% of respondents have *Somewhat positive opinion* and 43% of respondents have *Very positive opinion* about the EU. Having in mind very difficult and unfavourable political situation in the time of conducting this survey, the results are very impressive. They are in line with previous opinion polls from June 2007, 2006 and 2004, which are indicating positive trend. When analysing what EU means for them personally, usual response is that EU means *creating a better future for young people* (41%) and *prosperity*. Improving economy in B&H and *freedom of movement* mentioned by 16% and 14% of respondents. On the question: what being the citizen of European Union means for them personally, most of the respondents said *the right to work in any country in EU* (47%), following by the response: *the right to move permanently to any country in the EU* (17%).

Even though the recent past in BiH was marked by a turbulent political climate, the support to EU integration process has not been diminished and citizens of BiH are still expecting to gain more advantages then disadvantages by joining the EU.

In addition to this, it is crucial to stress that one of the lesson learned directly indicates to capacity building of DEI Promotion department. Its personnel have been actively involved and trained through daily work and cooperation with Project experts on development of production formats such as monthly TV debates, TV programs, short stories that have been aired and produced during the previous periods, i.e. since January 2007, and which will continue until the end of the project, i.e. January 2009. The DEI staff contributed to the selection of themes and guests, provided background information to journalists, and identified the best possible options for informing the BiH population and decision makers on European issues. In relation to communication skills improvement, the Project experts provided expertise to the DEI team in programme planning, with particular emphasis on timing and specific requirements of radio, TV and print production. The focus has been on the media presentation skills of DEI officials, on their ability to communicate messages to citizens either through regular addressing or through specific means of communication. We have been trained how to target and transmit the desired key message to broad group of people, 18+ citizens of Bosnia and Herzegovina as well as to specific groups such as: BH Diaspora, rural communities, young people, etc. Good understanding
regarding communications and improved capacity to implement them among DEI officials is the key point of departure for successful dissemination of information to the BiH public at large.
## 4. Indicative Budget (amounts in EUR)

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>IB (1)</th>
<th>INV (1)</th>
<th>EUR (a)=(b)+(c)+(d)</th>
<th>EUR (b)</th>
<th>% (2)</th>
<th>Total EUR (c)=(x)+(y)+(z)</th>
<th>% (2)</th>
<th>Central EUR (x)</th>
<th>Regional/Local EUR (y)</th>
<th>IFIs EUR (2)</th>
<th>EUR (d)</th>
<th>% (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity 1 EUA II</td>
<td>x</td>
<td>-</td>
<td>1.300.000</td>
<td>1.300.000</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>contract 1.1 EUA II</td>
<td></td>
<td></td>
<td>1.300.000</td>
<td>1.300.000</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity 2 EUIC</td>
<td>x</td>
<td>-</td>
<td>550.000</td>
<td>500.000</td>
<td>90.91</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>contract 2.1 EUIC Sarajevo, Banja Luka, Mostar, Tuzla and Brcko</td>
<td></td>
<td></td>
<td>550.000</td>
<td>500.000</td>
<td>90.91</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity 3 EICC</td>
<td>x</td>
<td>-</td>
<td>290.000</td>
<td>200.000</td>
<td>68.97</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>contract 3.1 EICC</td>
<td></td>
<td></td>
<td>290.000</td>
<td>200.000</td>
<td>68.97</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL IB</strong></td>
<td>2.140.000</td>
<td>2.000.000</td>
<td>93.46</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>140.000</td>
<td>6.54</td>
</tr>
<tr>
<td><strong>TOTAL INV</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL PROJECT</strong></td>
<td>2.140.000</td>
<td>2.000.000</td>
<td>93.46</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>140.000</td>
<td>6.54</td>
</tr>
</tbody>
</table>

Amounts net of VAT

(1) In the Activity row use "X" to identify whether IB or INV
(2) Expressed in % of the **Total** Expenditure (column (a))
5. **Indicative Implementation Schedule (periods broken down per quarter)**

<table>
<thead>
<tr>
<th>Contracts</th>
<th>Start of Tendering</th>
<th>Signature of contract</th>
<th>Project Completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract 1.1 - EUA II</td>
<td>4th quarter 2008</td>
<td>2nd quarter 2009</td>
<td>2nd quarter 2011</td>
</tr>
<tr>
<td>Contract 2.1 – EUIC Sarajevo</td>
<td>4th quarter 2008</td>
<td>2nd quarter 2009</td>
<td>2nd quarter 2011</td>
</tr>
<tr>
<td>Contract 2.2 – EUIC Banjaluka</td>
<td>4th quarter 2008</td>
<td>2nd quarter 2009</td>
<td>2nd quarter 2011</td>
</tr>
<tr>
<td>Contract 2.3 – EUIC Brcko</td>
<td>4th quarter 2008</td>
<td>2nd quarter 2009</td>
<td>2nd quarter 2011</td>
</tr>
<tr>
<td>Contract 2.4 – EUIC Mostar</td>
<td>4th quarter 2008</td>
<td>2nd quarter 2009</td>
<td>2nd quarter 2011</td>
</tr>
<tr>
<td>Contract 3.1 – EICC BiH</td>
<td>4th quarter 2008</td>
<td>2nd quarter 2009</td>
<td>2nd quarter 2011</td>
</tr>
</tbody>
</table>

6. **Cross cutting issues**

Project EU Awareness II will have direct bearing on the awareness of the population at large on all fields of the EU integration process. Particular attention to the rights of the citizens in an Enlarged Union with emphasis on equal opportunities and minority /vulnerable groups concerns, the civil society participation to the policymaking and the need for good governance in all integration areas will be put forward throughout the project implementation. The project will also raise the awareness on the importance of environmental protection aspect in the implementation of EU policies.
ANNEX I.  Logical framework matrix in standard format

<table>
<thead>
<tr>
<th>LOGFRAME PLANNING MATRIX for Project Fiche</th>
<th>Programme name and number: EU Awareness II</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Contracting period expires: N+2</td>
</tr>
<tr>
<td></td>
<td>Disbursement period expires : N+5</td>
</tr>
<tr>
<td></td>
<td>Total budget : 2.140.000, 00 EUR</td>
</tr>
<tr>
<td></td>
<td>IPA budget: 2.000.000,00</td>
</tr>
</tbody>
</table>

**Overall objective**

<table>
<thead>
<tr>
<th>Objectively verifiable indicators</th>
<th>Sources of Verification</th>
</tr>
</thead>
<tbody>
<tr>
<td>To gain BiH’s public, civil society and government actors to be supportive on BiH entering EU</td>
<td>A majority of opinion leaders and the public is supportive of joining the EU</td>
</tr>
</tbody>
</table>

**Project purpose**

<table>
<thead>
<tr>
<th>Objectively verifiable indicators</th>
<th>Sources of Verification</th>
<th>Assumptions</th>
</tr>
</thead>
</table>
To create the dialogue and debate that would facilitate country’s progress on the way towards membership to EU.

<table>
<thead>
<tr>
<th>Results</th>
<th>Objectively verifiable indicators</th>
<th>Sources of Verification</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Public Awareness Campaigns are organised: towards the general public, the media and other multipliers</td>
<td>Events take place as planned&lt;br&gt;List of journalists who have successfully completed a Communication Course on the EU Integration Process&lt;br&gt;List of schools participated at EU</td>
<td>Progress reports&lt;br&gt;Training documentation&lt;br&gt;Campaign monitoring information</td>
<td>Media editors and journalists actively participate in/attend ongoing campaigns&lt;br&gt;Partnership with TV and Radio stations is established</td>
</tr>
</tbody>
</table>

Number of publications about EU integration
Number and participation of people in public debates held with support from DEI
Number of debates and sessions in parliament linked to EU accession

Press clippings, media monitoring<br>Event records and media reports<br>Parliamentary records<br>Public Opinion polls and thorough analysis of impact measurement (that will be repeated on regular basis and thus compared<br>Evaluation sheet of each journalist after completed training<br>Project interim reports<br>Final Report<br>Media Coverage

Clear messages about BIH future within European Union<br>Strong state institutions of BIH<br>DEI has sufficient capacity to absorb the technical assistance<br>Local media interest in supporting and/or taking part in the campaign
| 1.2. Capacity of DEI has been strengthened and planned support was provided through assistance and capacity building of the DEI European Integration Promotion Department | Staff levels are as per plan  
Skills of staff match job descriptions  
Timely delivery of support as planned  
Enhanced capacity of DEI Promotion Department staff | DEI Annual Report  
Project Interim Reports | DEI and its Promotion Department has enough human resources and technical capacities and fully implements its mandate within EU integration process |
|---|---|---|---|
| 1.3. Networking and Coordination with EU Info Centres including EUI Correspondence Centre, NGOs and other stakeholders | EU Info centres functioning  
NGOs registered at DEI database as organisers of joint events  
Publication of studies and research papers produced | Meeting Reports  
EU Info Centres Reports  
DEI Database | EU Info Centres including EUI Correspondence Centre functional and cooperation among DEI and EC Delegation established  
NGO sector enough developed and interested in EU integration |
| 2. Support to the Euro Info Centres Sarajevo, Banja Luka, Mostar, Tuzla and Brcko | EU Info centres functioning | EU Info Centres Reports | EU Info Centres including EUI Correspondence Centre functional |
| 3. Increased utilization of the Euro Info Correspondence Centre by SMEs | Increased number of SMEs in EICC database  
Increased number of enquiries between BiH and EU firms  
Increased participation of BiH firms in EICC training and recipient of EICC consultancy services. | EICC database  
EICC reports | EICC functional and a member of the EICC network and receiving support from the BiH Foreign Trade Chamber |

<table>
<thead>
<tr>
<th>Activities</th>
<th>Means</th>
<th>Costs</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity 1</td>
<td>Technical assistance (Service Contract)</td>
<td></td>
<td>DEI, EC Delegation and stakeholders representatives continue to participate in/contribute to round tables and public</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td><strong>1.1. – Public awareness and media support as detailed in section 3.4.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1.2. - Capacity building of DEI promotion department as detailed in section 3.4.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1.3. – Networking and communication of multipliers and EU information infrastructure as detailed in section 3.4.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Activity 2 – Support to the Euro Info Centres Sarajevo, Banja Luka, Mostar, Tuzla and Brcko</strong></td>
<td>Grant Contract</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The European Union Information Centers (EUICs) and European Union Information Points (EUIPs) will have a crucial role to play in raising local awareness on the European Union in general, as well as on the importance of the country’s accession to the European Union family.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Activity 3 – Support to the Euro Info Correspondence Centre</strong></td>
<td>Grant Contract (DA)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EU Info Centres are functional and cooperation between them and DEI and ECD is established.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEI preserves its mandate in EU integration process and promotion. DEI and its Promotion Department have enough human resource and capacity for implementation of their Activity plan. Regular, effective internal and external communication lines are developed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NGO sector is sufficiently developed and interested in EU integration.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Broadcasters and print media implement agreed programme Production and broadcasting quality is maintained by TV stations.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1 Providing relevant information to BiH SMEs regarding EU issues;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Training and consultancy services for BiH SMEs on the EU integration process;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3 Improving coordination in the EICC network and improved cooperation with other business support centres in BiH.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4 Training of EICC staff</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## ANNEX II. Amounts (in EUR) Contracted and disbursed by quarter for the project

<table>
<thead>
<tr>
<th>Contract</th>
<th>2nd quarter 2009</th>
<th>1st quarter 2010</th>
<th>3rd quarter 2010</th>
<th>2nd quarter 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract 1 – EUA II service</td>
<td>1300000</td>
<td>1300000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contract 2.1 EUIC Sarajevo, Banja Luka, Mostar, Tuzla and Brcko</td>
<td>500000</td>
<td>500000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contract 3.1</td>
<td>200000</td>
<td>200000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cumulated</strong></td>
<td><strong>2000000</strong></td>
<td><strong>2000000</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Disbursed</th>
<th>2nd quarter 2009</th>
<th>1st quarter 2010</th>
<th>3rd quarter 2010</th>
<th>2nd quarter 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract 1 EUA II</td>
<td></td>
<td>520000</td>
<td>300000</td>
<td>300000</td>
</tr>
<tr>
<td>Contract 2.1 EUIC Sarajevo, Banja Luka, Mostar, Tuzla and Brcko</td>
<td></td>
<td>400000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contract 3.1 (direct grant to EICC)</td>
<td>160,000</td>
<td></td>
<td></td>
<td>40,000</td>
</tr>
<tr>
<td><strong>Cumulated</strong></td>
<td><strong>1080000</strong></td>
<td><strong>1380000</strong></td>
<td><strong>1680000</strong></td>
<td><strong>2000000</strong></td>
</tr>
</tbody>
</table>