

2009 Project Fiche 5 Kosovo – IPA centralised programmes

1. Basic information

- 1.1 CRIS Number:** 2009/021-145
1.2 Title: Support to the Media Sector
1.3 ELARG Statistical code: 01.36
1.4 Location: Kosovo (UNSCR 1244)

Implementing arrangements:

- 1.5 Contracting Authority (EC):** European Commission Liaison Office in Kosovo
1.6 Implementing Agency: N/A
1.7 Beneficiary (including details of project manager):

Project activity	Beneficiary	Contact point responsible for project/coordination activity
<i>Establishment of a Broadcasting Monitoring System</i>	Independent Media Commission	Naile Krasniqi, Chief Executive Officer, 038 245 031 naile.krasniqi@imc-ko.org
<i>The EU Perspective in Kosovo</i>	Agency for Coordination of Development and European Integration (ACDEI)	Besfort Rrecaj, Chief Executive Officer Pleurat Sejdiu, Director of Directorate for communication, information and training pleurat.sejdiu@ks-gov.net

Financing:

1.8 Overall cost (VAT excluded)¹: EUR 4.1 million

1.9 EU contribution: EUR 4.0 million

1.10 Final date for contracting:

Three years following the date of conclusion of the Financing agreement between the European Commission and the Kosovo Authorities

1.11 Final date for execution of contracts:

Two years after the final date for contracting

1.12 Final date for disbursements:

One year after the final date for the execution of contracts

¹ The total cost of the project should be net of VAT and/or other taxes. Should this not be the case, the amount of VAT and the reasons why it should be considered eligible should be clearly indicated (see Section 7.6)

2. Overall Objective and Project Purpose

2.1 Overall Objective:

To increase the quality and inclusive dimension of media programs & outputs for all Kosovo inhabitants – especially through a better coverage of the challenges linked to the European integration process.

2.2 Project purpose:

To support the Kosovo authorities in strengthening the regulatory framework of the media sector and in developing a better communication on the EU.

2.3 Link with AP/NPAA / EP/ SAA:

One of the key priorities of the 2008 European Partnership is to ensure democratic governance of, and delivery of public services to all people of Kosovo, establishing a professional, accountable, accessible, representative public administration free from undue political interference.

The European Partnership also recommends in its short-term priorities to provide the Independent Media Commission with the relevant resources to respect the provisions of the legislation.

2.4 Link with the Multi-Annual Indicative Planning Document (MIPD) for 2009-2011:

Under the first axis – Political criteria of the component I – Transition Assistance and Institution Building, one of the priorities identified for the EC assistance is to contribute to the consolidation of the public media sector, as well as the preservation of and access to cultural and religious heritage of non majority communities.

This project is also clearly linked to some results expected from the EU assistance in priority axis I: improved quality and availability of basic public services to all communities, improved living conditions for minority communities and their non-discriminatory participation in society.

2.5 Link with National Development Plan

Although, the formulation of Kosovo's development strategy is not finalised yet, the promotion of tolerance and human rights, the access to media for minority communities is specifically elaborated in strategy process, as well as the need for Kosovo media to address the following issues: poverty, gender, human rights and equal opportunities.

2.6 Link with national/sectoral investment plans

Medium term Expenditure Framework 2008-2011 in its statement for the government priorities states: "...Kosovo's ultimate destination is of course Europe. There is wide consensus in the public domain that within the formal Partnership, pre-accession and candidate process, Kosovo should join the European Union (EU) as soon as can be feasibly managed. The MTEF exercise can be interpreted as an important component of the Government's effort to establish the crucial first steps towards achieving this primary objective.

It also states that four over-arching priorities have been identified and agreed by the Government; namely, economic growth, successful implementation of the Status Settlement, Good Governance, and Social Stability including Poverty Alleviation. each of these can be broken down into more specific policy priority areas judged necessary for Kosovo to move in the direction of an EU compliant growth path.

Information and Communication Strategy for the European Integration points out the need for further awareness raising across the administration on the changes and challenges of the EU integration process. The priorities in this strategy are grouped in the priorities of internal and

external communication and this project will address the majority of the priorities of the external communication on the EU integration process:" ...the government is fully aware that the information it gives, in some cases, is perceived as superficial, incomplete, lacking context, often one-sided in only showing positive aspects – and often too late for any discussion or even consultation, as it was commented by some of the key stakeholders that were consulted during preparations for this strategy. Public and external communication strategy for Government European integration policies will need to address these short-fallings".

3. Description of project

3.1 Background and justification:

Establishment of a Broadcasting Monitoring System

IMC is a Kosovo institution established by the Law on the Independent Media Commission and Broadcasting (Law No. 02/L-15). By this Law, IMC is the only authority in the territory of Kosovo responsible for managing, regulating, and assigning resources of the Broadcast Frequency Spectrum, issuance of licenses and collection of duties for usage of broadcasting frequencies. IMC is also a constitutional category (Article 141 of the Constitution which has entered into force on 15 June 2008).

The IMC is composed of three separate bodies:

- 1) the Council (decision making body – 7 members)
- 2) the Office of the Executive Chief (executive body – 24 staff members/civil servants) and
- 3) Media Appeals Board (appellant body – 3 members judges)

The role of this regulator is to monitor media in order to assess their compliance with terms and conditions of the licenses but also to follow the professional development of media and when necessary to assist in their performance's improvement. The IMC is not able to efficiently and regularly monitor the media because of the lack of an adequate monitoring system. The legal mandate of the IMC entails monitoring of media as a part of a complaint driven process and in rare occasions also monitoring based on the ex officio cases. In the absence of its own archive of the programs IMC can not meet public's needs (i.e. assess the nature of violation and respond to the complainants).

The IMC is facing two major challenges at the moment: the process of re-licensing Kosovo broadcasters and the upcoming digitalisation of audiovisual media – with the evolution of the European standards following the adoption of the Audiovisual Media Services Directive. With the issuance of long term licenses, media will be subject to new rules and conditions and IMC shall verify broadcasters' compliance with them. IMC should make sure that the frequencies it has assigned to its broadcasters are being used for the very purpose they have been granted.

Technical monitoring equipment and relevant training of its staff will enable the IMC to effectively apply procedures and internal rules already in place. This will ensure the sustainability of the IMC as a regulator in the implementation of its legal obligations.

With the establishment of a sophisticated monitoring system (content and technical) the IMC would be able to monitor and analyse the media compliance with the IMC's license terms and conditions, assess their performance in line with the best broadcasting standards as set out by IMC and the European Commission's directives (TVWF and AVMS²) regulating this field and meet public's

² TVWF and AVMS – Council of Europe and European Commission directives: TeleVision Without Frontiers & Audio Visual Media Services

need in responding to them whenever there is an appeal or a concern raised with respect to a particular program aired on radio or TV.

The project would enable the IMC to implement its mandate as per Article 19 of the IMC Law: to do the monitoring of broadcasters and initiation or reception of complaints with regard to a broadcaster's failure to comply with its conditions of license, code of conduct and other legal acts in accordance with the IMC Law. The IMC has the power to issue decisions to broadcasters with respect to their non-compliance with the license conditions and to also impose sanctions. With the powers given by Law, IMC Media Appeals Board's decisions are final, subject to the procedural review of the Supreme Court of Kosovo in accordance with the applicable law.

The EU Perspective in Kosovo

The project 'The EU Perspective in Kosovo' represents one of the two components of a wider initiative supported by the governmental institutions of Kosovo. This implies a strong coordination with the Agency for Coordination of Development and European Integration (ACDEI), in the Prime Ministers Office, as the main interlocutor for EU related issues and initiatives. The EU-funded part will concentrate on promoting the EU perspective within Kosovo: raising awareness and public knowledge on EU integration.

The other component – to be funded through other sources - mainly covers the promotion of Kosovo and its values abroad, through different means and media instruments. The impact of this project is expected to be multi-dimensional: political, economic and social.

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

Establishment of a Broadcasting Monitoring System

The setting up of a Broadcasting Monitoring System will first enable the IMC to meet its legal obligations, thereby directly contributing to identify and address any abuse of the frequency spectrum or abuse in the code of conduct by a broadcaster. This project will directly contribute to increase the protection of the rights of Kosovo inhabitants to fairness and accuracy – not only in the news but also in the advertisement. This monitoring action is also expected to lead to an improved overall quality in the sector of the broadcast media by the provision of concrete safeguards and legal means accessible to all Kosovo inhabitants – including non-majority communities.

The EU Perspective in Kosovo

This project will contribute towards relevant information on EU integration values to become more accessible to the public. Through different public awareness tools, the EU perspective will be brought closer to Kosovo society and the benefits of this process will be closely linked to every day needs of Kosovo students, farmers, businesses, institutions, civil society, etc.

The capacity building element of this project will enable different groups of professionals, be it journalist, government spoke-persons , non-government organisations or business associations to engage themselves and the general public in dialogue about European integration process and its relations to general economic, social and political development in Kosovo.

The project will also promote the government reforms and their direction towards achievement of the EU standards as a part of the EU integration process. Improved communication on different government process that will lead Kosovo towards the EU will increase general public trust in government institutions and in the services that these institutions provide.

The project through its different activities will promote the ECLO and its role in Kosovo. The EU assistance will increase its visibility and become closer and more familiar to the general public.

3.3 Results and measurable indicators:

I. Results and measurable indicators in relation with component 1 – Establishment of a Broadcasting Monitoring System

Expected results:

- a. Effective monitoring of all radio and TV broadcasters, as well as cable and future digital operators by IMC
- b. Efficient initiation and/or management of complaints received by the IMC regarding a particular broadcaster
- c. Efficient monitoring of media by the IMC during elections

Objectively verifiable indicators:

- a. At least 11 IMC employees trained and able to use the recording system
- b. At least 100 broadcasters monitored during the first year following the installation of the system
- c. At least 10 complaints against broadcasters successfully processed by IMC
- d. Regular IMC reports on media coverage of elections publicly available

II. Results and measurable indicators in relation with component 2 – the EU Perspective in Kosovo

Expected results:

- a. A functioning EU Information Centre in Pristina
- b. EU integration –familiar & popular topic supported by the media
- c. Central government level and municipalities actively engaging in the EU integration process in Kosovo
- d. Increased knowledge of Kosovo population on the specific benefits that come with EU integration
- e. EU Members States seen as joint body in promoting EU values and principles to the Kosovo public

Objectively verifiable indicators:

- a. At least ten press conferences and five media/cultural events organised in the EU Info Centre by the end of the project
- b. At least four TV programmes (documentaries, TV debates or similar) broadcasted with the topic of EU integration on main local media in Albanian and Serbian language
- c. At least three project initiatives at the municipal level that have direct link with EU perspective in Kosovo
- d. At least three student unions, trade unions or business association approached ECLO or the EU Info & Cultural centre for possible opportunities in the EU assistance
- e. At least four EU member states undertake concrete initiative through cultural and awareness raising activities using EU Center premises

3.4 Activities:

Component 1: Establishment of a Broadcasting Monitoring System

Description

Activity 1: Procurement and instalment of the monitoring system for the IMC

This activity includes:

- A broadcast recording system is procured and installed in IMC premises;
- The relevant IMC staff (monitoring unit) is trained on the use of the equipment purchased.

Contracting arrangements

This activity will be implemented through a supply contract, including a small technical assistance part for the training on how to use the equipment.

Component 2: The EU Perspective in Kosovo

Description

Activity 1: Management of the EU info & Cultural Centre

This activity will include managing the EU Info & Cultural Centre for a period of 12 months. The EU Info & Culture Centre facility will be identified by the ECLO previous to this activity and the concept of the Centre will be well defined.

This EU centre will aim to enhance and make much more interesting EU related information which is disseminated to the public. It should equally ensure that systematic, factual, correct and comprehensive information is provided to the public. The EU Info & Cultural Centre should assist to bring about the 'continuous and growing increase of citizens' interest about the EU accession process. Its final goal will be to help the EU and the ECLO better communicate the EU matters to the public.

The facility itself will be able to host and press-event room, small library and the bigger room where conferences, cultural events and exhibitions can be organised.

Activity 2: Public education on the European integration

This activity will include:

- Establishment of the working group that includes administration and collaborators such as media and PRs of NGOs and different agencies;
- Design and implementation of a baseline study in a minimum three municipalities to understand attitudes, information needs and profile targets;
- Development and implementation of the Public Education Strategy and Action Plan. The strategy should cover both general Kosovo issues and those more specific to defined groups, like: agricultural policies and standards for farmers, education policies targeting students, etc. A large and all inclusive campaign that has a support from all workgroup members should result from this strategy and its action plan, targeting youth, children, elderly and people from different sectors: agriculture, business, etc.
- Development and implementation of an education package for civic education classes and organisation of high profile school quiz.
- Development of a project website, linked to the ECLO website, where all materials, awareness raising activities and documents will be channelled.

Activity 3: Vibrant media coverage and awareness raising on the European integration process

This activity will concentrate on three main areas:

1- Capacity building of European integration stakeholders in better presentation of relevant EU topics, through:

- Identification of a team of people to be trained as trainers on presenting the European integration process to the public. Design and implementation of courses on EU purpose and values, EPAP and European integration, with focus on how to make these topics more understandable and acceptable for the public. This training of team of trainers has to go through the certification of TOT process of the Kosovo Institute for Public Administration. KIPA certified trainers can serve as a pool of trainers to be used continuously when need be by different institutions and organisations.

- Support provided to efforts of the CCDEI to implement its internal communication strategy with the focus on coordination and presentation of policies in clear and meaningful terms.

2 – Production of several media programmes promoting the EU perspective in Kosovo and relating the European integration process to the daily life and needs of the public. This area will include production of at least four documentaries (social inclusion, environment, agriculture, etc), possible one TV entertaining show that promotes EU integration and its advantages as well as several media debates, public meetings and school programmes on the subject of the European integration.

3 – Increase the visibility of the ECLO and its role in Kosovo. This part of the activity will include development of materials in journalistic style for dissemination to the public, development of photo database, organisation of big events/conferences for the ECLO covering strategic topics that are relevant from both European perspective but also for the Kosovo society, provision of advice/guidance to EU funded projects on communication issues.

This activity will complement the ongoing information initiatives managed by the ECLO Press and information team.

Contracting arrangements

The project will be implemented through a service contract following a restricted call for proposals.

Project management and administration

The European Commission Liaison Office in Pristina will manage the procurement, implementation, quality control, reporting and coordination with other donors of the development assistance and of the financial and technical cooperation related to the actions described in this project fiche, taking remedial actions if and when needed.

The Contractor and Team Leader engaged through the service contract for the technical assistance project will have the authority to run the project activities on a day-to-day basis under the supervision of the Commission Task Manager. His/her primary responsibility shall be to ensure that the project produces the required outputs, to the required standards of quality and within the specified constraints of time and cost. He/she shall develop project plans, direct the project team (including a combination of long-term and short-term experts), produce inception, progress and final reports, manage risks, initiate corrective actions where necessary and administer the contract. The team leader and other will also address cross-cutting issues. A detailed description of the duties of the team leader and key experts will be elaborated in the Terms of Reference, in line with this project fiche. For service contracts, experts are required to produce reports at inception, interim and final phases, in order to show progress against the targets identified in the relevant Terms of Reference.

Project Steering Committees will be responsible for the overall direction of the project and comprise of representatives from the beneficiary and the Commission Office.

Monitoring will be performed centrally by the Commission. The project may be evaluated at the interim or ex-post stages under the supervision of the Commission's Evaluation Unit. The project may be audited by the Court of Auditors – in line with the standard European Commission procedures.

3.5 Conditionality and sequencing:

Establishment of a broadcasting monitoring system

The project includes the following conditionality:

- Full compatibility of the equipment with future digital broadcasting system (Cf. transition from analogue to digital system foreseen for 2012 in Kosovo)
- Full compatibility of the recording equipment purchased with EU standards and requirements
- Relevant technical staff in place to work with the new monitoring equipment
- Lessons learned from other similar projects for broadcast regulators in the region

The EU Perspective in Kosovo

The project includes the following conditionality:

- Organisation, selection and appointment of members of working groups, steering and coordination committees
- Appointing the relevant staff by the beneficiaries to participate in training activities as per work plan
- Beneficiary partners demonstrate strong ownership attitude towards the project

In the event that conditionalities are not met, suspension or cancellation of the project or specific activities will be considered.

3.6 Linked activities

- *Organisation for Security and Co-operation in Europe (OSCE)*: the OSCE Mission is assisting the independent media regulatory body by providing a part-time Senior Advisor to the IMC for both legal and policy issues.
- *International Research and Exchanges Board (IREX)*: is the implementing partner of USAID and provides support to private media outlets. IREX has been implementing media programs in Kosovo since 1999 under the Pro Media program, the Kosovo Independent Media Program (KIMP), and the Kosovo Media Assistance Program (KMAP). IREX will now provide assistance exclusively to Kosovo Serbian Media through the USAID funded Strengthening Independent Minority Media (SIMM) program. One of its activities is in particular to strengthen the independent media enabling institutions: IREX works with local associations to ensure that the legal and regulatory framework in Kosovo supports fair and transparent broadcast licensing, enforces regulation, and promotes an environment to support and protect the free speech rights of all media and journalists. This includes monitoring the IMC's proper implementation of the broadcast relicensing process and providing assistance to the Media Monitoring Fund to ensure its operations and grant-living procedures are fair and transparent.
- *Implementation of the Ahtisaari package and work of the International Civilian Office (ICO)/EU Special Representative (EUSR)*: Annex 2 – The Rights of Communities and their members in its Article 3.1 k)³ stipulates that the communities have the right to create and use their own media, including to provide information in their language through, among others, daily newspapers and wire services and the use of a reserved number of frequencies for electronic media in accordance with the law and international standards. Kosovo shall take all measures necessary to secure an international frequency plan to allow the Kosovo Serb

³ As well as Article 59 (11) of the Constitution adopted on April 7, 2008: same content

Community access to a licensed Kosovo-wide independent Serbian language television channel.

A project to implement this provision and create a second public broadcaster 'RTK II' has been proposed by UNDP – supported by Kosovo Government, the Danish Government and ICO/EUSR Office. However, as this would require a revision of the RTK Law, this project is not expected to be implemented in the coming months.

ECLO Press and Information support – a Contractor has been engaged to support the ECLO visibility events and communication activities. The overall objective of this contract is to assist the ECLO in informing the Kosovo public about the substantial assistance programme it runs in Kosovo, and the Stabilisation and Association Process Tracking Mechanism (STM) driving the approximation of Kosovo towards the EU. . This practice will continue as ECLO press and information unit is envisaging an increase of the need of such support.

- *Different awareness raising activities organised by the Center for Coordination, Development and European Integration – based on the Information and Communication Strategy for the European Integration Process in Kosovo (2008 – 2010) the Center will organise and manage a series of activities to rise the awareness of the government officials and the Kosovo public on the European integration process. The core purpose of these activities will be to reinforce and support the coordination of the EPAP.*

3.7. Lessons learned

- *Conditionalities:* Often project implementation is hampered by either insufficient staff and resources allocated to (newly established) institutions or insufficient operational funds available in the government budget to allow for appropriate implementation of the mandate of the concerned department. A condition for the commencement of project activities will be the availability of financial resources and qualified personnel from the beneficiary side to guarantee a smooth implementation of project activities

– *Coordination within the government:* Further improvements – in line with the spirit of EU accession – could be realised in a stronger government leadership in the coordination efforts among central and local, municipal level. The project Steering Committee shall address this important issue.

– *Balance between different measures:* due to the serious capital investment deficit in Kosovo it is vital that investments in the field of media and general communication and information are properly prioritised, ensuring those investments have the maximum impact in realising the objectives for establishing a proper media monitoring system and increase the understanding of the European integration process by the Kosovo society.

The provision of technical assistance for capacity building remains a very high priority. However, TA will not be effective if the working environment of the counterparts is not up to standards. Therefore a balanced approach with both technical advisory support and material support is essential to realise the expected impact of the projects. The current project will set aside a budget for material support to beneficiaries.

– *Co-financing:* Previous experience in similar projects showed that financial support from municipalities (significantly) increases ownership for, and political will to promote, project activities. This project will seek cash or in-kind co-financing from target municipalities.

4. Indicative Budget (amounts in EUR million)

			SOURCES OF FUNDING									
			TOTAL EXP.RE	IPA COMMUNITY CONTRIBUTION		NATIONAL CONTRIBUTION					PRIVATE CONTRIBUTION	
ACTIVITIES	IB (1)	INV (1)	EUR (a)=(b)+(c)+(d)	EUR (b)	% (2)	Total EUR (c)=(x)+(y)+(z)	% (2)	Central EUR (x)	Regional/ Local EUR (y)	IFIs EUR (z)	EUR (d)	% (2)
Supply Contract		X	1.1	1.0	91	0.1	9	0.1				
Service Contract	X		3.0	3.0	100							
TOTAL IB			3.0	3.0	100							
TOTAL INV			1.1	1.0	91	0.1	9	0.1				
TOTAL PROJECT			4.1	4.0	98	0.1	2	0.1				

Note:

Amounts net of VAT

- (1) In the Activity row "X" is used to identify whether IB or INV
- (2) Expressed in % of the **Total** Expenditure (column (a))

5. Indicative Implementation Schedule (periods broken down per quarter)

Contracts	Start of Tendering	Signature of contract	Project Completion
Supply contract - Establishment of a Broadcasting Monitoring System	Q3 2009	Q1 2010	Q3 2010
Service contract - The EU Perspective in Kosovo	Q3 2009	Q3 2010	Q2 2012

All projects should in principle be ready for tendering in the 1ST Quarter following the signature of the FA

6. Cross cutting issues

6.1 Civil society

Civil society will be largely supported in the Component 2 of this project, by including the civil society organisations in the capacity building programmes in order for them to be able to promote the European integration process to the public. As civil society is most active sector in close touch with communities, using CSOs to promote and disseminate information on the European integration process is seen as an advantage.

6.2 Environmental considerations

The equipment instalment and other technical procurement and installation works will be consistent with Environmental implications as set out in relevant Regulations consistent with the Law on Environmental Protection.

6.3 Equal opportunities and non discrimination of women, minority and vulnerable groups

A network of Gender/Equal Opportunity Officers exists both in Ministries and Municipalities. The importance of this dimension is reflected in the Kosovo Civil Service Law, the Law on Gender Equality, and the Anti Discrimination Law. This dimension is also reinforced in the European Partnership and the European Partnership Action Plan. In the implementation of the Project specific attention will be given to the need to reflecting gender balance and equal opportunities.

The project will ensure mainstreaming of gender and minority issues both within the target institutions and the outputs (services provided by these institutions).

Team of experts involved in the project must possess relevant skills to ensure effective mainstreaming of gender equality and minorities inclusion/participation.

The events organised under this project will ensure targeting all the minority communities in Kosovo, through provision of translation and producing print, visual and audio material in local languages.

6.4 Good Governance

This project will increase general public confidence in public services by providing and distributing valuable information on the European integration process and its benefits for the Kosovo society. The government will be greatly engaged in this process ensuring that government institutions are there to secure that appropriate services are provided for the public.

ANNEXES

Annex 1 Log frame Matrix in Standard Format

Annex 2 Amounts contracted and Disbursed per Quarter over the full duration of Programme

Annex 3 Description of Institutional Framework

Annex 4 Reference to laws, regulations and strategic documents:

Annex 5 Details per EU funded contract (*) where applicable:

ANNEX 1: Logical framework matrix in standard format

LOGFRAME PLANNING MATRIX FOR Project Fiche		Programme name: Support to the Media Sector	
		Contracting period expires three years after the date of conclusion of the Financing Agreement between the European Commission and the Kosovo Authorities	Disbursement period expires one year after the final date for the execution of contracts
		Total budget : EUR 4.1 million	IPA budget: EUR 4.0 million
Overall objective	Objectively verifiable indicators	Sources of Verification	
To increase the quality and inclusive dimension of media programs & outputs for all Kosovo inhabitants – especially through a better coverage of the challenges linked to the European integration process	<ul style="list-style-type: none"> - Decrease of misuses and violations by Kosovo broadcasters; - Better performance of IMC with respect to the application of law - Increase budget and other kind government direct support to approximation of its institutions with the EU standards 	<ul style="list-style-type: none"> IMC reports - Reports of OSCE Media Units - Ex-post and impact evaluation of the project - European Partnership Action Plan - Medium term Expenditure Framework - Different Government Strategies 	
Project purpose	Objectively verifiable indicators	Sources of Verification	Assumptions
To support the Kosovo authorities in strengthening the regulatory framework of the media sector and developing a better communication on the EU.	<ul style="list-style-type: none"> - Improved basis for re-licensing process - Improved basis for the development of future broadcasting platforms (content providers) - Improved management of Kosovo broadcasting frequency spectrum - Increased number of projects proposals/initiatives from both government and non-government sector that promote EU perspective in Kosovo 	<ul style="list-style-type: none"> - Project final report - EC Annual Progress Reports - STM sectoral meetings - Regular project reports - European Partnership Action Plan - Project pipeline 	<p>Expressed interest of media to promote the EU integration and its perspective in Kosovo</p> <p>Commitment of the Government institutions to engage in these promotional activities</p>

Results	Objectively verifiable indicators	Sources of Verification	Assumptions
<p>Component 1 : Establishment of the BMS</p> <p>1. Effective monitoring of all radio and TV broadcasters, as well as cable and future digital operators by IMC</p> <p>2. Efficient initiation and/or management of complaints received by the IMC regarding a particular broadcaster</p> <p>3. Efficient monitoring of media by the IMC during elections</p> <p>Component 2: EU perspective in Kosovo</p> <p>1. A functioning EU Centre in Prishtinë/Priština</p> <p>2. EU integration –familiar & popular topic supported by the media</p> <p>3. Central government level and municipalities actively engaging in the EU integration process in Kosovo</p> <p>4. Increased knowledge of Kosovo population on the specific benefits that come with EU integration</p> <p>5. EU Members States seen as joint body in promoting EU values and principles to the Kosovo public</p>	<p>Component 1:</p> <p>- At least 11 IMC employees trained and able to use the recording system</p> <p>- At least 100 broadcasters monitored during the first year following the installation of the system</p> <p>- At least 10 complaints against broadcasters successfully processed by IMC</p> <p>Component 2:</p> <p>a. At least ten press conferences and five media/cultural event organised in the EU Info Centre by the end of the project</p> <p>b. At least four TV programmes broadcasted with the topic of EU integration on main local media in Albanian and Serbian language</p> <p>c. At least three project initiatives at the municipal level that have direct link with EU perspective in Kosovo</p> <p>d. At least three student unions, trade unions or business association approached ECLO or the EU Info & Cultural centre for possible opportunities in the EU assistance</p> <p>e. At least four EU member states undertake concrete initiative through cultural and awareness raising activities using EU Centre premises</p>	<p>- Project progress/monitoring reports</p> <p>- Project surveys (- Mid-term evaluation)</p> <p>- Annual report of the IMC</p> <p>- Polls on citizens' awareness on EU integration</p> <p>- Regular project reports</p>	<p>- Compatibility of the system with requirements of the digitalisation process</p> <p>Expressed interest of media to promote the EU integration and its perspective in Kosovo</p> <p>Commitment of the Government institutions to engage in these promotional activities</p>
Activities	Means	Costs	Assumptions
<p>Component 1:</p> <p>1. Installation of the broadcast recording system</p> <p>2. Training of the relevant staff in IMC</p> <p>Component 2:</p> <p>1: Management of the EU info & Cultural Centre</p> <p>2: Public education on the European integration</p> <p>3: Vibrant media coverage and awareness raising on the European integration process</p>	<p>Component 1: Supply contract</p> <p>Component 2: Service contract</p>	<p>Component 1: EUR 1.0 million</p> <p>Component 2: EUR 3.0 million</p> <p>Total : EUR 4.0 million</p>	<p>Expressed interest of media to promote the EU integration and its perspective in Kosovo</p> <p>Commitment of the Government institutions to engage in these promotional activities</p>

Pre-conditions:

List all the pre-conditions identified during the project design

- Clear commitment for the Government, both in central and municipal level
- Willingness of the local media to actively participate in development of different TV programmes
- Approval and active involvement of the Ministry of Education during curricula development

ANNEX 2: amounts (in EUR million) Contracted and disbursed by quarter for the project

	2009		2010				2011				2012			
Contracted	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Supply contract			1.0											
Service contract					3.0									
Cumulated			1.0		4.0									
Disbursed														
Supply contract			0.6		0.4									
Service contract					0.4			1.0			1.0			0.6
Cumulated			0.6		1.4			2.4			3.4			4.0

ANNEX 3: Description of Institutional framework

The Independent Media Commission (IMC) is the independent broadcast regulator in Kosovo. The purpose of a broadcast regulator is to distribute a scarce public resource – the frequency spectrum – fairly, openly, in a way that best serves all the people of Kosovo. It promotes ethical and technical standards among Kosovo's broadcast media. It applies a body of regulations that hold local broadcasters to European standards of professionalism and fairness in their news coverage. Through the administration of its broadcast frequency plan, the IMC also strives to maintain fairness in competition among broadcasters. The IMC's activities include monitoring broadcast coverage of current events, commenting on media-related legislation, evaluating complaints, and enforcing its regulations and the terms of its licenses. The IMC encourages the development of strong, professional and financially secure public and private media. It must ensure that media respect the rights of the people to free expression and diversity of opinion; and the rights of the people to fairness and accuracy, not only in news but in advertising. It also ensures that media protect the interests and sensitivities of children, the rights of minorities and the varied cultures that make Kosovo a unique place in Europe. And the IMC must do all this in an open, consultative style of work that wins the respect both of the public and the broadcasters.

The IMC is composed of three separate bodies: the Council, the Office of the Executive Chief and the Media Appeals Board.

Press Council of Kosovo is a self-regulatory body for the print media in Kosovo. In summer 2005, the Press Council, which is owned by all the print media themselves, took over the regulatory role for print media from the Temporary Media Commissioner. The Press Council is invested with considerable powers, such as the power to impose fines for newspapers breaching the Code of Conduct and to force newspapers to print its adjudications.

Telecommunications Regulatory Authority (TRA): Pursuant to provision of section 4.4 of the Law on Telecommunications (UNMIK Regulation 2003/16), TRA is authorised to issue regulations for the implementation of the Law on Telecommunications.

This Law on Telecommunications adopted by the Assembly in 2003 recognized the need to improve the telecommunications sector of Kosovo, by establishing an independent regulatory agency responsible for licensing and supervising the providers of telecommunications services in Kosovo, encouraging the private sector participation and competition in the provision of services; setting standards for all service providers in Kosovo, and establishing provisions for consumer protection.

Soon after the adoption of the Law on December 11, 2003, the members of TRA Board were appointed by the Assembly of Kosovo. TRA officially started operating in January 2004.

ANNEX 4: Reference to laws, regulations and strategic documents

Reference list of relevant laws and regulations:

- Law no.02/L-15 for the Independent Media Commission
- Broadcasting Policy by Independent Media Commission – CIMC – 2006/5
- Independent Media Commission Guidelines on Applying Sanctions to Licensees – CIMC 2006/4
- Code of Conduct for the Broadcast Media in Kosovo
- UNMIK Reg. no. 2000/36 on the Licensing and regulation of the Broadcast media in Kosovo
- Temporary Media Commission Licence Provisions on Copyright / 2004
- UNMIK Regulation no. 2000/37 on the Conduct of the Print Media in Kosovo
- UNMIK Regulation on the Registration and Operation of Non-Governmental Organisations
- Law on Telecommunications (UNMIK Regulation 2003/16)

Reference to AP/ NPAA / EP / SAA

One of the key priorities of the 2008 European Partnership is to ensure democratic governance of, and delivery of public services to all people of Kosovo, establishing a professional, accountable, accessible, representative public administration free from undue political interference.

The European Partnership also recommends in its short-term priorities to provide the Independent Media Commission with the relevant resources to respect the provisions of the legislation.

Reference to MIPD

Under the first axis – Political criteria of the component I – Transition Assistance and Institution Building, one of the priorities identified for the EC assistance is to contribute to the consolidation of the public media sector, as well as the preservation of and access to cultural and religious heritage of non majority communities.

This project is also clearly linked to some results expected from the EU assistance in priority axis I: improved quality and availability of basic public services to all communities, improved living conditions for minority communities and their non-discriminatory participation in society.

ANNEX 5: Details per EU funded contract (*) where applicable

Component 1. Establishment of a Broadcasting Monitoring System

Tasks to be performed by a Supply Contract include:

- 1) Install the recording equipment related to the broadcast monitoring system within IMC premises
- 2) Provide training to the relevant staff of the IMC (Monitoring unit)

Component 2. The EU Perspective in Kosovo

Tasks to be performed by the Technical Assistance – Service Contract include:

- 1) Managing the EU Info & Cultural Centre
- 2) Organising capacity building programmes-trainings for all relevant stakeholders identified in the project
- 3) Producing several TV programmes with the aim of raising awareness on EU integration
- 4) Support ECLO to raise awareness of its role in Kosovo

The service contract duration will be 24 months.