

**Standard Summary Project Fiche – IPA 2010 centralised
programmes
project fiche: 7**

1. Basic information

1.1 CRIS Number: 2010/022-154

1.2 Title: Raising environmental awareness

1.3 ELARG Statistical Code: 02.27 - Environment

1.4 Location: Montenegro

Implementing arrangements:

1.5 Contracting Authority (EC):

Delegation of the European Union to Montenegro

1.6 Implementing Agency:

N.A.

1.7 Beneficiary (including details of project manager):

Ministry of Spatial Planning & Environment (MPE)

Podgorica, Montenegro.

Tel.: +382 (0)20 482 408, +382 (0)20 234166

Contact: Ivana Bulatovic, PR Manager

1.8 Overall cost (VAT excluded)¹:

€500,000

1.9 EU contribution:

€500.000

1.10 Final date for contracting:

Two years from the date of conclusion of the Financing Agreement

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.

1.11 Final date for execution of contracts:

Two years from the final date for contracting.

1.12 Final date for disbursements:

One year from the final date for execution of contracts

2. Overall Objective and Project Purpose

2.1 Overall Objective:

To contribute to the protection and sustainability of Montenegro's environment through environmental education of the citizens

2.2 Project Purpose:

Increased environmental awareness as a preventive tool focused on stimulating appropriate responsible behaviour of identified target groups limiting the threat to the natural resources.

2.3 Link with AP/NPAA/EP/SAA

The **EC Progress Report for Montenegro 2008** recognises relative progress in the field of Environment. However **EC Progress Report (2008)** highlights that further effort should be put into raising awareness of environmental protection issues which is one of the main goals of this campaign.

The project also follows closely the provisions of the **Stabilisation and Association Agreement between the EC and Montenegro** for the field of environment .The Agreement enforces development and cooperation with the vital task of halting further degradation and starting the improvement of the environmental situation thus further contributing to sustainable development. By raising awareness the campaign will aim to stimulate responsible behaviour of target groups to take up effective actions and prevent pollution caused by citizens in the country. Therefore, the project will address the over-arching requirement of the **Stabilisation and Association Agreement** to improve environmental protection and support the introduction and implementation of EU standards and implementation of laws in the field of environmental protection.

2.4 Link with MIPD

The project will indirectly address main priorities identified in the Montenegro 2009-2011 **MIPD** i.e. the introduction of key environmental legislation and its enforcement, including environmental impact assessment; implementation of activities and investments in the areas of waste water, solid waste and air pollution. The project activities are consistent with those defined in the MIPD relating to supporting the environmental sector through capacity building, raising awareness of the obligations of industries, consumers and citizens, and municipalities, and promoting investment in priority environmental infrastructure and equipment.

2.5 Link with National Development Plan

N/A

2.6 Link with national/sectoral investment plans

The project will support the implementation of environment-related priorities identified in the **National Strategy for Sustainable Development (NSSD)**. The direct impact of this campaign will be raising awareness about environmental protection as a preventive tool focused on stimulating appropriate responsible behaviour of identified target groups to take up effective actions limiting the threat to natural resources. This will further contribute to the protection and sustainability of Montenegro's environment.

3. Description of project

3.1 Background and justification:

Preserved and healthy environment is a prerequisite for good state and progress of every society.

Today, Montenegro is facing significant challenges in its efforts to change the way in which policies are developed and implemented, while achieving at the same time the goals in the field of environment. The most important challenges are the insufficient capacity of the administration responsible for environment, at the state and the local level, fragmented legislation – divided by sectors, and lack of awareness about environment protection.

In the upcoming period, during the development of the strategic documents, it is necessary to pay more attention to the creation of prerequisites for their implementation.

After the formation of new Government, in June 2009, and the acceptance of the Statute for Organization and Management of State Institutions, the jurisdiction for activities in the field of environmental protection was given to the Ministry of Spatial Planning and Environment. In the next period, which will be substantially marked by activities for Euro-Atlantic integrations, as well as by fulfilling the obligations imposed by international community in the field of climate changes and protecting biodiversity, it will be inevitable the need to inform general population about all these issues. Montenegro could be an ecological country only if issues in the field of environmental protection are part of everyday habits and behaviour of all citizens. Investments in infrastructure and development can only be maximized if citizens recognize the need for sustainability and actively participate in protecting their living environment.

This project will target the whole population of Montenegro, encourage them to contribute towards greater environmental protection and sustainability.

The campaign is to be conducted on the identified environmental theme. Non-governmental organizations, education and training institutions, professional organizations, scientific bodies or Government Departments actively involved in the

field of environmental education and awareness will participate in the campaign. These bodies singularly or in partnership with other organizations, will organize programmes for creating environmental awareness at the local level throughout the country. The project has two components, namely, an awareness campaign and an action oriented component related to the identified issue involving local people as well as training and workshops for business sector, NGOs, media, local communities and schools.

The Ministry of Spatial Planning and Environment has already had an experience in such public campaigns and it will ensure that all stakeholders and international community remain committed to the adopted communications campaign as well as to staying committed to the sustainable development policy and achieving the ultimate goals of this campaign.

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

The project's impact will be the increased public awareness, as a preventive tool focused on stimulating appropriate responsible behavior of identified target groups to take up effective actions limiting the threat to the natural resources.

Greater public awareness and better environmental protection will further improve living conditions and the image of Montenegro, thus further acting as a catalyst for foreign investment, particularly in the tourist industry.

Sustainability of the results of the project will be enhanced by securing Government commitments to implementing the best EU practices in the area of pollution prevention caused by citizens.

3.3 Results and measurable indicators:

Result 1

Supervision, coordination and monitoring of various environmental actions through the establishment of an inter sector team.

Measurable indicators:

- 20 meetings organized during project implementation
- 100% of project activities undertaken within this campaign successfully supervised and coordinated by inter sector team

Result 2

Public campaign is successful organized and implemented through environmental actions

Measurable indicators:

- Promotion campaign in local radio and TV (reach – 20.000 people),
- Printed informational material delivered to households, through various activities and distribution methods (20% of all households in Montenegro),
- Number of visits on website (reach 12.000 visits per month),

- 6 environmental events organized in a framework of campaign with purpose of protecting environment
- 100% of invited target groups (school, local communities, business sectors and NGOs) take part in environmental protection activities campaign and events.

Result 3

Educational programmes introduced targeting business sector, NGOs, media, local communities and schools.

Measurable indicators:

- 1 training plan prepared
- 5 trainings provided for specific target groups (business sector, NGOs, media, local communities and schools).
- Minimum 150 persons for target group participate in trainings

3.4 Activities

Activities related to Result 1

1.1 Support to establishment of the inter sector coordination team: Ministry, local municipalities, NGOs and business sector.

Ministry of spatial planning and environment will establish inter sector team consisted of representatives of the Ministry, local municipalities, NGOs and business sector. The main role of team is supervision and coordination of all stakeholders in project implementation, organizing and coordinating of civil events for each international environmental day and coordinating activities of the concept of eco schools.

1.2 Develop methodology for coordination and supervision of environmental activities and establish monitoring indicators

Team will prepare methodology for implementation of project activities and establish monitoring indicators.

Activities related to Result 2

2.1 Conduct a public/marketing survey prior to the implementation of the environmental awareness campaign

Before the implementation of an environmental awareness campaign, a public/marketing survey will be conducted with the purpose of analysing the current situation (level of target audience's awareness and behaviour) and thus determining the amount and scope of activities to be undertaken with purpose of achieving the desired objectives/goals (previously specified). The focus group used for research will consist of the most representative members of society being: housewives, ages 25 – 35, low to middle income, teenagers, ages 13 – 18, young working adults, ages 18 – 35, middle to high income, seniors, ages 55-75, low to middle income.

2.2 Advertising, PR and online campaign (visual identity of campaign-TV videos, website, billboards)

The campaign would ensure environmental awareness of the general population, as a result, influence and change behaviour of people. The whole campaign is going to be supported with broadcasting of a TV advertisements, distribution of promotional materials and placing outdoor advertisements (billboards) in every town in

Montenegro. As a part of the campaign, the Ministry will organize public activities country wide for the most significant environmental international days.

Activities related to Result 3

3.1 Develop training programme for business sector, NGOs, media, local communities and schools

Prepare a training programme and syllabi specifically designed for training representatives of the business sector, NGOs, media, local communities and schools.

3.2 Organize trainings to the target groups

According to the Training plan different trainings will be organized and provided to the following target group:

- Business sector – the importance of environmental protection within business operations (conference type)
- NGOs – working with public institutions towards sustainable development (outcome: memorandum for long term cooperation)
- Media – reporting on environment protection,
- Local communities – importance of environmental protection locally (outcome: agreement for activities on local level) ,
- Primary Schools – how to incorporate environmental awareness and protection in everyday teaching, introducing the concept of eco-schools.

3.3 Introduce the concept of eco schools

Preparation and introduce of the Program of eco-school. The Program of eco-school should represent the program for management and environmental protection certification designed to implement an education about sustainable development in a primary schools through encouraging children and young people to take an active role in school activities with a focus on the environmental protection. The goal of this program will be to raise awareness among pupils about environmental issues by introducing special classes and various actions in their schools and communities.

3.4 Demonstrating good practice and taking action through the organization of civil activities country wide for each environmental day (all stakeholders to be included)

Ministry with all stakeholders will organize various activities for each international environmental day (such as international day without cars, international day of water, Earth day etc.) demonstrating good practise, recycling of old computers, usage of bio recycling bags and clean up activities.

3.5 Rewarding good practice by organizing contests for various groups of stakeholder e.g. “greenest municipality”, “most environmentally friendly company”

The Ministry along with other participating institutions (e.g. schools, local communities and companies) will organize contests for the literacy expression, greenest municipality and best examples of environmental good practice and rewarding them.

3.6 Conduct of public/marketing survey to measure results at the end of the project

At the end of project a public/marketing survey will be conducted with the purpose of measuring results of the project implementation.

3.5 Conditionality and sequencing:

The beneficiary should provide an action plan for maintaining adequate qualitative and quantitative counterpart staff through provision of the adequate budget resources. The beneficiary needs also to ensure that sufficient level of cooperation is maintained between stakeholders.

3.6 Linked activities

The Ministry of Tourism and Environment, Institute for Employment of Montenegro and many other partners, for six years in a row, have been implementing the public campaign “Let it be clean”. The goal of this public campaign is the cleaning of cordons along highways and local roads within the distance of 1300 kilometres in all Montenegrin municipalities. More than 145 unemployed people, from the records of the Institute for employment, were engaged within this project for at least six months period.

Within this campaign a pilot project “Eco patrol” was implemented in primary schools. This project was dedicated to educating kids between ages 10 – 15 and it is designed as an activity to motivate kids to realize and recognize ecological problems in their environment as well as to get actively involved in solving them. The project included 30 schools, whereas GTZ financed the “Eco patrol” in Cetinje and Plav. The Call Centre Montenegro (CCM), received 134 calls in total that were in direct relation to pollution of the living environment in many Montenegrin municipalities. This number of calls, since the beginning of the work of the Call Centre (from July 4th 2009 until today) comprises 20% of the total number of complaints received in the centre.

In early 2007, the Government of Montenegro adopted the National Sustainable Development Strategy setting the aims of future development on attaining the economic, social and natural resources, on its path of integration to EU and membership in UN and other organizations.

In the framework of the pilot project “ Recycling communal waste “, as assistance to local municipalities, Ministry of Tourism and Environment provided 600 containers for every municipality. As a follow up of this project, the Ministry produced 5 TV advertisements for each type of waste (glass, paper, metal and plastic) and leaflets which described the importance of waste recycling.

Ministry has also undertaken a public action in April 2009, when 650 000 trees were planted countrywide. This action represented a capital project managed by the Government of Montenegro and helped by local communities and public institutions. The planting activity started in the capital city, where the first trees were planted by highest government officials. By the end of April 650,000 trees were planted, symbolizing that for every citizen of Montenegro, one tree was planted, for long and healthy life.

The planting activity was further extended in June, for the Environmental Day when the Ministry together with local NGOs planted 650 olive trees as a symbol of long and healthy life of Montenegrin citizens and the whole country in general.

3.4 Lessons learned

From all the projects undertaken so far, as described in sections “background” and “linked activities”, it has been learned that raising awareness about environmental protection and changing attitudes and behaviour of the general population is quite a complex task that needs an integrated communications approach. This integration should include the use of various communication tools across different target audiences at the same time integrating as many stakeholders (NGOs, media, business companies etc). Furthermore, in order to achieve such ambitious goals the Ministry understands that this communication must be holistic and continuous across all sections of environmental protection (air quality, water pollution, climate changes, recycling etc), integrating all stakeholders and communicating to all substantial target audiences. The proposed campaign, therefore, adopts the lessons learned and through continuous communication and education aims at achieving the established long-term goals.

4. Indicative Budget (amounts in €)

			SOURCES OF FUNDING									
			TOTAL EXP.RE	IPA COMMUNITY CONTRIBUTION		NATIONAL CONTRIBUTION					PRIVATE CONTRIBUTION	
ACTIVITIES	IB	INV	EUR (a)=(b)+(c)+(d)	EUR (b)	%	Total EUR (c)=(x)+(y)+(z)	%	Central EUR (x)	Regional/ Local EUR (y)	IFIs EUR (z)	EUR (d)	%
Contract 1 (service)	x		500.000	500.000	100							
TOTAL IB			500.000	500.000	100							
TOTAL INV												
TOTAL PROJECT			500.000	500.000	100							

Amounts net of VAT

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

Contracts	Start of Tendering	Signature of contract	Project Completion
Contract 1 (Service Contract)	Q3 2010	Q2 2011	Q2 2012

6. Cross cutting issues:

6.1 Equal Opportunity

The project will be targeted to the general population of Montenegro thus giving equal opportunity to all citizens to be educated about environmental protection and participate in all events within the scope of this campaign. All activities will be conducted by integrating all stakeholders (media, NGO's, companies etc) which will further introduce environmental friendly practise through which crucial information will be disseminated, as well as the number and scope of participants within this campaign.

6.2 Environment

The project directly addresses the promotion of improved environmental conditions in Montenegro and the project will be in compliance with relevant EU Directives.

6.3 Minorities

Awareness activities will be addressed to all groups of society, regardless of gender and minority status. By involving all media and all organizations project team will ensure that all groups are integrated throughout the campaign. All required steps will be undertaken to ensure that all activities conform with minorities issues.

ANNEXES

- 1 - Log frame in Standard Format
- 2 - Amounts contracted and Disbursed per Quarter over the full duration of Programme
- 3- Description of Institutional Framework
- 4 - Reference to laws, regulations and strategic documents:
 - Reference list of relevant laws and regulations
 - Reference to AP /NPAA / EP / SAA
 - Reference to MIPD
 - Reference to National Development Plan
 - Reference to national / sectoral investment plans
- 5 - Details per EU funded contract

Logical framework matrix – Communication campaign THIS LAND IS OUR HOME

Logframe Planning Matrix for Raising environmental awareness	Programme name and number	
	Contracting period expires: two years from the conclusion of the Financing Agreement	Disbursement period expires: one year after the final date for execution of the contract
	Total budget: €500.000	IPA budget: € 500.000

Overall objective	Objectively verifiable indicators	Sources of Verification	
To contribute to the protection and sustainability of Montenegro's environment through environmental education of the citizens	<p>Increased % of local businesses who include environmental aspects in their business activities (involvement of the biggest companies in all major industries in the country which are currently quite inactive in this field)</p> <p>Increased % of population demonstrating an environmentally friendly "green" behaviour (less waste on the streets, more households using energy efficiency materials, recycling etc)</p>	<p>Annually Report of company Questioners</p> <p>Public/marketing survey of target audience's awareness and behaviour.</p> <p>Annually Report of municipalities</p> <p>Environmental condition monitoring reports (Hydro Meteorological Institute reports, Centre for Eco-toxicological Research reports).</p> <p>Reports from EPA</p>	
Project purpose	Objectively verifiable indicators	Sources of Verification	Assumptions
Increased environmental awareness as a preventive tool focused on stimulating appropriate responsible behaviour of identified target groups limiting the threat to the natural resources.	<p>70 % of market survey respondent aware of their own responsibilities in a field of environmental issues</p> <p>20% of market survey respondent confirmed that are applying environmental friendly practices in a field of management of waste, spatial planning, water supply and energy efficiency.</p>	<p>Contractor progress reports</p> <p>Internal and external monitoring reports.</p> <p>Public/marketing survey of target audience's awareness and behaviour.</p>	<p>The Government of Montenegro remains committed to its sustainable development policy and environmental protection policy.</p> <p>The Government of Montenegro remain committed to the adopted communications campaign.</p> <p>Timely provision of IFI and national co-funding resources</p>
Results	Objectively verifiable indicators	Sources of Verification	Assumptions

<p>1.Established conditions for supervision, coordination and monitoring of various environmental actions through establishment of inter sector team</p> <p>2. Environmental awareness campaign successfully organized and implemented through environmental actions</p> <p>3. Educational programme introduced targeting children, NGOs , business sector and media</p>	<p>1.1. 20 meetings of inter sector team organized during project implementation.</p> <p>1.2. 100% of the project activities undertaken within this campaign successfully supervised and coordinated by inter sector team</p> <p>2.1 promotion campaign in local radio and TV (reach – 20.000 people), printed informational material delivered to households,</p> <p>2.2 Number of visits on website (reach 12.000 visits monthly)</p> <p>2.3 6 environmental events organized in a framework of campaign with purpose of protecting environment</p> <p>2.4 100% of invited target group (school, local community, business sectors and NGOs) take part in environmental protection activities campaign and events</p> <p>3.1. 1 training plan prepared</p> <p>3.2 5 trainings provided to the target group. Trainings provided to the following target group:</p> <ul style="list-style-type: none"> • Business sector – the importance of environmental protection within business operations (conference type) • NGOs – working with public institutions towards sustainable development (outcome: memorandum for long term cooperation) • Media – reporting on environment protection, • Local communities – importance of environmental protection on local level • Primary Schools – how to incorporate environmental awareness and protection in everyday teaching, introducing the concept of eco-schools. <p>3.3 Minimum 150 person from target group participate in trainings</p>	<p>Reports of meetings and reports of supervision</p> <p>Marketing research of target audience's awareness and behaviour.</p> <p>Evaluation reports</p>	<p>Adequate capacity of Consultant and Ministry's communications staff to undertake the necessary activities.</p> <p>Beneficiary institution is able to maintain adequate qualitative and quantitative counterpart staff through provision of the adequate budget resources.</p> <p>The beneficiary is able to meet its co-financing and debt servicing obligations.</p> <p>External budgetary constraints remain stable.</p> <p>Sufficient level of cooperation between various stakeholders.</p>
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Activities	Means	Costs	Assumptions
1.1 Support to establishment of the inter sector coordination team: Ministry, local municipalities, NGOs and business sector.	Ministry will establish inter sector team and will coordinate and organize meetings and project activities (activities 1.1 and 1.2)	Service contract IPA: € 500.000	Availability of suitably qualified and experienced consultants and staff of beneficiary institution to undertake planned activities.

<p>1.2 Develop methodology for coordination and supervision of environmental activities and establish monitoring indicators</p> <p>2.1 Conduct public/marketing survey prior to the implementation of environmental awareness campaign</p> <p>2.2. Develop and implement advertising, PR and online campaign to educate general population.</p> <p>3.1. Develop training programme for business sector, NGOs, media, local communities and schools</p> <p>3.2 Organized 5 trainings to the target groups</p> <p>3.3 nroduce the concept of eco schools. Pilot project with several primary schools</p> <p>3.4 Demonstrating good practice and taking action through the organization of civil activities country wide for each environmental day (all stakeholders to be included)</p> <p>3.5 .Rewarding good practice by organizing contests for various groups of stakeholder e.g. "greenest municipality", "most environmentally friendly company" etc.</p> <p>3.6 Conduct public/marketing survey at the end of project</p>	<p>Contribution in kind will cover the following :</p> <ul style="list-style-type: none"> ▪ meetings and project activities of inter-sector team, ▪ developing methodologies and producing reports, ▪ organizing and coordinating of civil events for each international environmental day ▪ coordinating activities of the concept of eco schools, <p>Service contract should cover the following costs:</p> <ul style="list-style-type: none"> ▪ conduct marketing survey, ▪ advertising, PR and online campaign ▪ developing and implementation of training programs ▪ developing of the pilot project – eco schools ▪ developing training programmes ▪ rewarding good practice through the organization of contests. <p>service contract financed by IPA will cover activities 2.1, 2.2, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6</p>	
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Amounts (in €) Contracted and disbursed by quarter over the full duration of the Programme:

Contracted	Q2 2011	Q3 2011	Q1 2012	Q2 2012	Q3 2012	
Contract 1	500.000					
Cumulated	500.000					
Disbursed	Q2 2011	Q3 2011	Q1 2012	Q2 2012	Q3 2012	
Contract 1	200.000		125.000	125.000	50.000	
Cumulated	200.000		325.000	450.000	500.000	

ANNEX 3: Description of Institutional Framework

In November 2006 the former Ministry of Environment & Physical Planning was superseded by the Ministry of Tourism and Environment (MTE). The Ministry present mandate is defined in the *Law on Public Administration* (2006) and includes:

- Environmental protection;
- Sustainable use of natural resources;
- Nature conservation, national parks, protected areas and biodiversity;
- Protection of air, climate and ozone layer;
- Protection from harmful effects of ionizing and non-ionizing radiation;
- Protection of soil quality;
- EIA, SEA and IPPC;
- Monitoring of the state of environment and polluter register;
- Environmental economic instruments;
- Waste management;
- Export, import, transit and disposal of hazardous substances, including radioactive substances;
- Coordination of wastewater municipal infrastructure systems;
- Coordination of regional systems for water supply; and
- International cooperation on environment.

The Environmental Protection Agency (EPA)

Environmental Protection Agency is an independent body in charge of implementation of legislative framework, monitoring of environment, inspection control, issuing permits and application of procedures. The role of the Agency is also data collection, transfer of information to responsible international bodies and presentation of this data to the public and all stakeholders.

On the local level the following institutions share responsibilities in the area:

- Local governmental bodies (cities, municipalities) are responsible for:
 - Adoption of programmes and plans for environment protection;
 - Joint programmes between two or more municipalities;
 - Improvement of capacity of public utility companies
 - Support the various actions in a field of environment protection

ANNEX 4: Reference to laws, regulations and strategic documents

1. Reference list of relevant laws and regulations

Laws:

Law on Environment (OG RM No.48/2008)
Law on Nature protection (OG RM No.51/2008)
Law on Environmental Impact Assessment (OG RM No. 80/2005)
Law on Strategic Environmental Assessment (OG RM No. 80/2005)
Law on Integrated Pollution Prevention Control (OG RM No. 80/2005)
Law on Waste Management (OG RM No. 80/2005)
Law on air quality (OG RM No. 48/2007)
Law on Environmental Noise (OG RM No. 45/2006)
Law on Public Procurement (OG RM No. 46/2006)
Law on Water (OG RM No. 27/2007)
Law on coastal zone (OG RM No. 14/1992)
Law on Municipal Activities (OG RM No. 7/4 1995)
Regulations on environmental impact assessment (OG RM No.80/2005)
Guidelines on EIA Study content (OG RM No.80/2005)
Law on Inspection Control (OG RM No. 39/2003)
Law on Energy (OG RM No. 39/2003)
Law on Local Self-Government (OG RM No. 42/2003)
Law on Spatial Planning and Development (OG RM No. 28/2005)
Law on Free Access to Information (OG RM No. 68/2005)

Plans, Programmes, and Strategies

Poverty Reduction Strategy (2003)
National Report on Biodiversity Condition in the coastal and sea area of Montenegro (2004)
Communication Strategy for Informing the Public on Montenegro's EU Association Process (2004)
Energy Efficiency Strategy (2005)
Strategy for Development of Food Production and Rural Areas (2006)
Strategic Framework for Development of Sustainable Tourism in Northern and Central Montenegro (2006)
Tourism Development Strategy until 2020 (2006)
Administrative capacity building action plan for implementation of the Stabilization and Association Agreement (2006)
Functional Analysis of the Ministry for Environmental Protection and Physical Planning (2006)

National Diagnostic Analysis (NDA) on the Sea Pollution from Land-based Sources (2006)

National Action Plan for Montenegrin Coast (NAP) for Preventing Sea Pollution from Land-based Sources (2006)

Foreign direct investment incentives strategy of Montenegro (2006)

National Strategy for Sustainable Development (2007)

Environmental Policy (2008)

Strategy of biodiversity (2008)

2. Reference to other strategic documents

National Strategy of Sustainable Development. Action Plan 2006 – 2009 (2006)

Master Plan for Sewerage and Wastewater in Central and Northern Region (2004)

Preparation and Implementation of a Republic-Level Solid Waste Strategic Master Plan (2005)

- **Reference to EP / SAA**

The European Partnership Document

Short-term priorities

- Continue approximating Montenegrin legislation to EU legislation and standards, notably environmental protection framework legislation. Develop the administrative capacity to implement and enforce adopted legislation.
- Develop an overall environment protection strategy (water, waste, air). Adopt the land use plan; adopt the sustainable development strategy and sectoral strategies (integrated coastal zone management, biodiversity, climate change). Strengthen environmental management administrative capacity.

Medium-term priorities

- Begin implementing the land use plan and the overall environment protection strategy. Begin implementing the sustainable development strategy and other sectoral strategies (integrated coastal zone management, biodiversity, climate change). Ensure a viable financial framework for implementing a mid- to long-term environmental protection policy.
- Ratify and start implementing the Kyoto protocol.
- Continue strengthening the administrative capacity of ministries and bodies in charge of environmental planning, permitting, inspecting, enforcement and monitoring, as well as project management.

The Stabilisation and Association Agreement (SAA, March 2007)

Article 111:

The Parties shall develop and strengthen their co-operation in the environmental field with the vital task of halting further degradation and start improving the environmental situation with the aim of sustainable development.

The parties shall, in particular, establish co-operation with the aim of strengthening administrative structures and procedures to ensure strategic planning of environment issues and co-ordination between relevant actors and will focus on the alignment of Montenegro's legislation to the Community *acquis*. Co-operation could also centre on

the development of strategies to significantly reduce local, regional and trans-boundary air and water pollution, to establish a framework for efficient, clean, sustainable and renewable production and consumption of energy, and to execute environmental impact assessment and strategic environmental assessment. Special attention will be paid to the ratification and the implementation of the Kyoto Protocol.

- **Reference to MIPD**

Main Priorities and objectives (environment-related)

- introducing and enforcing key environmental legislation, including on environmental impact assessments; supporting strategic planning and strengthening of the administrative capacity, including at local level
- supporting investments in the areas of environment (waste water, solid waste, air pollution and nature protection) and transport (road, maritime, rail);

- **Reference to EC Montenegro 2008 Progress Report**

Overall, some progress has been achieved in terms of alignment with the European standards.

Further efforts are needed, however, particularly on implementation and enforcement. Particular attention needs to be paid to strengthening administrative capacity and to establishing effective inspection services. Further efforts should be put into raising awareness of environmental protection issues.

- **Reference to National Development Plan**

Not applicable

- **Reference to national / sectoral investment plans**

The Government's **National Strategy for Sustainable Development** identifies the following priority tasks to improve waste management:

- activities on awareness raising regarding proper waste disposal and on stimulating recycling.

The priority objectives in the field of culture and media are:

- increasing professionalism of the media and providing for a more substantial contribution to raising public awareness on sustainable development and to free access to information.

ANNEX 5: Details per EU funded contract

Service contract

The project will be implemented through a service contract financed entirely by IPA. In order to effectively undertake the project's tasks it is envisaged that the following experts will be required:

Project Leader (senior long-term key expert): responsible for managing the whole team, for advising the beneficiaries and for managing and overseeing the specific tasks. The expert will be working within the Ministry and target groups. The expert should have experience of similar environmental awareness project and should demonstrate specific expertise in measures for pollution prevention caused by citizens.

Short term experts: having experience in environmental protection and public pollution, as well as experience in public communications projects.

In general, the various levels of experts should fulfil the following criteria relating to qualifications and experience:

Senior long term key expert:

A university degree in environmental management or other associated field, or 10 years of relevant professional experience.

Experts:

A university degree or 5 years of professional experience in a specific area associated with this contract.

To implement the required communication activities the following communications expert resources are required:

Short term expert 1: responsible for the creation of the communication strategy and media plan with inter sector team as well as consulting on major communication issues of the project, providing high-level strategic support to Client.

Short term expert 2: will be in charge of most activities related to advising on the communication and PR aspects of the project. The primary consultant will also manage the mandate strategically and operatively, cooperate with the media, supervise and participate in the operational work and will be in charge of the reporting and planning process.

Short term expert 3: will assist the primary consultant in the implementation of the communication activities before, during and after the tender process.

Team of executives: should be consisted of experienced communications professionals responsible for providing full operational and logistics support to the mandate.

