

COMMUNICATION STRATEGY FOR INFORMING THE PUBLIC ABOUT THE PROCESS OF MONTENEGRO'S ASSOCIATION WITH THE EUROPEAN UNION

ACTION PLAN 2004/2005

Ministry for International Economic Relations and European Integration
Government of the Republic of Montenegro

October 2004 – October 2005

ACTIVITIES & PROJECTS	RESPONSIBLE INSTITUTIONS & IMPLEMENTATION instruments	TARGET GROUPS	IMPLEMENTATION PERIOD
Designing/creating of logo and slogan creation for the European integration process	MIEREI - Public competition	All target groups named in the „Communication Strategy”	October 2004.
Internet sub-site set up containing information about European integration (a model of this sub-site has already been elaborated / designed)	MIEREI / Department for European Integration and NGO in cooperation with the MIEREI Press and Public Relations Office - Internet	The public/ All the target groups included in the Communication Strategy	Starting October 2004 – continuously
Capacity development, IT-assistance to the MIEREI, furthermore, technical equipment (laptop, beamer, monitor, advanced copying machine, softwares, etc.)	MIEREI - Engagement of an IT expert	-	Starting October 2004 – continuously

ACTIVITIES & PROJECTS	RESPONSIBLE INSTITUTIONS & IMPLEMENTATION instruments	TARGET GROUPS	IMPLEMENTATION PERIOD
Information and education campaigns for representatives of local governments and residents of the local communities: <u>“Communicating Europe”</u>	MIEREI, NGO, International partners, Promoters of European integration in local communities	Citizens of Montenegro, local communities, the public	October 2004 – October 2005
Conceptualising / thematic preparation of thematic reports for TV shows (and eventually, preparation of TV reports and videos) on EU integration issues.	MIEREI, Press & Public Relations Office of the MIEREI in co-operation with the media	The public via electronic media	October 2004 – October 2005
Establishing of contacts and co-operation with regional European integration institutions	MIEREI in co-operation with Ministries for European Integration, as well as agencies and institutions dealing with European integration in: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Macedonia, Slovenia, Romania, including those in Serbia and Kosovo. - Exchange of experiences and informational and advertising materials, network of contacts, joint gatherings and manifestations	The public, the media, International Community	October 2004 – October 2005
Establishing of contacts and co-operation with universities and educational institutions	MIEREI, Department for European Integrations, Contact person of that Department, university and educational institutions - Lectures, discussions, forums, organisation of visits to the MIEREI for university students and elementary and secondary school pupils	University students, elementary and secondary school pupils, educational institutions	October 2004 – October 2005 - continuously

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Regular information of the Commission for the Co-ordination of the Process of European Integration, the Council for European Integration and Committee for European Integration of the Assembly of the Republic of Montenegro	MIEREI - Reports, meetings, information sheets, leaflets and other print materials, presentations etc.	Representatives of European Institutions, policy decision makers, state institutions / state administration	October 2004 – October 2005 – continuously
Organisation of informational and educational seminars for public servants on European Integration issues	MIEREI, Department for European Integrations - Seminars	State administration	November 2004
Educational seminars for the representatives of social partners	MIEREI, Department for European Integration and foreign experts - Seminars, lectures, presentations	Representatives of social partners	December 2004, March and September 2005 (3 events)
Bulletin „Euromont“ – three-monthly bilingual information bulletin	MIEREI, Commission for Co-ordination of the Process of European Integration, Government`s Public Relations Bureau	All the target groups	Starting January 2005 (3 editions until October 2005)
Production of Compact Discs (CDs) containing information about the process of European integration	MIEREI	All the target groups	January 2005

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Special Press Kit containing information on Montenegro`s activities in the process of accession to the EU	MIEREI, Press & Public Relations Office of the MIEREI - Public information materials (print materials etc.)	Journalists, representatives of the media and representatives of the International Community / EU officials	January 2005 - continuously
Organisation of informational and educational seminars for journalists on the Stabilisation and Association Process (SAP)	MIEREI, Press & Public Relations Office of the MIEREI - Seminar	Journalists / Representatives of the media	February 2005
Workshop on harmonisation of legislation with EU standards	MIEREI and foreign experts	Legal representatives, state admin., educat.institutions	March 2005.
Public Information Brochure: "Montenegro On Its Path Toward the EU"	MIEREI Print media / information material & Internet	The public / all target groups as defined in the Communication Strategy	Until 9 th of May 2005 (9 th of May is the Europe Day)
"Open Door Day" for informing the citizens of Montenegro about the activities of governmental institutions laying special emphasis on European Integration	MIEREI as initiator/host, Government and other Ministries, as well as the Assembly of the Republic of Montenegro	Citizens of Montenegro, general public / all target groups	June 2005
Printed brochures containing information about CARDS, TAIEX and other special programmes of the European Union	MIEREI, Department for European Integration	All the groups	Until August 2005
Establishing EU Info-points/Info-corners in Montenegro, i.e. in public libraries in the local communities	MIEREI, local communities, NGO	All target groups	Until September 2005
Workshop on the acquis communautaire in the area of media, culture, and language for journalists, representatives of educational institutions and of state administration	MIEREI	Journalists, state administration, legal representatives, educational institutions, etc.	September 2005