

REPORT ON IMPLEMENTATION OF COMMUNICATION ACTIVITIES [VISIBILITY OFFICERS REPORT ON IMPLEMENTATION]¹

INSTITUTION / UNIT / DEPARTMENT REPORTING	IPA ACTION PROGRAMME AND SECTOR SUPPORT/ACTION/RESULT TITLE
Ministry of Public Administration and Local Self-Government / Department for European Integrations and International Cooperation / Project Division / Group for Project Planning and Preparation	Action Programme for Serbia under IPA 2014 Sector Support/Measure/Project: Democracy and Governance Sector/Action No. 2: Support to the local self-Governments – Exchange 5 Programme
REPORT No	REPORTING PERIOD
No 3	12/01/2017 – 12/31/2018

1. EXECUTIVESUMMARY

Implementation of the fifth phase of the Exchange Programme, funded by the European Union from IPA 2014 started on April 7th, 2017. The Programme is being implemented within two components: C1 - Property management support to Local Self-Governments (LSGs) and C2 - Municipal planning and programme budgeting support. During the reporting period, Programme has completed the first and entered the second year of implementation. Communication and Visibility activities have been implemented in accordance with Communication Plan, dominantly in the case of Programme Component 2. Within the reporting period a number of news on realized events and information concerning all main activities related to this component were published on the Standing Conference of Towns and Municipalities (SCTM) and Ministry of Public Administration and Local Self-Government (MPALSG) websites respectively, as well as on social networks (Twitter, Facebook, YouTube, etc.). Having in mind that main activities within Component 1 (awarding of the grant scheme projects and release of the Call for municipal support packages for LSGs on property management) have not taken place by the time of this reporting due to objective circumstances, the accompanying communication and visibility activities are being postponed for year 2019 accordingly. In terms of promoting Exchange 5 activities, MPALSG and SCTM respected the rules of visibility of EU projects, lines of communication and the Exchange 5 visual identity as agreed at the beginning of Programme implementation. At the 45th Assembly of the SCTM entitled „Strategic Development of Local Self-Government“ the largest Assembly of local Self-Government in Serbia, held on December 12, 2017, in Sava Center, an Agreement on Support to Towns and Municipalities for Program Budgeting and Strategic Planning within the Exchange 5 Programme was officially signed.

¹ The REPORT ON IMPLEMENTATION OF COMMUNICATION ACTIVITIES [VISIBILITY OFFICERS REPORT ON IMPLEMENTATION] shall be submitted at least quarterly to the NIPAC TS/BCPME Visibility Officer

2. OVERVIEW OF COMMUNICATION ACTIVITIES IMPLEMENTED

OVERVIEW OF COMMUNICATION ACTIVITIES IMPLEMENTED				
Objective:	Activity:	Indicators:	Status of Implementation:	Remedial actions:
<i>Insert the objective (as defined in Plan of Communication Activities)</i>	<i>Describe major activities undertaken during the reporting period, as defined in Plan of Communication Activities</i>	<i>Insert status (progress) of indicators (as defined in Plan of Communication Activities)</i>	<i>Insert status (progress) of implemented activities, any problems and deviations from the plan, as well as risks for the future period</i>	<i>If problems and risks encountered, describe planned remedial actions</i>
Systemic preconditions for successful planning, cooperation and coordination of the IPA programme communication are created. Capacities and channels for effective communication within the IPA programme are improved.	Development and strengthening of coordination of the communication activities	At least one coordination meeting held within a six-month period	In the referent period three coordination meetings were held. The Visibility Officer of the MPALSG attended the meetings: <ul style="list-style-type: none"> • Coordination meeting of the Network of Civil Servants in charge of IPA Communication, on April 24th, 2018, in the Ministry of Finance, the Sector for Contracting and Financing Programs from the European Union Funds (CFCU), Sremska 3-5, Belgrade. • Coordination meeting of the Network of Civil Servants in charge of IPA Communications, on November 8th, 2018, in the Ministry of European Integration, Nemanjina 34, Belgrade. • Mentor Workshop - Preparation of reports and plans of communication activities according to DIS procedures, for the representatives of the Network of Civil Servants in charge of IPA communication, on November 26th, 2018, in the Hotel Prague, Belgrade. 	
	The meeting regarding preparation of reports and plans of communication activities	Regular meetings held	The Visibility officer and the representatives of the SCTM (Information, Communication and Media Advisor and Exchange 5 Programme manager) attended the meeting regarding preparation of report and plan of communication activities, on November 28 th , 2018, in MPALSG.	

Timely developing Plan of Communication Activities per Sector Support/ Action/ Result on annual basis	Preparation and developing of the Plan of Communication Activities per Sector Support/ Action/ Result on annual basis	Developed Plans of Communication Activities per Sector Support/ Action/ Result on annual basis	The Plan of Communication activities of Exchange 5 Programme for 2019 year is prepared.	
Timely reporting on the status on implementation of the IPA NAP 2014 Communication plan of activities	Preparation of reports on implementation of the Communication plan of activities	The reports on the implementation of communication activities prepared and delivered to the NIPAC TS/ Reports are consolidated/Report on implementation of communication activities for IPA NAP 2014 programme prepared	The Report on the implementation of communication activities of Exchange 5 Program for 2018 year is prepared.	
1. Broad recognition of Exchange 5 Programme as well as the timely availability of relevant Programme information ensured, including the promotion of importance of EU support to local authorities in Serbia <i>(link with CAP SO 2.2 - The activities and results of individual projects are effectively communicated;</i>	1.1 Regular publishing of Programme-related news on SCTM website and Social Networks (Twitter, Facebook, YouTube)/ design and distribution of Exchange 5 web banners	Number of published news/ distributed banners	<p>This is a continuous and regular activity which features all developments in the course of Programme implementation relevant for the external target audience. The indicator content presented here concern all information channels where Programme developments have been reported upon, i.e. media reports/releases, news, competitions and other sections of the SCTM website and SCTM E-bulletin. No problems/deviations in this regard have been encountered nor are anticipated for the future period.</p> <p>Regularly published Programme-related news on SCTM website: 30 reports (6 reports/news, 2 Contests, 22 Announcements published.). Link to the published news on Exchange 5 section of SCTM website: http://www.skgo.org/projekti/detaljno/47/program-exchange-5</p> <p>SCTM bulletins: 7 E-bulletins incorporating Exchange 5 news released during 2017 and 2018</p>	

<p>and CAP SO 2.5. – IPA Programmes are implemented transparently , in accordance with the EU rules)</p>		<p>(distributed via e-mail through all SCTM communication channels to networks and partners at over 3000 e-mail addresses). Social networks: News are published continuously: Facebook: @skgo.sctm Twitter: @skgo_sctm YouTube: http://www.youtube.com/channel/UCHJVIEACwNz4UKUtaYCQ64Q</p> <p>Regularly published Programme- related news on MPALSG website: 4 reports. News published at the MPALS web- site: • Notifications 09/18/2018 Within the Exchange 5 Programme workshops on program and capital budgeting and preparation of budget decisions for 2019 http://www.mduls.gov.rs/aktivnosti-obavestjenja.php#a145 • Notifications 03/19/2018 A Citizens Guide through the Decision on the Local Self-Government Budget for 2018 http://www.mduls.gov.rs/aktivnosti-obavestjenja.php#a168 (Archive March 19th, 2018) • Notifications 02/06/2018 Call for Expression of Interest to Identify Experts in the fields of Property Management at the local level within Component 1 of the Exchange 5 Programme http://www.mduls.gov.rs/aktivnosti-obavestjenja.php#a115 • Notifications 01/16/2018 Selection of experts in Programme Budgeting and Strategic Planning for direct support to Local Self- Governments within component 2 of the Exchange 5 Programme http://www.mduls.gov.rs/aktivnosti-obavestjenja.php#a108</p>	
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	1.2 Creation of Exchange 5 web page as the integral part of the SCTM web site	Web page, number of news published, number of web page visits	<p>New SCTM website was launched as of March 2018 with its basic new features, while further content has been gradually developed throughout the year and is still ongoing. Structure of the website is different than in the previous platform, as now all the published information is sorted by the topic. Importantly, all SCTM-related projects are presented on their respective micro (web) sites. Thus, all the news about project activities are published on their micro sites within SCTM platform, and this goes for Exchange 5 Programme as well. So far only Serbian version of the SCTM website is available.</p> <p>6 reports/news, 2 Contests, 22 Announcements published.</p> <p>Serbian Description of the project/Exchange 5 microsite –</p> <ul style="list-style-type: none"> • http://www.skgo.org/projekti/detaljno/47/program-exchange-5 <p>Programme Budgeting section –</p> <ul style="list-style-type: none"> • http://www.skgo.org/strane/225 <p>News:</p> <ul style="list-style-type: none"> • 11/15/2018 - More than 750 participants at-Workshops on Program and Capital Budgeting: http://www.skgo.org/vesti/detaljno/2068/na-radionicama-o-programskom-i-kapitalnom-budzetiranju-vise-od-750-ucesnika • 09/20/2018 – SCTM Presidency Meeting - The date of holding of the 46th SCTM Assembly is determined: http://www.skgo.org/vesti/detaljno/2027/sednica-predsednistva-tvrdenje-datum-odrzavanja-46-skupstine-skgo • 09/11/2018 - Workshops on Programme and Capital Budgeting and preparation of Budget for 2019: http://www.skgo.org/vesti/detaljno/2018/radionice-o-programskom-i-kapitalnom-budzetiranju-i-pripremi-odluka-o-budzetu-za-2019 • 06/01/2018 - Workshops for improving the structure of Programme Budget: http://www.skgo.org/vesti/detaljno/1982/radionice-za-unapredjenje-programske-strukture-budzeta • 04/18/2018 - Workshops for Program and Capital Budgeting for eight LSGU within Exchange 5
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			<p>2019:</p> <p>http://www.skgg.org/dogadjaji/1102</p> <ul style="list-style-type: none"> • 10/18/2018 - Trstenik - Workshop for support to cities, municipalities and City municipalities in program and capital budgeting and preparation of budget decisions for 2019: <p>http://www.skgg.org/dogadjaji/1101</p> <ul style="list-style-type: none"> • 10/17/2018 - Čačak - Workshop for support to cities, municipalities and City municipalities in program and capital budgeting and preparation of budget decisions for 2019: <p>http://www.skgg.org/dogadjaji/1100</p> <ul style="list-style-type: none"> • 10/11/2018 - Niš - Workshop for support to cities, municipalities and City municipalities in program and capital budgeting and preparation of budget decisions for 2019: <p>http://www.skgg.org/dogadjaji/1088</p> <ul style="list-style-type: none"> • 10/10/2018 - Predejane - Workshop for support to cities, municipalities and City municipalities in program and capital budgeting and preparation of budget decisions for 2019: <p>http://www.skgg.org/dogadjaji/1087</p> <ul style="list-style-type: none"> • 10/4/2018 - Zaječar - Workshop for support to cities, municipalities and City municipalities in program and capital budgeting and preparation of budget decisions for 2019: <p>http://www.skgg.org/dogadjaji/1086</p> <ul style="list-style-type: none"> • 10/3/2018 - Požarevac - Workshop for support to cities, municipalities and City municipalities in program and capital budgeting and preparation of budget decisions for 2019: <p>http://www.skgg.org/dogadjaji/1085</p> <ul style="list-style-type: none"> • 9/28/2018 - SCTM Network for Property-Legal affairs and property management: <p>http://www.skgg.org/dogadjaji/1081</p> <ul style="list-style-type: none"> • 9/26/2018 - Zrenjanin - Workshop for support to cities, municipalities and City municipalities in program and capital budgeting and preparation of budget decisions for 2019: <p>http://www.skgg.org/dogadjaji/1073</p> <ul style="list-style-type: none"> • 9/19/2018 - Subotica - Workshop for support to cities, municipalities and City municipalities in program and capital budgeting and preparation of budget decisions for 	
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			<p>2019:</p> <p>http://www.skgo.org/dogadjaji/1072</p> <ul style="list-style-type: none"> • 9/18/2018 - Novi Sad - Workshop for support to cities, municipalities and City municipalities in program and capital budgeting and preparation of budget decisions for 2019: <p>http://www.skgo.org/dogadjaji/1071</p> <ul style="list-style-type: none"> • 04/18/2018 - Support to Municipality of Veliko Gradište at the area of Program and Capital Budgeting: <p>http://www.skgo.org/dogadjaji/983</p> <ul style="list-style-type: none"> • 04/19/2018 - Support to City of Sremska Mitrovica at the area of Program and Capital Budgeting: <p>http://www.skgo.org/dogadjaji/982</p> <ul style="list-style-type: none"> • 04/20/2018 - Support to City of Šabac at the area of Program and Capital Budgeting: <p>http://www.skgo.org/dogadjaji/981</p> <ul style="list-style-type: none"> • 04/23/2018 - Support to City of Požarevac at the area of Program and Capital Budgeting: <p>http://www.skgo.org/dogadjaji/980</p> <ul style="list-style-type: none"> • 04/24/2018 - Support to City of Belgrade at the area of Program and Capital Budgeting: <p>http://www.skgo.org/dogadjaji/979</p> <ul style="list-style-type: none"> • 04/25/2018 - Support to City of Vršac at the area of Program and Capital Budgeting: <p>http://www.skgo.org/dogadjaji/978</p> <ul style="list-style-type: none"> • 05/10/2018 - Support to City of Niš at the area of Program and Capital Budgeting: <p>http://www.skgo.org/dogadjaji/977</p> <ul style="list-style-type: none"> • 04/26/2018 - Support to City of Novi Sad at the area of Program and Capital Budgeting: <p>http://www.skgo.org/dogadjaji/976</p> <ul style="list-style-type: none"> • 12/12/2017 – SCTM 45th General Assembly: MoU Signing Event <p>http://www.skgo.org/vesti/detaljno/1881/45-skupstina-skgo-u-beogradu-12-decembra</p>	
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	1.3 Preparation and publishing of SCTM E-bulletin featuring Exchange 5-related news	Number of E-bulletins and list of recipients:	<p>7 SCTM E-bulletins featuring info on Exchange 5 Programme published at the end of 2017 and during 2018 and distributed to over 3000 e-mail addresses.</p> <p>Following were the news featured in SCTM E-bulletins:</p> <ul style="list-style-type: none"> • No. 28, November 2018 http://www.skgo.org/storage/app/media/uploaded-files/SKGO%20@Novine%20br.%2028%20-%2011%202018.pdf • No. 26, October 2018: http://www.skgo.org/storage/app/media/uploaded-files/SKGO%20@Novine%20br.%2026.pdf • No. 25, September 2018: http://www.skgo.org/storage/app/media/uploaded-files/SKGO%20@Novine%20br.%2025.pdf • No. 21, April 2018: http://www.skgo.org/storage/app/media/uploaded-files/eNovine%20SKGO%20broj%2021.pdf • No. 17, February 2018: http://www.skgo.org/storage/app/media/uploaded-files/eNovine%20SKGO%20broj%2017.pdf • No. 16, January 2018: http://www.skgo.org/storage/app/media/uploaded-files/eNovine%20SKGO%2016%20broj.pdf • No. 15, December 2017: http://www.skgo.org/storage/app/media/uploaded-files/eNovine%20SKGO%2015%20broj.pdf 	
	1.4 Preparation of special issues of SCTM Local Self-Government Magazine dedicated to Exchange 5 Programme	List of recipients	<p>Although one issue of the Magazine was planned, it was not published in year 2018 due to objective content-related circumstances. Namely, it was intended to focus the content to the major expected developments of the Exchange 5 Programme, and notably to the award of grant projects and of the municipal support packages/MSPs for the property management in LSG. Having in mind that these events have been somewhat postponed, the same goes for the accompanying LSG Magazine (evaluation in the scope of</p>	<p>First issue of the SCTM magazine Local Self-Government will be prepared at the beginning of 2019. It will contain the information regarding selected municipal projects within Exchange 5 Grant Scheme, (Component 1) and results achieved through the Component 2 during the first year of provision of support in the scope of the Programme. (to the extent possible given the timeframe, this issue will would likewise feature</p>

			grant scheme and the award process shall be completed only in December 2018 and the signing conference is being scheduled for the month of January 2019).	the Call for the property management MSPs as well as the Call for new LSGs for PB support; Major policy developments are expected by the end-2018 such as important amendments to the Law on Public Property and their relevance for the LSGs and Exchange 5 will likewise be presented within the Magazine).
	1.5 Organizing media statements of relevant spokespersons throughout the duration of Programme and at the occasion of Programme Final conference	Media reports/ list of participants	According to SCTM statistics, there were in total 43 media reports (12/1/2017 - 12/31/2018). Media reports in this indicator pertain notably to Programme activities/events organized within the Component 2 concerning local planning and programme budgeting	
	1.6. Preparation and distribution of the Exchange 5 promo materials: EU Visibility boards/ Leaflets/ Posters/ Roll Up/ Folders/ Notebooks/ stickers/ Promo wall	Number of produced visibility items disbursed to target audience during year 2018 (usage frequency for promo wall and roll up)	<p>Promotional materials (Latin, Cyrillic and English version) as agreed in coordination with the MPALSG, CFCU and EU Delegation and purchased in the course of first year of Programme implementation, were largely spent by mid-2018 (i.e. the ones that are being distributed externally). Thus, further purchase encompassing the quantities necessary by the end of Programme implementation was carried out for the following items:</p> <ul style="list-style-type: none"> - Folders – 4000 (in two printings) - Notebooks - 3445 (two printings) - Pencils – 4000 (two types of pencils) - PVC stickers – 950 <p>When it comes to usage of produced visibility items - folders, notebooks and pencils - were notably distributed during 2018 to participants at Programme events such as sector workshops and regional trainings for programme budgeting; Roll-up banners (purchased at the beginning of Programme implementation) are likewise used at the occasion of all of these events (approximately 20 occasions).</p>	
	1.7. Ensuring effective communication channel on property management, programme budgeting and	Lists of FAQ; Reports on the provided on-demand-assistance Meetings of SCTM liaison officers'	As there were no Calls published for the topics concerning Programme components, there were no FAQs in that respect and this is expected for the Calls planned for year 2019. There are however a general Component 2-related type of FAQs concerning the annual budgeting cycles. Thus, for the	

	<p>strategic planning (Exchange 5 – related topics) through the SCTM Advisory Centre.</p>	<p>network</p>	<p>preparation of budgets for year 2018, a set of such FAQ has been processed and responded to in the scope of Exchange 5 and published for the further usage by LSGs: http://www.skgo.org/strane/225 Set of FAQ and answers for the budgetary cycle 2019 (current) is still under preparation as the questions are being constantly received from LSGs undergoing preparation of their 2019 budget decisions. Material will be likewise published at the dedicated section on PB at SCTM website. There were no meetings of SCTM liaison officers' Network during year 2018, but the Network itself has been used for dissemination (via e-mail) of Exchange 5-related information throughout the year. Finally, as per the statistics of the SCTM Advisory center, in the reporting period, approximately 30% of the total of questions submitted to the SCTM pertained to issues on property management and programme budgeting and were responded to by SCTM/Exchange 5 team (app. 50 Q&A);</p>	
	<p>1.8. Rising awareness of the members of SCTM Committees and Networks on results, best practices gained through Exchange 5 as well as lessons learnt/ Website, Social Networks</p>	<p>Number of meetings of relevant SCTM Committee(s) and Network(s)/ posts on website and social networks</p>	<ul style="list-style-type: none"> - 1 meeting of SCTM Committee for LSG Finance and Public Property; - 1 meeting of the SCTM Network for property affairs and property management; - 1 meeting of the SCTM Network for Gender Equality Mechanisms; <p>This activity pertains notably to increasing visibility and the state of play of the Exchange 5 Programme in the scope of SCTM bodies, notably relevant Committees and Networks members of which are representatives of Serbian LSGs. In the reporting period the Programme was the topic at several meetings of such bodies, namely: 1 meeting of SCTM Committee for LSG Finance and Public Property being the crucial one for both Programme Components: - meeting took place on July 4-5th, 2018 in Belgrade, 35 participants; - second meeting of the SCTM Network for Property Affairs and Property Management took place on</p>	

			<p>September 28th, 2018 in Belgrade and was attended by over 105 participants (out of which majority from the 98 LSGs currently members of the Network);</p> <p>- Exchange 5 was likewise briefly presented at the occasion of meeting of the SCTM Network for Gender Equality Mechanisms, and the Component 2 findings on gender budgeting in more details – meeting took place on November 22nd, 2018 with app 60 participants;</p>	
	1.9. Creating special media kit (Fact sheet) to increase the level of understanding of the Project and to ensure media coverage	Special media kit (Fact sheet) distributed to republic, regional and local media	<p>Distribution of Programme factsheets was planned for 1-2 times in the second half of year 2018 as an accompanying asset for the media in the course of planned events – signing ceremony for the award of grants and info-days for the MSPs on property management. Having in mind that these events will take place only in the first quarter of year 2019, so will be the case for the distribution of the media kit.</p>	
<p>2. Importance of property management and of availability and effects of Exchange 5 grant support to municipalities effectively promoted</p> <p><i>(link with CAP SO 2.2 - The activities and results of individual projects are effectively communicated; and CAP SO 2.5. – IPA Programmes</i></p>	2.1 Recording and releasing video trailer about importance of property management and on experiences gained through previous EU support	No. of DVDs with trailer and video releases (at the occasions of info-days and signing events for Exchange 5 municipal projects)	<p>Video trailer - promotional movie – has been recorded in the preparation of GS info days and released in 2017 to emphasize importance of property management and experiences gained through previous EU support. It was not further used during year 2018 having in mind that the Component 1-related events are being postponed for year 2019 (notably the call for property management MSPs);</p> <p>When it comes to preparation of DVDs, these are planned for the signing events for Exchange 5 municipal projects, whereby, they will contain guidelines for projects' implementation.</p>	Through beginning of year 2019, at least 2 releases of this video material are planned for the occasion of 2 regional info days in the scope of the Call for property management MSPs (call for applications for Municipal Support Packages for property management intended for the underdeveloped LSGs).
	2.2. Organizing signing event for the Exchange 5 grant scheme and promotion of the grant-awarded LSGs & other partners/ SCTM Website, Social networks, E-bulletin, media statements, promotional materials	Organized signing event/ leaflets/media reports/ posts on website and social networks 1 TV and 1 print media report	Although the signing event for the Exchange 5 grant scheme has been anticipated by the end of year 2018 (also with the Programme Communication AP), it will most probably take place in January 2019	Signing event will be scheduled following the final selection of successful projects for the grant scheme (final selection of grantees will take place in December 2018)

<p><i>are implemented transparently, in accordance with the EU rules)</i></p>	<p>2.3. Rising awareness on the effective management of Exchange 5 grant scheme municipal projects / SCTM Website, E-bulletin, Social networks, promotional materials</p>	<p>80 copies of the Implementation manual for the municipal projects are planned to be disbursed at the occasion of two (2) kick-off seminars for municipal projects implementation</p>	<p>Although kick-off seminars for municipal projects' implementation were anticipated by the end of year 2018 (also with the Programme Communication AP), they are conditioned to be in sequence with the actual award of grants for Exchange 5 grant scheme. This implies that they will take place through beginning of the 1st quarter of year 2019.</p>	<p>Implementation of kick-off seminars as well as the disbursement of the implementation manual, shall follow upon the award of grant contracts for the grant scheme</p>
	<p>2.4. Organizing an International conference on property management/ SCTM Website, E-bulletin, Social networks, media statements, promotional materials</p>	<p>One International conference/ list of participants/ leaflets/ 3-4 media reports / posts on website and social networks</p>	<p>International conference on property management has not been considered for year 2018 given that grant scheme nor the implementation of MSPs have not been formally launched, while the important legislative amendments have entered parliamentary procedure only late in November 2018 and are still pending adoption at the point of this reporting.</p>	<p>As presented in the Exchange 5 Communication AP for year 2018 - timing for this event depends on the agreement with MFIN (Property Department) and related plans on amendments of the Law on Public Property as the conference should provide the opportunity for presenting these legislative changes and assess the implications and the state of play for LSGs accordingly.</p>
	<p>2.5. Promoting availability and requirements of the EU grant support through Exchange 5 Municipal Support Packages (MSPs) for municipal projects on property management to least developed LSGs/ SCTM Website, E-bulletin, Social networks, media statements, promotional materials</p>	<p>Call for MSPs launched/published and two regional Info days carried out / leaflets/release of video trailer on public property/media reports/ posts on website and social networks</p>	<p>Fulfillment of these indicators can only be expected and reported upon for year 2019, having in mind that the entire competition/Call for the property management MSPs is postponed for 1st quarter of 2019 as it has to be subsequent to the award of grants in the scope Programme grant scheme (in order to ensure that there are no overlaps among beneficiary LSGs).</p>	<p>As anticipated in the Exchange 5 Communication AP for year 2018 - organization of the signing event for the Exchange 5 MSPs will take place only in year 2019 and all the related visibility/promotional activities.</p>
<p>3. Programme and capital budgeting and strategic planning effectively promoted</p> <p><i>(link with CAP SO 2.2 - The</i></p>	<p>3.1 Rising awareness of the results of annual mapping exercises concerning adopted strategic and action documents, programme</p>	<p>Number of meetings of relevant SCTM Committee(s), Network(s) and of Expert (working) group for Local Sustainable Development Strategies</p>	<ul style="list-style-type: none"> - 12 regional trainings on programme budgeting - 1 meeting of SCTM Committee for LSG Finance and Public Property; - 1 meeting of the SCTM Network for Gender Equality Mechanisms <p>In the reporting period, results of annual mapping of LSGs' Budget Decisions for 2018 and their compliance with PB requirements were presented as the part of</p>	


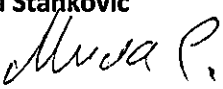
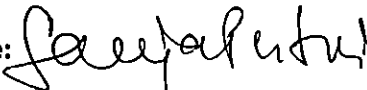
<p><i>activities and results of individual projects are effectively communicated; and CAP SO 2.5. – IPA Programmes are implemented transparently, in accordance with the EU rules)</i></p>	<p>budgets & related reports/ SCTM website, E-bulletin, Social networks</p>	<p>(LSDS)/relevant texts in E-bulletins and website – concerning the mapping results for year 2018</p>	<p>Programme Component 2 overview - at the meeting of SCTM Committee for LSG Finance and Public Property on July 4-5th, 2018 (in Belgrade, 35 participants) and at the occasion of meeting of the SCTM Network for Gender Equality Mechanisms, on November 22nd, 2018 with app. 60 participants; Importantly, this was one of the main points presented at the occasion of programme budgeting trainings which took place during autumn 2018 (as listed in the next activity). Likewise, the data on annual mapping based on LSG Budget Decisions for year 2018 have been incorporated within reports on the implementation of the Action Plan accompanying the PAR Strategy.</p>	
	<p>3.2 Promoting processes and benefits of effective programme and capital budgeting and strategic planning at the local level Manual for Programme Budgeting/ SCTM Website, E-bulletin, Social networks, promotional materials</p>	<p>5 workshops for improvement of programme budgeting organized/ list of participants/ workshops' materials</p> <p>12 trainings for programme budgeting organized/ list of participants/ leaflets/ media reports;</p>	<ul style="list-style-type: none"> - 5 workshops for improvement of programme budgeting; - 12 trainings for programme budgeting; - 30 related media reports, published news and info in the SCTM E-bulletin (1 media report, 25 reports on the SCTM website and 4 published news in SCTM e-bulletin); <p>In the reporting period, two main groups of targeted activities took place, which strongly contributed to the promotion of the importance of topics encompassed by Programme Component 2:</p> <ul style="list-style-type: none"> - 5 programme budgeting (PB) workshops took place between June 5th and June 15th, 2018 and intended for the exchange of opinions and for the discussion on the proposed improvements of the LSGs' PB structure and programme information for cycle 2019 by local level professionals, experts and relevant national level and SCTM representatives in different areas covered by the work of LSGs. In total, these 5 workshops were attended by 161 LSGs representatives, other relevant institutions, including the representatives of the MFIN/Budget Department who attended all workshops; - Formally, the annual instruction by the MFIN to LSGs on budget 	

			<p>preparation was released only in November, but the SCTM has by then already carried out a round of 12 regional trainings on programme budgeting (PB) intended for all LSGs. These regional trainings were implemented in the period September 18th - October 25th, 2018 with main focus to provide recommendations and practical guidelines on preparation of Budget Decisions for year 2018 and subsequent reporting. Results of PB implementation during the first four years were summarized and the analysis of LSG Budget Decisions for year 2018 and necessary improvements. Importantly, representatives of the Public Policy Secretariat joined STCM in order to present the LSGs with the new planning system. In total, these events were attended by 758 representatives from 140 LSGs. An additional event took place for all the LSGs on the same topic, in Belgrade, on November 19th, 2018 in cooperation with the MFIN and via National Academy for PA (NAPA). Activities and the complementary visibility and communication framework for the Component 2 are mostly cyclical, which means that the remaining events will take place also during 3rd year of Programme implementation.</p>	
	3.3. Promoting the availability and requirements of direct technical support to LSGs on planning and programme budgeting processes	Call for direct technical support to LSGs launched/media reports/ posts on website and social networks	- This Call in the scope of Programme Component 2 will be published in the 1 st quarter of year 2019 having in mind that the current 8 beneficiary LSGs (selected upon the first Call) will be supported until April 2019.	With the Agreements on providing the support to 8 LSGs in the scope of the 1 st Call, it has been concluded that the support should include also the 1 st quarter of year 2019, which is why the second Call is to be sequenced with such dynamic.
	3.4. Organizing national conference on Strategic planning and Programme budgeting/ SCTM Website, E-bulletin, Social networks, media statements,	One conference organized/list of participants/ leaflets/2-3 media reports/ Posts on website and Social networks	This national conference should serve as the opportunity for presentation of the new package of legislation concerning planning system as linked to the programme budgeting. Having in mind that the decrees accompanying the Law on Planning System have not yet been adopted and that the revision of PB methodology for LSGs is being piloted in the scope of Exchange 5	As presented in the Exchange 5 Communication AP for year 2018 - timing for this event depends on the agreement with MFIN (Budget Department) and related plans on amendments of the Budget System Law and the PB methodology. It will also be organized in coordination with Public Policy Secretariat concerning the related package

	promotional materials		Programme, this conference shall take place in 2019 to promote all the related developments in this respect	of legislation on planning system in Serbia.
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3. CONCLUSIONS AND RECOMMENDATIONS

The projected objectives of the Exchange 5 CAP (Communication action plan) for year 2018 have been achieved in the reporting period largely related to Programme Component 2 while in the case of Component 1 they are mostly being postponed for the year 2019 given the somewhat extended process related to Programme grant scheme. Nevertheless, throughout year 2018 the content of the Programme and the availability of EU support thereof, has been regularly promoted in several occasions with the relevant LSG public (three SCTM Networks' meetings and one SCTM Committee). Apart from addressing the LSG audience, with these events the national policy owners have been firmly enrolled in the dialogue with towns and municipalities (notably MFIN Property and Budget Departments, PPS, Republic Geodetic Authority). This pace will be reinforced as well as the Programme visibility at the occasions of major visibility events (such as signing and kick-off events for Component 1 grant scheme and MSPs on property management). It can be reasonably expected that as the Programme implementation progresses as well as the individual support per selected LSGs, these individual stories will be echoed also in local media and importance of the Programme further promoted. In this respect, specific visibility guidelines with these LSGs will be shared as the part of GS implementation manual, to enable them to meet EU communication and transparency requirements as per the latest issue of these documents from year 2018.

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