



Centre for research and Policy Making

19.07.2015

**Report: Promotional and awareness raising campaign for the project:
“Exchange of EU best practices in monitoring anticorruption measures
at local level”**

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The project is financed by the European Union



The project is implemented by the Center
for Research and Policy Making

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1. Background

The Centar for Research and Policy Making in the period between December 2014 and June 2015 has been implementing the project “Exchange of EU best practices in monitoring anticorruption measures at local level”, financed by the European Union.

The overall objective of the action is to foster anticorruption and good governance practices at local level that will enable sustainable environment for social, economic and environmental development.

Hence, increasing the capacities for anticorruption monitoring at local level among the citizens and the civil sector in particular is envisioned to be one of the main preconditions for achieving the general objective.

The activities are inspired from the Croatian experience in strengthening civil society to be active watchdog of the transparency and accountability principles of the local government and the notion that active and aware citizens are the basis for transparent and corruption-free government. For this purpose, the project consortium consists of 8 CSOs, each working in and representing one of the regions in the country. In addition, it includes other relevant stakeholders, such as the Unit of Local Self-governments and the national anticorruption bodies, which are of crucial importance when it comes to implementing more efficient transparency and accountability policies in the country.

Primarily, in order to raise the level of awareness and specific knowledge of the civil sector and the local and national stakeholders, the initial project activity would be a study visit in Croatia (NGO GONG) where representatives of watchdog organizations, the Unit of Local Self-governments and the national anticorruption bodies are going to be acquainted with the methodology for monitoring anticorruption practices and the methodology for development of the Local Transparency and Accountability Study LOTOS). In addition, each local watchdog organization is going to undergo a custom-developed training on anticorruption monitoring by the lead organization accompanied with a continuous mentoring support throughout their research and monitoring activities. Finally, a regional conference (for 100 participants) is going to be organized

as a finale of the capacity building activities, encompassing the experiences of several EU countries in the anticorruption monitoring on local level.

In addition to the capacity building component, the project has an analytical component whose aim is to leave behind an analytical document (Local Transparency and Accountability Study –LOTOS) on the transparency and accountability policies of 43 pilot-municipalities. The LOTOS report was printed in 500 copies, promoted and disseminated among stakeholders, as an advocacy tool with at least 10 specific recommendations for more efficient anticorruption policies.

Throughout the project life, continuous awareness raising and visibility activities was implemented for the aim of enhancing the awareness of the general public on the importance of transparency and accountability monitoring of the local government and specific methods which citizens could employ. For this purpose, an awareness raising campaign has been developed, accompanied with a separate dissemination plan for each of the eight regions. Additionally, close cooperation with the media was established from the beginning of the project, in order to enable presence of the project message among citizens (through face-to-face, outdoor advertising); activities and results in printed media, electronic media and social media.

2. Awareness raising campaign

According to the application, the component 3 of the project - awareness raising campaign included the following set of activities:

Activity 3.1: Development of campaign design

During this phase the lead partner will develop a TOR for a company that will produce the awareness raising campaign design. The campaign should be well anchored in the other relevant activities going on in the country such as the Zero tolerance for corruption, the Open government initiative and etc.

Activity 3.2. Development of campaign materials

The campaign materials should be simple and have multiple messages: (i) one message should be as clearly and unequivocally rooted in the demands for municipalities free of corruption; (ii) others should be responding to opportunities (educational, awareness raising and informational on project results).

In addition to the more expensive campaign materials: bags, tablet stickers, pens, billboards and etc. the team will explore the opportunity to implement activities that will be members mobilizing such as:

- Radio shows;

- TV talk show debates;
- Op-eds/ articles in newspapers;
- Rallies, etc.

The project coordinator will make sure that the sequencing of awareness raising events create regional dynamics in discussion and gather monitoring data as well as produce analysis on the scope of the outreach and short-term impact the campaign will have.

Activity 3.3. Dissemination of awareness raising campaign materials

The awareness raising set of activities that are localized, translated in local language(s) and relevant and useful for their local contexts are going to be disseminated in each of the participating regions.

Activity 3.4. Visibility actions

The visibility actions will include three types of interventions that aim to provide access of local and international audiences to project activities and results:

- Web uploads
- Press conference
- Project brochure

Expected results - Raised awareness on anticorruption monitoring on local level

Outputs:

- 1 awareness raising campaign design
- 8 awareness raising dissemination plans
- 1 awareness raising implementation report
- Number of awareness raising materials
- 4 op-eds
- 3 talk show discussions
- 1 radio show
- 36 web uploads
- 2 press conferences
- Project brochure

3. Target audience

The main targeted audience is:

- the citizens from the 43 LOTOS municipalities and
- local administration in the 43 LOTOS municipalities

Moreover, the awareness raising set of activities are aslo to target the general population in the country (from all 81 municipalities), since the good practices that

were set out on the basis of the research and analysis could also be applied in other municipalities.

The 43 LOTOS municipalities are as follows:

Figure 1 List of Municipalities - LOTOS Project



Project: Exchange of EU best practices for monitoring anticorruption on local level

List of Municipalities

Skopje planned region

City of Skopje
Municipality of Center
Municipality of Karposh
Municipality of Kisela Voda
Municipality of Chair
Municipality of Saraj
Municipality of Shuto Orizari
Municipality of Aerodrom
Municipality of Zelenikovo
Municipality of Studenichani
Municipality of Chucher Sandevo
Municipality of Ilinden

Polog planned region

Municipality of Tetovo
Municipality of Gostivar
Municipality of Brvenica
Municipality of Vrapchisthe
Municipality of Bogovinje

Vardar Planned Region

Municipality of Veles
Municipality of Negotino
Municipality of Gradsko
Municipality of Chachka
Municipality of Lozovo

Southwest planned region

Municipality of Struga
Municipality of Ohrid

Municipality of Kichevo
Municipality of Vevchani
Municipality of Centar Zhupa

Pelagonia Planned Region

Municipality of Bitola
Municipality of Demir Hisar
Municipality of Dolneni
Municipality of Krushevo

Southeast Planned Region

Municipality of Strumica
Municipality of Novo Selo
Municipality of Radovish
Municipality of Bogdanci

East Planned Region

Municipality of Zrnovci
Municipality of Shtip
Municipality of Sveti Nikole
Municipality of Karbinici

Northeast Planned Region

Municipality of Kumanovo
Municipality of Kriva Palanka
Municipality of Lipkovo
Municipality of Staro Nagarchane

4. Procurement procedure and selection of contractor

The total budget envisaged for the action – awareness raising campaign was 17 000 EUR, out of which 2000 EUR for campaign design, 12 500 EUR for campaign materials and 2 500 EUR for dissemination of materials

As the EU rules stipulate, Competitive negotiated procedure was conducted for selection of a best bidder.

The specific activities that were requested from the invited companies included:

Activity 1. Design, production and printing of materials for the awareness raising campaign within the frames of the project “Exchange of EU best practices for monitoring anticorruption on local level”-

- 1 campaign design, campaign materials [(300 ceramic mugs 350 ml; 300 shopping eco-bags (textile); 300 branded USB memory sticks 4GB; 300 fridge magnets; 1000 branded CRPM folders (paper); 300 folder stickers with project logo; 300 bookmarkers with project logo; 300 silicone stickers (for laptops, phones etc.) with project logo; 1000 branded pens (CRPM logo + project logo + EU logo); 1000 branded spiral notebooks (project logo, EU logo and CRPM logo) / 60 sheets 18x14cm /; 300 branded plastic magnifiers (project logo + EU logo + CRPM logo; 60 posters and 16 billboards with project logo + CRPM + EU logo and messages relevant to the project outputs; 2 radio jingles and 6 info graphics of project research data]. Please find specification below
- media placement of products (in print media – insertion of project recommendations in Saturday issue of a daily national newspaper, radio time buy on national broadcasters of produced radio advertisements; and social media – Facebook advertisement buy in of research results through info graphics). Please find specification below

Activity 2. Design of a communication strategy with clearly indicated target groups, channels of dissemination and means for dissemination of the promotional materials which include face-to-face, outdoor advertising, print, electronic media and social media; The communication strategy will be tailor made for each of the eight administrative regions and will propose specific approach for each of the targeted municipalities (43 in total see list in annex 1).

Activity 3. Dissemination of campaign materials based on developed dissemination strategy by the contractor with clearly indicated target groups, channels of

dissemination and means for dissemination of the promotional materials which include face-to face, outdoor advertising, print, electronic media – web sites and social media.

For this purpose, an invitation to tender was sent to the following companies

	Name of the tenderer	Address:	Tel. Fax	E-mail
1.	BATO & DIVAJN Graphic Center	Boris Trajkovski 314, 1000 Skopje	+389 2 2785900	dzakovski@batodivajn.com
2.	SPRINT Studio	Mile Pop Jordanov0 54a, 1000 Skopje	+389 2 6090036	info@sprintstudio.com
3.	Print House EVROPA '92	Kuzman Josifovski – Pitu 24/1/5	+389 2 2461 820	evropask@t-home.mk
4.	CITY Print	Ul. 852 No.2, 1000 Skopje	+389 2 2550 215	Contact@cityprint.mk
5.	Akzent Media	ul. Zeleznicka br. 36/17	+389 2 31 34 471	office@akzentmedia.com.mk
6.	Longurov Graphic Center	Str. Goce Delcev, 2000 Shtip	+389 32 385 350	contact@longurov.com.mk

As successful bidder was selected Print House EVROPA '92, and subsequently a contract was signed on 18.11.2014.

5. Promotional materials and awareness raising campaign

1. Campaign design

The design process of the campaign was conducted in consultation between the contractor (Print House EVROPA 92) and the contracting authority (Center for Research and Policy Making) through exchange of ideas, experiences from other similar projects, delivering draft-designs which were jointly looked through. In the draft version of the design was used clear and easy to understand font and logo of the project which was used on all promotional materials. The aim was creating a design which will be perceptible, easy to remember and understandable for the target groups.

2. Mugs



Ceramic mugs of 350 ml. printed with the colors and the logo of the LOTOS project, the logo of CRPM and EU. The mugs are temperature and water resistant (washable in dishwasher), with three different messages to target groups (citizens in the municipalities)

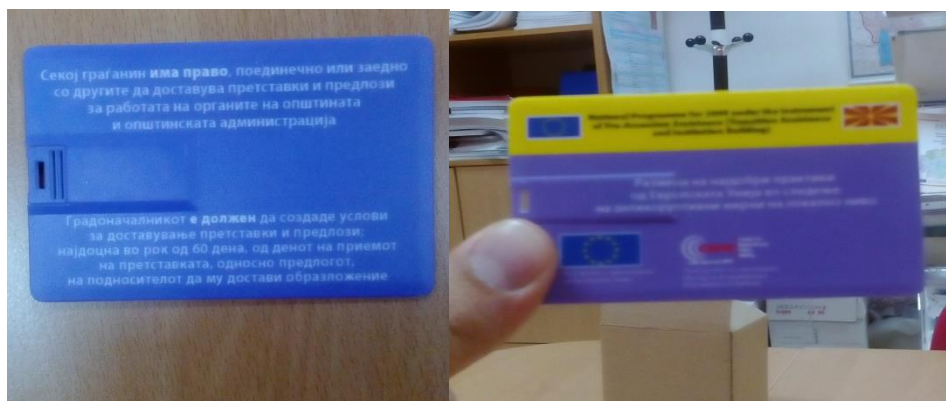
3. Branded Eco Bags

Textile eco-bag with dimension 40x36 cm, washable in washing machine on recommended temperature of 30°C, printed in the colors of the LOTOS project, the logo of the CRPM and EU with three different messages.



4. Branded USB sticks

Branded USB sticks printed with the logo of CRPM and the European Union, with 4 GB memory.



5. Branded Fridge Magnets

Digitally printed fridge magnets, containing project logo, the logo of the European Union



6. Bookmarkers

Dimension of the bookmarkers 20x5.5 cm, printed on kunstdruk paper (300 gr/m2), printed with the logo of CRPM, the European Union

7. Silicone stickers

Silicone stickers for mobile phones, laptops, computers etc. Printed in color with dimensions 3.5x2 cm, with



8. Branded notebooks

Branded notebooks with spiral, in format 18x1 cm, 50 sheets, printed in color (front page and sheets) with the logo of CRPM, EU



9. Branded Magnifiers

Plastic magnifiers, printed in color with the CRPM logo and the logo of the European Union.



10. Project posters

Printed in dimension 60x100cm, on kunstdruk paper 115 gr/m2, two types x 30.
Printed in color with the logo of CRPM and the European Union.



ДО: ЕВРОПА 92
 ДАТА: 04.06.2015.
 ПРЕДМЕТ: ТЕРМИН ПЛАН бр. 66/2015



Период: 08.06.-20.06.2015.
 Реклама: 30 сек.

	јун.15													вкупно	
период	8	9	10	11	12	13	14	15	16	17	18	19	20		
термини	По	Вт	Ср	Че	Пе	Са	Не	По	Вт	Ср	Че	Пе	Са	емит.	сек.
7:20	1	1	1	1	1			1	1	1	1	1		10	300
7:45							1							1	30
8:20	1	1	1	1	1	1			1		1		1	9	270
8:45														0	0
9:20	1		1		1	1		1		1		1		7	210
9:45							1							1	30
10:20		1		1		1			1		1		1	6	180
10:45														0	0
11:20	1		1		1			1		1		1		6	180
11:45							1							1	30
12:20		1		1		1			1		1		1	6	180
12:45														0	0
13:20	1		1		1			1		1		1		6	180
13:45							1							1	30
14:20		1		1		1			1		1		1	6	180
14:45														0	0
15:20	1		1		1			1		1		1		6	180
15:45							1							1	30
16:20		1		1		1			1		1		1	6	180
16:45							1							1	30
17:20	1	1	1	1	1	1		1	1	1	1	1	1	12	360
17:45							1							1	30
18:20	1		1		1			1		1		1		6	180
18:45		1		1		1	1		1		1		1	7	210
вкупно	8	8	8	8	8	8	8	7	8	7	8	7	7	100	3000

маркетинг
 Евелина Данилоска

13. Info graphics





The above infographics were used as part of the FB and web campaign for awareness raising.

1. www.lotos.crpm.org.mk
2. <https://www.facebook.com/crpm.org.mk?ref=hl>

14. Branded folders

Branded folder with dimension 25x35 cm, printed on kunstdruk 350 gr/m2

15. Branded Pens



16. Web campaign

Placement of LOTOS web banner on commercial web pages redirecting visitor on the www.lotos.crpm.org.mk, which contains more detailed information about the project and the research.

The web banners were placed on the following web pages:

<http://aktuelno24.mk/category/zabava;>

<http://it.com.mk/>

<http://www.komarec.com.mk/>

<http://www.kurir.mk/>

<http://rsm.mk/web/>

<http://sport365.mk/>

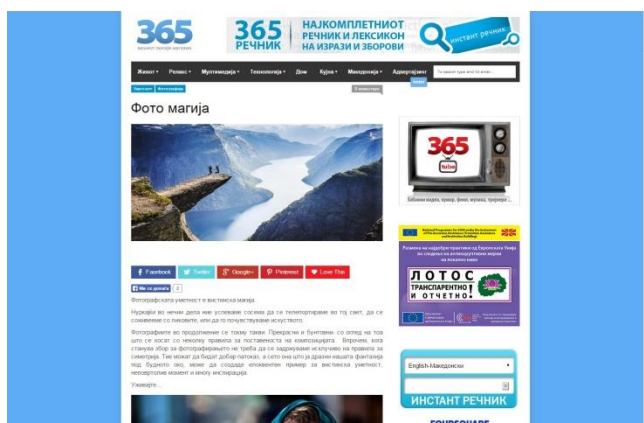
<http://www.mkd.mk/>

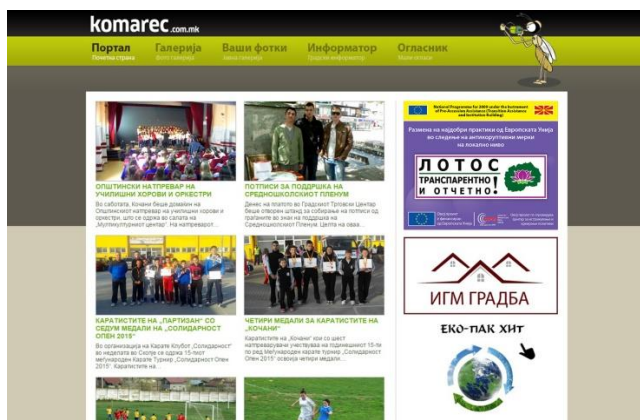
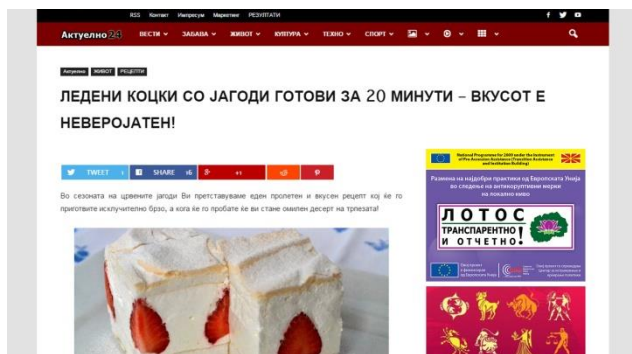
<http://zazabava.com/>

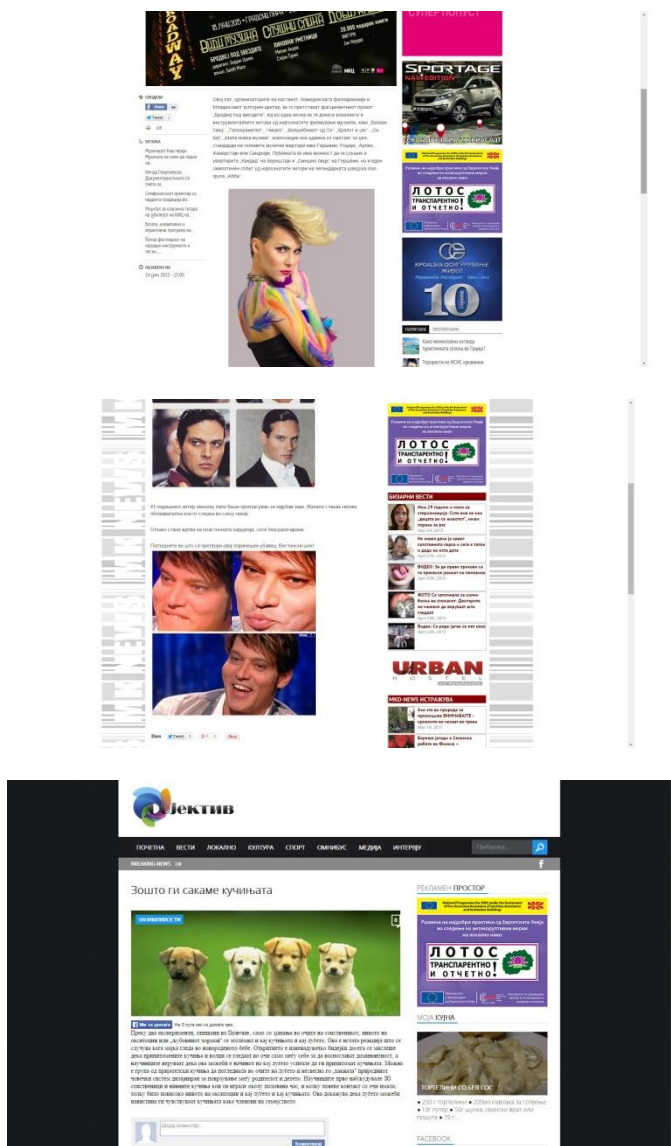
<http://mkd-news.com/>

<http://www.objektiv.mk/>

Estimated visits of the web pages is over 450 000.







17. Dissemination of promotional materials

Dissemination of promotional materials was done according to the dissemination plan that was proposed by the contractor EVOROPA 92, and approved by the Contracting Authority – Center for Research and Policy Making.

According to dissemination plan, in each of the 43 municipality were the LOTOS research activities took place, 6 packages of promotional materials were delivered.

The package contained:

- Branded eco-bag with LOTOS logo
- Mug
- USB memory stick
- Notebook

- Magnifier
- LOTOS publication
- LOTOS recommendations
- Fridge magnets
- LOTOS stickers

Out of 6 packages for each municipality, 3 were delivered to the local government, whilst the other 3 were delivered to the local civil society organizations.

Annex – Delivery lists



Delivery Lists - EVROPA 92.pdf

6. Visibility actions

- **4 op-eds**

<http://www.mkd.mk/makedonija/politika/kon-pogolema-transparentnost-na-nashite-opshtini>

<http://www.dnevnik.mk/default.asp?ItemID=5E52F3367CBD3C48BDAAA48384F08ED0>

<http://lider.mk/2015/04/28/istrazuvaje-devet-od-43/>

<http://www.eho-org.mk/index.php/mk/home-2/8-2012-04-11-07-26-13/220-2014-10-08-12-55-30>

<http://cedi.mk/%D0%BB%D0%BE%D1%82%D0%BE%D1%81-%D0%BC%D0%BA-2014-3/>

- **3 talk show discussions**

https://www.youtube.com/watch?v=-vK6qlBI_yE HDTV Mega (04.05.2015)

https://www.youtube.com/watch?v=OA-Xxb_phM TV Orbis Bitola (14.05.2015)

<http://iris.mk/index.php/vesti/lokalninvesti/10739-2014-08-20-17-40-01> TV Iris Shtip (20.08.2014)

- **1 radio show**

Radio Free Macedonia, Aleksandar Cekov presented the project in the radio show RING with Ivica Bocevski on 09.06.2015

<https://www.youtube.com/watch?v=pvOb1edQbw>

- **36 web uploads**

The web uploads are available on the following web pages:

http://www.crpm.org.mk/?page_id=13038

<http://www.lotos.crpm.org.mk>

- 2 press conferences

<http://www.crpm.org.mk/?p=12779> (15.04.2014)

<http://tvorbis.com.mk/?p=4785> (28.04.2015)

- Project brochure


Државна комисија за спречување корупција

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