

THE BALKANS WITH A NEW COMMUNICATION STRATEGY TOWARDS THE EU

ABOUT THE WESTERN BALKAN 6 ADVOCACY GROUP

The Western Balkan 6 Advocacy Group (**WB6 AG**) was established in Belgrade on September 29th and signed a memorandum of cooperation on 28th November 2016, in Brussels.

WB6 AG MEMBERS:

- Albania Institute for International Studies (AIIS) – *Albania*;
- Foreign Policy Initiative BH (FPI-BH) – *Bosnia and Herzegovina*;
- Kosovo Civil Society Foundation (KCSF) – *Kosovo*;
- European Policy Institute (EPI) – *Skopje – Macedonia*;
- European Movement in Montenegro (EMisM) – *Montenegro*;
- European Movement in Serbia (EMinS) – *Serbia*.

Four organizations from the Visegrad Group (V4) take part in the **WB6 AG** as peer organizations: Europeum Institute for European Policy from the Czech Republic, CEU – Center for European Neighbourhood Studies from Hungary, Centre for Eastern Studies from Poland and Slovak Foreign Policy Association from Slovakia. They assisted the development of the advocacy strategy.

THE AIM OF WB6 AG IS:

- Facilitation and acceleration of the **EU accession** of the region;
- Promotion of a **positive image** of the region;
- Prioritising the **EU enlargement** of the WB.

THE WB6 AG ACTIVITIES INCLUDE:

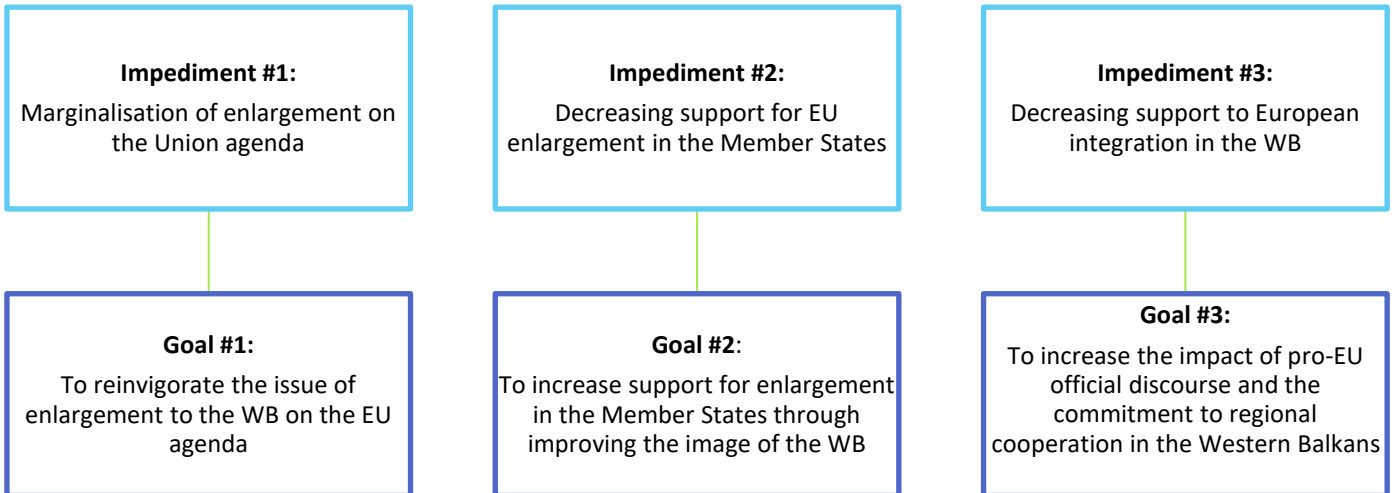
- Joint and **concerted advocacy**;
- Establishing **partnerships** and improving regional cooperation;
- Strengthening **expertise and resources** for successful advocacy.

The Western Balkan 6 Advocacy Group runs a web portal at the address: www.wb6.info.

ABOUT THE ADVOCACY STRATEGY

The Advocacy Strategy for the Western Balkans – Guidelines was developed by the four partner organizations (AiiS, EMinM, EMinS, FPI-BH), in cooperation with the peer partners from the Visegrad Group, which supported it with their crucial experience and expertise.

THE ELEMENTS OF THE REGIONAL ADVOCACY STRATEGY



TARGET GROUPS

- Target groups in the WB:
 - State institutions;
 - Civil society and think-tanks;
 - Educational institutions;
 - Business associations and chambers of commerce;
 - Media.
- Target groups in the EU and its Member States:
 - EU institutions and respective institutions of the Member States;
 - Think-tanks;
 - Reputable international and Brussels media.

ADVOCACY ACTIVITIES

- Advocacy products: articles, policy recommendations, informative bulletin studies, briefs, presentations.
- Advocacy channels: meetings, roundtables, conferences, media campaigns, keynote speeches, addresses, promotional events, roadshows.
- Umbrella messages and calls to actions towards target groups.

The promotion event is carried out with funding by the Regional Cooperation Council under implementation of RCC's South East Europe 2020 Strategy.