

2023
2024

Communication and Visibility
**Plan and
Guidelines**



Western Balkans
Investment Framework **WBIF**
BUILDING THE EUROPEAN FUTURE TOGETHER

BLENDING
PUBLIC
PRIVATE
GUARANTEES



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
Introduction

The Western Balkans Investment Framework (WBIF) is a joint financial platform that coordinates and harmonises investments for socio-economic development in the region.

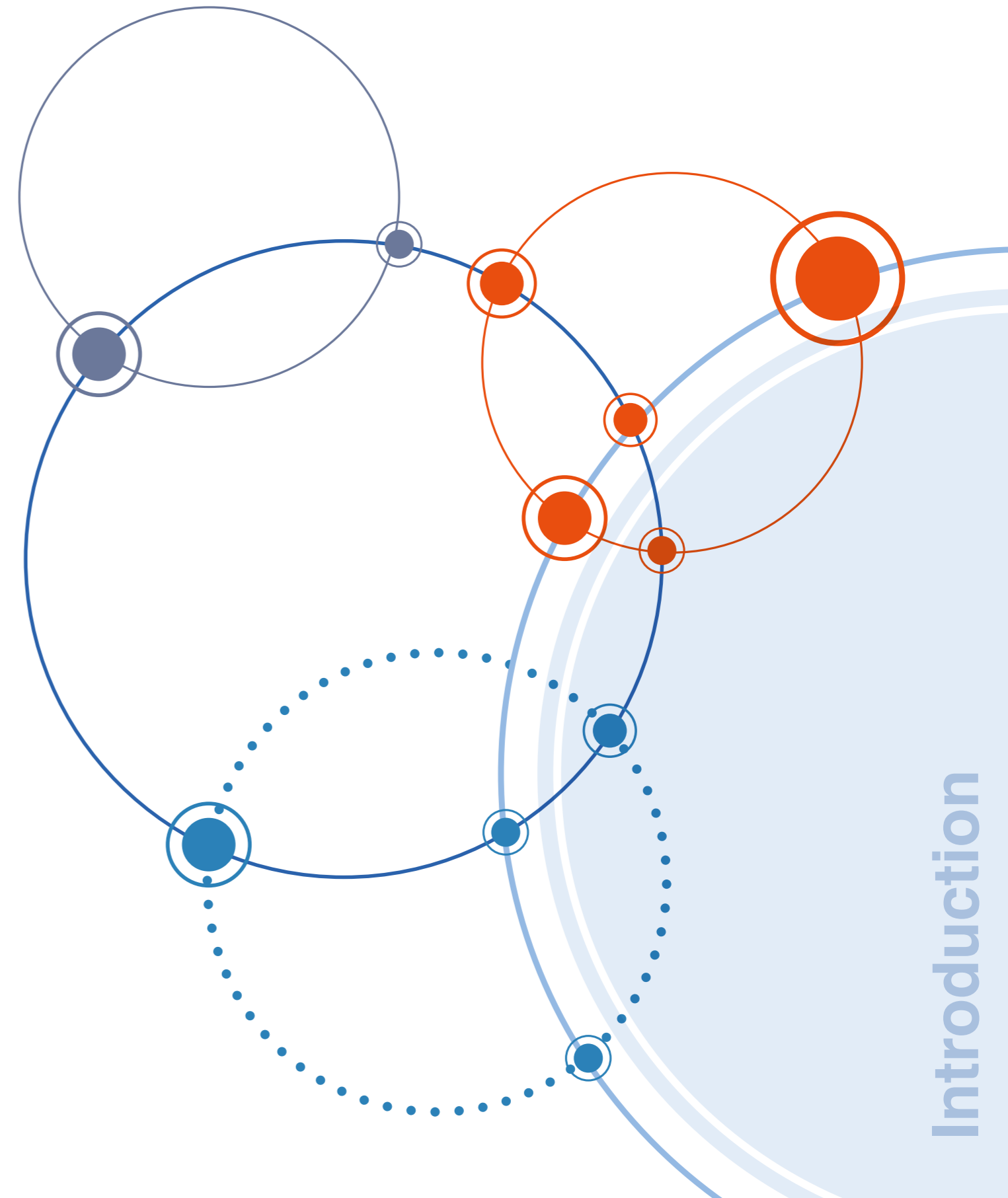
It is a joint initiative of the EU, financial organisations, bilateral donors and beneficiaries, in line with the Team Europe approach, contributing to the European perspective of the Western Balkans.

The importance of communication and visibility actions is outlined in the main WBIF governing documents – the Rules of Procedures and the General Conditions of the European Western Balkans Joint Fund. The WBIF Communication and Visibility Plan and Guidelines provides details on the awareness-raising and the promotional activities through a selection of communication tools, targeted at institutional partners, as well as the final beneficiaries in the Western Balkan region.

These Guidelines aim to assist key WBIF stakeholders with their implementation of communication and visibility actions in a coherent manner, by providing details on the WBIF visual identity and defining the principle means and tools to be used in promoting the WBIF to specific and/or general audiences. In addition, the Guidelines offer concrete guidance on how best to coordinate multi-stakeholder communication and visibility activities, with a focus on investment projects.

This update takes into consideration the revised European Commission communication and visibility rules, as outlined in the “Communicating and EU visibility: Guidance for External Actions” document (2022) . These revised guidelines apply to WBIF investments approved as per July 2022. The new approach to communication entails a shift away from partner-implemented communication activities on every project, to a more coordinated approach focusing on selected priorities. Partners should no longer include a specific budget and plan for communication as part of their project. Visibility of the EU funding has to be ensured - in particular when promoting and reporting on the actions and their results. 

The Guidelines are updated on an annual basis and shared amongst the WBIF Project Financiers' Group (PFG) Members, usually in the spring meeting. They present details on the WBIF visual identity requirements, main communication messages related to WBIF, an overview of planned events and activities, and examples of portfolio of tools available to the WBIF Members through the website. The Guidelines also highlights main results achieved from June 2022 to June 2023.





Social Media Campaign

50

posts prepared

- LinkedIn
- Twitter
- Facebook
- Instagram
- YouTube



Videos

11

produced



Success Stories

5



Publications

13

produced and updated



WBIF Website

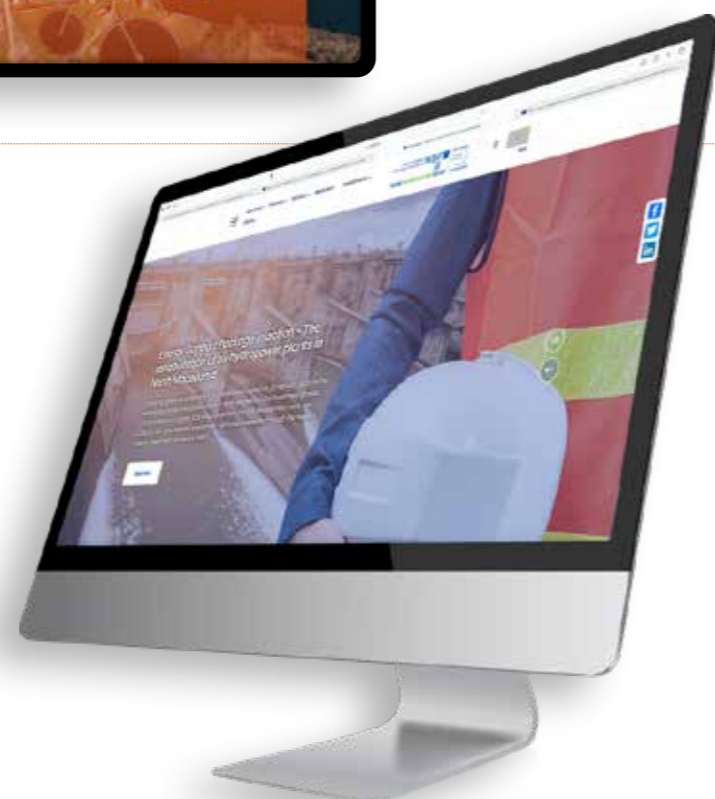
29,430

visitors

Newsflashes

45

published and distributed



Event highlights

March 2023
 EU invests €70 million in largest wastewater treatment plant in North Macedonia

January 2023
 EU supports the final section of the Trans-Balkan Electricity Corridor in Serbia



December 2022
 €1 billion Energy Support Package for the Western Balkans

July 2022
 Gradiška Bridge in BIH completed: EU contributed with €3.2 million in grants

WBIF Partners Channels

- EU Delegations
- EIB blog
- EBRD Articles
- Webalkans.eu

26-29 October 2022
 European Commission's President Ursula von der Leyen mission to the Western Balkans



2

WBIF Brand Identity

2.1. WBIF Logo



The WBIF has its own logo and slogan BUILDING THE EUROPEAN FUTURE TOGETHER, as follows.



On WBIF C&V material (video, factsheets, websites), the logo is accompanied by the EU flag on the left side.



Co-funded by the European Union



For visibility material of EU-funded investments (roll-up banners, display panels, plaques etc), the EU emblem and funding statement 'Co-funded by the European Union' must also be added. The EU emblem must be at least as prominently displayed as those of the other financial partners.

2.2. Visual Identity Color and Font Specifications

Font Helvetica Light	Font Helvetica Regular	Font Helvetica Bold
<p>Color CMYK Uncoated</p> <p>C 87 M 60 Y 0 K 0</p>	<p>Color CMYK Uncoated</p> <p>C 46 M 19 Y 0 K 0</p>	<p>Color CMYK Uncoated</p> <p>C 58 M 0 Y 84 K 0</p>
<p>PANTONE 3005 U</p>	<p>PANTONE 291 U</p>	<p>PANTONE 360 C</p>
<p>RGB</p> <p>R 38 G 105 B 179</p>	<p>RGB</p> <p>R 134 G 179 B 224</p>	<p>RGB</p> <p>R 116 G 193 B 95</p>



2.3. WBIF Collage

When a large visual element is required to represent the WBIF (e.g. powerpoint presentation, folder, dedicated web-page etc.), the photo-collage of the WBIF investment areas (formerly sectors) should be used.



2.4. WBIF Investment Priorities

The naming and symbols representing WBIF investment areas follow the approved design and narrative of the Economic and Investment Plan.



Sustainable Transport



Clean Energy



Environment & Climate



Digital Future



Private Sector



Human Capital

2.5. Partner Logos

When explaining what the WBIF is and how it operates, the following visual layout is usually used, in order to ensure the visibility of all key stakeholders.



Partner Financial Organisations



Donors



Western Balkan Partners



www.wbif.eu

webalkans.eu #TeamEurope



2.6. Disclaimers

For all EU-funded communications material produced, the following EC disclaimer should be used:

This publication/video/website* [delete as appropriate] has been produced with the assistance of the European Union. Its contents are the sole responsibility of the [Western Balkans Investment Framework/Lead IFI/Contractor, etc. as appropriate] and do not necessarily reflect the views of the European Union.



2.7. What is the Western Balkans Investment Framework?

Boilerplate

The Western Balkans Investment Framework (WBIF) is a joint financial platform that coordinates and harmonises investments for socio-economic development in the region. It is a joint initiative of the EU, financial organisations, bilateral donors and beneficiaries, in line with the Team Europe approach, contributing to the European perspective of the Western Balkans. With a grant volume of over €3 billion, the WBIF has leveraged up to €27.7 billion investments across the region since 2009.

Extended version

The WBIF is the main vehicle for implementation of the EU's ambitious Economic and Investment Plan for the Western Balkans. It particularly supports investments that enhance sustainable transport, clean energy, environment and climate, digital future, human capital as well as small and medium enterprises in the private sector. Investments in the public and private sectors in the region are coupled with structural reforms that enable the twin green and digital transitions.

Partners

The Western Balkans Investment Framework (WBIF) was launched in December 2009 to enhance harmonisation and cooperation in investments for the socio-economic development of the region and contribute to the European perspective of the Western Balkans. It is a joint initiative of the European Commission, the Council of Europe Development Bank (CEB), the European Bank for Reconstruction and Development (EBRD), the European Investment Bank (EIB), bilateral donors and Western Balkan beneficiaries. The KfW Development Bank on behalf of the German Federal Government (KfW) and the World Bank Group (WBG) subsequently joined the platform. In December 2018, the Agence Française de Développement (AFD) became a participating organisation in the WBIF. Most recent partners include International Finance Corporation (IFC), the largest global development institution focused on the private sector in emerging markets, and the European Investment Fund (EIF), a specialist provider of risk finance to benefit small and medium-sized enterprises.

If bilateral donor-funded actions/investments are promoted, the following should be added:

Selected flagship investments are supported jointly by WBIF bilateral donors and the EU in line with the Team Europe approach. By the end of 2022, bilateral donor contributions reached €124.7 million, including €5.2 million transferred from the EBRD Western Balkan Fund at the inception of the WBIF. The largest individual cumulative pledges to date have been made by Sweden, Norway, Austria, Germany, and Italy.

EU context

Global Gateway is the EU's contribution to narrowing the global investment gap worldwide in support of sustainable development. With this strategy, the EU is stepping up its offer to its partners with major investments in infrastructure development around the world. Over the next seven years, the EU and its member states will mobilise up to €300 billion in public and private investments in the digital, climate and energy, transport, health, education and research sectors. The Global Gateway will deliver sustainable and high-quality projects, taking into account the needs of partner countries and ensuring lasting benefits for local communities.

The **'Team Europe'** approach combines resources from the EU, its Member States, and financial institutions, in particular the European Investment Bank and the European Bank for Reconstruction and Development. It promotes a coordinated, multilateral response to the coronavirus pandemic and its social and economic consequences.

What is the EIP?

The Economic and Investment Plan for the Western Balkans (EIP) aims to spur the long-term economic recovery of the region and foster regional economic integration. It identifies **10 flagship investments** to support a green and digital transition in the Western Balkans and bring the region closer to the EU Single Market.

Sustainable Transport

- Flagship 1:
Connecting East to West
- Flagship 2:
Connecting North to South
- Flagship 3:
Connecting the coastal regions

Clean Energy

- Flagship 4:
Renewable energy
- Flagship 5:
Transition from coal
- Flagship 6:
Renovation wave

Environment & Climate

- Flagship 7:
Waste and waste water management

Digital Future

- Flagship 8:
Digital infrastructure

Private Sector

- Flagship 9:
Investing in the competitiveness of the private sector

Human Capital

- Flagship 10:
Youth guarantee

The plan allocates a substantial financial package of up to €9 billion in EU grants, together with the Western Balkan Guarantee Facility potential to mobilise up to €20 billion, to help reduce the cost of financing for both public and private investments.

If a Flagship investment is promoted (newsflash, leaflet, press release), the dedicated banner and the reference to the Economic and Investment Plan should be added:

The WBIF investment [Name of investment] has been identified as one of the Flagship investments in [Name of the Flagship Investment] in the Economic and Investment Plan for the Western Balkans 2021-2027.

2.8. Principles

These principles reflect the revised 2022 guidelines on communication and visibility for External Actions. Most notably, close coordination between WBIF Secretariat (responsible for strategic communications), EU Delegation/ Offices and communication departments of Partners/IFIs on communication and visibility actions is required.

A. Communication and visibility actions are coordinated in advance

WBIF communication and visibility actions should be agreed with the EU Delegation/Office in the Western Balkans Beneficiary concerned, and planned on a yearly basis with all key stakeholders. This will allow for coordinated communications and joint actions to be organised well in advance, contingent on the status of the investment(s) concerned.

The WBIF Secretariat will prepare an annual Communication and Visibility Plan based on the feedback received from the IFIs on potential investment-level actions. Timely and regular updates to WBIF from partners on their planned communication and visibility actions are therefore essential for smooth coordination. Partners should be prepared to make available any photos, videos, communication material on investments upon request from EC/WBIF.

Any requests for communication support should be directed to WBIF Secretariat in DG NEAR.

The Plan will be circulated for comments to the WBIF PFG participants and endorsed for implementation after the WBIF PFG spring meeting.

The following principles will inform the preparation and implementation of the Plan as well as any other WBIF-related communication and visibility actions not foreseen in the Plan at a given moment in time:

B. Communication and visibility actions should match the size of the WBIF commitments (i.e. grants and loans) and / or the importance of the given investment as one of the Flagships, identified in the Economic and Investment Plan.

Regular contact between Lead IFIs with the EU Delegation/Office and the WBIF secretariat to understand the strategic communication priorities will help with prioritising actions.

C. Communication and visibility actions should reflect:

- **Status of the investment along the project cycle**

Communication and visibility efforts should increase as progress is made from identification towards feasibility/design, implementation and, finally, commissioning and operation.

- **Status of the WBIF investments in a given sector and/or Western Balkan Beneficiaries**

Communication and visibility actions, particularly in the case of projects that reach implementation/execution and commissioning (operation), should undertake to promote the overall results and benefits in a given sector and/or Western Balkan Beneficiaries, which have been made possible with WBIF support. Moreover, to the extent feasible, joint communication and visibility events should be organised for WBIF projects which pertain to the same sector, and which run in parallel (e.g. two road/railway sections under different projects/lead IFIs; water treatment systems in two different municipalities), and/or are multi-beneficiary (e.g. cross-border transport and/or electricity connections).

- **Project financing structure and the source of funding for the grants allocated to project preparation and/or implementation**

The WBIF pools together grant and loan resources as well as national contributions. In addition, investments get executed with financing that is external to the WBIF (e.g. bilateral contributions from various governments and/or

national IPA/EU contributions, outside the WBIF). Such a financing structure should be reflected in overall communication on a given investment, while making specific reference to the WBIF as a blending facility and that the investment is co-financed by the European Union.

- **End-beneficiaries' tangible benefits from the implemented WBIF-supported investments**

Communication & Visibility actions should reflect the testimonials from the end-beneficiaries on the tangible benefits of the WBIF investments for the local communities, households and individual citizens. These testimonials can be prepared in the form of written stories, short quotes, audio-video material, photographs and included in print, online communication and press releases.

- **Compliance of the WBIF investments with the beneficiaries' national reforms**

A broader context of the EU support to Western Balkans beneficiaries should be reflected at all times – how do WBIF investments comply with the national reforms, how the sustainability of the investment is achieved, what is the status of the investment one-year after the implementation etc.

D. Communication and visibility actions should reflect visibility requirements associated with the source of financing for the WBIF grants.

- EU requirements, as defined in the latest Communication and Visibility Requirements for EU External Actions, notably using the EU emblem and funding statement: https://ec.europa.eu/international-partnerships/communication-visibility-requirements_en
- In the case of investments benefiting from WBIF grants provided by the EU (through IPA) and implemented by the lead IFI's contractor(s) (e.g. Connectivity Investments) communication and visibility actions should accommodate specific EU requirements, as defined in the latest Communication and Visibility Requirements for EU External Actions, as well as reflect the lead IFI's framework agreements/arrangements with the European Commission.
- In the case of investments benefiting from Bilateral Donor contributions and particularly in the case of investment grants in the social and environment sector, communication and visibility actions should be undertaken with and seek to promote the contribution of the Bilateral Donors to the WBIF.

Any exceptions to the EU visibility requirements should be discussed and agreed with WBIF on a case-by-case basis, before the action is carried out.

E. Communication should be inclusive

Communication is a powerful tool for shaping attitudes, behaviour and perceptions. Words and images matter when it comes to shifting perceptions or perpetuating stereotypes. Care should be taken in all forms of communication to:

- use gender-inclusive or gender-neutral language
- use photos and images that show the diversity of the population
- show people of different genders in roles or functions of equal value
- choose an image that is free of preconceptions and stereotypes

3

WBIF Communication and Visibility Plan

3.1. Objectives

WBIF communication and visibility actions aim to:

Objective	Target Group	Content
Inform	WBIF Stakeholders	<ul style="list-style-type: none"> • Relevant policies and financing resources • Progress with the WBIF project portfolio
Raise Awareness	General public in the Western Balkan Beneficiaries and/or EU Member States and/or Bilateral Donors' home countries	<ul style="list-style-type: none"> • Results and benefits associated with EU and Bilateral Donors' contributions to the WBIF • Beneficiaries' testimonials • Success stories
Involve	End-Beneficiaries	<ul style="list-style-type: none"> • Potential results and benefits • Financing resources (EU/Bilateral Donor grants; IFI loans; Beneficiaries contributions)

3.2. Target Audiences

Key target groups have been identified, as audiences for WBIF messages.

1. Key WBIF Stakeholders, such as the European Commission, IFIs, Bilateral Donors, Western Balkans beneficiaries – NIPACs – National Innovation/Investment agencies
2. End beneficiaries, networks of relevant institutions and civil society organisations in Western Balkans beneficiaries
3. General public in Western Balkans Beneficiaries
4. General public in EU Member States/Bilateral Donor states



3.3. Key Messages

The Western Balkans Investment Framework (WBIF) is a unique innovative financing facility.

By blending grants from the European Union, bilateral donors and financial institutions, with loans and beneficiary contributions, the WBIF steers the strategic flagship investment projects in the areas of Sustainable Transport, Clean Energy, Environment & Climate; Digital Future and Human Capital. Investments in the public and private sectors in the region are coupled with structural reforms that enable the twin green and digital transition. More than 200 public sector projects supported with €3 billion grants awarded and an estimated €27.7 billion of investments (as of 2022).

Economic and Investment Plan aims to spur the economic recovery and accession process of the region.

The Economic and Investment Plan for the Western Balkans 2021-2027 (EIP) was adopted by the European Commission in October 2020, with up to €9 billion in grants and the Western Balkans Guarantee, expecting to trigger at least €20 billion in investments. This is equivalent to about one-third of the current GDP of the entire region. The EIP aims to spur long-term economic recovery, to foster the twin green and digital transition and to boost not only the region's economic development, resilience and competitiveness, but also its social cohesion.

The WBIF is the main vehicle for the implementation of the Economic and Investment Plan.

Due to its collaborative nature in line with the 'Team Europe' approach, the WBIF is the main vehicle for implementation of the EU's ambitious Economic and Investment Plan for the Western Balkans. In December 2022, the WBIF endorsed 40 flagship investments (€1.8 billion EU grants, €5.6 billion leverage investments) in key railway, road and waterway interconnections, renewable energy and transition from coal, waste water management, new healthcare facilities, as well as the roll-out of broadband infrastructure.

WBIF Flagship projects have a significant positive impact on people's lives.

Since its inception in 2009, the WBIF is bringing tangible benefits for people and businesses in the region. Thanks to these projects, people benefit from safer and shorter travel times, cleaner and more reliable water and wastewater services, better schools, healthcare and judiciary facilities, cleaner energy, and financial support mechanisms that foster sustainable growth. Every project supported by the WBIF brings the region closer to the European Union and contributes to the common regional market. The investments in the ten flagship projects, as defined by the Economic and Investment Plan, support the Western Balkans in building the European future together.

- See 2023 sector factsheets for flagship project examples here (<https://wbif.eu/library/sectors>)
- See 2023 beneficiary factsheets for country-specific examples here (<https://wbif.eu/library/beneficiaries>)



The WBIF supports investments in the competitiveness of the private sector.

The WBIF also supports private sector development - notably micro, small and medium enterprises – to become more competitive and integrate into global supply chains. Specific instruments for private sector include Regional Energy Efficiency Programme (REEP), European Fund for South-East Europe (EFSE), and Green for Growth Fund (GGF). Innovative funding options through guarantees and blending reduce the cost of financing for public and private investments as well as minimise risk for investors.

The WBIF helps the Western Balkans address the immediate consequences of the energy crisis and build resilience in the short to medium term.

The European Commission put forward an Energy Support Package of €1 billion for the Western Balkans. In terms of immediate measures, the European Commission provided €500 million in budget support to mitigate the impact of increased energy prices on SMEs and vulnerable households. With regard to short- and medium-term measures, the European Commission will provide a further €500 million via the WBIF to advance the energy transition and energy security of the region.

Target group	Objective	Message	Tool/channel	Lead	Support
Key WBIF Stakeholders	• Inform	WBIF: a unique blending facility	<ul style="list-style-type: none"> • Thematic publications • Human interest stories • Video/photo material • Project fiches 	WBIF Secretariat	<ul style="list-style-type: none"> • IFICO • IFIs • Relevant contractors (e.g. IPFs)
End beneficiaries	<ul style="list-style-type: none"> • Inform • Raise awareness 	Economic and Investment Plan aims to spur the economic recovery and accession process of the region. The WBIF is the main vehicle for the implementation of the Plan.	<ul style="list-style-type: none"> • Webinars and online communication • Project fiches • Thematic publications 	<ul style="list-style-type: none"> • Lead IFIs and their contractors (including IPFs) • NIPAC/Project Promoters 	<ul style="list-style-type: none"> • EC3 • WBIF Secretariat • EU Delegations
General public in WB	<ul style="list-style-type: none"> • Inform • Raise awareness • Involve 	WBIF Flagship projects have a significant positive impact on people's lives. The WBIF supports investments in the competitiveness and energy efficiency of the private sector.	<ul style="list-style-type: none"> • Flagship projects and milestone events • Human interest stories • Photo/video 	<ul style="list-style-type: none"> • EC • Lead IFIs and their contractors • NIPAC/Project Promoters 	<ul style="list-style-type: none"> • WBIF Secretariat/IFICO • EU Delegations
General public in EU MS/Bilateral donors	• Raise awareness	The Western Balkans Investment Framework (WBIF) is a unique blending facility. WBIF Flagship projects have a significant positive impact on people's lives.	<ul style="list-style-type: none"> • Human interest stories • Photo/video 	<ul style="list-style-type: none"> • Lead IFIs • EC • Bilateral Donors 	<ul style="list-style-type: none"> • WBIF Secretariat/IFICO • Relevant contractors • EU Members and Bilateral donors • Embassies

3.4. Communication Mix

The WBIF C&V actions are developed around the **three strategic pillars - Online, Events and Products** – always intertwined to convey messages to target groups in the most effective way. The pillars should be perceived in a strategic view, allowing the modular use of the diverse types of content - narrative, figures, photo/video, infographics. The actions are coordinated through all stages - identifying, drafting, coordinating, publishing, and distributing the information.

Online

An essential channel for reaching the geographically diverse area covered by the WBIF actions. The website and social media channels of WBIF and partners ensure a wide reach, easily accessible and up-to-date information and contacts. Regular news updates, newsletter mailing, and active presence on social media is key to reaching out to all audiences across the Western Balkans and beyond.

Events

Key to establishing trust between partners, for ensuring visibility and interaction in local languages, and for engaging the public in other channels of communication, eg signing up for newsletter or disseminating publications.

Products

Visually appealing and easy-to-understand, audio-visual and printed material showcase the tangible outcomes of WBIF investments with a human-centred approach.

3.5. Communication Focus Areas

Flagship investments

- Milestone events: signing ceremonies, ground-breaking actions, final linking of road interconnections/railway sections etc
- Progress of investments: move from design phase to implementation; assembly of key equipment
- Benefits for beneficiaries: WBIF and partners should focus on providing examples for three different levels of benefits:
 - How the investment fits into broader national or EU strategies, e.g. how the works on one section of railway ensures integration with the EU-wide transport corridor; how investing in solar power plants will ensure the green transition by reducing CO₂ emissions, create reskilling and employment opportunities and address issues of energy inequality.
 - The direct outcomes of the investment, e.g. number of jobs created, number of kms of rail rehabilitated, employees with increased capacity to manage investments
 - The benefits to the wider population, e.g. travel times between [place A] and [place B] reduced by XX minutes, improved water quality for [place C] and surrounding areas, XX thousands of population with access to better quality roads/motorways

Green and digital transition

Investments through the EIP are designed to accelerate the region's green and digital transition.

- The Economic and Investment Plan and the EU Green Deal set out significant investments under environment and climate, to upgrade infrastructure, introduce climate-smart technologies, modernise water and waste management and strengthen resilience to extreme conditions. Flagship projects include new waste water treatment plants in Podgorica and Skopje, or upgrading the water supply in Bosnia and Herzegovina.
- Rolling out broadband infrastructure through the Balkans Digital Highway and in rural areas of Serbia.
- Digitalising education by connecting schools and households to fibre networks in Serbia, or implementing smart ICT labs in schools across Albania, benefitting more than 198,000 students

Regional connectivity

The Western Balkans economies have set interconnectivity with the Trans-European Transport Network (EU TEN-T Core Network), implementation of EU technical standards and reforms, as well as the promotion of multimodal transport solutions as priorities for their transport sector.

- Corridor Vc is part of the indicative extension of the TEN-T Core Network to the Western Balkans and connects Bosnia and Herzegovina to Hungary, Croatia and the Adriatic Sea.
- The WBIF investments in improving inland waterways and ports on Danube and its tributary Sava, supports multimodal solutions to shift as much cargo as possible from road to maritime transport. These will boost business, make the air cleaner and roads safer.



Energy efficiency and renewables

Under the Economic and Investment Plan, the WBIF supports projects focusing on energy efficiency and renewable energy sources, low carbon transition, as well as performant electricity transmission lines and smart grids.

- Supporting the trans-Balkan power corridor connecting the transmission systems of Serbia, Montenegro and Bosnia and Herzegovina to those of Croatia, Hungary, Romania and Italy.
- Investing in solar energy in district heating in Kosovo*
- Supporting the renovation of existing buildings to reach near-zero energy use

Private sector support

In addition to direct grants, the EU is bringing in other sources of public and private finance to complement funding, mainly through guarantees and blending.

Blending uses public money (grants) to cover part of the costs of a development project to get it off the ground, with public and private investors financing the rest. Blending allows partners to get the most out of their grant resources and enhance their overall development impact. WBIF supports blending operations in both the public and private sector.

Guarantees share the risk of associated with investing and lending, to encourage private investors and development banks to finance entrepreneurs or investments. In case something goes wrong, the EU will pay part of it. The Western Balkans Guarantee Facility, launched in 2020, is expected to mobilise investments of up to €20 billion in the next decade. It is financed through the European Fund for Sustainable Development Plus (EFSD+) and the External Action Guarantee.



European Investment Fund (EIF)



The European Investment Fund (EIF) supports Europe's small and medium-sized businesses (SMEs) by helping them to access finance through innovative products addressed to our partners (banks, guarantee, leasing and microfinance institutions, private equity and venture capital funds, among others).

Regional Energy Efficiency Programme in the Western Balkans (REEP)



The Regional Energy Efficiency Programme in the Western Balkans (REEP) aims to create a sustainable energy efficiency market in the region. The programme provides a combination of financial instruments for private sector and individual households, technical assistance and policy dialogue support for public institutions to overcome market obstacles and stimulate long-term market growth. The REEP is implemented by the European Bank for Reconstruction and Development (EBRD) and the German Development Bank (KfW) with the support of the EU and other bilateral donors. To date, REEP has provided more than €300m in credit lines and €150m in direct lending for 1,000 SMEs, more than 12,700 households and 290 public buildings. This has contributed to almost 1 million MWh/yr in energy savings.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

Green for Growth Fund (GGF)



The Green for Growth Fund (GGF) is a specialised investment fund that mitigates climate change and promotes sustainable economic growth, primarily by investing in measures that reduce energy consumption, resource use and CO₂ emissions. It leverages risk capital provided by public institutions with additional private capital to substantially increase investment volumes. Financing is channelled to businesses and households for energy efficiency or renewable energy projects through local financial institutions, and directly to eligible companies or projects. A dedicated Technical Assistance Facility provides know-how and technical expertise to ensure that these investments are successfully implemented to a high international standard.

European Fund for Southeast Europe (EFSE)



EFSE is an EU-supported public-private impact fund that aims to foster economic development and prosperity in Southeast Europe and the Eastern Neighbourhood Region by investing in the success of micro and small enterprises as well as improving living conditions for private households. EFSE also provides technical support to individuals and institutions, building capacities and sustainable entrepreneurial ecosystems. The initiator and the leading investor of this Fund is the German Development Bank (KfW).

Technical assistance

WBIF provides support for preparing and implementing sound investment projects, such as cost-benefit analyses, environmental and social impact assessments, comprehensive risks assessments and project management.

- Smart and sustainable mobility in Western Balkans technical assistance project develops strategic documentation needed for the deployment of smart and sustainable mobility in the Western Balkans and provide a detailed roadmap for the decarbonisation and digitalisation of the transport sector.
- Flood protection measures in Republika Srpska and Bosnia and Herzegovina to support the preparation of 14 tender documents for works and services to ensure effective and rapid preparation of eight flood protection investment projects.
- Increase transport efficiency and improve traffic safety on Corridor Vc through technical assistance to develop a detailed design for motorway alignment, including tunnels and bridges.



3.6. Monitoring and Measuring

The WBIF communication and visibility activities will be reviewed on an annual basis, with the following indicators:

Indicator	Source of Verification	Reporting Period
Better knowledge of WBIF operations & performance with main stakeholders	Annual feedback (questionnaire)	Annually
Regular use of www.wbif.eu by principle stakeholders (i.e. less than 50% of new visitors who never return to the site)	Website analytics report	Annually
Interest in WBIF operations grows on a yearly basis	<ul style="list-style-type: none"> • Website analytics report • Feedback on WBIF Annual Reports 	Annually
Improved visibility for the WBIF with end-beneficiaries and wider audience in beneficiary countries and in the EU and/or Bilateral Donor countries	<ul style="list-style-type: none"> • Website analytics report • Number of C&V events • Number of success stories, news flashes, published • Number of video clips, publications and reach • Number of projects (photos, audio / video) on website • Publications on website (other institutions) • Download of documents 	Annually

4

Overview of Actions

Based on discussions with the IFIs, NIPACs, and EU Delegations/Office in the region, the following projects have been selected for communication and visibility actions. Additional activities (to those detailed below) may be carried out, given timely coordination with the EUD/EUO, BDs, IFIs, and beneficiary institutions, as appropriate, is ensured by the party having the lead role on a given project/portfolio. Dates are tentative and subject to change, depending on project progress.

4.1. Actions Q2/2023

Milestone WBIF Events

Beneficiary	Project	Flagship	IFI	Type of event	Date
BIH	Mediterranean Road Corridor Vc: Medakovo – Ozimice Motorway Section	F2 - Connecting North to South	EIB	Start of works	Q2
BIH	Water Supply Investments on the Right Side of the River Vrbas and Water Loss Reduction in the Municipality of Jajce	F7 - Waste and waste water management	EIB	Completion of works	Q2
BIH	Regional Sanitary Landfill for Zivinice, Banovici and Kladanj: Supervision of Works	F7 - Waste and waste water management	EBRD	Completion of works	Q2
MKD	Supply and Installation of 10 MW Solar PV Plant Oslomej 1	F4 - Renewable energy	EBRD	Start of works	Q2
MKD	Construction of Physical Education Facilities in Primary Schools and Rehabilitation of Primary and Secondary Schools Phases 1 & 2	F6 - Renovation wave	CEB	Start of works	Q2
MNE	Podgorica Wastewater Treatment Plant and Sewerage	F7 - Waste and waste water management	KfW	Start of works	Q2
SRB	Rhine-Danube Corridor: Removal of Sunken Vessels from the Danube, Prahovo Secto	F1 - Connecting East to West	EIB	Start of works	Q2
SRB	Orient/East Med Corridor: Serbia - Bulgaria X Rail Interconnection, Sicevo - Stanicenje - Dimitrovgrad Section	F1 - Connecting East to West	EIB	Start of works	Q2
SRB	Kostolac Wind Farm	F4 - Renewable energy	KfW	Start of works	Q2

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C&V Activities: Press release, Newsflash, Project fiche, Video/photo support, Construction board



WBIF Related events/activities

Beneficiary	Activity	Content	Partners	Date
BIH	Photo exhibition in Sarajevo (REEP)	Kindergartens EE refurbished (before/after)	EBRD	16 May 2023
SRB	Opportunity week 2023	Private sector support promotion (presentations, publications)	EU Delegation Serbia	15-20 May 2023
Regional	Connectivity Summit	Connectivity agenda projects promo (factsheets, video/photo)	Transport Community Secretariat	15 May 2023

C&V Activities: Press release, Newsflash, Project fiche, Video/infographics

Publications

Type	Content	Communication actions	Date
Annual Report 2022	<ul style="list-style-type: none"> WBIF overview Energy support package Endorsed flagships 	<ul style="list-style-type: none"> Print/digital versions 	June 2023
Corridor factsheets	<ul style="list-style-type: none"> TRA/ENE corridors - main info 	<ul style="list-style-type: none"> Social media promotion 	May 2023

Online

Type	Content	Communication actions	Date
WBIF Website	<ul style="list-style-type: none"> Regular updates 	<ul style="list-style-type: none"> Photo galleries updates 	May 2023
Social media	<ul style="list-style-type: none"> Update SM 	<ul style="list-style-type: none"> Link @eu_near Linktree Factsheets promo 	May 2023

Videos

Type	Content	Communication actions	Date
Sector /Beneficiary Videos	• Highlights per sector/beneficiary	• Promo on social media	May 2023
WBIF Highlights 2023	• Flagship highlights 2022/2023	• Screening at high-level events • Promo online	June 2023

Stories

Type	Content	Communication actions	Date
Regional Energy Efficiency Programme	Refurbished kindergartens BIH	• webalkans.eu	May 2023
Social housing BIH	Tuzla, Kladanj - before/after	• Online promo • Social media • webalkans.eu	June 2023

4.2. Actions Q3/2023

Milestone WBIF Events

Beneficiary	Project	Flagship	IFI	Type of event	Date
SRB	Orient/East-Med Road Corridor: Niš (Merošina) – Plocnik (Beloljin) section	F1 - Connecting East to West	EIB	Completion of works	Q3

C&V Activities: Press release, Newsflash, Project fiche, Video/photo support, Construction board

WBIF Related events/activities

Beneficiary	Activity	Content	Partners	Date
Regional	B2B Event; SME financial instruments	Social media promo	EIF; Chambers of commerce	September 2023
Regional	Berlin Process Summit, Tirana	WB6 high-level event Short video, Factsheets TBD	EC	16..October 2023
Regional	REEP High-level event	EE projects in the region	EBRD; KfW	23-28. October 2023

C&V Activities: Press release, Newsflash, Project fiche, Video/infographics

Publications

Type	Content	Communication actions	Date
WBIF Sector/Beneficiary Factsheets	• Sector/beneficiary updates	• Social media • High-level events	September 2023
REEP Factsheet	• REEP Highlights (EBRD, KfW)	• Social media • REEP events	September 2023

Online

Type	Content	Communication actions	Date
WBIF Website	• Regular updates	• Sector/beneficiaries updates	September 2023
Social media	• Update SM	• Factsheets promo	September 2023
WBIF Q Newsletter	• Quarterly overview	• Social media promo	September 2023

Videos

Type	Content	Communication actions	Date
WBIF Animated infographic	• Overview of WBIF results	• Social media promo	October 2023

Stories

Type	Content	Communication actions	Date
SME Success stories	• Best of SMEs by beneficiary	• Success stories online	October 2023

4.3. Actions Q4/2023

Milestone WBIF Events

Beneficiary	Project	Flagship	IFI	Type of event	Date
ALB	Student dormitories refurbishment	F4 - Renewable energy	REEP KfW	Completion of works	Q4
BIH	Gradačac Water Supply Project	F7 - Waste and waste water management	EBRD	Completion of works	Q4
BIH	Mediterranean Road Corridor (Corridor Vc): Počitelj - Zvirovići section	F2 - Connecting North to South	EIB	Completion of works	Q4
BIH	Reconstruction and Modernisation of the River Port of Brčko Phase 1	F1 - Connecting East to West	EBRD	Completion of works	Q4
MKD	North Macedonia – Greece Gas Interconnector	F5 - Transition from coal	EIB	Start of works	Q4
MKD	Wind power plant: Bogdanci – Phase II	F4 - Renewable energy	KfW	Start of works	Q4
MKD	Hydro power plant: Rehabilitation of 6 large plants (phase 3)	F4 - Renewable energy	KfW	Start of works	Q4
MKD	Waste Water Treatment Plan Skopje	F7 - Waste and waste water management	EIB	Start of works	Q4
MKD	Orient/East-Med Corridor: Highway section Kriva Palanka – Deve Bair Section (BGR border)	F1 - Connecting East to West	EBRD	Completion of works	Q4
MKD	Orient/East-Med Road Corridor: North Macedonia – Albania Road Interconnection, Bukojcani – Kicevo section	F2 - Connecting North to South	EBRD	Start of works	Q4
MNE	Water supply & sanitation: Boka Bay	F7 - Waste and waste water management	KfW	Start of works	Q4
MNE	Orient/East-Med Railway Corridor: Bar – Vrbnica section: 3 steel bridges, track Lutovo - Bratonožići - Bioce section, workshops in Podgorica, Bar and Niksic	F2 - Connecting North to South	EIB	Start of works	Q4
MNE	Orient/East-Med Railway Corridor: Bar - Vrbnica section: 6 slopes, signalling Podgorica station, 24 concrete bridges, 8 tunnels	F2 - Connecting North to South	EIB	Completion of works	Q4

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Milestone WBIF Events

Beneficiary	Project	Flagship	IFI	Type of event	Date
BIH	Mediterranean Road Corridor (Corridor Vc): Mostar South – Kvanj tunnel section	F2 - Connecting North to South	EBRD	Start of works	Q4 2023
MNE	Orient/East-Med Railway Corridor: Bar - Vrbnica section: 10 steel bridges and 8 tunnels	F2 - Connecting North to South	EIB	Start of works	Q4 2023
SRB	Rural Broadband Rollout Phase 2	F8 - Digital infrastructure	EBRD	Start of works	Q4 2023
SRB	University Children's Hospital Tiršova 2 in Belgrade	F6 - Renovation wave	CEB	Start of works	Q4 2023
SRB	Orient/East-Med Railway Corridor (X): Belgrade - Niš Railway Line, Stalać – Đunis Section	F1 - Connecting East to West	EIB	Start of works	Q4 2023
SRB	Orient/East-Med Railway Corridor (Xc): Niš - Dimitrovgrad Railway Line, Niš Bypass	F1 - Connecting East to West	EIB	Start of works	Q4 2023
SRB	Serbia (Nis) - Bulgaria Gas Interconnector	F5 - Transition from coal	Nat IPA	Completion of works	Q4 2023

C&V Activities: Press release, Newsflash, Project fiche, Video/photo support, Construction board

WBIF Related events/activities

Beneficiary	Activity	Content	Partners	Date
Regional	WBIF Webinars	• Webinars for private sector (EE credit lines for households, financing opportunities for SMEs etc.)	EUDELs, IFIs, EIF, GEFF	Q4

C&V Activities: Press release, Newsflash, Project fiche, Video/infographics

Publications

Type	Content	Communication actions	Date
WBIF Corridors factsheet	• TRA/ENE highlights	• Additional corridors covered • Content updates	Q4

Online

Type	Content	Communication actions	Date
Q Newsletter	• Christmas newsletter	• Social media promo	December 2023
WBIF Website	• Regular updates	• Sector/beneficiaries updates	December 2023
Social media	• Update SM	• Regular campaigns	December 2023

Videos

Type	Content	Communication actions	Date
WBIF 2022	• WBIF 2023 highlights	• Social media • Events	December 2023

Stories

Type	Content	Communication actions	Date
WBIF Corridors	• Story on TRA/ENE corridors	• Social media • Website • Promoted via webalkans.eu	December 2023

4.4. Actions Q1/2024

Milestone WBIF Events

Beneficiary	Project	Flagship	IFI	Type of event	Date
KOS*	Orient/East-Med Corridor: Railway line Fushë Kosovë/Kosovo Polje - Mitrovicë/Mitrovica (Phase 2)	F2 - Connecting North to South	EBRD	Completion of works	Q1
KOS*	Wastewater Treatment Plant and Sewerage Network Extension and Rehabilitation in Gjilan	F7 - Waste and waste water management	EBRD	Start of works	Q1
MKD	Orient/East-Med Corridor: North Macedonia – Kosovo Road Interconnection, Blace – Skopje (Stenkovec Interchange) section	F2 - Connecting North to South	EBRD	Start of works	Q1
MKD	Orient/East-Med Railway Corridor: Kriva Palanka - Deve Bair (BGR border) section and electrification of the Kumanovo - Deve Bair section	F1 - Connecting East to West	EIB	Start of works	Q1
MKD	Solid Waste Management: Pelagonija, Southwest and Polog regions (Tranche 1)	F7 - Waste and waste water management	EBRD	Start of works	Q1
SRB	Orient/East-Med Railway Corridor (X): SRB - BGR Interconnection, Sičevo - Stanicenje - Dimitrovgrad section	F1 - Connecting East to West	EIB	Start of works	Q1
SRB	Electricity Transmission: Trans-Balkan Corridor (III): Obrenovac – Bajina Bašta section	F5 - Transition from coal	KfW	Start of works	Q1

C&V Activities: Press release, Newsflash, Project fiche, Video/photo support, Construction board

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4.5. Actions Q2/2024

Milestone WBIF Events

Beneficiary	Project	Flagship	IFI	Type of event	Date
ALB	Mediterranean Road Corridor (Blue Highway): Tirana Bypass	F3 - Connecting the coastal regions	EBRD	Start of works	Q2
ALB	Smart Labs - Network of ICT Laboratories for the Pre-university Education System	F8 - Digital infrastructure	CEB	Start of civil works	Q2
ALB	Vau i Dejës Floating Solar Photovoltaic Power Plant	F4 - Renewable energy	EBRD	Start of works	Q2
BIH	Mediterranean Road Corridor (Corridor Vc): Prenj tunnel	F2 - Connecting North to South	EBRD	Start of works	Q2
BIH	Rhine-Danube Corridor: Demining Sava River Right Ban	F1 - Connecting East to West	WB	Start of demining works	Q2
KOS*	Orient/East-Med Corridor: Railway line Fushë Kosovë/Kosovo Polje - Mitrovicë/Mitrovica (Phase 1)	F2 - Connecting North to South	EBRD	Completion of works	Q2
MKD	Solar power plant: Oslomej 2 and Bitola	F4 - Renewable energy	EBRD	Start of works	Q2

C&V Activities: Press release, Newsflash, Project fiche, Video/photo support, Construction board

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Overview of Actions

5

Examples of Tools

The following section introduces examples of tools used so far with regard to WBIF projects. Editable files can be requested from IFICO. As indicated in the title of this section, these are not mandatory for use. The minimum visibility requirements have been outlined in Section 2 above on Visual Identity.

5.1. Organisation of Events / Site Visits



Energy Support Package in action - The rehabilitation of six hydropower plants in North Macedonia
February 2023



EU supports the final section of the Trans-Balkan Electricity Corridor in Serbia
January 2022



The "Hope" railway between North Macedonia and Bulgaria will be completed with the EU support
November 2022



European Commission's President Ursula von der Leyen announced unrivalled EU support for the Western Balkans
October 2022



Gradiška Bridge completed: EU contributed with €3.2 million in grants
August 2022



5.2. Online Communication and Visibility

The collage illustrates various digital communication tools used for WBIF projects:

- Website:** A desktop monitor displaying the WBIF website (www.wbif.eu) with a headline: "EU supports the final section of the Trans-Balkan Electricity Corridor in Serbia".
- Newsletter:** A tablet displaying a newsletter titled "HAPPY CHRISTMAS" with a headline: "€1 billion Energy Support Package for the Western Balkans".
- Social media:** A smartphone displaying a Facebook post from "WBIF - Western Balkans Investment Framework" with the text: "With an estimated investment of €145m, through the SMEs Go Green Programme, the European Union Energy Support Package will help the Competitiveness...".
- Tweet:** A tweet from theWBIF stating: "The Western Balkans Investment... Improved access to climate finance, including #renergyclean and #cleaneconomy production in the Western Balkans region, will be financed with an estimated investment of €200m from the @EU_Commission Energy Support Package."

Examples of Tools

5.3. Publications

WBIF Facts & Figures
 2020 - 2021
217 WBIF milestones
987 km Sustainable transport
166 km² Clean energy
2.1 m Digital future
6,504 Private sector
96,600 Human capital

Key Achievements 2021

The Bilateral Donor Community
 WBIF Bilateral Donors
124.7 m Bilateral Donors contribution 2020-2022
18 Bilateral Donors
60 m Bilateral Donors contribution to WBIF projects 2020-2022
450 m Bilateral Donors contribution to WBIF projects 2020-2022

Flagship investments Factsheets

Railway Corridor X in Serbia
 General Rehabilitation of Rail Route 10, Phase 2: Fushë Kosovë/Kosovo Polje – Mitrovicë/Mitrovica Section
3.5 m WBIF project
872 km Total length
534 km WBIF project length

Trans-Balkan Electricity Corridor in Serbia
372 m WBIF project
206 m WBIF project
145 m WBIF project
33 m WBIF project
22 m WBIF project

OrientEast-Med Corridor NIS – Mersdare – Pristina E80/R7 Motorway – Peace Highway
945.3 m WBIF project
100 km WBIF project
200 km WBIF project
100 km WBIF project
100 km WBIF project

Energy support package for the Western Balkans
500 m WBIF project
395 m WBIF project
3 WBIF projects

Energy support package for the Western Balkans
389 m WBIF project
5.6 WBIF projects

Flagship 2 - Connecting North to South General Rehabilitation of Rail Route 10, Phase 2: Fushë Kosovë/Kosovo Polje – Mitrovicë/Mitrovica Section
68.4 m WBIF project
26.9 m WBIF project
100 km WBIF project

Road bypass for the city of Vlora in Albania
56.16 m WBIF project
18 m WBIF project
20.16 m WBIF project
18 m WBIF project

Sector factsheets

Digital future
640 m WBIF project
20 m WBIF project
2.2 m WBIF project

Beneficiary factsheets

Economic and Investment Plan for the Western Balkans
165 m WBIF project
145.1 m WBIF project
83.9 m WBIF project
107.8 m WBIF project

Corridor VIII in North Macedonia Railway section Beljakovce – Kriva Palanka
152 m WBIF project
15 m WBIF project
15 m WBIF project

Mediterranean Corridor: Vorë - Hani i Hotit Route 2 Railway Line
267 m WBIF project
107.9 m WBIF project
62.9 m WBIF project
3.3 m WBIF project

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5.4. Videos



Windpark Bogdanci, North Macedonia



Oslomej 1 Solar power plant, North Macedonia



Rhine-Danube Corridor: Removal of WWII ships from Danube



WBIF From Plan to Action



WBIF 33rd PFG Meeting - Private sector



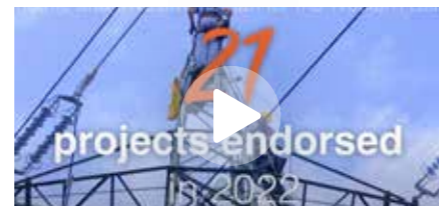
WBIF 33rd PFG Meeting - EIP ambition



WBIF 33rd PFG Meeting - EIP targets



WBIF 33rd PFG Meeting - Guarantees



WBIF 33rd PFG Meeting - Connectivity



WBIF 33rd PFG Meeting - ICT Hub site-visit



WBIF REEP KfW Ecoloans



Campus for the Electrical Engineering Faculty and Technical Faculties in Belgrade design



5.5. Feature Stories



euzatebe.rs



EIB blog



WeBalkans.eu



5.6. Photo Galleries wbif.eu





2023
2024

Communication and Visibility
**Plan and
Guidelines**



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European Commission

Directorate-General for European Neighbourhood Policy and Enlargement Negotiations
Directorate D Western Balkans, Unit D5: Western Balkans Regional Programmes, Economic Investment Plan
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