# Standard Summary Project Fiche – IPA centralised programmes

# Project number 11: Support to Civil Society

#### **1.** Basic information

1.1 CRIS Number:	2008/020-406
1.2 Title:	Support to Civil Society
<b>1.3 ELARG Statistical code:</b>	01.35
1.4 Location:	Serbia
Implementing arrangements:	
1.5 Contracting Authority:	EC Delegation to the Republic of Serbia
1.6 Implementing Agency:	EC Delegation to the Republic of Serbia

**1.7 Beneficiary** (including details of project manager):

Main beneficiaries of this project will be local Civil Society organisations. Indirect beneficiaries will be the citizens of Serbia.

#### **Financing**:

<b>1.8</b> Overall cost (VAT excluded) <sup>1</sup> :	2.770.000 EUR				
<b>1.9 EU contribution:</b>	2.500.000 EUR				
1.10 Final date for contracting:	3 years after signature of the Financing Agreement				
1.11 Final date for execution of contracts:	5 years after signature of the Financing Agreement				
1.12 Final date for disbursements:	6 years after the signature of the Financing Agreement				

# 2. Overall Objective and Project Purpose

# 2.1 Overall Objective

To support the civil society by:

(1) enhancing its participation in policy dialogue with the Serbian authorities, and

(2) enhancing the accession process through promotion and improvement of mutual knowledge and understanding of Serbia's EU integration process.

<sup>&</sup>lt;sup>1</sup> The total cost of the project should be net of VAT and/or other taxes. Should this not be the case, the amount of VAT and the reasons why it should be considered eligible should be clearly indicated (see Section 7.6)

# 2.2 Project purpose

In line with the objectives of the Commission's Civil Society Facility, the project will:

- Contribute to the professionalisation of civil society organisations with a view to build capacity to influence public policy in Serbia
- Support the participation of civil society organisations in the process of European integration through civil society dialogue between Serbia and the EU
- Ensure a better knowledge and understanding of the European Union, its policies and advantages of Serbia's accession process and sharing of best experiences of EU enlargement process

# 2.3 Link with AP/NPAA / EP/ SAA

The European Partnership emphasizes the need to "further encourage the development of civil society organisations financially and otherwise."

The preamble of the Stabilisation and Association Agreement states that: "Considering the commitment of the Parties to contribute by all means to the political, economic and institutional stabilisation in Serbia as well as in the region, through the development of civil society and democratisation,

# 2.4 Link with MIPD

The MIPD 2008-2010 for Serbia states that **Civil society** plays a major role in transition societies. Ensuring those groups' concerns are taken into account in the European development agenda and enhancing their policy dialogue with the administration and Serbia's institutions will be aspects mainstreamed within the assistance programmes. The justified balance will be kept between Western Balkans' regional activities for civil society and specific activities in Serbia along the IPA programmes.

The MIPD 2008-2010 for Serbia under IPA component I-Political criteria further states that "Civil society development will be given special attention for the promotion of dialogue through capacity-building and exchange projects; small grants will assist environment, anti-discrimination, gender equality, social inclusion, health, business advocacy, and consumer protection". It reiterates that the support to civil society, media and the respect of the rights of minorities (including anti-discrimination measures) further contributes to the fulfilment of the EU requirements for membership under this axis.

The MIPD envisages also "further support to the civil society in order to promote the creation of a genuine dialogue and partnership between the Serbian authorities and the Civil Society in the democratic stabilisation and the economic and social development of the country".

Finally, the MIPD refers to civil society facility under IPA to promote the development of civil society and dialogue.

# 2.5 Link with National Development Plan (where applicable)

N/A

# 2.6 Link with national/ sectoral investment plans(where applicable)

The Government of Serbia adopted in 2004 the communication strategy designed to bring the Stabilization and Association process (SAp) of Serbia closer to the citizens. The main strategic objective has been to "ensure that the citizens are familiar with the SAp, understand the overall aim of joining the European Union, have a balanced view of its consequences and possess sufficient reliable information to take up their role and responsibilities in the SAp. These efforts can bring success only if all parties take up their responsibility and cooperate with each other." By signing the Stabilisation and Association Agreement between Serbia and the European Union on 29 April 2008 the need of effective communication on these issues became even more important.

# **3.** Description of project

# 3.1 Background and justification

Bearing in mind the significance of building strong and sustainable consensus on European integration for the countries engaged in the process of integration, the European Commission decided to strengthen its support to civil society in these countries through the IPA. A fundamental prerequisite for this consensus to emerge is to increase knowledge on both EU and member states. The latest Progress Report for Serbia recognized that "mutual knowledge and understanding require further development of civil society and of dialogue between the citizens of EU Member States and the enlargement countries. Since 2005, the Commission has granted financial support to dialogue projects with and between the Western Balkan countries, as well as with Turkey. Support for civil society is a key tool to mutual understanding and to strengthening the fabric of democracy across society. The Commission will now take additional measures to promote civil society development and dialogue using the Instrument for Pre-Accession Assistance (IPA)".

In its Communication dated 29 June 2005 concerning Civil Society Dialogue between the EU and Candidate Countries, the Commission stated that "any future enlargement of the EU needs to be supported by a strong, deep and sustained dialogue between the societies of the candidate countries and in the EU member States, as well as with the EU institutions". In this context, it is noted that civil society should play the most important role to bridge the information gap, achieve better mutual knowledge and bring citizens and different cultures, political and economic systems closer together.

In this Communication the Commission is employing broad definition of civil society that includes: the labour-market actors, i.e. the social partners (trade unions and employers federations); organisations representing social and economic players at large (consumer organisations for instance,); non-governmental organisations (NGOs) and community-based organisations, i.e. organisations at grassroots level through which citizens participate in local and municipal life (e.g. youth or family associations); religious communities, cultural, artistic clubs and associations and media.

Recognizing the importance of social and in particular intercultural dialogue in multicultural Europe, the year 2008 was declared as the Year of Intercultural Dialogue in EU. This initiative should mobilise civil society and its various operators at European, national and local levels and involve, directly or indirectly, as many people as possible. The activities conducted in connection with the initiative will be aimed in particular at young people.

The European Commission's Communication of 5 March 2008 on "Western Balkans: enhancing the European perspective" stated that Civil society is an essential element of democratic public life. Its active involvement in the process of political, social and economic reform in the Western Balkans strengthens democracy and reconciliation. In order to better meet the needs of the region, support to civil society development and dialogue should be coordinated and streamlined by focussing on three areas of intervention, constituting a new civil society facility:

1. Support to local civic initiatives and capacity-building enforcing the role of civil society at national level;

2.Visitor programmes to EU institutions and bodies for exchanging experiences, know-how and good practices between Beneficiary countries and the EU civil society organisations, and particularly for groups with influence over decision-making and society, such as journalists, young politicians, trade union leaders, teachers etc;

3. Activities carried out in multilateral partnership between civil society organisations in the Beneficiary countries and the EU leading to a transfer of knowledge and networks, as well as transnational innovative projects.

# **3.2** Assessment of project impact, catalytic effect, sustainability and cross border impact (where applicable)

The project will contribute to broad civil society dialogue and cooperation between Serbia and EU at different levels - regions, municipalities and by using different types of actions so as to improve mutual knowledge and understanding. The project will encourage a discussion on perceptions regarding everyday culture and values expressed by the society and the State on both sides. The dialogue and cooperation will increase bilateral exchanges, thereby contributing to the increased participation of civil society in the political, cultural and economic development of Serbia. It will thus support the further development of a lively and vibrant civil society in Serbia, which is key tool to the consolidation of political criteria for accession.

The project will also complement on-going actions under the Cross Border Cooperation Programme which encourages joint actions between Serbian and neighbouring civil society actors. It will complement as well actions envisaged within Multibeneficiary IPA component (such as Social Inclusion and EU Programmes financed through Multibeneficiary IPA Erasmus Mundus, Tempus and Youth in Action and other

The project will help to bridge the information gap, achieve better mutual knowledge and bring citizens and different cultures, political and economic systems closer together, thus ensuring a stronger awareness of the opportunities as well as the challenges of future accessions. This project will encourage the opportunities of young people and youth organisations to develop transnational cooperation and exchanges. Finally this project will also contribute to underline the need for the Serbian Government to develop a strategy for cooperation with civil society.

# **3.3 Results and measurable indicators**

Results and measurable indicators in relation with activity 1

Expected results:

• Developed quality programme that will promote policy dialogue with Serbian authorities and intensify debates on Serbia's European Integration process

Indicators:

- The project management unit established and need analysis on priorities and target groups delivered
- General population and specific target groups aware of the project

Results and measurable indicators in relation with activity 2

Expected results:

- Improved capacity of civil society organizations in formulation public policy, policy analysis and advocacy
- Established new partnerships and networks between civil society organizations and EU member states

#### Indicators:

Call for proposal launched and about 10 project proposals approved under the grant scheme. The financed projects are implemented successfully and their individual results/outputs contribute to the achievement of the overall project objectives.

#### **3.4 Activities**

Activity 1

1.1 Selection of the implementing partner for the project

1.2 Carrying out an in depth analysis of situation in the respective area and identify priorities in consultative process with civil society organizations and respective governmental institutions by the contractor.

1.3 Organization of a wide information campaign about project purpose and its benefits.

Activity 2

2.1 Design and implementation of a grant scheme through launching call for proposals.

2.2 Assessment of grant proposals, on-going support to grant beneficiaries and monitoring of contracted projects

The core of this project is capacity building with the view to improve environment supportive towards civil society, strengthen capacity of CSOs, raise awareness on the role of civil society in political processes, facilitate networking and partnerships building between CSOs and to increase knowledge on EU integration, its policies and institutions. Promotion of EU values, standards and policies and the watch-dog function of civil society in monitoring the process of introducing EU values and standards should be important element of these activities. One of key elements of this project will be implementation of grants in partnership between civil society organisations, as well as cooperation with CSO from EU member states.

The project will be implemented through a Call for Proposals. The fund of EUR 2 million will be available to support civil society organisations. A co-financing of at least 10% (of the total grant projects' cost) should be provided by the grant recipients. Thus, this contribution from civil society organizations is calculated as the national co-financing for the Project.

A strong Implementing Partner should be selected for the management of the project through a service contract. The Implementing Partner would be responsible for:

- (1) Carrying out an in depth analysis of the situation of the respective area and identify priorities in consultative process with civil society organizations and respective governmental institutions;
- (2) Organise one Call for proposals, including wide information campaign before the call and administrative assistance to the Evaluation Committee.
- (3) TA to the grantees including training (project management and project implementation), daily assistance in implementing different project activities, monitoring and approving of all procurements, initial approval of final project reports.

The contractor will ensure that the process of identification and selection of projects for grant support should be transparent, accountable and reflect an objective assessment of needs of the target groups. The proposals should clearly contribute to the achievement of the programme objectives in the respective priority areas. Organization and proposal eligibility will be elaborated in the Guidelines for Applicants, which are to be prepared in observance of the rules set out in the PRAG.

#### **Contracting Arrangement:**

1 technical assistance and 1 call of proposals (grant scheme) are envisaged for implementation of this project.

#### **3.5** Conditionality and sequencing

Civil society organisations need to demonstrate their willingness to cooperate both amongst themselves and civil society organizations in the EU.

Call for proposal should encourage policy dialogue in Serbia and promotion of accession process and Serbia's comparative advantages in the EU member states

CSOs and professional institutions need to have capacity to produce quality project proposals and carry out granted joint projects.

In line with the objectives of the Civil Society Facility, the activities of the project will be planned and implemented in coherence with the technical assistance provided under the multi-beneficiary programme.

#### 3.6 Linked activities

CARDS 2006 maintains policy dialogue between the Government and civil society in Serbia through support to the Social Innovation Fund to further build up civil society – public partnership in the process of decentralization of the social protection services. Support will be provided through funding innovative joint projects of NGOs and Government in provision of new forms of social protection services at community level. In addition, this programme supports civil society organizations to advocate for better CSO enabling environment, and monitor Government policies in the area of poverty reduction.

In addition CARDS programme targeted support to civil society sector aimed at enhancing public participation in debate and raising awareness in Serbia on various aspects of European Integration. A sum of EURO 1, 6 million has been allocated for workshops, seminars and

other activities related to EU integration and regional cooperation, as well as for the support of the publication of supplements, brochures and other forms of information dissemination.

EIDHR 2007-2008 funds: EURO 1, 5 million are aimed at strengthening the role of civil society in promoting human rights and democratic reform, in supporting conflict prevention and in consolidating political participation and representation. The programme will be implemented through micro-projects.

IPA 2007- Strengthening Serbia-EU Civil Society Dialogue: €2,000,000. The project is aimed at strengthening cooperation between professional organisations in Serbia and the EU. It focuses on strengthening contacts and mutual exchange of experience between business community, professional organisations and social partners from both sides noting the role that social partnership can play in the process of informing national development planning

The purpose of IPA 2008 project proposal "Fostering social inclusion through strengthening institutions that provide community-based social protection services" is to reduce the number of children with disabilities placed into large-scale residential institutions in Serbia by supporting and strengthening local community-based services that foster employment of vulnerable categories of youth and women. One of the components of this project will be organized through competitive grants with total amount of EURO 3.5 million for municipalities clustered within regions in Serbia.

Civil Society Facility – Horizontal activities (Regional and Multibeneficiary level) will provide support to CSOs in the beneficiary countries and territories through three areas of intervention:

- Technical Assistance (TA) to support CSOs of the beneficiary countries and territories by increasing their capacity, improving their democratic role (e.g.: policy analysis and advocacy; monitoring of state performance; building social capital; mobilising various actors to participate more fully in politics and public affairs) and promoting networks of CSOs across regional borders. Launched by headquarters in Brussels, the organisation of the TA will take into account the existing national assistance framework. There will be a regional head office, placed in one beneficiary country, with national branches in each of the other beneficiary countries. The TA will be tailor made and based on the specific needs of CSOs in each beneficiary country in order to carry out relevant work and design a work plan adapted to the state of advancement of all CSOs;

- **People 2 People visit programmes** to stimulate civic participation in the region by offering individuals and CSOs the possibility of participating in short-term visits to EU institutions and organisations, becoming familiar with a number of key EU policies and legislation and creating the opportunity for CSOs to interact network and significantly influence public policy;

- **Partnership Actions** that will complement the activities already launched under the national civil society dialogue programmes aimed at partnerships between one or more organisations locally and organisations in EU, and will focus particularly on the following sector priorities: <u>Environmental Forum</u> to strengthen NGO/EC platform/system of information and discussion; <u>Environment, Energy Efficiency, Health and Safety at Work</u> to develop networks and partnerships in the region and at the EU; encourage intervention and transparency of public administrations; and foster public awareness on good practices and legal measures; and <u>Fight Against Corruption</u>, Organised Crime and Trafficking to enhance transparency and public access to self-information, citizen awareness and participation, promote the rule of law;

campaign for a greater accountability of public administrations; create structure for constant monitoring of implementation of reform; and develop CSOs networks.

The total budget of this programme is EURO 13, 8 million.

### 3.7 Lessons learned

The serbian society still needs to build an efficient consensus on EU accession. In a situation where Serbian society still has diverse attitudes towards EU integration, it is important to try to improve knowledge and skills concerning the European integration primarily by increasing exchange and partnership with EU counterparts, concerning challenges of future enlargement.

Non-governmental organisations in certain segments contribute to the mobilisation of public awareness, especially in cases when political parties fail to tackle the issues of social importance within the Parliament and other decision-making institutions. A positive example for cooperation between non-governmental sector and legislative authority is the initiation and the manner of drafting of the Resolution on European Union Association adopted on 13 October 2005 in the National Parliament.

The project will give priority to organisations/associations and activities that can provide continuation of established links and networks (permanent association instead of citizen's groups, lasting cooperation instead of onetime events).

This project will favour types of actions that can provide continuity of established activities or maintenance of links and networks established among civil society organizations. With the view to ensure that this initiative would reach out to all regions and would include as many civil society actors as possible, joint project proposal by group of CSOs will be encouraged.

The public in Serbia is still unaware of certain EU standards in a range of fields, advantages and obligations of integration, decision making processes in the EU, funding opportunities, etc. Although great attention has been paid to the conditions and criteria for EU membership, the majority of citizens, have limited or no understanding of the importance and impact these have on their everyday lives.

The latest polls about European orientation of the citizens of Serbia, conducted during 2007 by an independent research agency for the Serbian European Integration Office, showed that just 30% of the population consider themselves informed about integration of Serbia with EU while 39% believes that they are not well informed on EU integration process. However, the figure of 49.1% of the public believing that the main factor obstructing that integration is a policy of constant conditions of the EU towards Serbia actually shows widespread misunderstanding amongst the general public of EU requirements and standards. Therefore, the overall development of Serbian society towards the promotion of civil society issues is of particular importance. The public in Serbia needs to be informed about European values and standards in a wide range of fields covered by the civil sector. In addition, the watch-dog function of civil society in monitoring the process of introducing EU values and standards (public hearings, governmental-nongovernmental dialogue should be encouraged.

# 4. Indicative Budget (amounts in EUR)

				SOURCES OF FUNDING								
			TOTAL EXP.RE	IPA COMMUNITY CONTRIBUTION NATIONAL CONTRIBUTION							PRIVATE CONTRIBUTION	
ACTIVITIES	IB (1)	INV (1)	EUR (a)=(b)+(c)+(d)	EUR (b)	%(2)	Total EUR (c)=(x)+(y)+(z)	% (2)	Central EUR (x)	Regional/ Local EUR (y)	IFIs EUR (z)	EUR (d)	% (2)
Activity 1												
contract 1.1	х	-	500,000	500,000	100							_
Activity 2												
contract 2.1	х	-	2,000,000	2,000,000	100							-
contract 3.1	х		270,000			270,000	100		270,000			
τοτα	l IB		2,770,000	2,500,000	<b>500,000</b> 90 270,000 10 270,000							
ΤΟΤΑΙ	_ INV											
TOTAL P	ROJEC	т	2,770,000	2,500,000	90	270,000	10		270,000			

#### NOTE: DO NOT MIX IB AND INV IN THE SAME ACTIVITY ROW. USE SEPARATE ROW

Amounts net of VAT

(1) In the Activity row use "X" to identify whether IB or INV

(2) Expressed in % of the **Total** Expenditure (column (a))

Contracts	Start of Tendering	Signature of contract	Project Completion
Contract 1.1	T+1Q	T+4Q	T+12Q
Contract 2.1	T+4Q	T+6Q	T+12Q

# 5. Indicative Implementation Schedule (periods broken down per quarter)

All projects should in principle be ready for tendering in the  $1^{ST}$  Quarter following the signature of the FA

# 6. Cross cutting issues (where applicable)

# 6.1 Equal Opportunity

This project will contribute to the objectives of strengthening the position and participation of women in all aspects of Serbian society, as well as to promote women's rights and equal opportunities. Particular consideration will have to be given to women's representation in the labour market, their representation in political decision making, whether on national level or on regional and local level. Project is encouraging gender equality and the equal opportunity dimension in all activities covered by these funds.

# 6.2 Environment

Implementation of the project will allow the civil society organizations to strengthen their ability to formulate plans for the reduction of pollution and to enforce existing and future environmental legislation, thereby protecting the health of current and future generations. The project will contribute to municipalities playing a full role in the implementation of national environmental strategies.

# 6.3 Minorities

This project will support regular cultural events such as exhibitions, festivals, conferences, exchanges of experiences in order to spread knowledge of minority culture. Minorities are encouraged to participate in order to highlight the inclusive nature of the European integration process. Finally, the contractor will actively encourage minority civil society organizations to access the EU networks and partners and inform them about Serbia's accession perspective.

# ANNEXES

- 1- Log frame in Standard Format
- 2- Amounts contracted and Disbursed per Quarter over the full duration of Programme
- 3- Description of Institutional Framework
- 4 Reference to laws, regulations and strategic documents:
- 5- Details per EU funded contract (\*) where applicable:

# ANNEX 1: Logical framework matrix in standard format

LOGFRAME PLANNING MATRIX FOR Project Fiche	Support to Civil Society	
		Disbursement period expires 6 years after the signature of the Financing Agreement
	Total budget : 2,77 million	IPA budget: 2,5 million

Overall objective	Objectively verifiable indicators	Sources of Verification	
To support the civil society by: 1) enhancing its participation in policy dialogue with the Serbian authorities, and	Partnerships between local and EU civil society organisations established and developed	SAP, Council of Europe, OSCE reports	
(2) enhancing the accession process through promotion and improvement of mutual knowledge and understanding of the Serbia's EU integration process			
Project purpose	Objectively verifiable indicators	Sources of Verification	Assumptions
In line with the objectives of the Commission's Civil Society Facility, the project will:	Increased civil society participation in Government policy development	Beneficiaries 'progress reports	Political and social stability Civil society organisations are willing to cooperate both amongst
Contribute to the professionalisation of civil society organisations with a view to build capacity to influence public policy in Serbia		Reports from Monitoring unit	themselves and civil society organisations in the EU
Support the participation of civil society organizations in the process of European integration through civil society dialogue between Serbia and the EU	Increased cooperation between civil society sector in Serbia and EU	Steering Committee Meetings	
Ensure a better knowledge and understanding of the European Union, its polices and advantages of Serbia's accession process and sharing of best experiences of EU enlargement process	Improved knowledge and visibility of EU accession benefits		

Results	Objectively verifiable indicators	Sources of Verification	Assumptions		
Developed quality programme that will promote policy dialogue with Serbian authorities and intensify debates on Serbia's European Integration process	The project management unit established and need analysis on priorities and target groups delivered	Beneficiaries' progress reports	CSOs interested and have capacity in carrying out joint projects Adequate EU institutions willing to participate in the joint projects with local civil society organisations		
	General population and specific target groups	Reports from Monitoring unit			
Improved capacity of civil society organizations in formulation of public policy, policy analysis and advocacy Established new partnerships and networks between civil society organizations and EU member states	Call for proposal launched and about 10 project proposals approved under the grant scheme. The financed projects are implemented successfully and their individual results/outputs contribute to the attainment of the overall project objectives	Steering Committee Meetings			
Activities	Means	Costs	Assumptions		
<ul> <li>1.1 Selection of the implementing partner for the project</li> <li>1.2 Carrying out an in depth analysis of situation in the respective area and identify priorities in consultative process with civil society organizations and respective governmental institutions by the contractor</li> <li>1.3 Organization of a wide information campaign about project purpose and its benefits</li> <li>2.1 Design and implementation of a grant scheme through launching call for proposals</li> <li>2.2 Assessment of grant proposals, on-going support to grant beneficiaries and monitoring of granted projects</li> </ul>	Fund for civil society organisations (Call for proposal) and TA for the management of the Fund	2,5 million 0.27 mil. EUR national co-financing - 10% (of the total grant projects' cost)	Sufficient capacity in civil society organisation to produce quality project proposals		

Contracted	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Total
Contract 1.1				500.000									500.000
Contract 1.2						2,000.000							2,000.000
Cumulated				500.000		2,500.000							2,500.000
Disbursed													
Contract 1.1				100.000		100.000		100.000		100.000		100.000	500.000
Contract 1.2						1,600.000						400.000	2,000.000
Cumulated				100.000		1,800.000		1,900.000		2,000.000		2,500.000	2,500.000

ANNEX II: amounts (in €) Contracted and disbursed by quarter for the project

#### ANNEX III

#### **Description of Institutional Framework**

There is no ministry in the Serbian government specifically dealing with civil society organisations and issues per se. Professional organisations that will be targeted by this programme belong to a wide variety of sectors, therefore it is not feasible to identify only one counterpart on the Government side.

#### ANNEX IV

#### **Reference list of relevant laws and regulations**

Key laws, regulations and strategic documents in the area of civil society and social dialogue:

- Constitution of the Republic of Serbia
- Law for the implementation of the Constitution of the Republic of Serbia
- National Strategy for Serbia and Montenegro's Accession to the European Union
- Action Plan for Implementation of European Partnership
- Poverty Reduction Strategy Paper
- Draft Law on Citizens' Associations

#### Reference to AP /NPAA / EP / SAA

European partnership calls for "further encourage the development of civil society organisations financially and otherwise."

#### Reference to MIPD

MIPD 2008-2010 for Serbia under IPA component I-Political criteria states that "Civil society development will be given special attention for the promotion of dialogue through capacity-building and exchange projects." It reiterates that the support to civil society, media and the respect of the rights of minorities (including antidiscrimination measures) further contributes to the fulfilment of the EU requirements for membership under this axis.

MIPD envisages also "further support to the civil society in order to promote the creation of a genuine dialogue and partnership between the Serbian authorities and the Civil Society in the democratic stabilisation and the economic and social development of the country".

#### Reference to National Development Plan

N/A

#### Reference to national / sectoral investment plans

The Government of Serbia adopted in 2004 the communication strategy designed to bring the Stabilization and Association process (SAp) of Serbia closer to the citizens. The main strategic objective has been to "ensure that the citizens are familiar with the SAp, understand the overall aim of joining the European Union, have a balanced view of its consequences and possess sufficient reliable information to take up their role and responsibilities in the SAp. These efforts can bring success only if all parties take up their responsibility and cooperate with each other." By initialling the Stabilization and Association Agreement between Serbia and the European Union in November 2007 the need of effective communication on these issues became even more important.

#### ANNEX V Details per EU funded contract (\*) where applicable:

The contractor (PIU), will be selected in accordance with the rules and procedures of the Practical Guide to Contract Procedures Financed by the General Budget of the EC in the Context of External Actions – "PRAG"

The contractor will be responsible to design and implement a grant scheme, including assessment of grant proposals, on-going support to grant beneficiaries and monitoring of granted projects.

All granted projects require a co-financing of at least 10% (of the total grant projects' cost) which will be provided by the grant recipients.

All contracts implementing the financing agreement must be awarded and implemented in accordance with the procedures and standard documents lay down and published by the Commission for the implementation of external operations, in force at the time of the launch of the procedure in question.