PROJECT FACTSHEET

Funded by the European Union

Regional strategic communication programme for the Western Balkans (WeBalkans)



Duration: 01.01.2024 - 31.12.2027

Countries:
Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia

EU contribution: € 5 196 778

Total budget: € 5 196 778

Implementer:
WeGlobal

Social media:
facebook.com/webalkans.eu, instagram.com/webalkans_eu/, https://x.com/WeBalkans, linkedin.com/company/webalkans/, flickr.com/photos/193092213@N08/

Website(s): webalkans.eu/en/

Project description:

The Regional Strategic Communication Programme for the Western Balkans is designed to help people better understand the EU's role in their region. It highlights how EU policies, investments, and values impact everyday life, from infrastructure projects to education and business opportunities.

The programme runs communication campaigns, works with local media, and engages young people through the Young European Ambassadors network. It also tackles disinformation and ensures accurate information about EU accession reaches the public.

Digital tools and opinion polls help shape effective messaging, while partnerships with influencers and journalists boost outreach. The goal is to make EU support more visible, encourage informed discussions, and build stronger connections between the Western Balkans and the EU.

Expected results:

• Increased public awareness of the EU’s role as the region’s main donor, investor, and partner.
• Stronger support for EU values and policies, with improved understanding of the benefits of EU accession.
• Greater engagement in public debate, especially among young people, through initiatives like the Young European Ambassadors network.
• More effective countering of disinformation, ensuring fact-based narratives reach the public.
• Stronger media partnerships, leading to wider coverage of EU-funded projects and initiatives.
• Improved public perception of the EU, with tangible stories showcasing its impact on daily life.
• Regular opinion polling, providing insights into public attitudes and informing communication strategies.
• More coordinated and strategic communication, with better tools for EU Delegations and DG NEAR.
• Expanded digital outreach, leveraging online platforms and social media for maximum impact.
• Closer EU-Western Balkans ties, reinforcing trust and engagement with the integration process.