

2022  
/2023



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 initiative of the EU, financial institutions, bilateral donors and beneficiaries, aimed at enhancing harmonisation and cooperation in investments for the socio-economic development of the region and contributing to the European perspective of the Western Balkans.

The WBIF operates according to specific Rules of Procedures and the General Conditions of the European Western Balkans Joint Fund. Both documents specify the need for Communication and Visibility actions with a view to ensuring adequate visibility for WBIF operations.

The WBIF Communication and Visibility Plan and Guidelines provide details on the awareness raising and the promotion of milestone WBIF activities through a selection of C&V tools, targeted at institutional partners, as well as the final beneficiaries in the Western Balkan region.

They aim to assist key WBIF stakeholders with the implementation of communication and visibility actions by providing details on WBIF visual identity and define 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.

The documents are produced on an annual basis and discussed amongst WBIF Project Financiers' Group (PFG) Members, usually in the spring meeting.

The actions for the period June 2022 to May 2023, proposed therein have been identified based on meetings and reports prepared by the IFIs as well as information received from the European Delegations, WBIF Country Managers and by the contractors involved in the implementation of WBIF projects (IPFs).

The WBIF C&V activities are reviewed on an annual basis, in terms of specific indicators. A brief report (maximum 5 pages) on the effectiveness of C&V activities in 2021-2022 will be prepared by IFICO/WBIF Secretariat. The Review of past activities will be added to the C&V Plan 2022-2023 and introduced to the WBIF Project Financiers' Group meeting participants in May 2022.

Due to the Covid-19 pandemics, all activities planned will be adjusted according to developments, i.e. dates are in general uncertain at this point and due to be reconfirmed.



## Communication and Visibility Highlights 2021

The Western Balkans Investment Framework (WBIF) is the main vehicle for the implementation of the Economic and Investment Plan (EIP) and therein identified Flagship projects. The EU investments in the public and private sectors through blending operations and guarantees - in partnership with International Financial Institutions and bilateral donors - prompt for more coordinated actions. With the view to reach out to citizens in the region on concrete projects that benefit them directly, the communication and visibility activities are of significant importance. 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 2021-2027.

To align the EU and its partners' C&V activities regarding the infrastructure investments in the Western Balkan region, the WBIF follows the specific UNIFORMED visual and narrative definitions, set in the Plan - e.g. naming and symbols of sectors (investment areas) and flagships. Even more emphasis was on the Team Europe approach - JOINT EFFORTS with IFIs, Member States and especially EU Delegations in the field of Flagship investment projects, Private sector support and additional financial instruments (REEP, EDIF, EFSE, GGF) and guarantees. The WBIF will continue to give voice to the beneficiaries, through the HUMAN INTEREST approach, focusing on the stories from the ground, how the people of the Western Balkans perceive and benefit from the EU efforts. Also to this end, a broader CONTEXT is provided, for a better understanding of the complexity of the cross-sectoral approach of the EU support.

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, distributing the information.

### Online

In 2021, the WBIF launched a new website with more emphasis on the Economic and Investment Plan, private sector, blending of investments and the EU financing instruments. The website is the focal point for the WBIF material that is additionally promoted through Newsflashes (cca 600 recipients). WBIF topics are regularly promoted via shared content on stakeholders online platforms and thematic webinars organised together with the EU Delegations. The WBIF social media channels are in works and will be operational in the coming reporting period.

### Events

The progress of the WBIF flagship projects is closely monitored and regularly shared with WBIF stakeholders - EUDELs, IFIs and beneficiaries – to coordinate the preparation of visibility events. Events are organised for milestones such as start/completion of works and grant agreements for investment projects as well as kick-off/completion of technical assistance by the IPFs. WBIF also supports WB6, high-level events with the production of visibility material, to further increase the awareness of target groups on the status of EU-supported projects.

### Products

The WBIF activities are presented through a mix of diverse visibility material - feature stories, publications and factsheets, newsflashes, video/photo material, infographics. The material is promoted at the high-level events and on WBIF website. The material is developed in cooperation with the WBIF stakeholders, and additionally promoted through their visibility activities and channels. Additionally, WBIF supports stakeholders' media features and campaigns by providing visual/narrative content – quotes, figures, video/photo.



New Website

**29,430**  
visitors

Newsflashes

**60**  
published  
and distributed

Videos

**7**  
produced

Publications

**12**  
produced and updated



Success Stories

**6**  
stories produced/supported



WB6 Events

EC President visit to region  
Berlin process summit  
EU-WB Summit Slovenia



WBIF Partners Channels

- EUDELs
- EIB blog
- EBRD
- webalkans.eu





# WBIF Visual Identity

## 2.1. What is the Western Balkans Investment Framework?

The Western Balkans Investment Framework (WBIF) 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 WBIF was launched in December 2009 aimed at enhancing harmonisation and cooperation in investments for the socio-economic development of the region and contributing to the European perspective of the Western Balkans. 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. 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 2021-2027.

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**In the case of need for a more elaborate narrative on WBIF achieved results, investment figures and benefits, the following paragraphs can be added:**

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Since its inception in 2009, the WBIF has primarily aimed at addressing the Western Balkans region's extensive infrastructure investment needs and at supporting the EU accession process of the beneficiaries. By blending grants from the European Union, bilateral donors and financial institutions, with loans and beneficiary contributions, the WBIF steers the strategic flagship projects in the investment areas Sustainable Transport, Clean Energy, Environment & Climate; Digital Future and Human Capital. The WBIF also supports Private Sector development - notably micro, small and medium enterprises - through the Western Balkans Enterprise Development and Innovation Facility (WB EDIF), as well as energy efficiency and renewables through the Regional Energy Efficiency Programme (REEP/REEP Plus). Investments in the public and private sectors in the region are coupled with structural reforms that enable the twin green and digital transition. In recognition of the specificities of the Western Balkans, the WBIF particularly supports projects that enhance regional cooperation, connectivity and competitiveness: well-connected transport, energy and digital networks, renewable energy and energy efficiency, water supply and wastewater systems, flood protection, education, research, healthcare and judicial facilities, as well as the small and medium enterprises in the private sector. With a grant volume of over €2.5bn for technical assistance and investment co-financing, the WBIF has leveraged up to €26.3bn investments across the region so far. These tangible results spur the long-term recovery of the region and contribute to the objectives of the Economic and Investment Plan for the Western Balkans, to step up the region's socio-economic convergence with the EU. The plan allocates a substantial financial package of up to €9 billion in EU funds, together with the guarantees to help reduce the cost of financing for both public and private investments. Support through the new Western Balkans Guarantee facility is expected to mobilise potentially investments of up to €20 billion in the next decade.



**In the case of Bilateral donor-funded actions/projects, the following should be added:**

Selected flagship projects are supported jointly by WBIF Bilateral donors and the EU in line with the 'Team Europe' approach. By the end of 2020, Bilateral Donor contributions reached €107.3 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..

**In the case of publications/videos produced with EU support, the standard EU disclaimer should be used:**

This publication/video has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of the [Western Balkans Investment Framework/Lead IFI/Contractor, etc. as appropriate] and can in no way be taken to reflect the views of the European Union.

**In the case of Flagship project promotion (newsflash, leaflet, press release), the dedicated banner and the reference to the Economic and Investment Plan should be used:**

The WBIF project [Name of project] has been identified as one of the Flagships within the Investment window [Name of the Investment window] in the Economic and Investment Plan for the Western Balkans 2021-2027.

**Flagships:**



**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



## 2.2. WBIF Logo



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



When used for the general WBIF C&V material (roll-ups, website, factsheets ...), the logo is accompanied by the EU flag on the left side.



For the EU funded projects, the EU Delegations should always be consulted, if the additional promotion of the EU on-going campaigns in the beneficiaries is required (e.g. #EU4YOU). See example for Serbia.

## 2.3. WBIF Collage



When a large visual element is required to represent the WBIF (e.g. powerpoint presentation, roll-up, folder, dedicated web-page etc.), the photo-collage of the WBIF investment areas (former sectors) should be used. The collage is always used together with the WBIF logo and EU flag, as well as according to the associated color scheme.



## 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. Disclaimer

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](http://www.wbif.eu)

[webalkans.eu](http://webalkans.eu) #TeamEurope



## 2.6. Visual identity color and font specifications

Font Helvetica Light

Color CMYK Uncoated  
C 87  
M 60  
Y 0  
K 0

PANTONE 3005 U

RGB  
R 38  
G 105  
B 179

Font Helvetica Regular

Color CMYK Uncoated  
C 46  
M 19  
Y 0  
K 0

PANTONE 291 U

RGB  
R 134  
G 179  
B 224

Font Helvetica Bold

Color CMYK Uncoated  
C 58  
M 0  
Y 84  
K 0

PANTONE 360 C

RGB  
R 116  
G 193  
B 95



# WBIF Communication and Visibility Actions

## 3.1. Messages

### **The Western Balkans Investment Framework (WBIF) is a unique blending facility.**

Since its inception in 2009, the WBIF has primarily aimed at addressing the Western Balkans region's extensive infrastructure investment needs and at supporting the EU accession process of the beneficiaries. By blending grants from the European Union, bilateral donors and financial institutions, with loans and beneficiary contributions, the WBIF steers the strategic flagship projects in the investment areas 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.

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

In October 2020, the Economic and Investment Plan for the Western Balkans 2021-2027 (EIP) was adopted by the European Commission, with up to €9 billion in grants and the Western Balkans Guarantee, expecting to trigger at least €20 billion in investments. This equals about 1/3 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 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 February 2022 the WBIF endorsed 21 flagship projects for a total value of over €3.2 billion 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. The European Union and bilateral donor grant contributions to the package amount to €1.1 billion.

### **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 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.

### **The WBIF supports investments in the competitiveness and energy efficiency of the private sector.**

The WBIF also supports private sector development - notably micro, small and medium enterprises - through the Western Balkans Enterprise Development and Innovation Facility (WB EDIF), as well as energy efficiency and renewables through the Regional Energy Efficiency Programme (REEP/REEP Plus).



## 3.2. Objectives

WBIF communication and visibility actions aim to:

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

## 3.3. Target groups

The table below provides details on principle WBIF target groups, the actions and tools that are most appropriate to address these as well as the potential providers of such actions and tools. As it may be noticed, given the multi-faceted nature of the WBIF as a blending facility which addresses several sectors and six beneficiary countries, key stakeholders also play a role in the promotion of WBIF and its (potential) results and benefits to other target groups.

Target Group	Lead	Support	Communication and Visibility Actions & Tools	Objective
<b>Key WBIF Stakeholders</b> <ul style="list-style-type: none"> <li>• European Commission</li> <li>• IFIs</li> <li>• Bilateral Donors</li> <li>• Western Balkan Beneficiaries - NIPACs - National Innovation/ Investment agencies</li> </ul>	<ul style="list-style-type: none"> <li>• WBIF Secretariat</li> </ul>	<ul style="list-style-type: none"> <li>• IFICO</li> <li>• IFIs</li> <li>• Relevant contractors (e.g. IPFs)</li> </ul>	<ul style="list-style-type: none"> <li>• Flagship projects milestone events</li> </ul>	<ul style="list-style-type: none"> <li>• Inform</li> </ul>
<b>End-Beneficiaries</b> <ul style="list-style-type: none"> <li>• Network of relevant institutions and civil society organisations in Western Balkan Beneficiaries</li> </ul>	<ul style="list-style-type: none"> <li>• Lead IFIs and their contractors (including IPFs)</li> <li>• NIPAC/Project Promoters</li> </ul>	<ul style="list-style-type: none"> <li>• EC<sup>3</sup></li> <li>• WBIF Secretariat</li> <li>• EU Delegations</li> </ul>	<ul style="list-style-type: none"> <li>• Project fiches</li> <li>• Thematic publications</li> <li>• Human interest stories</li> </ul>	<ul style="list-style-type: none"> <li>• Inform</li> <li>• Raise Awareness</li> </ul>
<b>General public in Western Balkan Beneficiaries</b>	<ul style="list-style-type: none"> <li>• EC</li> <li>• Lead IFIs and their contractors</li> <li>• NIPAC/Project Promoters</li> </ul>	<ul style="list-style-type: none"> <li>• WBIF Secretariat /IFICO</li> <li>• EU Delegations</li> </ul>	<ul style="list-style-type: none"> <li>• Video/photo material</li> <li>• Webinars and online communication</li> </ul>	<ul style="list-style-type: none"> <li>• Inform</li> <li>• Raise Awareness</li> <li>• Involve</li> </ul>
<b>General public in EU Member States and/or Bilateral Donors</b>	<ul style="list-style-type: none"> <li>• Lead IFIs</li> <li>• EC</li> <li>• Bilateral Donors</li> </ul>	<ul style="list-style-type: none"> <li>• WBIF Secretariat /IFICO</li> <li>• Relevant contractors</li> <li>• EU Members and Bilateral donors</li> <li>• Embassies</li> </ul>		<ul style="list-style-type: none"> <li>• Raise awareness</li> </ul>



## 3.4. Principles

WBIF communication and visibility actions should be planned at project level and on a yearly basis with all key stakeholders, including the EU Delegation/Office in the Western Balkan Beneficiaries concerned. This will allow for joint actions to be organised well in advance, contingent on the status of the project(s) concerned.

The WBIF Secretariat will prepare an annual Communication and Visibility Plan based on the feedback received from the IFIs on potential project-level actions. 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:

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

**B. Communication and visibility actions should reflect:**

### 1. Status of the project along the project cycle

Communication and visibility efforts should increase as the project progresses from identification towards feasibility/design, implementation, and, finally, commissioning and operation.

### 2. 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 organized in the case of WBIF projects which pertain to the same sector, 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).

### 3. 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, projects 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 project, while making specific reference to the WBIF as a blending facility.

### 4. End-beneficiaries actual benefits from the implemented WBIF-supported project

C&V Actions should reflect the testimonials from the end-beneficiaries on the concrete benefits of the WBIF projects for the local communities, households and individual citizens. These testimonials can be prepared in the form of written stories, short quotes, audio-video material, photography and included in print, online communication and press releases.



## 5. Compliance of the WBIF projects with the beneficiaries' national reforms

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

### C. Communication and visibility actions should seek to reflect visibility requirements associated with the source of financing for the WBIF grants. Specifically:

- In the case of projects benefiting from WBIF grants provided by the EU (through IPA) and implemented by the Infrastructure Project Facility, communication and visibility actions should accommodate specific EU requirements, as defined in the latest **Communication and Visibility Requirements** for EU External Actions: [https://ec.europa.eu/international-partnerships/comm-visibility-requirements\\_en](https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en)
- In the case of projects benefiting from WBIF grants provided by the EU (through IPA) and implemented by the lead IFI's contractor(s) (e.g. Connectivity Projects) 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 projects benefiting from Bilateral Donor contributions and particularly in the case of investment grants into 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.

### D. Communication and visibility actions for PRIVATE SECTOR should reflect the integration of WB EDIF within WBIF for 2022 and 2023:

- Support the transfer of the website [www.wbedif.eu](http://www.wbedif.eu) to the [www.wbif.eu](http://www.wbif.eu).
- Integrate the EIF visibility activities under the overall C&V umbrella of WBIF – visual identity.
- messaging, communication channels, participation by EIF to regular WBIF C&V meetings.
- EIF provides input to the WBIF C&V actions (Annual report, Human interest stories, Factsheets) on pillars related to private sector especially Guarantee Facilities, Equity Instruments such as ENIF and ENEF.

### E. Communication and visibility actions for ENERGY EFFICIENCY should reflect the integration of REEP/REEP Plus within WBIF for 2022 and 2023:

- Support the transfer of the website [www.wb-reep.eu](http://www.wb-reep.eu) to the [www.wbif.eu](http://www.wbif.eu).
- Integrate the REEP/REEP Plus visibility activities under the overall C&V umbrella of WBIF – visual identity, messaging, communication channels.
- Regular coordination with EBRD and KfW on the C&V actions – identification of Success stories, promotion of REEP concepts (e.g. Near Zero Energy buildings), joint planning and production of publications and video material, collect data and figures on the REEP/REEP Plus - by Western Balkan Beneficiaries and by component (GEFF, ESCO ...).
- Coordination with the EU Delegations on the joint actions to promote EE to the final beneficiaries (e.g. financing opportunities for households and SMEs).

<sup>2</sup> Project Promoter: Institution/Organisation in the Beneficiary Country who is mandated to manage/operate the proposed investment (e.g. a railway/water company, hospital, etc.). The term is used to differentiate between NIPAC, NIC Technical Secretariat or the Ministry of Finance from a Beneficiary Country who sanction the application for financing and/or the loan but who have little role in the execution of a project.

<sup>3</sup> DG NEAR and / or EU Delegations / EU Office in Beneficiary Countries.



## 3.5. Communication Themes

### Investment flagships

- Milestone events
- Progress of investments
- Benefits for beneficiaries

### Regional connectivity

- Sustainable transport
- Electricity transmission
- Waterways

### Energy efficiency and renewables

- EE in public buildings
- Near-zero Energy Buildings
- Solar/wind power

### Green and digital transition

- Water/wastewater
- Digitalisation of education
- Broadband in remote areas

### Private sector support

- EDIF
- REEP (GEFF)
- EFSE
- GGF
- Guarantees

### Technical assistance

- Traffic safety
- ESIA studies
- Smart mobility





# 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.

## 4.1. Actions Q2/2022

### Milestone WBIF Events

Beneficiary	Project	Flagship	IFI	Type of event	Date
ALB	<b>Albania – North Macedonia Power Interconnection: Grid Section in Albania (Fier – Elbasan – border between the two states)</b>	Flagship 5 – Transition from coal	KfW	Start of works	Q2
ALB	<b>Mediterranean Corridor: Montenegro – Albania – Greece R2 Rail Interconnection, Tirana – Durrës Section</b>	Flagship 3 – Connecting the coastal regions	EBRD	Start of works	Q2
BiH	<b>EBRD visit to Green projects (REEP) - EE in Public buildings (EBRD VP Mark Bowman)</b>	Flagship 6 – Renovation wave	EBRD	Site visit and filming	Q2
KOS	<b>Orient/East-Med Corridor: North Macedonia – Kosovo – Serbia R10 Rail Interconnection, Fushë Kosova/ Kosovo Polje – Mitrovicë/Mitrovica Section</b>	Flagship 2 – Connecting North to South	EBRD	Start of works	Q2
MKD	<b>Rehabilitation of Physical Education Facilities in Primary and Secondary Schools and Acquisition of Sports Equipment</b>	Flagship 10 – Youth Guarantee	CEB	Signature of Investment grant	Q2
MKD	<b>Oslomej 1 Solar Photovoltaic Power Plant</b>	Flagship 4 – Renewable energy	EBRD	Official completion of works	April 2022
SRB	<b>Trans-Balkan Electricity Corridor: Kragujevac – Kraljevo Grid Section</b>	Flagship 5 – Transition from coal	KfW	Completion of works	June -July 2022

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



## WBIF Related events/activities

Beneficiary	Activity	Content	Partners	Date
SRB	<b>Regional connectivity Exhibition</b>	EU supported transport projects in SRB (photos, figures, infographics)	EUD SRB, EBRD, EIB	Mid April 2022
SRB	<b>Forum SME Serbia</b>	Potential for EDIF promotion	EIB, EUD SRB, Weekly magazine NIN	TBD
Regional	<b>GEFF (REEP) campaign in media (all beneficiaries)</b>	Local media inserters, GEFF Website news - Opportunities for financing for households	EBRD, GEFF	March-April 2022
Regional	<b>Road Summit 2022</b>	Potential for WBIF promotion – CVc video and factsheets	TCS, EIB, EBRD, EUD SRB	7 June 2022

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

## Publications

Type	Content	Communication actions	Date
<b>Annual Report 2021</b>	<ul style="list-style-type: none"> <li>WBIF overview</li> <li>WB EDIF integration</li> <li>Financial instruments and guarantees</li> </ul>	<ul style="list-style-type: none"> <li>Digital version send-out to WBIF Stakeholders</li> <li>Limited number printed (high level events)</li> </ul>	June 2022
<b>WBIF Factsheets</b>	<ul style="list-style-type: none"> <li>Country summaries</li> <li>Sector fiches</li> <li>WBIF At a glance</li> <li>Project fiches – regular updates (ENG and local languages)</li> </ul>	<ul style="list-style-type: none"> <li>Published on wbif.eu</li> <li>Send-out to WBIF stakeholders</li> <li>Promotion at high-level events</li> </ul>	April-June 2022
<b>WB EDIF Country fiches</b>	<ul style="list-style-type: none"> <li>Overview of EDIF activities in beneficiaries</li> <li>Success stories (EIF produced)</li> </ul>	<ul style="list-style-type: none"> <li>Promoted at Private sector events</li> <li>Published on wbif.eu</li> <li>Send-out to WBIF stakeholders</li> </ul>	April-May 2022

## Online

Type	Content	Communication actions	Date
<b>WBIF Website</b>	<ul style="list-style-type: none"> <li>Regular updates</li> <li>Event calendar launch</li> </ul>	<ul style="list-style-type: none"> <li>Promote event calendar to WBIF stakeholders</li> </ul>	April-May 2022
<b>Q Newsletter</b>	<ul style="list-style-type: none"> <li>WBIF and Stakeholders highlights – quarterly overview</li> </ul>	<ul style="list-style-type: none"> <li>Send-out to WBIF stakeholders (more than 500 recipients)</li> <li>Published on wbif.eu</li> </ul>	April 2022
<b>Social media</b>	<ul style="list-style-type: none"> <li>Launch WBIF profile on Twitter, Facebook, Instagram, LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>Invite WBIF stakeholders to follow</li> <li>Regular updates and sharing stakeholders content</li> </ul>	May-June 2022



## Videos

Type	Content	Communication actions	Date
<b>EE in Public buildings</b>	<ul style="list-style-type: none"> <li>• Video produced by EBRD (GEFF)</li> </ul>	<ul style="list-style-type: none"> <li>• Newsflash</li> <li>• Promoted via webalkans.eu</li> <li>• Screening at events</li> </ul>	May 2022
<b>Trans-Balkan Corridor Serbia</b>	<ul style="list-style-type: none"> <li>• Footage of electricity lines in Serbia</li> <li>• Interviews with beneficiaries (co-produced with KfW)</li> </ul>	<ul style="list-style-type: none"> <li>• Newsflash</li> <li>• Promoted via webalkans.eu</li> <li>• Screening at events</li> </ul>	June 2022

## Stories

Type	Content	Communication actions	Date
<b>Trans-Balkan Corridor Serbia</b>	Story produced in cooperation with EUDEL Serbia	<ul style="list-style-type: none"> <li>• Success story online</li> <li>• Newsflash</li> <li>• Promoted via webalkans.eu</li> </ul>	April 2022
<b>Renovation wave</b>	Story produced in cooperation with EUDEL Serbia (GEFF)	<ul style="list-style-type: none"> <li>• Newsflash</li> <li>• Promoted via webalkans.eu</li> </ul>	April 2022
<b>EU4Tech</b>	Human interest story on SRB and KOS projects supported through EDIF	<ul style="list-style-type: none"> <li>• Newsflash</li> <li>• Promoted via webalkans.eu</li> <li>• Publicity for funding opportunities</li> </ul>	April 2022



## 4.2. Actions Q3/2022

### Milestone WBIF Events

Beneficiary	Project	Flagship	IFI	Type of event	Date
ALB	Vau Dejes Floating Solar Photovoltaic Power Plant	Flagship 4 – Renewable energy	EBRD	Start of works	Q3
ALB	Rehabilitation of Fierza Hydropower Plant in Albania	Flagship 4 – Renewable energy	KfW	Start of works	Q3
BiH	Mediterranean Corridor: Putnikovo Brdo 2 Tunnel – Medakovo Interchange Vc Motorway Subsection	Flagship 2 – Connecting North to South	EBRD	Completion of works	Q3
BiH	Mediterranean Corridor: Bosnia and Herzegovina – Croatia Vc Road Interconnection, Tarčin – Ivan Subsection I	Flagship 2 – Connecting North to South	EIB	Completion of works	Q3
BiH	Mediterranean Corridor: Bosnia and Herzegovina – Croatia Vc Road Interconnection, Tarčin – Ivan Subsection II (Ivan Tunnel)	Flagship 2 – Connecting North to South	EBRD	Completion of works	Q3
BIH	Regional Sanitary Landfill for Živinice, Banovići and Kladanj	Flagship 7 – Waste and Waste Water Management	EBRD	Completion of works	Q3
BiH	WATSAN Programme in the Federation of Bosnia and Herzegovina	/	EIB	Completion of works	Q3
MNE	Orient/East-Med Corridor: Montenegro – Serbia R4 Rail Interconnection, Bar – Vrbnica Section	Flagship 2 – Connecting North to South	EIB	Start of works	Q3/Q4
SRB	University Children’s Hospital Tiršova 2 in Belgrade	Flagship 6 - Renovation wave	CEB	Start of works	Q3
SRB	Orient/East Med Corridor: Belgrade – Mladenovac – Niš X Railway Line, Stalać – Đunis Section in Serbia	Flagship 1 – Connecting East to West	EIB	Start of works (LOT1)	Q3

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



## WBIF Related events/activities

Beneficiary	Activity	Content	Partners	Date
Regional	<b>EU-WB Summit 2022</b>	Factsheets, Infographics	DG NEAR; French presidency	July 2022
Regional	<b>EIF Semi-annual meeting</b>	<ul style="list-style-type: none"> <li>Factsheets; Infographics</li> <li>Case studies booklet</li> </ul>	EIF, EFSE, GGF	July 2022
BiH	<b>Cssr Varhelyi visit</b>	Potential site visit: CVc Johovac-Rudanka (EBRD) and/or CVc Tunnel Ivan (EBRD) - Tarcin Ivan (EIB)	DG NEAR, EUD BiH, EBRD, EIB	August 2022
BiH	<b>Corridor Vc Media caravan</b>	Road trip for intl. media outlets: Der Standard, AFP, Euractiv, Deutsche Welle ...	EUD BiH, EBRD, EIB	August 2022
Regional	<b>EU-WB Summit 2022</b>	Factsheets, Infographics	DG NEAR; Czech presidency	September 2022
Regional	<b>WBIF Webinars</b>	Webinars for private sector (EE credit lines for households, financing opportunities for SMEs etc.)	EUDELs, IFIs, EIF, GEFF	Q3

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

## Publications

Type	Content	Communication actions	Date
<b>CVc BiH Factsheet</b>	<ul style="list-style-type: none"> <li>Updates on CVc sections</li> </ul>	<ul style="list-style-type: none"> <li>Distribution at Cssr visit to BiH</li> <li>Published on wbif.eu</li> <li>Send-out to WBIF stakeholders</li> </ul>	July 2022
<b>WB EDIF Factsheets</b>	<ul style="list-style-type: none"> <li>WB EDIF 10th Anniversary</li> <li>Success stories</li> <li>Results</li> </ul>	<ul style="list-style-type: none"> <li>Published on wbif.eu</li> <li>Send-out to WBIF stakeholders</li> <li>Promotion at high-level events</li> </ul>	September 2022
<b>CONNECTA sub-project fiches</b>	<ul style="list-style-type: none"> <li>Overview of CONNECTA TA activities (project ending in December 2022)</li> </ul>	<ul style="list-style-type: none"> <li>Published on wbif.eu</li> <li>Send-out to WBIF stakeholders</li> <li>Promotion at high-level events</li> </ul>	September 2022

## Online

Type	Content	Communication actions	Date
<b>WBIF Website</b>	<ul style="list-style-type: none"> <li>Regular updates</li> </ul>	<ul style="list-style-type: none"> <li>Promote updates via Newsflash</li> </ul>	Q3
<b>Q Newsletter</b>	<ul style="list-style-type: none"> <li>WBIF and Stakeholders highlights – quarterly overview</li> </ul>	<ul style="list-style-type: none"> <li>Send-out to WBIF stakeholders (more than 500 recipients)</li> <li>Published on wbif.eu</li> </ul>	July 2022



<b>Social media</b>	<ul style="list-style-type: none"> <li>Regular posts on Twitter, Facebook, Instagram, LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>Invite WBIF stakeholders to follow</li> <li>Regular updates and sharing stakeholders content</li> </ul>	Q3
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## Videos

Type	Content	Communication actions	Date
<b>WBIF Animated infographics</b>	<ul style="list-style-type: none"> <li>Overview of WBIF results</li> <li>Flagships, benefits, figures</li> </ul>	<ul style="list-style-type: none"> <li>Newsflash</li> <li>Promoted via webalkans.eu</li> <li>Screening at events (EU-WB Summits)</li> </ul>	Q3
<b>SME Success stories</b>	<ul style="list-style-type: none"> <li>WB EDIF 10th Anniversary</li> <li>Beneficiary clips produced in cooperation with EIF</li> </ul>	<ul style="list-style-type: none"> <li>Newsflash</li> <li>Promoted via webalkans.eu</li> <li>Screening at events</li> </ul>	Q3

## Stories

Type	Content	Communication actions	Date
<b>SME Success stories (EIF)</b>	<ul style="list-style-type: none"> <li>WB EDIF 10th Anniversary</li> <li>Human interest stories produced in cooperation with EIF</li> </ul>	<ul style="list-style-type: none"> <li>Success stories online</li> <li>Newsflash</li> <li>Promoted via webalkans.eu</li> <li>Social media</li> </ul>	September 2022
<b>Oslomej 1 Solar Power plant MKD (EBRD)</b>	<ul style="list-style-type: none"> <li>Photo/video coverage of the operational WBIF Flagship project in MKD</li> </ul>	<ul style="list-style-type: none"> <li>Success story online</li> <li>Newsflash</li> <li>Promoted via webalkans.eu</li> <li>Social media</li> </ul>	September 2022



## 4.3. Actions Q4/2022

### Milestone WBIF Events

Beneficiary	Project	Flagship	IFI	Type of event	Date
SRB	<b>Serbia – Kosovo* R7 Road Interconnection, Niš (Merošina) – Pločnik (Beloljin) Section</b>	Flagship 1 – Connecting East to West	EIB	Start of works	Q4
KOS	<b>Orient/East-Med Corridor: North Macedonia – Kosovo R10 Rail Interconnection, Fushë Kosova/Kosovo Polje – Border with North Macedonia Section</b>	Flagship 1 – Connecting East to West	EBRD	Completion of works	Q4
MNE	<b>Construction of Wastewater Treatment Plant in Podgorica</b>	Flagship 7 – Waste and Waste Water Management	KfW	Start of works	Q4
MNE	<b>Wastewater Treatment Plant in Bijelo Polje</b>	Flagship 7 – Waste and Waste Water Management	EIB	Start of works	Q4
MKD	<b>Oslomej 2 and Bitola Solar Photovoltaic Power Plants</b>	Flagship 4 – Renewable energy	EBRD	Start of works	Q4
MKD	<b>Orient/East-Med Corridor: North Macedonia – Bulgaria CVIII Rail Interconnection, Beljakovce – Kriva Palanka Section</b>	Flagship 1 – Connecting East to West	EBRD	Start of works	Q4
MKD	<b>Orient/East-Med Corridor: North Macedonia – Serbia Rail Interconnection, Tabanovce Joint Border Station</b>	Flagship 2 – Connecting North to South	EBRD	Start of works	Q4
MKD	<b>Orient/East-Med Corridor: North Macedonia – Albania CVIII Road Interconnection, Bukojčani – Kičevo Subsection</b>	Flagship 2 – Connecting North to South	EBRD	Start of works	Q4
MKD	<b>North Macedonia – Bulgaria CVIII Rail Interconnection, Kriva Palanka – Border with Bulgaria Section</b>	Flagship 1 – Connecting East to West	EIB	Start of works	Q4
MKD	<b>Interconnection gas pipeline North Macedonia – Greece</b>	Flagship 5 – Transition from coal	EIB	Start of works	Q4
MKD	<b>Skopje Wastewater Treatment Plant</b>	Flagship 7 – Waste and Waste Water Management	EIB	Start of works	Q4
BiH	<b>Reconstruction and modernization of the River Port of Brčko</b>	Flagship 1 - Connecting East to West	EBRD	Assemblance of the crane	Q4
BIH	<b>Mediterranean Corridor: Svilaj - Odžak Vc Motorway Subsection</b>	Flagship 2 – Connecting North to South	EIB	Opening in full capacity	Q4



Beneficiary	Project	Flagship	IFI	Type of event	Date
BiH	<b>Mediterranean Corridor: Medakovo – Ozimice Vc Motorway Subsection</b>	Flagship 2 – Connecting North to South	EIB	Start of works	Q4
BiH	<b>Gradačac Water Supply Project</b>	Flagship 7 – Waste and Waste Water Management	EBRD	Completion of works	Q4

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

### WBIF Related events/activities

Beneficiary	Activity	Content	Partners	Date
Regional	<b>Business4Finance Forum</b>	<ul style="list-style-type: none"> <li>• Selection of topics, speakers, beneficiaries</li> <li>• C&amp;V support</li> </ul>	EIF, IFIs	July 2022
Regional	<b>EIF Semi-annual meeting</b>	<ul style="list-style-type: none"> <li>• Factsheets; Infographics</li> <li>• Case studies booklet</li> </ul>	EIF, EFSE, GGF	July 2022
Regional	<b>WBIF Webinars</b>	<ul style="list-style-type: none"> <li>• Webinars for private sector (EE credit lines for households, financing opportunities for SMEs etc.)</li> </ul>	EUDELs, IFIs, EIF, GEFF	July 2022

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

### Publications

Type	Content	Communication actions	Date
<b>WB EDIF Booklet</b>	<ul style="list-style-type: none"> <li>• WB EDIF 10th Anniversary</li> <li>• Success stories</li> <li>• Results</li> </ul>	<ul style="list-style-type: none"> <li>• Published on wbif.eu</li> <li>• Send-out to WBIF stakeholders</li> <li>• Promotion at high-level events</li> </ul>	Q4
<b>WBIF Corridors</b>	<ul style="list-style-type: none"> <li>• TRA/ENE Corridors overview per beneficiaries</li> <li>• Maps updates</li> <li>• Figures</li> </ul>	<ul style="list-style-type: none"> <li>• Published on wbif.eu</li> <li>• Send-out to WBIF stakeholders</li> <li>• Promotion at high-level events</li> </ul>	Q4



## Online

Type	Content	Communication actions	Date
<b>Q Newsletter</b>	<ul style="list-style-type: none"> <li>WBIF and Stakeholders highlights – quarterly overview</li> </ul>	<ul style="list-style-type: none"> <li>Send-out to WBIF stakeholders (more than 500 recipients)</li> <li>Published on wbif.eu</li> </ul>	Christmas 2022
<b>WBIF Website</b>	<ul style="list-style-type: none"> <li>Regular updates</li> </ul>	<ul style="list-style-type: none"> <li>Promote updates via Newsflash</li> </ul>	Q4
<b>Social media</b>	<ul style="list-style-type: none"> <li>Regular posts on Twitter, Facebook, Instagram, LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>Invite WBIF stakeholders to follow</li> <li>Regular updates and sharing stakeholders content</li> </ul>	Q4

## Videos

Type	Content	Communication actions	Date
<b>Water/wastewater projects</b>	<ul style="list-style-type: none"> <li>Selection of flagships</li> <li>Beneficiary statements</li> <li>Animated maps</li> <li>Figures</li> </ul>	<ul style="list-style-type: none"> <li>Newsflash</li> <li>Promoted via webalkans.eu</li> <li>Screening at high-level events</li> </ul>	Q4
<b>WBIF 2022</b>	<ul style="list-style-type: none"> <li>Overview of WBIF highlights</li> <li>Results</li> <li>Figures</li> <li>Beneficiaries quotes</li> <li>Infographics</li> </ul>	<ul style="list-style-type: none"> <li>Newsflash</li> <li>Promoted via webalkans.eu</li> <li>Screening at events</li> </ul>	Q4

## Stories

Type	Content	Communication actions	Date
<b>WBIF Corridors</b>	<ul style="list-style-type: none"> <li>TRA/ENE Corridors overview per beneficiaries</li> <li>Maps updates</li> <li>Figures</li> </ul>	<ul style="list-style-type: none"> <li>Success story online</li> <li>Newsflash</li> <li>Promoted via webalkans.eu</li> <li>Social media</li> </ul>	Q4
<b>Water/wastewater projects</b>	<ul style="list-style-type: none"> <li>Selection of flagships</li> <li>Beneficiary statements</li> <li>Animated maps</li> <li>Figures</li> <li>Video</li> </ul>	<ul style="list-style-type: none"> <li>Success story online</li> <li>Newsflash</li> <li>Promoted via webalkans.eu</li> <li>Social media</li> </ul>	Q4



## 4.4. Actions 2023

### Milestone WBIF Events

Beneficiary	Project	Flagship	IFI	Type of event	Date
SRB	<b>Orient/East Med Corridor: Niš – Dimitrovgrad Xc Railway Line, Niš Bypass</b>	Flagship 1 – Connecting East to West	EIB	Start of works	Q1/23
SRB	<b>Trans-Balkan Electricity Corridor: Obrenovac – Bajina Bašta Grid Section</b>	Flagship 5 – Transition from coal	KfW	Start of works	Q1/23
ALB	<b>Mediterranean Corridor: Tirana Bypass in Albania</b>	Flagship 3 – Connecting the coastal regions	EBRD	Start of works	Q2/23
ALB	<b>Mediterranean Corridor: Vore – Hani I Hotit R2 Railway line in Albania</b>	Flagship 3 – Connecting the coastal regions	EBRD	Start of works contract	Q3/23
BIH	<b>Mediterranean Corridor: Počitelj - Zvirovići Vc Motorway Subsection</b>	Flagship 2 – Connecting North to South	EIB	Completion of works	Q1-Q2 /23
BIH	<b>Mediterranean Corridor: Ponirak - Vraca Vc Motorway Subsection</b>	Flagship 2 – Connecting North to South	EIB	Completion of works	Q4/22 - Q1/23
MKD	<b>North Macedonia – Bulgaria CVIII Rail Interconnection, Kriva Palanka – Border with Bulgaria Section</b>	Flagship 1 – Connecting East to West	EIB	Start of works	Q/23

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



# 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



Start of Works on the EU-supported North Macedonia - Albania transmission line  
*February 2022*



Modernisation of Brčko Port  
*March 2022*



PowerUP, the Western Balkan Entrepreneurial Excellence Award  
*July 2021*



Von der Leyen Opens Svilaj Bridge  
*September 2021*

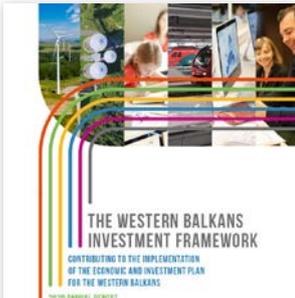


GEFF Award Ceremony for the Western Balkans  
*September 2021*



## 5.2. Publications

Annual Report



Sector Factsheets



WBIF At a Glance



Endorsed Flagships booklet



Country Fiches / ENG and local languages



### WBIF Bilateral donors

**BILATERAL DONOR CONTRIBUTION TO WBIF**

Donor	Contribution (€)
Germany	175.5
France	107.3
Italy	102.1
Spain	52.2
UK	10.3
Sweden	6.1
Other	8.6

**WBIF PROJECTS**

Category	Count	Value (€)
Transport	14	48.7
Energy	12	361.2
Water	2	3.3
Other	2	3.3

### Project Factsheets

**BOŠNIA AND HERZEGOVINA WORKS ON CORRIDOR Vc PROGRESS DESPITE COVID-19 DISRUPTIONS**

TOTAL ESTIMATED INVESTMENT: €1.2bn  
 EU GRANTS: €223.4m

**SAFETY MEASURES ON CORRIDOR Vc CONSTRUCTION SITES**

**BENEFICIARY:** INTERNATIONAL FINANCIAL INSTITUTIONS

### WB EDIF Country fiches

**Impact**  
 A quick look at the cumulative impact since 2012

**Story from the ground**  
 APM, a leading local manufacturer

**Total financing breakdown by sector:**

- Manufacturing: 40%
- Construction: 20%
- Other: 40%

**614 SMEs financed**  
**3 600 Jobs supported**

**Total financing: €47.8m**

**ENERGY SECTOR**

**NORTH MACEDONIA - ALBANIA POWER INTERCONNECTION GRID SECTION IN NORTH MACEDONIA**

**PROJECT BACKGROUND:** The Grid Section project is part of the Balkan Energy Interconnection project...

**ABOUT THE WBIF PROJECT:** The Grid Section project is a key component of the Balkan Energy Interconnection project...

### Corridors brochure

**CONNECTIVITY AGENDA**

**CORRIDORS OF THE WESTERN BALKANS**

**CORRIDOR APPROACH:** Transport, Energy, Water, Gas, Digital

**SEMI-ROADS:** E-road, E-rail, E-energy, E-water, E-digital

**REINFORCERS:** E-road, E-rail, E-energy, E-water, E-digital

**ACHIEVED / EXPECTED RESULTS:** Highways, Railways, Energy, Water, Digital

**BENEFITS:** Economic growth, Employment, Environmental protection, Social inclusion

**BOŠNIA AND HERZEGOVINA - CROATIA ROAD INTERCONNECTION**

**SECTION VIJAL - DOĐAR / DOĐAR - VIJAL BRIDGE**

**THE WORKITEMS CONTRIBUTE TO:** The project contributes to the development of the road network in the region...

**SECTION VIJAL - DOĐAR / DOĐAR - VIJAL BRIDGE:** The project consists of the construction of a bridge over the Vajal river...

**CORRIDORS OF THE WESTERN BALKANS**

Mode	Length (km)	Total Inv. Value (€)	WBIF Contribution (€)	National Contribution (€)
Railways	1,100	99.9	19.2	80.7
Waterways	1,100	99.9	19.2	80.7
Electricity	1,100	99.9	19.2	80.7
Gas	1,100	99.9	19.2	80.7

**2023 IS THE EUROPEAN YEAR OF RAIL**

**HOP ON!**

**RAILWAY CORRIDOR X IN SERBIA**

**ESTIMATED TOTAL INVESTMENT: €1.1bn**

**CLEAN ENERGY**

**TRANS-BALKAN ELECTRICITY CORRIDOR IN SERBIA**

**LENGTH: 371.3km**  
**TOTAL INV. VALUE: €192.8m**  
**WBIF CONTRIBUTION: €37.4m**  
**NATIONAL CONTRIBUTION: €155.4m**



## 5.3. Online Communication and Visibility



Newsletter

Website

Flagship banners



Examples of Tools



## 5.4. Videos



R2a Gradiška cross-border bridge 2021



Road Corridor Vc 2021



WBIF Sectors overview 2021



Endorsed Flagships - Social media clips, 2022

## 5.5. Animated Infographics





2022  
/2023

Communication and Visibility

# Plan and Guidelines



## European Commission

Directorate-General for European Neighbourhood Policy and Enlargement Negotiations

Directorate D Western Balkans, Unit D5: Western Balkans Regional Programmes, Economic Investment Plan

WBIF Secretariat

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