

ACTION PLAN 2008 FOR THE MINISTRY OF INTEGRATION TO ENHANCE THE AWARENESS ON THE EU INTEGRATION PROCESS

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I. INTRODUCTION

The Action plan to enhance communication is one of *the strategic objectives* of the Ministry of Integration and the implementation of it is regarded as one of the *priorities of a government policy*.

A renewed commitment to *communication with Albanian's citizens* is of vital importance to support the *integration and association process to the European Union* .

The success of this integration process is strictly linked to the implementation of an effective communication action plan that involves the Albanian citizens and all key players. In particularly politicians and institutional stakeholders at all levels should get confidence in the positive results of Albania's integration through an effective information and communication.

Following these considerations, the Ministry of Integration has decided to adopt a new specific action plan to improve communication about the European integration process.

The main objective of this action plan is to ensure more effective communication about the European integration process by a new, modern and more professional approach. As a consequence the Communication activities need to be organized across the *Ministry in a more efficient way with a better use of both human and financial resources* and communication tools and services.

To achieve these results the action plan establishes a *working method* taking into consideration the fundamental principle that “communication” is more than “information”. Communication establishes a relationship and initiates a dialogue with Albanian citizens, it listens carefully and it connects to people .It is an essential part of the political process.

II. THE APPROACH

Communicating

EU integration process and activities have to be communicated especially with regard to their impact on every day lives and in a manner that people can understand it. Benefits and consequences for day-to-day life have to be explained in a direct and clear manner.

Connecting with citizens

Good communication requires excellent understanding of local audiences. The Communication activities must be resourced and organised in a way as to address the national and local concerns and to convey information through the channels that are preferred by the citizens and in a way that it can clearly be understood. Actions promoted by MoEI should raise awareness more among the citizens and the public opinion than among the political elite

MoEI - COMMITMENT

MoEI will primarily focus on priority actions:

- Establishing communication priorities
- Reorganising MoEI 's human resources
- Becoming professional in communication through specific training and recruitment of communication specialists
- Better use of communication tools which people prefer and the way they understand

Minister / Vice/Deputy Minister

The Minister is the public face of the Ministry of Integration. The Minister is the main and most effective communicator. That role could be enhanced if the Minister will increase availability of her time for communication activities. Therefore programming of the activities of the Minister is necessary. She has to review regularly the main communication issues and challenges following recommendations of the spokesperson and communication specialists. The Minister could coordinate her role of communicator with the vice or deputy Minister, who could also be involved and participate in communication and visibility activities of the MoEI.

Strengthening the spokesperson service

The spokesperson service under the political authority of the Minister is a key component of the communication.

This person is responsible for communicating the Ministries political priorities to the media and as individual spokesperson of the Minister will contribute to the political message and media strategy communication.

The spokesperson should be responsible for the following activities:

- preparation and presentation of a weekly agenda for the Minister related to media visibility.
- preparation on a regular basis of press releases for the media and regulation of daily contacts with journalists.
- organization of regular press conferences for the Minister
- participation actively to the ' Communication task force ' (see next paragraph)

III. RECOMMENDATIONS FOR REORGANISATION

'Communication Task Force'

In order to streamline communication activities with the principles mentioned, a *communication task force* has to be created with the participation of the spokesperson and selected staff of the MoEI.

This task force has to be directly linked to the Minister's cabinet and will act in horizontal way without depending on any Department of the Ministry.

The communication task force will be composed by two main sections:

- **political section (Spokesperson service)**
a political section will take in charge relations with media and all political activities related to MoEI communication campaigns
- **technical section (selected staff of the MoEI)**
a logistical section will take in charge the practical organisation and follow-up of all activities supporting the MoEI communication campaigns as conferences, events , publications, audiovisual , etc.

The Ministry lacks actually communication specialists. As a must to the implementation of this action plan's objectives, the following actions are necessary:

- a more and better staff training on communication
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- an improvement of internal organisation , coordination and communication between all departments of the Ministry.
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- a specific and precise *methodology of work* and *job description* must be developed and organised for the ' Communication Task Force 'staff.
-
- a specific *methodology of internal communication* between the *Task Force* and all *Ministry's departments* must be established.

The Minister, spokesperson, communication task force and all ministry staff , will ensure that communication aspects are included right from the beginning in all policy formulation. Spokesperson and communication task force staff preparing work for Minister and following directly activities within the action plan need to communicate from the very start of the communication process. Clear, simple and precise texts should be prepared in order that their rationale is fully comprehensible for citizens and all target groups.

Communication planning agenda

Within a strategic function the Communication Task Force will be responsible for preparing the *communication planning agenda* with inputs from all Departments of the Ministry.

The communication planning agenda will be prepared yearly with a precise schedule related to the activities and budget. The Minister has to follow the drafting and finally approve the yearly communication planning agenda .

Listening process

The research function and the utilisation of survey will be an important element of the 'listening process'. Communication is a dialogue, not a one-way- street. It's important to establish a systematic feedback from citizens and monitoring through *regular survey and research study*.

Assessment of communication impact

Communication activities need to be evaluated at the beginning, during and at the end of the implementation, to check the effectiveness , cost-efficiency and relevance.

A specific evaluation function linked to strategic planning is necessary and could be followed within the communication task force with the support of an expert. This function will define quality standards for evaluating the main communication activities in the communication planning agenda. The specialist could assist the task force with the provision of impact evaluation tools and proposals for evaluation indicators.

BETTER USE OF TOOLS

The combined and extensive use of existing communication means is paramount to creating a critical mass of actions. Tools like the internet and audiovisual services should be used in a coordinated and cost-effective way across the Ministry and should be managed at the level which guarantees the major impact.

At the same time the existence of different information tools have to be more actively promoted in order to make Albanian citizens and target groups aware.

Recommended Tools

- CITIZENS' CONTACT CENTRES AND INFORMATION RELAYS
- AUDIOVISUAL
- INTERNET
- PUBLICATIONS
- COOPERATION WITH JOURNALISTS
- EVENTS

ADAPTING THE MEANS TO THE OBJECTIVES

Communication has to be resource-intensive in terms of both budget and personnel if any significant impact is to be achieved.

When the Ministry has to propose the yearly budget, a specific budget for communication must be considered on the base of the communication planning agenda that will be established yearly.

IV. ACTION PLAN 2008

CITIZENS CONTACT CENTRE	
Description / Format	PUBLIC INFORMATION CENTRE Opening of a public information centre located in the heart of Tirana in a very visible site and with easy access (one of the main streets of the bloc area). Location of part of the Centre for European Documentation and Information (CEDI) staff in the information centre . This choice will allow CEDI and the MoEI to be much more accessible and visibly to the public. The key idea is to bring the information towards the public outside the Ministry as at present the Ministry /CEDI don't have visitors and public in search of information.

	<p>The centre will have :</p> <ul style="list-style-type: none"> - a visitor reception service - an information and documentation desk , - a documentation section /library (books, publication and videos) - a conference room - an area for exhibitions and cultural events. <hr/> <p>The creation of a public information centre in main Albanian municipalities is highly recommended</p>
Frequency	Permanent
Target groups	General public
Expected result/Impact	Best accession to the information about EU for the general public Bigger visibility of the MoEI and CEDI
Budget Estimation	<p>Opening 40.000/50.000 €</p> <ul style="list-style-type: none"> -equipments - supplies <p>Running - yearly (rent - charges) 60.000/70.000 €</p>
Human resources	MoEI Communication Task Force (technical section) External Resources

AUDIOVISUAL

Description / Format	TV PROGRAM Realisation of a TV Program on a public national channel (TVSH) News/Actuality Format 20/25 minutes programming 12 shows Script and text Graphic montage/Creativity /Production Director / Field Journalist/Operator/Producer/Guest specialists/Public
Frequency	1 week x 12 (2 programming per year) Main programming : Tuesday or Wednesday (20.30 – 21.00) Second programming Sunday morning (12.00)
Target groups	General public
Expected result/Impact	Reach the wide possible audience Improve knowledge about European Union Improve knowledge about Albanian integration process Improve visibility of main actors and the Ministry of Integration
Budget Estimation	12 shows 20.000/25.000 €
Human resources	TVSH journalists / MoI Communication Task Force (political and technical section)

MEDIA/JOURNALISTS	
Description / Format	<p>TRAINING FOR JOURNALISTS</p> <p>Specific training programme for selected number of Albanian journalists (club 20) 10 at national level 10 at local level</p> <ul style="list-style-type: none"> - intensive workshop - regular monthly meeting with the Minister / Vice Minister - Study visits c/o European Institutions - stages c/o redactions of the main European newspapers and channels <p>Media coverage of the actuality about the Integration Process Contribution by the 'Club 20' to the ' the European ' MoEI magazine Contribution by the ' Club 20' to the MoEI newsletter</p>
Frequence	<p>Workshop every 3 months Study visit 2 x year (groups of 10 journalists) Stages (case by case)</p>
Target groups	Media (national and local level)
Expected result/Impact	<p>Improve knowledge about European Union Improve knowledge about Albanian integration process Improve visibility of main actors and the Ministry of Integration Improve quality of information and better understanding by the general public</p>
Budget Estimation	<p>Workshops 2.000/4.000 € Study visit 30.000/35.000 € Stages 15.000/20.000 €</p>
Human resources	MoEI Communication Task Force (technical and political section)

AUDIOVISUAL

Description / Format	<p>TV SPOTS</p> <p>Realisation (conception and production) of TV SPOTS to be broadcasted to the main national and local Albanian channels</p> <ul style="list-style-type: none">-Digital production-100 seconds duration-storyboard preparation ,shooting internal/external , choice of images, text preparation , recording ,music selection, test sessions by public <p>TV SPOT CAMPAIGN/BROADCASTING</p> <p>Negotiation and specific agreement for broadcasting with selected main channels (national and local)</p> <p>SPECIFIC SPOT PRODUCTION/CAMPAIGN</p> <p>Production and broadcasting campaign of ad hoc 35 sec spot to support specific actions and events of the MoEI (2/3 spots)</p>										
Frequency	<ul style="list-style-type: none">-2 spot campaigns x year (each campaign 15 days)- specific spot campaigns to cover special event- broadcasting during prime time										
Target groups	General public										
Expected result/Impact	<ul style="list-style-type: none">Reach the wide possible audienceImprove knowledge about European UnionImprove knowledge about Albanian integration processImprove visibility of main actors and the Ministry of Integration										
Budget Estimation	<table><tr><td>Conception and production (2 spots – 100 sec)</td><td>12.000 €</td></tr><tr><td>Broadcasting national campaign (2 spots-100 sec)</td><td>90.000 €</td></tr><tr><td>Broadcasting local campaign (2 spots-100)</td><td>30.000 €</td></tr><tr><td>Ad hoc spots (production) (2/3spots-35 sec)</td><td>6.000 €</td></tr><tr><td>Ad hoc spots (broadcasting) (2/3 spots-35 sec)</td><td>35.000 €</td></tr></table>	Conception and production (2 spots – 100 sec)	12.000 €	Broadcasting national campaign (2 spots-100 sec)	90.000 €	Broadcasting local campaign (2 spots-100)	30.000 €	Ad hoc spots (production) (2/3spots-35 sec)	6.000 €	Ad hoc spots (broadcasting) (2/3 spots-35 sec)	35.000 €
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Ad hoc spots (broadcasting) (2/3 spots-35 sec)	35.000 €										
Human Resources	External Consultancy /MoEI Communication Task Force (technical and political section)										

AUDIOVISUAL

Description / Format	VIDEO CLIP Proposal : Diffusion and Broadcasting of existing video clip / documentary about European actualities and history in partnership with the European Commission's Audiovisual Service in Brussels Translation and adaptation in Albanian language <hr/> VIDEO CLIP BROADCASTING Specific broadcasting agreement with Albanian main national and local channels <hr/>
Frequency	4 video clip broadcasting per year for each channel (5 nationals , 5 locals)
Target groups	General public
Expected result/Impact	Reach the wide possible audience Improve knowledge about European Union Improve knowledge about Albanian integration process Improve visibility of main actors and the Ministry of Integration
Budget Estimation	- adaptation , recording ,montage 4.000 € broadcasting for 1 video clip - EU video clip full campaign 160.000 €
Human resources	MoEI Communication Task Force (technical and political section)

EVENTS					
Description / Format	<p>CONFERENCES / EVENTS</p> <p>-Organisation of high level conferences supporting MoEI activities/results achieved</p> <p>-Workshop supporting MoEI activities</p>				
Frequency	<p>2 high level Conferences x year</p> <p>5 workshops x year</p>				
Target groups	Selected target groups				
Expected result/Impact	<p>Reach the target groups</p> <p>Improve knowledge about Albanian integration process</p> <p>Improve visibility of main actors and the Ministry of Integration</p>				
Budget Estimation	<table> <tr> <td>High level conferences (2)</td> <td>60.000/80.000 €</td> </tr> <tr> <td>Workshops (5)</td> <td>10.000/20.000 €</td> </tr> </table>	High level conferences (2)	60.000/80.000 €	Workshops (5)	10.000/20.000 €
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Workshops (5)	10.000/20.000 €				
Human resources	MoEI Communication Task Force (technical section with participation of the political section)				

PUBLICATIONS

Description / Format	MoI NEWSLETTER Realisation of Electronic Newsletter by the MoEI Electronic format only Quick format – news – update on integration process – brief interviews Specific news of interest for target groups identified Contribution for articles/interviews by the journalists from ‘CLUB 20’ Newsletter used as background information for media Link with MoEI website
Frequency	Monthly
Target groups	All target groups
Expected result/Impact	Reach the identified target groups Improve knowledge about Albanian integration process and progress Improve visibility of main actors and the Ministry of Integration
Budget Estimation	MoEI internal resources
Human resources	MoEI Communication Task Force (political and technical section)

EVENTS	
Description / Format	<p>EUROPEAN WEEK</p> <p>Organisation of the European week : Events/Actions</p> <p>Big tent placed in the square facing the university , different stands , books , debates , video clips .</p> <p>These activities can be organized at the same time in the 12 most important towns in Albania</p> <p>Proposal for the Minister to be involved in specific action as</p> <ul style="list-style-type: none"> - Working breakfast with representative of target groups - Dinner with the ambassadors of the European Countries and EU representative
Frequency	1 x year
Target groups	General Public
Expected result/Impact	<p>Reach the general public</p> <p>Reach the target groups</p> <p>Improve knowledge about Albanian integration process</p> <p>Improve knowledge about European Union</p> <p>Visibility of the Ministry of Integration</p>
Budget Estimation	40.000 / 80.000 €
Human resources	MoEI Communication Task Force (political section – technical section))

PUBLICATIONS							
Description / Format	<p>KIDS PUBLICATIONS</p> <p>Production of various publication for kids taking inspiration from the existing publications produced by the EU Promotion of specific events/initiatives in the school / university Revision proposal about the scholar programs with introduction of European matter</p> <p>Proposals :</p> <ul style="list-style-type: none"> - Album to be coloured with pictures linked to the European history Ex : ‘ Together ‘ - Mini little book Ex : ‘ Fundamental rights in the European Union ‘ - Production of specific promotional materials Ex : ‘ Europe in 12 lessons ‘ <p><u>Translation and adaptation in Albanian language</u></p>						
Frequency	4 publications per year						
Target groups	Youth						
Expected result/Impact	<p>Improve knowledge about European Union Improve knowledge and understanding about Albanian integration process</p>						
Budget Estimation (x piece)	<table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">Album ‘together ‘</td> <td style="text-align: right;">0,42 €</td> </tr> <tr> <td>Pocket mini book</td> <td style="text-align: right;">0,14 €</td> </tr> <tr> <td>‘Europe in 12 lessons’</td> <td style="text-align: right;">1.00 €</td> </tr> </table>	Album ‘together ‘	0,42 €	Pocket mini book	0,14 €	‘Europe in 12 lessons’	1.00 €
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Human resources	MoEI Communication Task Force (technical section)						

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LISTENING PROCESS	
Description / Format	<p>PERCEPTION SURVEY</p> <p>Realisation of Perception Survey Study -on European process understanding -on MoEI activities and visibility</p> <p>Instrument to support ‘the listening process ‘ and dialogue with citizens</p>
Frequency	2 x year
Target groups	General public – Target Groups
Expected result/Impact	<p>Supporting ‘the listening process ‘ and dialogue with citizens Reorientation of the awareness and communication strategy of MoI</p>
Budget Estimation	<p>Survey Study (2) 30.000/40.000 €</p>
Human resources	MoEI Communication Task Force (technical section)

BOARD	
Description / Format	<p>BOARD OF DISTINGUISHED PUBLIC PERSONALITIES</p> <p>Creation of a board of Distinguished Public Figures (artists, scientists, academics) to support the Integration Process</p> <p>Creation of an annual price for academics, artists or scientists more committed in sustaining the integration process.</p> <p>The price will be awarded during a TV gala organised by the MoEI</p>
Frequency	1 x year
Target groups	Academic Community
Expected result/Impact	<p>Creation of partnership relations with the Academic Community</p> <p>Involvement of the Academic Community to support the integration Process</p> <p>Visibility of MoEI</p>
Budget Estimation	15.000 / 30.000 €
Human resources	External consultancy / MoEI Communication Task Force (technical section and political section)

EVENTS							
Description / Format	<p>EUROPEAN INTEGRATION SCHOOL PROGRAMMES</p> <p>Introduction in the primary, secondary and high schools programmes studies in the European integration</p> <p>Proposal :</p> <p>-specific trainers training (teachers)</p> <p>-preparation and production of a text book adapted to every level of teaching.</p>						
Frequency							
Target groups	Students - Teachers						
Expected result/Impact	<p>Familiarize the youth with the Europe's history</p> <p>Inform them about the integration process</p> <p>Teachers training .</p>						
Budget Estimation	<table> <tbody> <tr> <td>Training</td> <td>20.000/30.000 €</td> </tr> <tr> <td>Text Book adaptation</td> <td>15.000/20.000 €</td> </tr> <tr> <td>Text book production (10.000)</td> <td>20.000/30.000 €</td> </tr> </tbody> </table>	Training	20.000/30.000 €	Text Book adaptation	15.000/20.000 €	Text book production (10.000)	20.000/30.000 €
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Text Book adaptation	15.000/20.000 €						
Text book production (10.000)	20.000/30.000 €						
Human resources	External Consultancy / MoEI Communication Task Force (technical section)						

RADIO	
Description / Format	<p>RADIO QUIZ</p> <p>About simple European issues Format : 15 minutes 5 minutes , info on a specific European issue 10 minutes quiz with calls from citizens Prices for winners</p> <p>Distributed by the National Radio and local radios.</p>
Frequency	Daily / Weekly
Target groups	General public
Expected result/Impact	<ul style="list-style-type: none"> -Familiarize the public with the Europe's history, policies, activities as well as the knowledge and info about EU Members States - improve knowledge about the Albanian integration process
Budget Estimation	15.000/30.000 €
Human resources	<p>MoEI Communication Task Force (technical section with participation of political section)</p> <p>External resources (Radios)</p>

AUDIOVISUAL

Description / Format	TV QUIZ SHOW Production of Quiz Show about Europe addressed to Youth Production and broadcasting by TVSH 7 show 50 min Script and text Graphic / montage Director/Producer/Journalist/Public/Manager
Frequency	7 shows x year
Target groups	General public / Youth
Expected result/Impact	<ul style="list-style-type: none">-Familiarize the public with the Europe's history, policies, activities as well as the knowledge and info about EU members states- improve knowledge about the Albanian integration process
Budget Estimation (yearly)	7 shows 20.000/30.000 €
Human resources	MoEI Communication Task Force (technical section) External resources (Radio)

REFORM - PUBLICATIONS	
Description / Format	<p>EUROPEAN LAW</p> <p>Introduction in the University (Faculty of Law and Political Science) of courses in European law and European integration process .</p> <ul style="list-style-type: none"> - Choice of the used text book - translation in Albanian language of the chosen and used text book - books printing - One year scholarship in Europe for best students - Opening of EU law courses with the Minister presence
Frequency	
Target groups	Youth
Expected result/Impact	<p>Improve knowledge about Albanian integration process</p> <p>Improve knowledge about European Union</p>
Budget Estimation	<ul style="list-style-type: none"> - text book 30.000/40.000 € - scholarship 60.000/120.000 €
Human resources	MoEI Communication Task Force (technical section)

EVENTS	
Description / Format	<p>EUROPEAN WEEK One week Lectures / Seminars</p> <p>Organisation of lectures and seminars for the secondary school students and university students during the European week Invitation of policy makers, experts of the process of integration, expert from MoEI , presence of the Minister.</p>
Frequency	1 x year
Target groups	<p>-secondary school students -university students</p>
Expected result/Impact	<p>Improve knowledge about European Union Improve knowledge and understanding about Albanian integration process</p>
Budget Estimation	5.000/10.000 €
Human resources	MoEI Communication- Task Force (technical section) -, MoEI Staff

INTERNET

Description / Format	MoEI WEBSITE Interactive MoEI Website Daily update
Frequency	Daily
Target groups	General public / Target groups
Expected result/Impact	Reach the wide possible audience Improve knowledge and visibility of the Ministry of Integration Improve knowledge about Albanian integration process Improve knowledge about European Union
Budget Estimation	Daily Update Periodic design update/lay out 10.000/20.000 €
Human resources	MoEI Communication Task Force (technical and political section)

TARGET GROUPS

General public – Media – Politicians - Youth and Teachers - Trade Associations - The Academic Community - Public Administration Officials - Business Associations - NGOs – Rural population -

General public

The process of communication to inform the general public will be based on the provision of true and timely information about European integration, emphasizing the obligations, as well as the benefits of EU membership and the impact of the EU in every day lives citizen's . It will aim to facilitate the access of citizens to the existing sources of information and to create new ones and, thus, to make sometimes very complex topics related to the EU and European integration processes easier to understand. The MoEI will provide a non-partisan, professional, efficient, user-friendly and easily accessible information service.

The public will be kept informed on:

- all aspects of Albania's accession to the EU;
- the activities of the Government of the Republic of Albania related to European integration in the process of accession, such as: plans and concrete achievements related to state administration reforms, the harmonization of legislation and regulations with the European legal standards, as well as economic adjustments related to European integration;
- the EU, its institutions, their functioning and decision-making processes;
- co-operation in the field of European integration achieved with candidate countries for EU membership;
- Albania's co-operation with the Council of Europe, Charts that the Republic of Albania has already signed and ratified, and the existing development of co-operation.

Media

Journalists are the principal mediators in the flow of information and the creators of the public opinion. They influence the views of the general public in the most rapid manner. The relations with journalists are, therefore, crucial to the success of the public information and the presentation of European integration to Albanian society.

The objectives of communication with journalists and editors are as follows:

- to familiarize journalists with the EU, its institutions and policies, sources of information on the EU and the possibilities for engaging in professional practice in the EU bodies
- to establish contact and co-operation with the media at the national and regional level.

Politicians

Politicians and political parties are an important target group of the strategy information activities, as they are an important factor in the political system of any country and they influence the public opinion at various levels of the society. It is, therefore, important to keep them informed and involved in the European integration process, in order that they could include the access to European integration among their priority programmes, and in order that they could actively raise the public awareness about it.

Youth

The youth, as a target group, is constituted by citizens aged between 14 and 29, or more specifically:

- secondary school students;
- university students and
- employed and unemployed young people who are not students

It is upon these groups that the future of Albania is based.

The objectives of informing the youth are:

- to raise awareness of the idea of European integration and acquaint the youth with the development of European integration process in Albania;
- to acquaint young people with the Union and the possibilities that it offers for their development and professional education and training;
- to expand contacts between young people in Albania and their peers and youth associations in the EU member states and candidate countries;

Teachers

Teachers in primary and secondary schools are potentially important participants in the implementation of this communication strategy as they could influencing the formation of their awareness and value judgements on European Integration.

The goals of informative activities directed at teachers are the following:

- to broaden their knowledge about the EU and the understanding of European integration process;
- to arise their interest in and need for news on events in the EU, and for other information related to European integration;
- to expand and enhance the knowledge of pupils about Albania's European Integration;
- to familiarise teachers with the sources of information on the EU and
- to familiarise them with available programmes of international assistance and co-operation.

The introduction of a specific matter linked to the European Union Integration process have to be proposed by the MoEI to the Ministry of Education and Science .

Trade Associations

The role of the "Chamber of Commerce" in the process of Albania's approach to the EU is of key importance as it represents a part of Albanian society that could feel threatened in the transition process. When Albania was preparing to sign the WTO agreement, the Chamber of commerce was considered a consultative partner in this process of reforms. This position was reconfirmed during the negotiation for the market liberalisation.

The aim of informative activities directed to this target group will be:

to prepare trade associations' leaderships for the role which they will play in the process of approaching to the EU

The Academic Community

Members of the Albanian Sciences Academy as professors, lecturers and assistant lecturers at universities, research associates in institutes and members of professional associations at the academic level need to be involved. They are very important partners in the implementation of this integration process. As educators, they exert considerable influence on the formation of student views of European integration.

Objectives of the communication activity for this academic community:

- to broaden the knowledge and understanding of the EU and the process of European integration in general;

- to arise the academic community's interest and the need for information of events in the EU and the information related to bringing Albania closer to European integration;
- to expand and enhance the knowledge of European integration among the student population and
- to familiarize the community with the sources of information on the EU.

Public Administration Officials

Civil servants and public employees are an important target group. They will have to implement in practice the requirements resulting from the participation of the country in the European integration process, raise awareness of such process and co-ordinate the integration within their field of operation.

Moreover, the public administration will be transformed and prepared for the changes which the European integration process brings

- in order to facilitate the successful informing and motivation of civil servants:
- the standpoints of civil servants on European integration will be defined with the help of appropriate research;
- a network of contact persons in all state administration bodies will be set up;
- the human potential of each state administration body at in ministries and regional levels will be identified, and adequate steps will be taken in connection with their professional training for European integration;
- all civil servants will be acquainted with European integration and they will be prepared for the necessary adjustments in the integration process; in accordance with this, a consistent strategy for informing civil servants will be developed,
- communication barriers, caused by the existing hierarchy and operating methods in the state administration, should be limited, so that a comprehensive information network and two-way information channels can be established at the national and Government levels accompanied by improved use of the existing information technology;

Business Associations

Businessmen, managers, employers. and associations are expected to play an important role in the process of European integration. They will be directly affected by this process through the new market regulations, as well as trade liberalization. Communication with this specific audience should go in the direction of providing their active participation in the European integration process through stimulating a relationship based on confidence, as well as objective informing, and through mechanisms which guarantee their inclusion in the decision-making process. The objectives of information-oriented activity directed at businessmen and their associations are as follows:

- to prepare entrepreneurs and businessmen, their interest and vocational associations, as well as employees and their associations, for changes that the Albania participation in European integration will bring and
- to inform them of the business opportunities which will be opened by Albanian participation in European integration. Ties with this interest groups will be created by setting up contacts with various
- vocational associations, by participating in their conferences and seminars, by cooperating with professional journals, and by establishing personal contacts with the business community and vocational organizations.

NGOs

Objectives of communication with NGOs (in general) will be as follows:

- to inform them of the idea of European integration in Albania;
- to familiarise NPO activists with the sources of information on the EU;
- to inform these organisations of the activities of similar associations and organisations throughout Europe in order to stimulate the exchange of experiences;
- to initiate and maintain the dialogue on European integration issues (primarily with complementary partners).

