

## **JOINT MONITORING COMMITTEE**

**under Interreg-IPA CBC Bulgaria - Serbia Programme**

**Written procedure No. 12, initiated on 03 August 2017**

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### **1. Description:**

The Written procedure for amendment of the Communication strategy under the Interreg – IPA CBC Bulgaria – Serbia Programme 2014-2020 was initiated by the Co-chairperson of the Joint Monitoring Committee (JMC) from Bulgarian side on 03 August 2017. The modifications are needed for better meeting of the requirements for capitalization of the Programme outputs and improving of Programme awareness among stakeholders and the general public.

The official letter No. 99-00-2-967/03.08.2017 was sent on 03 August 2017 to the JMC members via the JMC section of the internet site of the Programme and the Management Information System, for review and approval.

The JMC members were given 10 working days to send their approval or comments on the proposals. The only remarks received within the set deadline were opinions of approval.

### **2. Decisions:**

JMC approves the amendment of the Communication strategy under the Interreg – IPA CBC Bulgaria – Serbia Programme 2014-2020, including:

- Replacement of the printed leaflets and brochures by distribution of electronic brochures or Project Compendia through social networks and the electronic media due to the higher activity of Internet communication channels;
- Removal of the Newsletter as it duplicates the Citizen summary;
- Removal of the TV campaign due to the fact that the Internet communication channels appear more appropriate means of advertisement.

The hereby Decision enters into force on 17 August 2017 - the date following the deadline for submission of objections / proposals from the JMC members.

### **3. Attachments:**

Amended Communication strategy under the Interreg – IPA CBC Bulgaria – Serbia Programme 2014-2020

#### **Signatures:**

**for BULGARIA:**



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**Ms DENITSA NIKOLOVA**

*Deputy Minister of  
Regional Development and Public Works  
Co-chairperson of JMC  
Head of the Managing Authority*

**for SERBIA:**

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**Ms SANDA SIMIC**

*Co-chairperson of JMC  
Head of the National Authority  
Ministry of European Integration*