

Consultant for the Outreach and Communication
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**PROMO CAMPAIGNS AND COMMUNICATION ACTIVITIES OF THE MoJ SUPPORTED
BY OUTREACH CONSULTANT**

Workshops and media trainings:

In the previous time the Consultant participated and organised several interactive workshops for media representatives (editors and journalists) and spokespersons of courts and prosecutor's offices in Serbia. The workshops took places in Belgrade and Niš. The main topics of the workshops were „Transparency of Judiciary, New Communication Trends and Challenges“ and “Crisis Communication”.



Also, the Consultant provided technical advice and support in organisation of media training for representatives of the MOJ (states secretaries, assistants minister and chiefs of sectors). It was two-day training which aim was to improve communication skills of above mentioned – how they should behave and talk in front of different types of media, what is the most efficient way to communicate the message to the target publics etc.



Media briefings related to the new draft laws:

The Consultant also organised several media briefings related to the new draft laws. The last organised briefing was related to the results of one year implementation of the new Law on Protection of Whistleblowers.



The Commission for the Implementation of the NSRP 2013-2018

In accordance to Commission's Procedure Rules, all Commission sessions are open to the public and the Consultant acts as the coordinator of media activities for the members of the Commission.



Promo Campaigns:

The consultant participated in creation and implementation of more than 5 promo-campaigns related to the new-adopted laws and activities of the Ministry of Justice (Law on Misdemeanors - „Respect the Law, Support Order“ Campaign, Law on Protection of Whistleblowers - "Now the Whistleblowers are Stronger" Campaign, Enforcement System in Serbia - "The Response is Responsibility" Campaign, the new Civil Code Draft, Project “One tree, for one warrior”)

„Respect the Law, Support Order“ Campaign



With the support of the US Agency for International Development, promotional campaign for the new Misdemeanour Law is underway. The Consultant was one of the members of the working group for preparation of the campaign. Beside the Consultant, in the working group were the representatives of USAID, High Court Council, representatives of the Higher Misdemeanour Court in Belgrade, Association of Misdemeanour Judges, Ministry of Justice as well. The Consultant gave suggestions for the visual identity of the campaign, proposed the ways of communication of the foreseen activities, concept of the accompanying text, etc. The campaign is foreseen to cover the territory of the whole Serbia, while using different communication tools – newspapers, infographics, [video clips](#), radio advertisements, billboards, etc.



"Now the Whistle-blowers are Stronger" Campaign



The Ministry of Justice, with the support of USAID, was working on the implementation of promotional campaign for the Law on Protection of Whistleblowers. The campaign started in June 2015, with a press conference organised by the Minister of Justice, and was continued through a series of other activities, from [advertising on television](#), media releases and media appearances, to advertising on buses. During the preparation of the campaign, the Consultant gave creative suggestions concerning visual solutions for TV spots, flyers, the website, and accompanying texts.

Also, the Consultant participated in the preparation of the PR campaign (media appearances, statements, etc.).

"The Response is Responsibility" Campaign



The aim of campaign was to inform the citizens in transparent way about the Enforcement System in Serbia, as well as on work, rights and duties of enforcement agents. The campaign was being conducted by the Ministry of Justice, in cooperation with the German Organization for International Cooperation - GIZ. The Consultant participated in the preparation of the campaign's concept, as well as in the implementation of its activities.

Promotion of the new Civil Code Draft



From the beginning of 2015 the Ministry of Justice had started with the preparation of the promo campaign in order to promote and transparently acquaint target audiences with a draft version of the Civil Code. The beginning of a public discussion on the draft version of the Code has started at the end of the second quarter of 2015 and lasted till July 2016. The Consultant had provided technical advice and support to preparation of public debates and four media briefings related to the Draft Law and participated in creation of three Newspaper inserts about the new Civil Code Draft.

"One Tree for One Warrior" Campaign



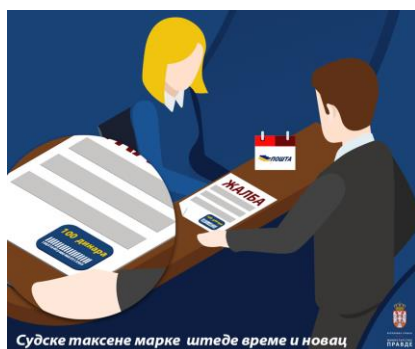
As part of the centennial celebration of the beginning of the First World War, the Ministry of Justice, together with PE "Serbia Forests" and the Faculty of Forestry in Belgrade, initiated an action of reforesting Serbia. The aim of the campaign is multiple - first, since prisoners are involved in afforestation, social reintegration of convicts is conducted; this is followed by activities aimed at raising citizens' environmental awareness, and ends with the marking of the war's beginning. So far, numerous reforestation actions had been organised with the presence of media representatives. The Consultant had provided creative solutions, advisory and technical support during the planning and implementation of campaign activities.



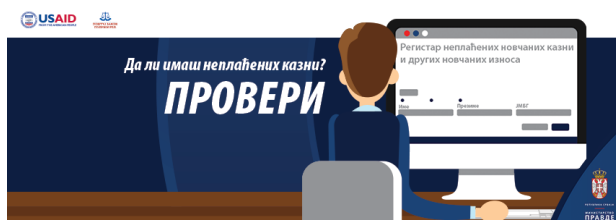
Other communication activities related to the MoJ scope of competence

The consultant also has been participated in creation and implementation of communication activities related to introducing of the court stamps in Serbian judicial system, beginning of implementation of the Law on Protection of Trial on Reasonable Time, introducing of Register of Unpaid fines of the Misdemeanors courts, about how and in what cases citizens could complain to MoJ etc.)

Court Stamps



Register of unpaid fines of the misdemeanor courts



The Law on Protection of Trial on Reasonable Time



Documentary film and TV Show

The Consultant had an active role in creation of documentary film – "Gram. Kilogram. Ton", which presents drugs trafficking in Serbia, and the TV Show, which is related to the negotiations on Chapter 23.

"Gram. Kilogram. Tone."



The Consultant had provided technical advice and support to realization of documentary film "Gram. Kilogram. Ton", which presents drugs trafficking in Serbia. In this movie, thirteen young people, who are (or were) serving their sentences for this crime in Serbian juvenile prison, are telling their story about the entrance into that vicious circle, and about how difficult was to find the way out of it.

TV Show “Right to Justice”



Every episode of this TV Show presents different part or theme of Serbian judiciary, that is closely related to the Chapter 23. The aim of TV show is to explain to the Serbian citizens what is current condition of Serbian judicial system, and where it should be at the end of EU negotiation process. The TV Show was broadcasted on national public broadcaster in Serbia – RTS during June and July 2016 (Episodes: [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#), [8](#), [9](#), [10](#), [11](#), [12](#), [13](#)).

Newsletter of the Ministry of Justice

The Consultant prepares the texts and images that will be published in the Newsletters. Target audiences that receive the newsletters are - Embassies and Consulates of the Republic of Serbia in the European Union, the United States, as well as in China and Australia. The newsletter also is forwarded to the embassies of EU member states in Serbia, as well as to international institutions and missions (EU Delegation in Serbia, OSCE, UNDP, etc).



Public Debates

The Consultant provides technical advice and support for organization public debates and round tables related to the new draft laws that prepared the Ministry of Justice.

