

EUROPEUM Institute for European Policy in cooperation with European Movement Serbia and Regional Cooperation Council would like to cordially invite you to the event:

## Presentation of Advocacy Strategy for the EU Integration of the Western Balkans

**17:00 - 18:30, Tuesday 6<sup>th</sup> December 2016**

**People in Need Centre Langhans, Vodičkova 37, Prague 1**

Presentation followed by discussion and small refreshment.

*Speakers:*

**Michal Vít**, contributor to the study, EUROPEUM Institute for European Policy

**Christian Kvorning Lassen**, Research Fellow, EUROPEUM Institute for European Policy

**Jelica Minic**, European Movement Serbia

Please register [here](#), or contact us via [europeum@europeum.org](mailto:europeum@europeum.org).

The Western Balkan countries do not have an advocacy strategy aimed at promoting and speeding up their EU accession. Although there is growing awareness of the need for such a strategy, it has transpired that the WB government institutions have only communication strategies targeting specific groups within their national borders: decision makers and initiators/multipliers of public awareness of the EU accession process, youth, or opponents of integration. However, these strategies have not been oriented towards the relevant target groups in the EU. The Advocacy Strategy for the EU Integration of the Western Balkans - Guidelines (ASWB), developed by eight Western Balkan and Visegrad Group think tanks, is the first initiative of the kind. What kind of lessons learned of the V4 cooperation can be applied in case of Western Balkans.