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# Newsletter

## HD ECG Mission

European Consulting Group provides expertise throughout the Western Balkans and Turkey that enables governments, businesses and civil society to design and implement successful development programmes that improve the quality of life and facilitate progress towards European Union standards.

### Our Values

We stand for:

- ACCURACY
- EFFICIENCY
- AGILITY
- PROFESSIONALISM
- CULTURAL EXPERTISE

## ISO 9001 Standard

ECG is proud to be working under ISO 9001 standard. Our project management activities are carefully planned and monitored for quality assurance. We are committed to continuous improvement of service quality through regular reviews of our working procedures and processes.

We are currently reviewing ISO standards for environmental protection, project management and training, as potential tools for further improvement of our performance.

## Reforming Serbia's Public Sector

Since 2000 the European Union has become Serbia's largest trade partner with over 50% of Serbian export going to EU countries. At the same time, the EU is the biggest donor to Serbia, as it has invested over 2 billion euros until now, not counting the investments of individual member states, providing financial support for political and economic reforms in Serbia.

In the Conclusions and Recommendations of the Commission's Opinions on the membership application by Serbia, there was substantial progress towards achieving alignment with the Acquis in all of its chapters. This document suggests that particular attention needs to be paid to the areas of agriculture and rural development, judiciary and fundamental rights, justice, freedom and security and financial control. Increased investment is necessary in the area of environment and climate change in order to achieve full compliance with the Acquis.

## PUBLICITY SERVICES FOR RABIES AND CLASSICAL SWINE FEVER VACCINATION CAMPAIGNS

The key objective of this EU funded project (EuropeAid/130524/C/SER/RS) is to raise awareness among general public and knowledge of specific target groups in rural Serbia about the importance of protection of animals from rabies and classical swine fever. This is a joint effort of all EU countries, striving to eradicate these diseases from the entire EU territory. The Agricultural Fair in Novi Sad was the best place to publicly present the results of the vaccination campaigns currently ongoing in Serbia as part of the global European effort to eradicate rabies and classical swine fever.



Mr Andrew Headey, representing the EU delegation in Serbia, visited the Agriculture Fair in Novi Sad on May 17th, and spoke about the importance of this activity for wild life and farmers in Serbia, boosting the economy through enabling export of meat. Distinguished guests including Mr. Vincent Degert, Head of the EU Delegation in Serbia, Mr. Dušan Petrović, Minister of Agriculture, Trade, Forestry and Water management, Mr. Zoran Mićović, Director of the Veterinary Directorate, Mr. Budimir Plavšić, from the Veterinary Directorate, and Mr. Bojan Pajtić, President of the Government of Vojvodina, were also present at the Fair.



More about this project: <http://www.vet.minpolj.gov.rs>

## TECHNICAL ASSISTANCE TO SUCCESSFUL NGOS FROM THE ANTI-CORRUPTION GRANT SCHEME 2009

As potential candidate for EU membership, Bosnia and Herzegovina continues to invest efforts into selected key policy priorities in the European integration process, including democratic stabilization, reconciliation and strengthening the civil society at all levels. This project (EuropeAid/129253/C/SER/BA) is implemented within a grant scheme to combat corruption.



A set of trainings for the NGO sector in BiH, held since the beginning of this project, ended with the May training in Neum. The trainer for this Module was Mr. Zlatko Minic, a Board Member of the Anti-corruption Agency in Serbia, nominated by the media and journalists' associations. This training was highly motivating for the participants. They managed to link theoretical knowledge in the area of monitoring, advocacy and media relations, with personal experience, recognize some common regional issues and relate them to current anti-corruption situation in Bosnia and Herzegovina.



The goal of the project is to contribute to democratic stabilization, reconciliation and further development of Bosnia and Herzegovina by empowering the civil society to participate in the decision making processes at all government levels and in all fields of governance. NGOs working on implementation of anti-corruption projects have to be able to recognize corruption, what are its causes and consequences and what measures are necessary to combat it on systemic and individual level.

More about the project at: <http://www.ngos.ba>

## SUPPORT TO IMPLEMENTATION OF THE NATIONAL STRATEGY FOR TOURISM

Identified as a huge potential for economic growth, Serbian Tourism has gone through comprehensive transformation through implementation of the National Strategy for Tourism Development, and this project (EuropeAid/126970/C/SER/YU) is serving this purpose.



A series of trainings for tourism professionals was completed in May, with the latest one held in Zlatibor, a famous Serbian mountain resort from 22nd to 25th May. It was opened by the State Secretary Mr. Goran Petković and Assistant Minister Ms. Renata Pindžo. Trainers were renowned international experts and respected professionals: Mr. Zvonko Brnjas, Mr. Darko Ravnika, Mr. Ferdinand Oberer, Mr. Eamon Kelly, Mr. Milisav Tijanić, Mr. Vladimir Vasić and Mr. Michael Jay. The trainings were followed by honorary award of certificates to the participants by the State Secretary, Mr. Goran Petković, at an event where five case studies were presented, and the best one awarded with a book "International Tourism" by Prof. Francois Vellas, a famous professor attending from the University of Toulouse. The overall objective of the EU funded project "Support to implementation of the National Strategy for Tourism" is to increase the contribution of Serbia's tourism sector to the National Economy through supporting the market positioning and branding of Serbia on the international tourism map.

More about the project: <http://www.tourismsupport.rs/>

## IMPLEMENTATION OF THE NATIONAL SCREENING PROGRAMME FOR COLORECTAL, CERVICAL AND BREAST CANCER

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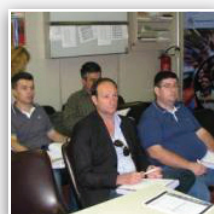


Unfavorable tendencies in the health status of the population in Serbia have preoccupied both the health professionals and the general public lately. Serbia has one of the highest mortality rates due to cancer in the WHO European region. Mortality due to breast, cervical and colorectal cancer constitutes a large part of overall incidence. The goal of the EU funded technical assistance project Implementation of the National Screening Programme for Colorectal, Cervical and Breast Cancer, EuropeAid/129574/C/SER/RS, is to improve organizational capacities within the Ministry of Health and the Serbian health sector to combat these diseases through their early identification.



The appearance of Prof Dušan Keber, the Team Leader of the project "Implementation of the National screening programme for colorectal, cervical and breast cancer" on the national television RTS during the evening News programme on the 28th May 2012, was noted for vital information regarding inadequate screening policy and poor results in this area, which is the focus of this project.

Trainings for colonoscopy professionals are currently ongoing within this project. Practical education and testing sessions regarding PAP Smears Reading according to BETHESDA classification were held between the 5th and the 12th May 2012.



Implementation of the National Screening Programme is a project which aims at improving health and well-being of general population in Serbia, and training of key staff participating in the operation of the national cancer screening programmes (radiologists, radiographers, cytotechnicians, cytopathologists, gastroenterologists). It assists national and regional institutes for public health and the Ministry of health in mobilization and motivation campaigns directed at health services users.

More about the project: [www.screeningserbia.rs](http://www.screeningserbia.rs)

## VET SUPPORT FOR SERBIAN DETENTION FACILITIES

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Project "VET Support for Serbian Detention Facilities", EuropeAid/130043/C/SER/RS, is funded by the European Union, managed by the Delegation of the European Union in Serbia and implemented by HD ECG (Serbia) in consortium with BfW (Germany) and Aarhus Technical College (Denmark). Objective of this project is to improve the employability of adults serving a prison sentence, thereby facilitating their re-socialisation after release. The Purpose of the project is to assist the Ministry of Justice in the establishment of a sustainable and productive system of vocational and educational training (VET) in prisons.

No vocational training or primary education has been provided in Serbian detention centers since 1991. This project is aimed at restructuring and training of the rehabilitation teams in prisons in order to establish vocational training programs that would enable the inmates to be trained for specific trades, preventing them from turning to crime again.



A special pedagogue from Correctional institute of Sremska Mitrovica, Natasha Andanovski, praised the trainings for correctional professionals, as very useful and abundant with practical solutions. "This sort of training, through interactive learning, where we start from the clear aim and look for the best solutions to reach it, motivate participants to persevere and contribute. A convicted person is an Individual who needs to spend time learning so when he or she leaves prison they are able to work and earn".



Another special pedagogue from the correctional institute of Pozarevac, Mr. Vladimir Petrovic, thinks that trainings are useful and informative. "Although I possess considerable experience, this training helped us to be more flexible and efficient in the educational process. Direct contact with the prisoners allows better quality of work."

The project team will organize a series further trainings for officers who work directly with prisoners, and those who are in charge of policy making at the state and institutional level.



Under the purchase orders from IREX European Consulting Group has been Subcontractor within the project "Serbia media assistance program" funded by USAID for four years already. This programme supports independent and self-sustainable Serbian media through a whole station approach that looks across business and editorial functions while tapping other program resources like journalism training and sub-grant funding. ECG and IREX have designed an individualized program for each partner radio and television station that outlines that specific station's business plans and goals and the training and support needed to implement these activities, while most recently we held training courses to journalists and media managers on subjects „Log frame and Budget preparation practice" for EU projects and "Reporting About Public Spending".

More about this project: [www.irex.org](http://www.irex.org) and [www.irex.rs](http://www.irex.rs)

## NEWS FROM ECG

### NEGOTIATION SKILLS TRAINING

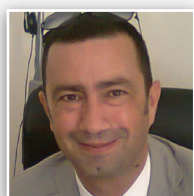


Bearing in mind the competitive nature of the consulting business and our objective to further build on our team's efficiency and results, we have organized a two-day negotiations training, in Andrijevica, Fruška Gora this June. The training was organized in association with the Vienna School of Negotiations, and Ms. Sonja Rauschütz, MPA (Harvard University), using the methodology based on the Harvard Negotiating Project.

Being a successful and efficient negotiator implies understanding different sides of negotiations and successful management of people and processes within. Our goal with this training was to further develop the preparation process and apply new useful tools in our everyday practice.

[http://www.pon.harvard.edu/category/research\\_projects/harvard-negotiation-project/](http://www.pon.harvard.edu/category/research_projects/harvard-negotiation-project/)

### NEW TEAM MEMBERS



We are happy to welcome a new Director of Implementation in our team. Mr. Saša Rikanović has joined us in February this year, adding to our expertise with his vast experience in the areas of health and education. Saša holds an MBA from University of London, Imperial College, and has been Director of the PCU at the Government of Serbia for the World Bank funded SHP and DILS projects in the period from 2004 to 2012.

## LINKS

[ec.europa.eu](http://ec.europa.eu)  
[www.europa.rs](http://www.europa.rs)  
[www.euractiv.rs](http://www.euractiv.rs)  
[www.zdravlje.gov.rs](http://www.zdravlje.gov.rs)  
[www.mpt.gov.rs](http://www.mpt.gov.rs)  
[www.merr.gov.rs](http://www.merr.gov.rs)  
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