

Technical Assistance to the Civil Society Organisations 2 (TACSO 2) from the IPA Beneficiaries
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**Open Call for Participants
TACSO People 2 People**

**Participation in the Regional Conference: CSOs and Good Practices in the Use of Communication
Channels**

**Skopje, Former Yugoslav Republic of Macedonia
4-6 November, 2014**

Background information

The general objectives of TACSO are to strengthen the overall capacities and accountability of Civil Society Organisations (CSOs) within the Instrument for Pre-Accession Assistance (IPA) beneficiaries and to guarantee the quality of services of CSOs and a sustainable role of the CSOs in the democratic process. The main purposes of the project are to:

- Increase and improve the capacity and actions of CSOs;
- Improve the democratic role of CSOs.

The People to People (P2P) component intends to offer CSOs from the beneficiary countries the possibility to interact and network with their national, regional and European-level counterparts and to create new partnerships as well as to visit European Union (EU) institutions, in order to familiarise themselves with EU structures, policy making process, programmes, policies and best practices. The P2P component is one of the three (3) strands of the Civil Society Facility, managed by the European Commission Directorate General for Enlargement (DG ELARG), Unit D3 - Regional Cooperation and Programmes.

Objectives and focus

The Regional Conference: CSOs and Good Practices in the Use of Communication Channels will bring together CSOs and practitioners from around the region in **Skopje, 4-6 November 2014**.

Communication issues and capabilities deserve major attention when it comes to strengthening CSOs' efforts to achieve their missions on various levels and themes. TACSO has conducted numerous activities in the past years in order to develop the CSOs' capacities in the area of communication. After the regional workshop held in Pristina in June 2013, in which CSO and media representatives participated;; the main problem areas were defined to be: the lack of knowledge and understanding; the lack of competencies and skills and an insufficient mutual trust or lack of it.

Continuing the work in this area, TACSO has developed a "CSO Communication Capacity Building Concept: Development of a Strategic Approach and Curriculum for Regional and National Levels"; based on this document TACSO is planning a number of events on the regional and national level to further assist the CSOs' communication and Public Relations (PR) capacity building and development.

The Regional Conference: CSOs and Good Practices in the Use of Communication Channels will focus on exploring and tackling current issues in a changing environment; to improve CSOs' communication and public relations capacities and to also enhance mutual literacy between the media and CSOs. During the Conference, participants will be able to share their know-how and lessons learned, in particular on the

social media tools that are revealing themselves as the new tools for advocacy, campaigning and awareness rising at the national and regional level.

This event will enable participants to:

- explore new strategies, new approaches and tactics for the effective use of social media to reach out to target groups of different levels as a communication tool for achieving their organisations' mission;
- share information, lessons-learned, achievements and challenges;
- gain inspiration and knowledge of best practices;
- contribute to follow up events in the region and for purposes of multiplication
- network with the other participants and establish new connections made for future collaboration and partnerships;

Who can apply?

CSOs (associations, foundations, cooperatives, unions):

- CSOs with some experience and knowledge, for example:
 - o Have adopted a communication strategy,
 - o Have experience in media relations & PR issues in their missions
 - o Have at least one experience for campaigning for advocacy or awareness raising
 - o Organisations that are developing their public relations concepts, but need further support)
- CSOs that are actively using social media channels for their organisations for at least one year
- CSOs that are working nation-wide in their registered country
- Based in the IPA countries.

The Applicants need to submit:

- Application Form

Participants are expected to have some experience in the field and contribute throughout the conference by sharing and discussing good practices and lessons learned.

Applicants need to be **fluent in English** to the extent that they can actively participate in the conference.

Application procedure

Interested applicants are requested to complete the Application Form and send it to the e-mail address of the TACSRO office in their country (see list below) by **3rd October 2014** with the subject heading: **People to People: Communication Channels**. The selection process should be completed by **10 October 2014**. Five participants will be selected per country. Please note that only selected applicants will be contacted.

For selected participants, TACSRO will cover the travel costs (including costs of visas, if applicable), accommodation, meals and refreshments. Further information can be obtained from the TACSRO Web site (www.tacso.org).

If you have any additional questions please contact sanela.tunovic@tacso.org.

TACSO contacts:

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