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PROMOTION AND VISIBILITY OF PROJECTS IN THE FIELD OF ENVIRONMENTAL PROTECTION

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ABSTRACT

Projects related to environmental protection are projects that have wide social significance. Promotional activities within the projects in the field of environmental protection are of particular importance. It is therefore very important to ensure publicity and visibility of such projects. These projects imply more involvement because of their specificity, which includes social responsibility, especially the transparency of information and raising awareness of citizens and special interest groups in the region.

Keywords: promotion, environmental protection, social responsibility, visibility of the project.

1. INTRODUCTION

Modern business is allocated by the principle of social responsibility. Business subjects must meet the objectives of large number of stakeholders in their environment.

Projects in the field of environmental protection include the application of the concept of social responsibility on the one hand, and the achievements of modern marketing, on the other hand, taking into account the elements of business practices in profit, and non-profit sector as well as public services. In addition, the appropriate promotion of business in accordance with the principles of social responsibility cannot be achieved without using public relations.

2. SOCIAL RESPONSIBILITY, SOCIAL MARKETING AND PUBLIC RELATIONS

2.1. The concept of corporate social responsibility

The public is paying more attention to organizations, expecting them to do something about the community in return. Stakeholders assess how the organization relates to ethical issues, decisions related to the environment and the wider community. This is the current situation in the world. Organizations are accountable to society and the environment. The organizations themselves recognize this trend and are becoming aware of their ethical, economic, environmental and social impact on the community.

2.1. The concept of corporate social responsibility

Many organizations regularly report on their social responsibilities. It is not enough that an organization is not harmful to the environment, it is necessary to contribute and improve the quality of life.

Organizations should take into account the interests of consumers and society, not only about their profit. It should be borne in mind that the profit is an important requirement for long-term survival of the organization, and it is also in the interests of consumers and other public. The solution lies in sustainable development.

2.3. Corporate Social Responsibility and Public Relations

The PR department should identify, explain and predict all the changes in the environment that have connections with the elements of corporate social responsibility. PR department should often consult with experts from other fields, for example, doctors, environmentalists, nutritionists, scientists, agronomists, lawyers and others.

The PR department has to answer all the questions relating to the impact of the organization on the environment. In the case of a positive impact, it is useful to inform the public about it. In case of a negative impact, it is necessary to introduce the truth and to present all of the action carried out so that negative influence would not be repeated again. Serious environmental problems belong to crisis situations, in which public relations play an important role.

3. THE ROLE OF PROMOTION IN THE FIELD OF ENVIRONMENTAL PROTECTION

Promotional activities in the field of environmental protection should be focused on three elements: information, communication, education.

Information must be accurate, timely, high quality and transparent. Communication involves the implementation of marketing communications with stakeholders in the region, with the aim of establishing understanding and raising awareness in relation to the protection and improvement of the environment.

Education is directly linked to the process of traditional communication and implies of raising awareness of stakeholders in relation to general environmental issues or in relation to the objectives of a specific project.

3. THE ROLE OF PROMOTION IN THE FIELD OF ENVIRONMENTAL PROTECTION

The first step in the communication process is to provide information about the project, which is aimed at all segments of the public. Next is segmented communication, which involves specific target groups, such as scientists and experts, representatives of public agencies and non-governmental sector, which should function as promoters of the primary objective of the project. At this step a special role has organizing smaller events, such as scientific expert panel discussions, workshops, public discussions, study visits, presentations, software solutions, training and seminars. All this needs to be accompanied by publication of certain documents, such as manuals, glossaries and special bulletins, which should be available to the public both in electronic form and in hard copy version.

3. THE ROLE OF PROMOTION IN THE FIELD OF ENVIRONMENTAL PROTECTION

Completion of the project should be accompanied by organizing a significant event, such as counseling or conferences, where the scientific and professional public would be informed about the achievements of the project and the perspectives for development, with the obligatory publication of the final document. In addition to these promotional activities, especially important place has the establishing and maintaining functional website, which should contain a complete audio-visual documentation of all documents available in electronic form.

4. PROMOTION AND VISIBILITY OF PROJECTS WITHIN ROMANIA - SERBIA IPA CROSS - BORDER COOPERATION PROGRAMS

Communication is a very important part of any project. Good communication within the project greatly influences the success of the project. Lately, the IPA Cross-border Cooperation Programme, pays more attention to communication and information aspects of the project. It should be not forgotten that the visibility of the project depends on the results of the project itself.

All the project partners are responsible for the implementation of communication activities, in accordance with the project plan. It is recommended that there is a person who is responsible for information and communication measurements at the project. Also, it is recommended that each project designs its own logo and is put on the website of the project. It is mandatory to use the program logo and the EU logo.

4. PROMOTION AND VISIBILITY OF PROJECTS WITHIN ROMANIA - SERBIA IPA CROSS - BORDER COOPERATION PROGRAMS

IPA Cross-border Cooperation Programme gives great importance to transparency and visibility of their projects. This requires good communication within the project, increasing the level of information, the interested public, as well as increased publicity and awareness of stakeholders, in order to implement these projects.

The Visual Identity Manual (VIM) is a document that helps project participants to stick to the prescribed rules for visual presentation and identification of IPA projects. VIM is a unique set of rules binding on all partners in the project. At the same time, these rules are practical and convenient to use.

4. PROMOTION AND VISIBILITY OF PROJECTS WITHIN ROMANIA - SERBIA IPA CROSS - BORDER COOPERATION PROGRAMS

Among other things, VIM provides instructions on how to use the many technical elements of the project: program title, logo and slogan, Logos in various languages, Colors, Backgrounds, Spacing, Recommendations for using the European Union logo, Recommendations for using the Government of Romania logo Recommendations for using the Serbian Government logo, Recommendations for using the Structural Funds 2007-2013 logo Information disclaimers, Fonts, Information and publicity tools, promotional materials, Website, Audio Visual Materials, Photographs, Press Releases, Flyers, Brochures, Newsletters, Banners , Stationery, Self Adhesives, Business cards and PPT templates, Posters, Press Advertisements, CD / DVD Covers, Promotional Items, Tender Announcements, Billboards and more.

5. CONCLUSION

Projects related to environmental protection undoubtedly belong to the group of projects that have a great social significance. Therefore promotional activities of projects in the field of environmental protection are of particular importance. It is very important to ensure publicity and visibility of such projects. The application of the prescribed rules provides a good visibility, transparency of the project, as well as precise and defined way of representing and promoting the project.

5. CONCLUSION

Visibility of IPA Cross-border Cooperation Programme is important for the promotion of the project participants, as well for organizations that support financial the projects implemented within the monitored program. However, the visibility of these projects is important for many other reasons: to inform the public, drawing attention to current problems, providing a good example to community members, educating community members about particular aspects of the project, providing security that people concern about current problems as well as pointing the need for all, in accordance with their capabilities, engage in solving common problems and achieve the objectives of wider public interest.