



Crafting Visibility in Montenegro

Practical strategies for resonance and impact

EU Neighbours in Action: Knowledge across borders | Belgrade, 19-20 May, 2026



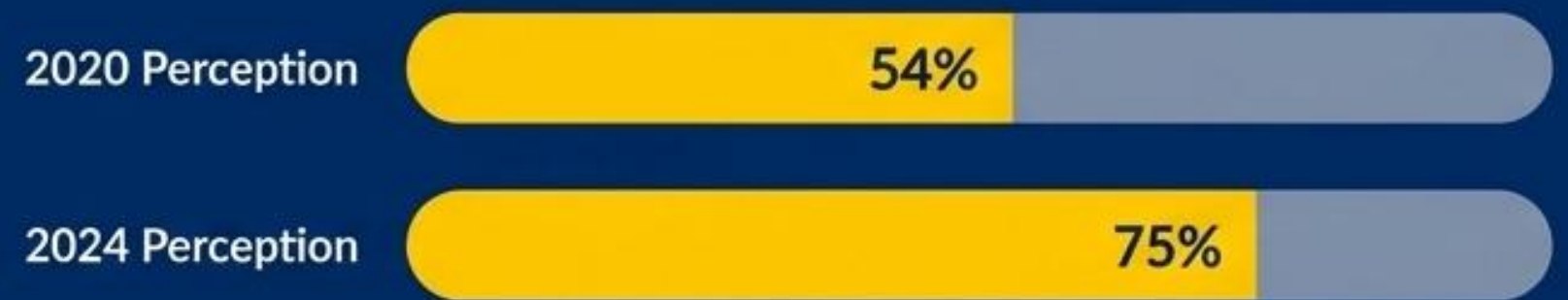
The Perception Gap

Why **standard communication** fails to connect with Montenegrin audiences—and how to **bridge the gap**.

A High Demand for Tangible Proof



75% Believe EU membership is beneficial



The Visibility Bounce-Back (2020 vs 2024)

High support creates a demand for tangible proof of cooperation. Active on-the-ground communication has significantly increased the percentage of citizens who see the EU as a key developmental partner.

Lead with the Result, Not the Process.

Audiences don't connect with Thematic Objectives or Financial Cycles. They connect with safer roads, faster emergency response, and better healthcare.

Adapting Jargon for Impact

The Process

“Interreg IPA HR-BA-ME is fostering cross-border disaster management protocols and institutional synergy.”

Diagnosis: Too abstract. Locals will scroll past this because it feels like administrative homework.

The Result


“Firefighters from Herceg Novi and Dubrovnik now respond 15 minutes faster to forest fires thanks to joint drills and new GPS gear.”

Diagnosis: Tangible, localized, and demonstrates immediate value to the safety of the community.

A woman with dark hair, wearing a blue jacket, is sitting outdoors. She has her hands clasped in front of her and is looking directly at the camera with a slight smile. The background is slightly blurred, showing what appears to be a market or a public space with other people and structures.

Tip 1: The Human Scale Strategy

Move from institutional synergy to human reality. Treat the EU project as the backdrop and the improved daily life as the protagonist.



Real Heroes,
Real Impact

15 Minutes Faster

Firefighters from Herceg Novi and Dubrovnik now respond to forest fires significantly faster thanks to joint drills and new GPS gear.

Tip 2: Localization & Lokalpatriotizam

Resonating with Regional Pride. EU funding must feel **rooted** in the soil. Projects require local geographic markers and landmarks to avoid feeling imported from abroad.



Tailoring the Narrative to the Region



The North

Preserving tradition, agriculture, and mountain tourism.

Key Hubs: Žabljak, Kolašin



The Coast

Maritime heritage, olive groves, and sustainable luxury tourism.

Key Hubs: Budva, Kotor, Bar



Central / Urban

Innovation, smart cities, and digital transformation.

Key Hubs: Cetinje, Podgorica, Nikšić

Tip 3: Visual Proof — Seeing is Believing

Social proof through recognizable local faces and sites carries more weight than official press releases.



Tip 4: Interreg as EU Today

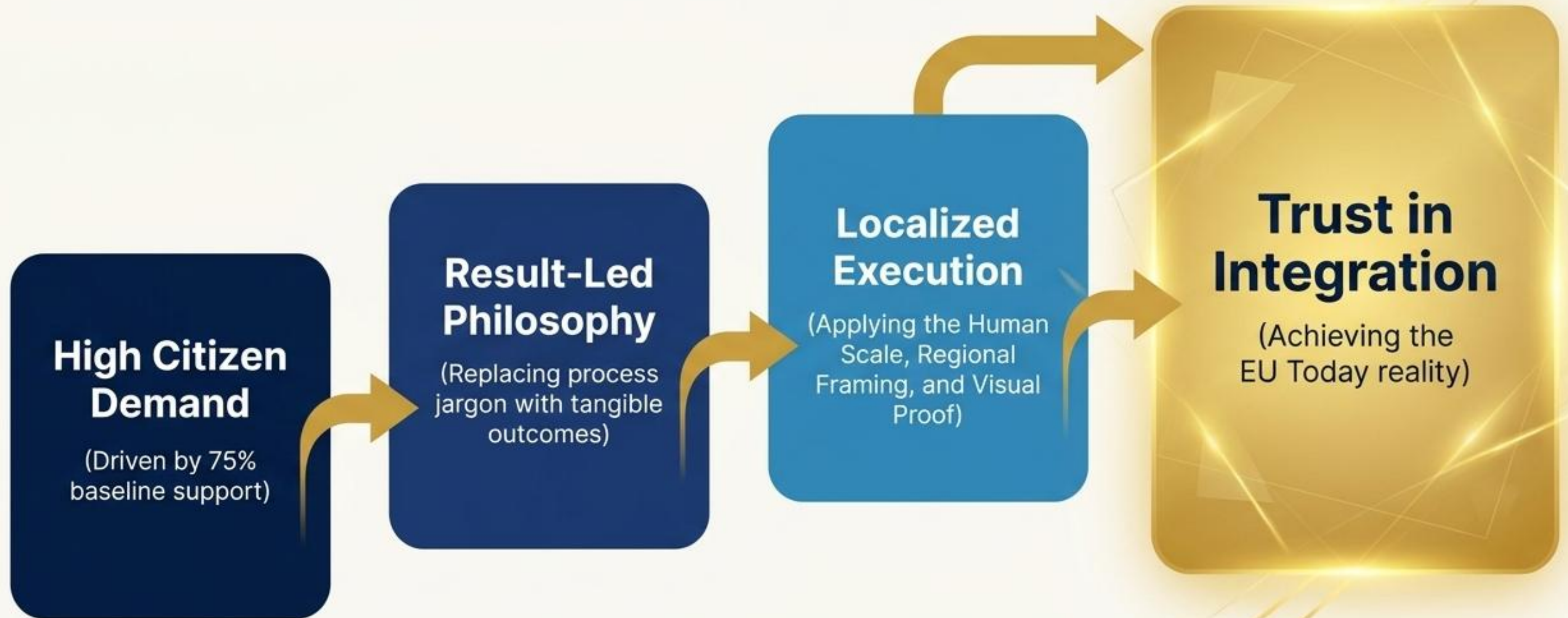
BRIDGING THE ACCESSION GAP



We aren't waiting for the future; we are building European standards in our hospitals, schools, and parks right now.

This framing empowers local stakeholders and builds immediate trust in the integration process.

The Architecture of Impact



The Communicator's Checklist



Strip the Jargon. Replace administrative codes with clear benefit statements.



Show, Don't Tell. Use high-quality Before vs. After imagery over stock photos.



Geographic Hooks. Name the specific municipality or local landmark in the headline.



Humanize. Feature direct testimonials from local beneficiaries (a doctor, a farmer, an SME).



Call to Action. Clearly state exactly where citizens can access or benefit from the project's outputs today.



Thank you for your attention!
Questions?

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