

Berlin Process Summit

5 July 2021

The Berlin Process is an initiative aimed at stepping up regional cooperation in the Western Balkans and aiding the integration of these countries into the European Union. It was launched on August 28, 2014, by the German Chancellor Angela Merkel.

The Process's connectivity agenda refers to linking the people, economies and states of the region. Within this agenda, the Process has thus far yielded initiatives and projects in the fields of transport and infrastructure, economic connectivity, youth cooperation and cooperation among businesses and among the civil societies of the Western Balkans.

On 5 July the summit brought together for the eighth time Heads of State or Government from the Western Balkans and their counterparts from nine EU Member States, high-level EU representatives and the United Kingdom, to advance on their regional cooperation and European integration agenda. The virtual meeting was hosted by the German Chancellor Angela Merkel.

During the Summit, the Commission reconfirmed its commitment to cooperation with and support for the region in its post-pandemic recovery through the Economic and Investment Plan for the Western Balkans, focusing on green and digital transition investments, smart mobility links, sustainable energy, digital infrastructure, and business sector development and human capital, including youth. The Commission also called for further progress in the region's economic integration to reap the full benefits of the planned investments.



WBIF Visibility Activities

Objectives

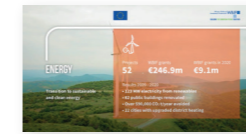
- To highlight the results and achievements of the WBIF Connectivity Agenda 2015-2020 for the Western Balkans.
- To provide a look ahead to future support under the EU's Economic and Investment Plan for the Western Balkans 2021-2027.
- To present the actual benefits of the EU support through short video testimonials of the final beneficiaries in all WBIF sectors.
- To show the actual progress of works and the benefits of the selected WBIF Connectivity Agenda Flagship project.

Messages

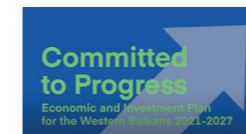
- The EU is the number one investor, financial donor and trading partner of the Western Balkans.
- The EU's Economic and Investment Plan for the Western Balkans 2021-2027 brings big investment opportunities for the greener, fairer and more connected region.
- The WBIF is a joint initiative of the EU, financial institutions, bilateral donors, and the governments of the Western Balkans, and a key vehicle for providing support in priority areas of the Berlin Process.

Activities

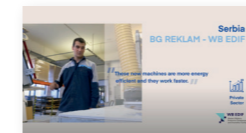
WBIF Sector Overview 2021



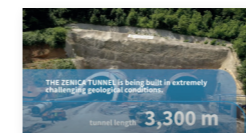
Committed to Progress



Making a Difference: Beneficiary Testimonials pt. 1



Road Corridor Vc in Bosnia and Herzegovina



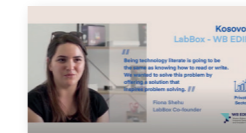
Decades of Engagement



Solidarity in Action



Making a Difference: Beneficiary Testimonials pt. 2



Gradiška Bridge (R2a) in Bosnia and Herzegovina



WBIF Annual Report 2020



WBIF Annual Report Summary 2020



Channels

The Berlin Process Website 

Western Balkans Investment Framework

DG NEAR



WeBalkans.eu

Berlin Summit: Western Balkans strengthen regional cooperation and foster closer ties with the EU

EUD Bosnia and Herzegovina



European Investment Bank (EIB)



European Bank for Reconstruction and Development (EBRD)



Results

- Overall reach of the DG NEAR social media campaign around Berlin Summit: **864,484 people** across all channels.
- Material promoted at Berlin Summit and related events (Economy and Health Ministerials; EUD BiH Corridor Vc Meeting).
- Potential of further use of the produced material - regional media outlets; re-edit of material for further purposes etc.