

SOCIALDEMOCRATIC PARTY
BOSNIA AND HERZEGOVINA
SOCIALDEMOCRATS

PROJECT PROPOSAL

TO: WESTMINSTER FOUNDATION, LONDON, U.K.

Project name: Financial support for marketing in local elections 2004.

Project aim: To present the SDP B&H to the people and to become the party of confidence with well presented election program based on peoples need. We have to define the best possible ways to reestablish the image of SDP B&H as a party of working people, protector of social groups in need for state help, party which is multiethnic and only force that leads B&H towards Europe by implementing European standards of local government and services in local communities as well as protector of state property which is to serve the poor parts of society. Therefore we need to find the way to present this to common people so they can identify their needs with our goals and how to specify different approaches to different target groups. For this purpose we need financial help in producing propaganda materials.

Overview: On last local elections in April 2000 SDP B&H won 21 municipalities, of which 7 with more than 50%. In those 21 municipalities out of 120, we had mayors and those are mostly industrial and city municipalities with large number of citizens. Turnout was 67%. During 2002 we lost coalition support in two municipalities and after general election three more because our former partners made a new deal with nationalists.

On General elections in October 2002 turnout was only 52%. That drop affected most the SDP B&H. We lost more than 100.000 votes compared to General elections 2000. At the same time support for the nationalist lessen but at much lower rate. The last polls are showing that the turnover would be under 45% if the elections would be held tomorrow (source: UNDP Early Warning System Report for B&H, October 2002).

We need a huge locally diversified marketing campaign to overcome the negative propaganda from nationalist media which are very strong. That campaign should aim those who stayed at home in October 2002. We have to launch operation "Turnover" and ensure that social democracy in B&H is able to fight against the nationalist euphoria growing after 2002 General elections as well as against the growing mistrust in the parliamentary democracy at all. SDP B&H has no recourses to cope with this problem alone. Therefore the support from Westminster Foundation will be of crucial significance. It will not only give the opportunity to SDP B&H to fight for the social democratic values as energetic as possible, but to regain peoples trust in the political system built on representative parliamentary democracy.

LEAFLET

Preparation of five topic leaflets to five target groups..... 5.000 KM
Production 5 x 200.000 x 0,02 KM.....20.000 KM

POSTER

Preparation on five different topics to five different target groups10.000 KM
Production 5 x 50.000. x 0,45 KM..... 112.500 KM

JUMBO POSTER

Preparation, graphic design and production (2 x 300 pcs).....80.000 KM
Photo design.....32.000 KM
Artistic design32.000 KM
Jumbo poster placement hire.....234.000 KM

ARGUMENTATION CARDS

Preparation..... 1.500 KM
Production (2.000 pcs x 1,45 KM) 2.900 KM

PARTY FLAGS

Flags (500 pcs.)78.000 KM
Spears (500 pcs.)..... 9.000 KM

T SHIRTS

For 10.000 volunteers with SDP logo making visual identification50.000 KM

HATS

For 5000 volunteers25.000 KM

BAGS

For 5000 volunteers25.000 KM

TV SPOTS AND RADIO MESSEGES

Design / production.....25.000 KM
Broadcasting.....20.000 KM

SMALL PROPAGANDA MATERIALS

Pencils (50.000 pcs.).....	25.000 KM
Lighters (50.000 pcs.)	25.000 KM
Pocket calendars (100.000 pcs.)	5.000 KM

DISTRIBUTION COSTS

Petrol bills.....	15.000 KM
Car maintenance.....	10.000 KM
Accommodation for drivers	10.000 KM

EVENTS

Main events costs.....	50.000 KM
Renting video display	20.000 KM

TOTAL.....921.900 KM

NOTE: According to the results of project "Know-how support for marketing in local elections 2004." the proposed financial plan of this financial support project can be changed and its parts prioritized and redistributed on the base of suggestions from the British experts and the conclusions of the " Know how seminar" but not more than total that is proposed now.



SDP
SOCIJALDEMOKRATSKA PARTIJA
BOSNE I HERCEGOVINE
SOCIJALDEMOKRATI

SOCIAL DEMOCRATIC PARTY OF BOSNIA AND HERZEGOVINA

41 Alipašina Street
Sarajevo
Bosnia and Herzegovina
Phone/Fax: ++(387 33) 663 625/208 969

FAX MESSAGE

Pages: 6 (including this one)

To:	Nabila Sattar
Fax number:	++44 20 7630 8648

From:	Svetozar Pudarić
Fax number:	++ 387 33 66 40 42

Date:	21 January 2004
Message:	<p>Dear Nabila,</p> <p>I am sending you proforma invoices for the leaflets, TV spots and radio messages, Jumbo posters and posters. The invoices are as follow:</p> <p>Leaflets Production: A4 (12.000,00 KM) & A5 (8.000,00 KM) 20.000,00 KM</p> <p>Poster Production: B2 (112.500,00 KM)</p> <p>Preparation, graphic design and production of Jumbo poster 2 X 300 Psc (79.998,00 KM)</p> <p>TV spots and radio messages 2 TV spots (43.294,00 KM) & 2 radio messages (1.580,00 KM) + 10% tax</p> <p>Leaflets Preparation: A4 & A5 4.900,00 KM + 10% tax</p> <p>Poster Preparation: B2 9.800,00 KM + 10% tax 65.531,40 KM</p> <p>TOTAL: 278.029,40 KM</p> <p>If you have any questions do not hesitate to contact me.</p> <p>Best regards, Svetozar Pudarić</p>

SOCIJAL DEMOKRATSKA STRANKA
BOSNA I HERCEGOVINA
SOCIJALDEMOKRATI

PRIJEDLOG PROJEKTA

ZA: WESTMINISTER FONDACIJU, LONDON, U.K.

Naziv projekta: Financijska podrška za promociju na lokalnim izborima 2004. godine

Cilj projekta: Predstaviti SDP BiH ljudima i postati stranka od povjerenja sa dobro predstavljenim izbornim programom na osnovu potreba naroda. Trebamo definirati najbolje moguće načine za obnovu imidža SDP BiH kao stranke radnih ljudi, zaštitnika socijalnih grupa kojima je potrebna državna pomoć, stranke koja je multietnička i jedina pokretačka stranka koja vodi BiH ka Europi provodeći europske standarde lokalne vlade i službi u lokalnim zajednicama, kao i zaštitnika državne imovine, koja treba služiti siromašnim dijelovima društva. Zbog toga, mi moramo pronaći način da ovo predstavimo običnim ljudima kako bi mogli identificirati njihove potrebe sa našim ciljevima i kako specificirati različite pristupe različitim ciljanim grupama.

U ovu svrhu potrebna nam je financijska pomoć u sačinjavanju propagandnih materijala.

Pregled: Na posljednjim lokalnim izborima u aprilu/travnju 2000. godine SDP BiH je pobijedio u 21 općine, od čega je u sedam općina osvojio više od 50% glasova. U ovih 21 općini od njih 120, imali smo načelnike i to su uglavnom industrijske i gradske općine sa velikim brojem građana. Odziv je bio 67%. Tokom 2002. godine izgubili smo podršku koalicije u dvije općine i nakon općih izbora izgubili smo još tri općine, jer su naši prijašnji partneri stupili u novi dogovor sa nacionalistima.

Na Općim izborima u oktobru/listopadu 2002. godine odziv je bio samo 52%. Taj pad najviše je utjecao na SDP BiH. Izgubili smo više od 100,000 glasova u usporedbi sa općim izborima 2000. godine. U isto vrijeme, ali nešto sporije, opadala je i podrška nacionalistima. Posljednje ankete pokazuju da bi odziv bio ispod 45%, ako bi se izbori održali sutra (izbor: UNDP Izvještaj o sistemu ranog upozoravanja za BiH, oktobar/listopad 2002. godine).

Nama je potrebna velika raznolika marketinška kampanja da savladamo negativnu propagandu nacionalističkih medija, koji su veoma jaki. Kampanja bi za cilj trebala imati one koji su ostali kod kuće u oktobru/listopadu 2002. godine. Moramo pokrenuti operaciju „Odziv“ i osigurati da je socijalna demokracija u BiH sposobna se boriti protiv rastućeg nepovjerenja u parlamentarnoj demokraciji uopće. SDP BiH nema sredstva da se sam bori sa ovim problemom. Zbog toga će podrška Westminister Fondacije biti od iznimne važnosti. To neće samo dati priliku SDP-u BiH da se bori za socijalno demokratske vrijednosti što je energičnije moguće, nego da i stekne povjerenje naroda u politički sistem izgrađen na reprezentativnoj parlamentarnoj demokraciji.

LETAK

Priprema pet tematskih letaka za pet ciljanih grupa.....	5,000 KM
Štampa 5 x 200,000 x 0,02 KM.....	20,000 KM

POSTER

Priprema pet različitih tema za pet različitih ciljanih grupa.....	10,000 KM
Štampa 5 x 50,000 x 0,45 KM.....	112,000 KM

JUMBO POSTER

Priprema, grafički dizajna i štampa (2x300 kom).....	80,000 KM
Foto dizajn.....	32,000 KM
Umjetnički dizajn.....	32,000 KM
Prostor za oglašavanje.....	234,000 KM

ARGUMENTACIJSKE KARTE

Priprema.....	1,500 KM
Štampa (2,000 kom x 1,45 KM).....	2,900 KM

ZASTAVE STRANKE

Zastave (500 kom).....	78,000 KM
Držači (500 kom).....	9,000 KM

MAJICE

Za 10,000 volontera sa SDP logom za vizualnu identifikaciju.....	50,000 KM
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KAPE

Za 5,000 volontera.....	25,000 KM
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TORBE

Za 5,000 volontera.....	25,000 KM
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TV SPOTOVI I RADIO PORUKE

Dizajn/produkcija.....	25,000 KM
Emitovanje.....	20,000 KM

OSTALI PROPAGANDNI MATERIJAL

Olovke (50,000 kom).....	25,000 KM
Upaljači (50,000 kom).....	25,000 KM
Džepni kalendari (100,000 kom).....	5,000 KM

TROŠKOVI DISTRIBUCIJE

Gorivo.....	15,000 KM
Održavanje automobila.....	10,000 KM
Smještaj za vozače.....	10,000 KM

DOGAĐAJI

Troškovi glavnih događaja.....	50,000 KM
Iznajmljivanje video zida.....	20,000 KM

UKUPNO.....921.900 KM

NAPOMENA: U skladu sa rezultatima projekta „Podrška znanja za marketing na lokalnim izborima 2004. godine“ predloženi financijski plan ovog projekta financijske podrške može biti izmijenjen i njegovi dijelovi naglašeni ili raspodijeljeni na osnovu prijedloga britanskih stručnjaka i zaključaka „Know-how seminara“, ali ne više nego je predložena ukupna suma novca.

Poštovana Nabila,

Dostavljam Vam proforma račune za letke, TV spotove i radio poruke, Jumbo postere i postere. Računi su kako slijedi:

Štampanje letaka:

A4 (12.000,00 KM) i A5 (8,000 KM) 20,000 KM

Štampanje postera

B2 (112.500,000 KM)

Priprema, grafički dizajn i štampanje Jumbo plakata

2x300 kom (79.998,00 KM)

TV spotovi i radio poruke

2 TV spota (43.294, 00 KM) i 2 radio poruke (1.580,00 KM) + 10% poreza

Priprema letaka

A4 i A5 4.900,00 KM + 10% poreza

Priprema postera

B2 9.800,00 KM + 10% poreza

65.531,40 KM

UKUPNO

278.029,40 KM

Slobodno me kontaktirajte ako imate dodatnih pitanja.

S poštovanjem,

Svetozar Pudarić

eclipse
your printing company

PONUĐA / PREDRAČUN ZA:
SOCIJAL DEMOKRATSKA PARTIJA BOSNE I HERCEGOVINE
Sekretarijat za marketing
Fax: 033/213-675

Sarajevo, 23.01.2004.god

Zahvaljujemo Vam na Vašem upitu na osnovu kojeg smo slobodni ponuditi Vam štampu:

Jumbo plakata (billboards)

Štampa 4/0

Papir: BBS

Dimenzije: 5,04m x 2,38m prema standardima Europlakata

Tiraž: 2 x 300 kom

Cijena: 133,33 KM/kom

Ukupno: 79.998,00 KM

Nadamo se da će Vam naša ponuda odgovarati, a za daljnje pojedinosti stojimo Vam u svako doba na usluzi.

S poštovanjem!



Eclipse d.o.o. Sarajevo
Mula Mustafe Bašeskije 63
71 000 Sarajevo, BiH

Direktor
Dino Dautović

Dautović D.

Eclipse d.o.o. Sarajevo, ul.: M. M. Bašeskije 63, 71 000 Sarajevo, BiH, tel.: 033/271-720
HVB Banka Bosna I Hercegovina d.d. Žiro račun: 1420000310010065

eclipse

Your printing emergency

PONUĐA / PREDRAČUN ZA:**SOCIJAL DEMOKRATSKA PARTIJA BOSNE I HERCEGOVINE**

Sekretarijat za marketing

Fax: 033/213-675

Sarajevo, 23.01.2004.god

Zahvaljujemo Vam na Vašem upitu na osnovu kojeg smo slobodni ponuditi Vam štampu:

Letka A4

Štampa 4/4

Papir: 80g/m²

Dimenzije: 210x297 mm

Tiraž: 3 x 200.000 kom

Cijena: 0,02 KM/kom

Ukupno: **12.000,00 KM**

Letka A5

Štampa 4/4

Papir: 80g/m²

Dimenzije: 148,5x210 mm

Tiraž: 2 x 200.000 kom

Cijena: 0,02 KM/kom

Ukupno: **8.000,00 KM**

Plakata B2

Štampa 4/0

Papir: 135 g/m²

Dimenzije: 70x50 cm

Tiraž: 5 x 50.000 kom

Cijena: 0,45 KM/kom

Ukupno: **112.500,00 KM****TOTAL: 132.500 KM BEZ PPP**

Nadamo se da će Vam naša ponuda odgovarati, a za daljnje pojedinosti stojimo Vam u svako doba na usluzi.

S poštovanjem!

Eclipse d.o.o. Sarajevo
Mula Mustafe Bašeskije 63
71 000 Sarajevo, BiHDirektor
Dino DautovićEclipse d.o.o. Sarajevo, ul.: M. M. Bašeskije 63, 71 000 Sarajevo, BiH, tel.: 033/271-720
HVB Banka Bosna I Hercegovina d.d. žiro račun: **1420000310010065**



Društvo za film

produkcija
FIST
S A R A J E V O

i propagandu



SDP BiH

Sarajevo

PREDMET: PONUDA ZA KAMPANJU "IZBORI 2004."

VIDEO PRODUKCIJA

PREDRAČUN

1. 2 TV SPOTA

I TEHNIKA ZA SNIMANJE

	KOLICINA	DANA	KM/DAN	UKUPNO
1 KAMERA BETAČAM SP SA PRIBOROM	1	4	300,00	1.200,00
2 MONTAZA	1	8	1.300,00	10.400,00
3 GRAFIČKA ANIMACIJA				4.600,00
UKUPNO TEHNIKA ZA SNIMANJE				16.200,00

II PROIZVODNA EKIPA

1 REDITELJ				2.400,00
2 SNIMATELJ				800,00
3 SCENOGRAF				600,00
4 KOSTIMOGRAF				400,00
5 SCENARISTA				800,00
6 KOMPOZITOR				600,00
7 SPIKER				500,00
8 FIZICKI RADNICI (2)				300,00
9 ŠMINKER				300,00
10 RASVJETLIVAC				400,00
11 ORGANIZATOR				400,00
DOPRINOSI AUTORI (17,64%)				1.076,04
DOPRINOSI SARADNICI (40 %)				560,00
UKUPNO PROIZVODNA EKIPA				9.136,04

III KOSTIM /najam i šivanje/

600,00

IV REKVIZITA

700,00

V TRANSPORT

1 KOMBI ZA EKIPU I TEHNIKU	1	4	120	480,00
2 KAMION ZA SCENSKU TEHNIKU	1	2	160	320,00
UKUPNO TRANSPORT				800,00

VI	SCENOGRAFIJA					1.200,00
VII	GLUMCI I STATISTI					2.400,00
VII SCENSKA TEHNIKA						
1	SINE JIP	1	2	650	1.300	
2	FAR ŠINE	1	2	550	1.100	
UKUPNO SCENSKA TEHNIKA						2.400,00
VIII	MUZIKA					1200
IX RASVJETA						
1	HMI 4 KW	2	2	119,00	476,00	
2	HMI 2.5 KW	2	4	84,00	672,00	
3	HMI 1.2 KW	2	4	56,00	448,00	
4	reflektor Fresnel 2 KW	3	4	17,50	210,00	
5	variofokus 2 KW	3	4	17,50	210,00	
6	vario fokus 800 W	3	4	12,60	151,20	
7	pince 150-500 W	3	4	7,00	84,00	
UKUPNO RASVJETA						2.251,20
X	DISTRIBUCIJA NA TV /medija plan/					1.200,00
XI	NEPREDVIDJENI TROSKOVI					2.000,00
XII	PRODUCENTSKI DOPRINOSI 8 %					3.206,98
TOTAL						43.294,22

PREDRAČUN

1. 5 PLAKATA B2

			dana	po danu	KM
1	FOTOGRAF		4	800,00	3.200,00
2	RAZVIJANJE FILMOVA				600,00
3	STUDIO		4	900,00	3600,00
4	RASVJETA		2	250,00	500,00
5	ŠMINKA		2	200,00	400,00
6	DIZAJN		5		1500,00
					9.800,00

2. 5 LETAKA A4/A5

			dana	po danu	KM
1	FOTOGRAF		1	1.200,00	1.200,00
2	RAZVIJANJE FILMOVA				500,00
3	STUDIO		1	900,00	900,00
4	RASVJETA		1	400,00	400,00
5	ŠMINKA		2	200,00	400,00
6	DIZAJN		5		1500,00
					4.900,00

AUDIO PRODUKCIJA**PREDRAČUN**

Produkcija 2 radio džingla:

1	Kompozitor muzike				500,00
2	Muzički producent				300,00
3	Tonski snimatelj				180,00
4	Studijski muzičari				
5	Programer				200,00
6	Spiker				100,00
7	Studio (sat)	15 h			300,00
8	Najam instrumenata				
					1.580,00

REKAPITULACIJA

1	VIDEO PRODUKCIJA	2 TV SPOTA			43.294,00
2	5 PLAKATA B2				9.800,00
3	5 LETAKA A4/A5				4.900,00
4	AUDIO PRODUKCIJA				
	produkcija 2 radio džingla				1.580,00

UKUPNO

59.574,00

POREZ NA PROMET USLUGA 10%

5.957,40

UKUPNO**65.531,40**

Ukoliko ste zainteresovani za našu ponudu molimo Vas da nas blagovremeno obavjestite kako bi Vam dostavili prijedlog ugovora na usvajanje i potpis.

S poštovanjem

Dayor Pušić




Sarajevo, 23.01.2004.

Dear Dragi,

I forgot to mention that if you can confirm that we can have copies of the original bills for the posters and production of materials by 18 March then we would be happy to transfer the funds for 80% immediately.

Best regards,

Nabila

Dear Dragi,

I hope you received our fax on the project proposals approved at the January Board meeting.

Party Development - this project was approved in response to the SDP's request to organise workshops on party reform and modernisation in preparation for the 2004 municipal elections. The four workshops have been agreed for the following:

- 1) with the Party Leadership *1 of 5. aprila*
with the campaign team
with the communications experts
a follow-up workshop on a communications strategy for the municipal elections

The Party is working on election campaigns in the UK and we need to do as much of the work as possible in March. Is it possible to do one of the above workshops at the beginning of March? At least this way the project will have started and we can move forward with it. Obviously, it is your decision as to whether the workshop will be with the Party Leadership, campaign team or communications experts.

Production of Jumbo posters - the proposal for jumbo posters was approved for £28,683. Thank you for the proforma invoices for this.

Due to new rules within the Foundation we can only transfer 50% (i.e. £14,341.50) immediately. Is this okay? However please note that the new rules also mean that a copy of the original invoice will be required by Wednesday 12 March for the £14,341.50 or if possible the total cost. Please confirm if you can meet this deadline and the funds will be transferred asap.

Production of Materials - was approved for £69,019. As above the new rules mean that we can transfer £34,509.50 only. The SDP will have to provide copies of the original bills by 12 March for between £22,000 to £34,509.50.

Please confirm if you can meet this deadline and the funds will be transferred asap.

Youth Forum Newspaper - a total sum of £17,951 is agreed for the project.

We can transfer costs for the first two copies of this publication. Can the Youth Forum provide bills by 12 March for the first copy? Do the funds go to the Party account for this or do they have a separate account?

I do apologise for any inconvenience but the new rules mean that we have to work to implement the projects asap and account for them in the designated timeframe.

Please let me know if this is okay.

Best regards,

Nabila

Nabila Sattar
International Project Manager
The Labour Party/Westminster Foundation for Democracy

Sarajevo, 9 April 2004

Dear Nabila,

As I explained previously, we send you original bills we have made during the "Seminar with the campaign team", held in Sarajevo from 5 to 9 April 2004. You will find out that we had to cut the budget for the workshop because we wanted to cover the costs for one interpreter and renting equipment from approved budget. As you can notice we have additional costs for one interpreter and accommodation of your experts only.

I will send you a narrative report for the workshop by E-mail.

1. Room hire.....	1.600,00 KM
2. Accommodation	16.800,00 KM
3. Meals	5.600,00 KM
4. Refreshments.....	976,00 KM
5. Internal travels	9.840,00 KM
6. Materials.....	2.602,20 KM
7. Organizer's fee.....	960,00 KM
TOTAL I:	38.378,20 KM

Additional costs:

1. Rent of equipment (TV, video, overhead projector and flipchart).....	800,00 KM
2. Translation (2 professional interpreters)	6.144,00 KM
3. Accommodation of Labour party experts	2.460,00 KM
TOTAL II:	9.404,00 KM

TOTAL I+II:..... 47.782,20 KM

I look forward to hearing from you.

Best wishes,

Dragi Stanimirović
International Secretary of SDP B&H

Nabila Sattar
International Project Manager
The Labour Party/Westminster Foundation for Democracy

Sarajevo, 7 June 2004

Dear Nabila,

We send you original bills we have made during the "Seminar with the campaign team", held in Sarajevo from 29 to 30 May 2004. The bills are as follow:

1. Room hire (2)1.197,00 KM
2. Rent of equipment (2 overhead projector,
2 laptop computers and 2 flipchart) 900,00 KM
3. Accommodation17.040,00 KM
4. Meals/Refreshments.....7.520,00 KM
5. Internal travels9.184,00 KM
6. Materials2.100,00 KM
7. Organizer's fee 600,00 KM
8. Translation (a professional interpreters)1.600,00 KM

TOTAL: 40.141,00 KM

Please find attached the Narrative report.

I look forward to hearing from you.

Best wishes,

Dragi Stanimirović
International Secretary of SDP B&H



Nabila Sattar
International Project Manager
The Labour Party/Westminster Foundation for Democracy

Sarajevo, 13 August 2004

Dear Nabila,

We send you original bills we have made during the "Seminar with the communications experts", held in Sarajevo from 3rd to 4th July 2004. The bills are as follow:

1. Room hire (2) **1.600,00 KM**
2. Rent of equipment (two flipcharts, two video-projectors, two laptop computers, a projector sheet, two TV, a VCR and a video camera) **1.850,00 KM**
3. Accommodation **16.590,00 KM**
4. Meals/Refreshments **7.584,00 KM**
5. Internal travels **7.257,00 KM**
6. Materials **2.682,00 KM**
7. Organizer's fee **600,00 KM**
8. Translation (a professional interpreters) **1.800,00 KM**

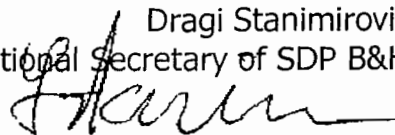
TOTAL: 39.963,00 KM

I am going to send you the Narrative report probably today by e-mail.

I look forward to hearing from you.

Best wishes,

Dragi Stanimirović
International Secretary of SDP B&H



Nabila Sattar
International Project Manager
The Labour Party/Westminster Foundation for Democracy

Sarajevo, 13 October 2004

Dear Nabila,

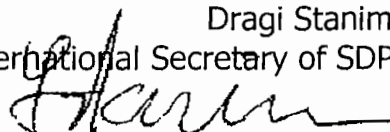
Please find original bills for the seminar "Evaluation of Party Development Project" we organized in Sarajevo, 25 - 26 September 2004. The bills are as follow:

1. Room hire (2)	1.400,00 KM
2. Rent of equipment (two flipcharts, two overhead projectors, two laptop computers, a projector sheet, two TV, a VCR and a video camera)	1.900,00 KM
3. Meals/Refreshments.....	8.380,00 KM
4. Accommodation	17.745,00 KM
5. Organizer's fee	600,00 KM
6. Materials	2.125,00 KM
7. Internal travels	7.339,00 KM

TOTAL: 39.489,00 KM

Best wishes,

Dragi Stanimirović
International Secretary of SDP B&H



Narativni izvještaj

Projekat "Financial support for marketing in local election 2004"

Naš cilj je da jasnom i čistom porukom i grafičkim rješenjem sve lokalne specifičnosti reklamne kampanje objedinimo u jedinstvenu kampanju SDP BiH na području cijele Bosne i Hercegovine. To znači da nam je namjera ovaj projekat koristiti za izradu jedne serije reklamnog materijala koja bi sadržavala džambo plakate, plakate, letke, radio i tv džinglove. Materijali bi bili jedinstveni za čitavu Bosnu i Hercegovinu. Projekat bi također trebao da omogući i štampanje lokalnog materijala baziranog na jedinstvenom grafičkom rješenju. Na ovaj način će, pored ujednačavanja reklamnog materijala i bez obzira na finansijske snage pojedinih organizacija SDP BiH, biti omogućena i jeftinija izrada materijala. Provođenje ovog projekta u mnogome će olakšati i planiranje i provedbu slične kampanje za Opšte izbore 2006. godine.

Uz pomoć Westminster fondacije znatno će biti doprinijeta realizacija Plana kampanje za Lokalne izbore 2004. Bez odobrenih sredstava bilo bi veoma teško u cijelosti realizirati ovaj Plan, što bi moglo da se odrazi i na izborni rezultat SDP BiH na predstojećim izborima. Planom izborne kampanje biće definisan izgled i sadržaj propagandnog materijala. Na osnovu Plana kampanje utvrdit će se i Plan marketinga, te i dinamika i način distribucije propagandnog materijala na terenu. Za sada mi smo u završnoj fazi pripreme Plana kampanje, a Izborna strategija i Izborni program SDP BiH su već usvojeni.

Sklopljeni su ugovori sa firmama koje se bave grafikom i dizajnom. Radi planskog korištenja vremena, avansnim plaćanjem osigurali smo usluge tih firmi u dogovorenom vremenu. Također smo iznajmili 600 mjesta za Jumbo plakate širom BiH. Plan nam je štampati 250 000 komada plakata B-2, 600 000 komada letaka A-4, 400 000 letaka A5 i jedan broj praznih plakata, namijenjenih odborima SDP BiH za pozivanje na skupove i tribine SDP BiH tokom kampanje. Konačna verzija seta propagandnog materijala SDP BiH za lokalne izbore 2004, kao i tokom ranije saradnje, biće vam dostavljena DHL-om.

The Labour Party Head Office

16 Old Queen Street
London
SW1H 9HP

131 Bedford Street
North Shields
Tynes and Wear NE29 6LA

t 08705 800 200
e join@labour.org.uk
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INTERNATIONAL UNIT WESTMINSTER FOUNDATION FOR DEMOCRACY PROJECTS

F A X

TO: Dragj Stanimirovic

FAX NO: + 387 71 663 625 + 387 51 466 757

FROM: Nabila Sattar

DIRECT LINE: + 44 (0)20 7802 1382 **FAX NUMBER:** +44 (0)20 7630 8648

EMAIL: Nabila_Sattar@new.labour.org.uk

DATE: 11 February 2004

NUMBER OF PAGES (INCLUDING THIS ONE): 4



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11 February 2004

Dragi Stanimirovic
International Manager
71000 Sarajevo
Alipasina 41

By fax: + 387 71 663 625

Dear Dragi,

You will be pleased to know that the Westminster Foundation for Democracy has approved the following proposals from the SDP. Expenditure has been approved as follows:

Party Development

Room hire	£ 574.00
Accommodation	£ 5,450.00
Refreshments	£ 2,152.00
Internal travel	£ 2,870.00
Materials	£ 1,793.00
Organiser's fee	<u>£ 359.00</u>
Sub-total	£13,198 (x 4 workshops)
Total	£57,792.00

Production of Materials

Jumbo posters (300 posters - preparation, graphic design and production)
Total £ 28,683.00 (racije za skupljanje iznos)

Production of Materials

Leaflets	
Preparation	£ 1,793.00
Production	£ 7,171.00



Poster	
Preparation	£ 3,585.00
Production	£ 40,336.00
TV Spots and ... messages	
Design/Production	£ 8,983.00
Broadcasting	£ 7,171.00
Total	£ 69,019.00

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Youth Forum Newspaper

Printing	£ 10,356.00
20% taxation	£ 2,071.00
Preparatory costs	£ 3,013.00
Co-ordinator	£ 2,511.00
Total	£ 17,951.00

Please let us know of any budgetary changes before expenditure is incurred.

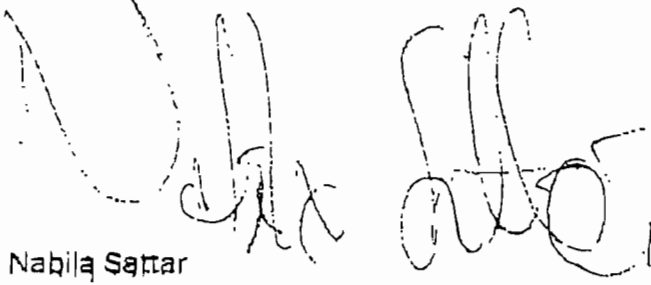
The conditions of this assistance are:

- 1) The funding is on the understanding that the project will take place as described and as scheduled.
- 2) Please let me know immediately the month(s) the funding will be required and the amount(s).
- 3) You must submit full documentation, i.e., financial report consisting of a summary of expenditure and a corresponding set of original documents (bills, invoices, etc.). All documents should be numbered for ease of reference.
- 4) A full written report for the project must be submitted within one month of the end of the project. This should include an account of how the funds have been used, what work has been undertaken, details of activity, the success or otherwise of the project, any follow-on work that is planned and the contribution it has made to the development of democratic processes.
- 5) An independent evaluation report is also required, and this should be arranged by you; please let us know who will be writing a brief report on the activity for the Foundation.

Please acknowledge receipt of this letter and let us know how you wish to proceed with the projects.

Best wishes

Yours sincerely



Nabila Sattar

International Project Manager

The Labour Party / Westminster Foundation for Democracy

Tel: 020 7802 1382

Fax: 020 7630 8648

E-mail: Nabila.Sattar@new.labour.org.uk

**MEĐUNARODNA JEDINICA
WESTMINISTER FONDACIJA ZA PROJEKTE DEMOKRACIJE**

FAX

Za: Dragi Stanimirović

Broj faksa: + 387 71 663 625 + 387 51 466 757

Od: Nabila Sattar

Direktna linija: +44 (0) 20 7802 1382 Faks: +44 (0) 02 7630 8648

e-mail: Nabila_Sattar@new.labour.org.uk

Datum: 11.02.2004. godine

BROJ STRANICA (UKLJUČUJUĆI OVU): 4

11. februar, 2004. godine

Dragi Stanimirović
Međunarodni Menadžer
71000 Sarajevo
Alipašina 41

Faks: +387 71 663 625

Drági Drági,

Bit će Vam drago čuti da je Westminster Fondacija za demokraciju odobrila sljedeći prijedlog SDP-a. Troškovi su odobreni kako slijedi:

Razvoj stranke

Unajmljivanje prostorije	£ 574.00
Smještaj	£ 5,450.00
Osvježenje	£ 2,152.00
Putovanje u zemlji	£ 2,870.00
Materijali	£1,793.00
Naknada organizatora	<u>£ 359.00</u>
Ukupno	£13,198 (x 4 radionice)
Ukupno	£ 57,792.00

Produkcija materijala

Jumbo posteri (300 postera- priprema, grafički dizajn i produkcija)

Ukupno £ 28,683.00

Produkcija materijala

Letci

Priprema	£ 1,793.00
Produkcija	£ 7,171.00

Poster

Priprema	£ 3,585.00
Produkcija	£ 40,336.00

TV spotovi i radio poruke

Dizajn/produkcija	£ 8,963.00
Emitiranje	£ 7,171.00
Ukupno	£69,019.00

Novine omladinskog foruma

Štampanje	£10,356.00
20% porez	£ 2,017.00
Troškovi pripreme	£ 3,013.00
Koordinator	£ 2,511.00
Ukupno	£17,951.00

Molim Vas da nas obavijestiti o bilo kakvim budžetskim promjenama prije nastupanja troškova.

Uvjeti ove pomoći su:

- 1) Financiranje je zasnovano na razumijevanju da će se projekt održati kako je opisano i planirano.
- 2) Molim da me odmah izvijestite o mjesecima u kojima će sredstva biti potreba i iznos(e).
- 3) Morati dostaviti cijelu dokumentaciju, tj. financijski izvještaj koji se sastoji od sažetka troškova i pratećeg seta originalnih dokumenata (računi, fakture, itd.). Cijela dokumentacija mora biti označena brojevima radi lakše reference.
- 4) Potpun pisani izvještaj za projekt mora biti dostavljen u roku od mjesec dana poslije završetka projekta. Ovo mora uključivati opis trošenja sredstava, šta je poduzeto, detalje aktivnosti, uspjeh ili drugo projekta, planirani nastavak poslova i doprinos načinjen razvoju demokratskih procesa.
- 5) Neovisni evaluacijski izvještaj je također neophodan i isti morate vi urediti; molimo da nam javite ko će pisati kratki izvještaj o aktivnostima za Fondaciju.

Molim potvrdite primitak ovog pisma i obavijestite nas kako želite nastaviti sa projektima.

Pozdrav.

S poštovanjem,

Nabila Sattar, s.r.
Međunarodni projektni menadžer
Laburistička stranka / Westminster Fondacija za Demokraciju

Tel: 020 7802 1382

Fax: 020 7630 8648

E-mail: Nabila_Sattar@new.labour.org.uk

Poštovani Svetozar,

Nedavno smo načinili sljedeći prijenos sredstava na Vaš račun:

Omladinske novine	1,987.42 £
Štampanje materijala	28,683.00 £
Jumbo plakati	69,019.00 £
Obuka (dvije radionice)	26,315.52 £

Nabila je pisala Dragiju o izvještajima za ove projekte. Da li mi molim Vas možete dati novije informacije o ovome?

Također, da li možete potvrditi da je sljedeća obuka planirana od 28.05. do 30.05.

Hvala

Matthew

£ 126.005 — update 7. maja

Informator

From: Matthew_Beevor@new.labour.org.uk
Sent: 11. svibanj 2004 17:10
To: international.department@sdp-bih.org.ba
Cc: Nabila_Sattar@new.labour.org.uk
Subject: Transfers

Dear Svetozar,

We have recently made the following transfers to you:

Youth Forum Newspaper	£ 1,987.42	126.005
Production of Materials	£28,683.00	
Jumbo Posters	£69,019.00	
Leadership training (two workshops)	£26,315.52	

Nabila has written to Dragi about the reports for these projects. Could you please update me on this?

Also, can you confirm that the next Leadership training is scheduled to take place from 28 - 30 May?

Thanks,

Matthew

Matthew Beevor
International Projects Administrator
The Labour Party/ Westminster Foundation for Democracy
16 Old Queen Street
London SW1H 9HP

tel: (+44) 020 7802 1107
fax: (+44) 020 7630 8648
email: Matthew_Beevor@new.labour.org.uk

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This footnote also confirms that this email message has been swept by MIMESweeper for the presence of computer viruses.

The Labour Party



SOCIJALDEMOKRATSKA PARTIJA
BOSNE I HERCEGOVINE
SOCIJALDEMOKRATI

PROJECT REPORT – PARTY DEVELOPMENT MEMBERS OF THE CAMPAIGN TEAM OF MUNICIPAL BOARDS OF SDP BiH

Social Democratic Party of Bosnia and Herzegovina in cooperation with Westminster Foundation for Democracy has organised three-day workshop for the executive directors of municipal campaign teams and members of the campaign teams responsible for marketing. The workshop took place in Ilidza, Sarajevo from 28-30 May 2004. Eighty participants from the important strategic municipalities for Social Democratic Party of Bosnia and Herzegovina have been invited on this workshop and sixty five of them from 48 Municipal Boards were present.

As an introduction for the workshop the representatives of Social Democratic Party of Bosnia and Herzegovina held a briefing with Mr. Howard Knight, trainer from the Labour Party of Great Britain.

The workshop was consisted of three segments of the great importance for municipal campaign teams of SDP BiH. The first segment has been focused on marketing campaign of SDP BiH and its importance for the general campaign of the party, the second segment was concentrated on the campaign planning and the third one was about position of the personal campaign of the mayor candidates within SDP BiH local campaign.

The main objective of the workshop with the executive directors of the campaign teams and members of the campaign teams responsible for marketing has been the strengthening of the municipal campaign teams by accomplishing skills for preparation, planning and organizing the campaign, realizing strategy of unique marketing campaign and using this strategy for specific needs of the municipal organisations of SDP BiH.

After an introduction made by Mr. Svetozar Pudaric, Campaign Team Manager of SDP BiH, the participants have been divided into two groups and that helped in better exchange of experiences and information based on team work.

The first segment of the workshop for both groups included the presentation of "Campaignmaker" as a practical tool for planning efficient and successful campaign. The participants have been informed about the strategy of campaigning – analyzing the electoral districts, targeting campaign objectives, target groups and campaign messages. After that, participants took part in discussion about all questions from the "Campaignmaker" and exchanged their own experiences and the problems that they are facing depending from which area of Bosnia and Herzegovina they are coming from. This was an opportunity for the participants to understand the problems and give their own opinion.

The second segment of the workshop has been marketing campaign as a part of general campaign of SDP BiH. for the Municipal Elections 2004. Kenan Reso, member

of SDP BiH Campaign Team for marketing presented the topics concerning the marketing campaign of SDP BiH.

During the third segment of the workshop (Sunday, May 30) Mr. Howard Knight, an expert from the Labour Party has presented three basic conditions for succesful campaign: organization of the campaign, agenda of the campaign and the projection of the politics on the local level. In his presentation he also stressed the importance of the strategy on the state and local level, target groups and delivering messages to the voters. The important part of his presentation were the topics: personal campaign of the candidates for mayors, focusing on particular candidates, decision making during campaign and coordination between different levels of the party structures.

This segment of the workshop was maybe the most interesting part of it to the participants for many reasons: the examples, ideas, suggestions and explanations about planning of the campaign, Decision-making process in the campaign etc.

At the end of the workshop the participants had an opportunity to fill the evaluation form and give their opinion about the quality of the trainers, presented topics and topics they would like to discuss about in the future, organization of the workshop and their comments and suggestions.

I would like to thank Mr. Howard Knight, Labour Party expert, for his great knowledge, experience, skills and passion in delivering his best for the benefit of the Campaign Team of SDP BiH. I would also like to thank Ms. Nabila Sattar and Mr. Matthew Beevor from Westminster Foundation for their support in organising the workshop.

PROJEKTNI IZVJEŠTAJ- RAZVOJ STRANKE ČLANOVI TIMA ZA KAMPANJU OPĆINSKIH ODBORA SDP BiH

Socijaldemokratska Partija Bosne i Hercegovine u suradnju sa Westminster Fondacijom za Demokraciju organizirala je trodnevnu radionicu za izvršne direktore općinskih timova za kampanju i članove timova za kampanju odgovornih za marketing. Radionica je održana na Ilidži, Sarajevo od 28-30. maja, 2004. godine. Na radionicu je pozvano osamdeset učesnika iz bitnih strateških općina za Socijaldemokratsku Partiju Bosne i Hercegovine i bilo ih je prisutno 65 iz 48 općinskih odbora.

Kao uvod za radionicu predstavnici Socijaldemokratske partije Bosne i Hercegovine održali su sastanak sa gosp. Howard Knightom, trenerom iz Laburističke stranke Velike Britanije.

Radionica se sastojala iz tri segmenta od velike važnosti za općinske timove za kampanju SDP-a BiH. Prvi segment se je fokusirao na marketinšku kampanju SDP BiH i njenu važnost za opću kampanju stranke, drugi segment je bio koncentriran na planiranje kampanje i treći je bio o poziciji osobne kampanje kandidata za načelnika unutar SDP BiH lokalne kampanje.

Glavni cilj radionice sa izvršnim direktorima timova za kampanju i članova timova za kampanju odgovornih za marketing je bio jačanje općinskih timova za kampanju postizanjem sposobnosti za pripremi, planiranje i organiziranje kampanje, realiziranje strategije za jedinstvenu marketinšku kampanju i korištenje ove strategije za specifične potrebe općinskih organizacija SDP BiH.

Nakon uvoda gosp. Svetozara Pudarića, Menadžera tima za kampanju SDP BiH, učesnici su podijeljeni u dvije grupe, što je pomoglo boljoj razmjeni iskustava i informacija zasnovanoj na timskom radu.

Prvi segment radionice za obje grupe uključivao je prezentaciju „Tvorac kampanje“ kao praktičan alat za planiranje učinkovite i uspješne kampanje. Učesnici su informirani o strategiji vođenja kampanje-analiziranje izbornih distrikta, ciljevi kampanje, ciljane grupe i poruke kampanje. Nakon toga, učesnici su učestvovali u diskusiji o svim pitanjima iz „Tvorca kampanje“ i razmijenili su svoja iskustva i probleme s kojima se suočavaju ovisno o dijelu Bosne i Hercegovine iz kojeg dolaze. Ovo je bila prilika za učesnike da razumiju probleme i daju svoje mišljenje.

Drugi segment radionice je bio marketinška kampanja kao dio generalne kampanje SDP BiH za Općinske izbore 2004. Kenan Reso, član tima za kampanju SDP BiH za marketing predstavio je teme vezane za marketinšku kampanju SDP BiH.

Tokom trećeg segmenta radionice (nedjelja, 30 maj) gosp. Howard Knight, stručnjak iz Laburističke stranke predstavio je tri osnovna uvjeta za uspješnu kampanju: organizacija kampanje, agenda kampanje i projekcija politike na lokalnom nivou. U svojoj prezentaciji također je naglasio važnost strategije na državnom i lokalnom nivou, ciljane grupe i prenošenja poruke biračima. Bitan dio njegove prezentacije bile su teme: osobna kampanja kandidata za načelnika, fokusiranje na određene kandidate, donošenje odluka tokom kampanje i koordinacija između različitih nivou stranačke strukture.

Ovaj segment radionice je možda bio i najinteresantniji za učesnike iz mnogo razloga: primjeri, ideje, sugestije i objašnjenja o planiranju kampanje, proces donošenja odluka u kampanji itd.

Na kraju radionice učesnici su imali priliku da popune evaluacijski obrazac i daju svoje mišljenje o kvaliteti trenera, predstavljenim temama i temama o kojima bi željeli razgovarati u budućnosti, organizaciji radionice i svoje komentare i sugestije.

Želio bih zahvaliti gosp. Howard Knightu, stručnjaku iz Laburističke Stranke na njegovom velikom znanju, iskustvu, sposobnostima i strasti u prezentiranju najboljeg u koristi SDP BiH tima za kampanju. Također bih želio zahvaliti gđici. Nabila Sattar i gosp. Matthew Beevoru iz Westminster Fondacije na njihovoj podršci u organiziranju radionice.

THE NARRATIVE REPORT PRODUCTION OF MATERIALS AND JUMBO POSTERS

The objective of the project is to unify all specific local aspects of the marketing campaign into unique campaign of Social Democratic Party of Bosnia and Herzegovina by creating clear election message and graphic solution. Our intention is to use this project for production of the series of marketing materials consisted of jumbo posters, leaflets, posters, TV spots and radio messages. Materials will be unique for the whole territory of Bosnia and Herzegovina. The project should also provide printing of the local materials based on the unique graphic creation. This will make possible to have an equate of the marketing materials throughout the country no matter on the financial strength of local organisations and production of materials itself will become less expensive. The implementation of this project will make easier planning and realisation of the General election campaign in year 2006.

Production of materials and jumbo posters project supported by Westminster Foundation for Democracy will very much contribute to the realisation of the Campaign Plan of SDP BiH for the local elections. It will be very difficult to complete the Campaign Plan without approved finances and that could provoke negative result of SDP BiH on the upcoming elections.

The Campaign Plan will define the content of marketing materials. According to the Campaign Plan, the Marketing Plan will be made, as well as dynamics and the way of distribution of materials to the local organisations. As for now, the Election Strategy and the Election Program (Party Manifesto) have been adopted and the Campaign Plan is in the final stage of preparation.

The contracts with the graphic and design companies have been signed. This will make possible the service of those companies in agreed period of time. We have rented six hundred places for jumbo posters all around Bosnia and Herzegovina. Our plan is to print 250 000 copies of B-2 posters, 600 000 A-4 leaflets, 400 000 A-5 leaflets and certain number of empty posters that will be used by local organisations as an invitation for party rallies and gatherings during the campaign.

The final set of the marketing materials of SDP BiH for the local elections 2004 will be send to you the way we used to deliver it in our previous cooperation, by DHL.

NARATIVNI IZVJEŠTAJ PRODUKCIJA MATERIJALA I JUMBO POSTERA

Cilj projekta jeste objediniti sve specifične lokalne aspekte marketinške kampanje u jedinstvenu kampanju Socijalno Demokratske Partije Bosne i Hercegovine kreiranje jasne izborne poruke i grafičkih rješenja. Naša namjera je koristiti ovaj projekt za produkciju niza marketinških materijala koji se sastoje od jumbo postera, letaka, postera, TV spotova i radio poruka. Materijali će biti jedinstveni za cijelu teritoriju Bosne i Hercegovine. Projekt također treba omogućiti štampanje lokalnih materijala zasnovanih na jedinstvenoj grafici. Ovo će omogućiti jednake marketinške materije u cijeloj zemlji bez obzira na financijske mogućnosti lokalnih organizacija i produkcija materijala će postati mnogo povoljnija. Provedba ovog projekta će olakšati planiranje i realiziranje kampanje za Opće izbore u 2006. godini.

Projekt produkcije materijala i jumbo postera kojeg podržava Westminster Fondacija za demokraciju će veoma doprinijeti realizaciji plana kampanje SDP BiH za lokalne izbore. Bit će veoma teško završiti plan kampanje bez odobrenih financijskih sredstava i to bi moglo izazvati negativne rezultate SDP BiH na predstojećim izborima.

Plan kampanje će definirati sadržaj marketinških materijala. U skladu sa planom kampanje bit će sačinjen Marketinški plan, kao i dinamika i način distribucije materijala lokalnim organizacijama. Do sada su usvojeni Izborna Strategija i Izborni Program (Manifesto Partije) i plan kampanje je u finalnoj fazi pripreme.

Potpisani su ugovori sa grafičkim i dizajnerskim kompanijama. Ovo će omogućiti blagovremene usluge ovih kompanija. Iznajmili smo šest stotina mjesta za jumbo plakate u cijeloj Bosni i Hercegovini. Naš plan je štampati 250 000 kopija B-2 postera, 600 000 A-4 letaka, 400 000 A-5 letaka i određen broj prazni postera, koje će lokalne organizacije koristiti kao poziv na skupove stranke i okupljanja tokom kampanje.

Finalni set marketinškog materijala SDP BiH za lokalne izbore 2004. godine bit će vam dostavljen na isti način kao i ranije, putem DHL-a.

PROJECT REPORT - PARTY DEV
THE CAMPAIGN TEAM OF SDP BiH –
Sarajevo, April 5-9 2004

This was the first workshop of the Party Development project organised by the Democratic Party of Bosnia and Herzegovina and supported by the Labour Party. Ms. Scarlett McGwire and I have facilitated a workshop with their experience and training skills.

The main objective of the first workshop has been the preparation of the campaign team managers for the upcoming local elections in Bosnia and Herzegovina. Participants have discussed about the most important party documents, the Party Program (Party Manifesto), the Party Strategy and Campaign Plan. The Party Development project will contribute to better education of party managers and coordination of the party campaign.

The workshop has been organised for two groups of approximately 15 members each. Both groups have been working for two days and on fifth day Labour Party members of the campaign team of SDP BiH had an evaluation of the workshop.

In the beginning of the workshop SDP experts have presented the methodology of creation of the Election Program and the Party Strategy. Labour Party had their own views, comments and questions specific for their organisations. The Labour Party experts have brought an overview of campaigning and the relationship between the central campaign team and local campaign teams. After that, SDP BiH campaign team managers took place in debate with Labour Party experts from the previous elections and plans and expectations for the upcoming elections.

Mr. Svetozar Pudaric, General Secretary of SDP BiH and manager of the Campaign Team of SDP BiH had a presentation about the SDP's election message. His presentation has been followed by interesting observations of the participants. The discussion has stressed the importance of the election message and how to deliver the message to the voters. Questions and answers were facilitated by Party experts. Another workshop – setting campaign objectives and strategies – presentations. Labour party representatives led the workshop about planning and mobilising members and volunteers.

The second day started with an review of key points from the previous day. Labour experts started debate on voter communication and mobilisation. Different aspects of campaign have been analyzed: media strategy, mass media and direct voter contact as a part of SDP's party campaign. Labour Party experts have shown their experiences and offered their advices how to organise for an election. There has also been a lot of discussion about internal party coordination and coordination of different levels of party campaigning. The participants have shown their own skills in planning activities on the election day during the workshop.

The presentation on marketing campaign by SDP and Labour Party experts has provoked a long debate and participants have contributed with original ideas and proposals. This part of workshop has been concluded with an open discussion about the most rational way of planning and conducting marketing campaign.

Members of the Campaign Team of SDP BiH and Labour Party experts have organised evaluation debate on the final day. There has been mutual understanding of the particular moment and needs of SDP BiH for the next workshop that should take place from April 23-25 in Bjelasnica, near Sarajevo. The first workshop has been very successful and brought new dimension in SDP BiH's preparation for the challenges of the future campaign.

We would like to thank Labour Party experts Ms. Scarlett McGwire and Mr. Jim Metcalfe for their great knowledge, experience, skills and passion in delivering their best for the benefit of the Campaign Team of SDP BiH. I would also like to thank Ms. Nabila Sattar and Mr. Matthew Beevor from Westminster Foundation for their support in organising the workshop.

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