

**INTERNATIONAL COORDINATION COMMITTEE**  
**for the implementation of the Management Plan for the World Heritage serial property**  
**Stećci - Medieval Tombstones Graveyards**

COURTESY TRANSLATION

**COMMUNICATION STRATEGY**

**Context**

Stećci - Medieval Tombstones Graveyards are listed on the World Heritage List by decision of the World Heritage Committee of July 2016.

Stećci have an extremely important place in the cultural policies of Bosnia and Herzegovina, Croatia, Montenegro and Serbia.

In accordance with the Management Plan for stećci, the International Coordination Committee for the Implementation of the Management Plan (MKO) was appointed.

MKO adopts a Communication Strategy which aims to:

i) promotion of presentation and promotion of stećci as a world heritage property; ii) enhancement of intercultural understanding; iii) strengthening of cultural cooperation; and iv) raising awareness of the importance of stećci and cultural heritage in general.

The countries work together on the implementation of the Communication Strategy.

In the implementation of the Communication Strategy, special attention is paid to UNESCO Conventions, in particular:

1. The Convention Concerning the Protection of the World Cultural and Natural Heritage
2. The Convention on the Protection and Promotion of Cultural Diversity
3. The Convention for the Safeguarding of Intangible Cultural Heritage (2003).

**Partners**

In order to determine the most suitable, most efficient and successful way of expressing and transmitting messages to citizens and visitors (hereinafter referred to as the target auditorium) and achieving the goals of communication, the following partners are defined:

**Key Partners:**

- The competent ministries and other competent institutions,
- Municipalities where necropolises inscribed on the World Heritage List are located
- Stakeholders in other municipalities where there are necropolises not inscribed on the World Heritage List,

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- Organizations and institutions in the field of cultural industries;
- Tourist organizations;
- Educational and scientific institutions;
- Civil society organizations that focus on culture,
- Media, electronic and printed (local, regional and national).

**Other partners:**

- Other municipalities in the country that are not directly covered;
- International organizations,
- Development agencies.

The communication strategy approach implies:

- Defining a clear message about the significance of stećci as a world heritage property,
- Providing high visibility and positive image of stećci
- Utilizing and developing the capacity of local partners in promoting the plans, progress and results of the activities. In case of a lack of capacity, they should provide the necessary guidance and training for partner organizations. This will result in multiple benefits: building the capacities of the identified partners, enhancing the responsibility of the competent institutions, as well as strengthening the co-operation of the civil society and civil society organizations in implementing the programs at the local level.
- The need to create and adapt activities in accordance with the specificities of local communities where the activity is implemented and different audience,
- During the entire implementation of the communication strategy, the media will be monitored and feedback on the communication activities of the actors will be provided in order to evaluate their efficiency and, if necessary, make changes for future activities.

***Media as allies***

The media play a significant role in the successful implementation of the Communication Strategy, and in particular, to raise awareness of the importance of the stećci as a world heritage property. Therefore, specific activities will be planned to develop partnerships with the media.

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A specifically created website will be regularly updated to provide all necessary information.

***Visibility and logo***

Visibility will be ensured through the use of the logo in accordance with the standards and guidelines of UNESCO and the 1972 Convention. The same logo will be used for all distributed messages (mail, notepad, fax, printed material, brochures, external promotional material, stickers, power point presentations, video and audio material to be built for the program, etc.). Flags with the logo will be prominently displayed at all events, especially those that encompass the media and/or possess PR potential. Visual identity will be established and used consistently in all types of media where the property is being presented/promoted. The goal is to establish a visual identity, to create and maintain a positive image, as well as to emphasize the synergy in its implementation.

The website is specially created for this property and serves as a means of communication and reaching the public.

It will be further linked to the relevant local communities' websites. Wherever possible, links will be made to other websites that have a great impact, including Wikipedia (a local version that will be supplemented with materials that will be compiled by experts / authors within the program, etc.), youtube.com (for the appropriate video materials produced by the program or its users and citizens), flickr.com (for photo sharing and distribution), etc.

***Multiple votes***

By using communication links (public relations and promotional practices) and partner capacities, the goal will be to ensure permanent indirect communication with target audiences. At the same time, the development of the capacities of domestic institutions and civil society organizations will contribute to enhancing the reputation of appropriate partners on given localities, the feeling of ownership and increasing accountability in relation to the implementation of activities.

**Communication goals**

The focus of these communication strategies has been developed on the basis of ensuring successful and efficient:

- a. Internal communication,
- b. External communication and
- c. Communication for the purpose of wider international presentation.

**Internal communication** in each country aims to mobilize support from various actors, from appointed ministers, civil society, media executives and organizations and institutions for the protection of cultural heritage, cultural industries and academic community.

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**External communication** focuses on visibility, promotion, public relations and coordination and implementation of the joint program and joint activities of the participating countries in the MKO.

**Communication for the purpose** of international presentation will imply a range of communication activities across the MKO participating countries in co-operation with the network of diplomatic and consular representatives, UNESCO, the European Union and other international organizations (World Tourism Organization, etc.).

The key messages of all types of communication activities are:

- The importance of the stećci as a world heritage property
- The importance of cultural heritage as economic resource
- The need for close cooperation between culture, tourism, and economy
- The need for greater investment in cultural heritage
- Developing a brand
- Creating cultural routes
- Link with other cultural offerings and content
- Promotion of the UNESCO Conventions
- European Union directives.

Communication activities will focus on creating events that represent valuable and useful media content by adopting the following (not exclusively) activities:

- Develop promotional events that will produce action among partners such as conferences, round tables, exhibitions, etc.
- Develop and organize special promotional events (activities that provide not only the means for engagement of the auditorium, but also serve for the purpose of the public relations and media promotion opportunities).
- Organize competitions / prize competitions
- Comments on the need or problem of the local population; with special focus on local media in various places, organizing public relations events (press conferences, promotions, publicity events with the highest local officials and civil society organizations, etc.).

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- Development of appropriate alternative means of communicating with main and other partners, bulletins sent by electronic mail, electronic survey, web banners, etc.
- Starting promotional campaigns with concrete and achievable results (corresponding to program goals).

The main **communication objectives** pursued are as follows:

1. Raising public awareness of the importance of stećci,
2. Raising awareness of the issue of culture and development and its potential for social inclusion and economic development,
3. Building a partnership/network in the field of culture and development,
4. Engagement of the local community in providing positive messages and experiences on the protection and conservation and promotion of the sites.

Adopted on 11 September 2017, at the 3rd session of the International Coordination Committee for the Implementation of the Management Plan for stećci.