



Stepwise integration of the IPA beneficiaries in the activities of the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) and the REITOX network

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List of abbreviations

BiH – Bosnia and Herzegovina

CC – candidate countries

DG NEAR – the Directorate-General for Neighbourhood and Enlargement Negotiations

DRD – drug-induced deaths (indicator)

EC – European Commission

EEAS – European Union External Action service

EFSQ – European treatment facility survey questionnaire

EMCDDA – European Monitoring Centre for Drugs and Drug Addiction

ESPAD – European Survey on Alcohol and Other Drugs

EU – European Union

EWS – Early warning system on new synthetic drugs

GPS – general population survey

HQ – headquarters

IPA – Instrument for Pre-Accession

JHA – justice and home affairs

NDO – national drug observatory

NEWS – national early warning system

NFP – national (drug information) focal point

NGO – non-governmental organisation

NPS – new psychoactive substances

PCC – potential candidate countries

PDU – problem drug use (indicator)

PM – Permanent Missions (to the European Union)

SEE – south-eastern Europe

SO – specific objective

Reitox – European information network on drugs and drugs addiction

TAIEX – Technical assistance and information exchange instrument

TDI – treatment demand indicator

UNODC – United Nations Office on Drugs and Crime

Project Description

Stepwise integration of the IPA beneficiaries in the activities of the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) activities and the REITOX network.

1. Basic information

Coordinator of grant contract: Gonçalo Felgueiras e Sousa
Contact person: Cécile Martel
Beneficiary: European Monitoring Centre for Drugs and Drug Addiction
Title: Stepwise integration of the IPA beneficiaries in the activities of the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) activities and the REITOX network
Start date of reporting period: 1 July 2017
End date of reporting period: 30 June 2019
Target countries: Albania, Bosnia-Herzegovina, former Yugoslav Republic of Macedonia, Kosovo*, Montenegro and Serbia

2. Overall objective

To ensure that IPA II beneficiaries are able to participate effectively in the activities of the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) and the Reitox network upon accession.

3. Specific Objective

To support the approximation to and adoption of the EU acquis in the IPA II beneficiaries in the area of Rule of Law and in particular in the drug information field.

4. Target groups

- National authorities and high-level decision makers
- Existing or future national focal points
- Key national experts and potential data contributing institutions.

5. Description of the project

5.1. Background and justification

The EU Drugs Strategy 2013–2020 places emphasis on the fact that ‘the EU international drug response is evidence-based and includes a monitoring process on the situation and progress involving different information tools from the Commission, European External Action Service (EEAS), including the EU Delegations, Member States, European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), Europol, Eurojust and the European Centre for Disease Prevention and Control (ECDC) in close cooperation with UNODC’. It states further that the Union should ‘ensure that support to the candidate and potential candidate countries, and the countries of the European Neighbourhood Policy, focuses on capacity-building in both supply and demand reduction and evidence-based, effective and balanced drug policies, through strengthened cooperation, including sharing of EU best practices and participation, where appropriate, in EU agencies, such as the EMCDDA, Europol and Eurojust’.

The EMCDDA, together with the European Commission, the Member States and Europol, is identified as a key actor to implement objective 10 — action 38 of the EU Drugs Action Plan (2017–2020), allowing for provision of technical assistance, and other assistance and support as necessary, to acceding countries, candidate countries, and potential candidates to facilitate their adaptation to and alignment with the EU acquis in the drugs field. In addition, the recast of the EMCDDA Regulation — adopted by the Council and the European Parliament on 12 December 2006 — clearly identifies Western Balkan countries as key partners of the EMCDDA in its article 2 d - v).

The overall objectives of the Instrument of Pre-Accession (IPA) projects are to support the IPA beneficiaries in their preparations for joining the EMCDDA and the Reitox network. The projects address the needs of countries that are at different stages in their approximation to the EU acquis, with different levels of development of a national focal point (NFP) and of a national drug information system, and which have different resources and capacities.

The objective of this project has been aligned and builds on the achievements and results of the several previous technical cooperation projects, which the EMCDDA has been implementing since the end of 2007 in the Western Balkan region. Especially some outputs of the last IPA technical cooperation project (ref. 2015/361-979) – and more specifically the ‘Roadmaps for participation in the EMCDDA’ – have been used to measure the readiness of the different IPA beneficiary countries and to tailor the project related activities under the current IPA project.

5.2. Description

The overall objective is to ensure that IPA II beneficiaries are able to participate effectively in the activities of the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) and the Reitox network upon accession.

The specific objective of the project is to support the approximation to and adoption of the EU acquis in the IPA II beneficiaries in the area of Rule of Law and in particular in the drug information field.

The project is structured around five expected outputs which are:

Op1: a strengthened coordination body at national level–National Drug Observatory (NDO)

Op2: updated or new data sets and reports on drug related issues

Op3: a strengthened national Early Warning System (EWS)

Op4: improved communication and visibility of the project

Op5: ongoing inter-institutional coordination

This would be achieved through specific activities (in line with previous efforts and projects) aiming at supporting national reporting through established and regular national data flows based on common requirements, ensuring coherence and harmonisation as well as policy relevance and uptake of the reported information in support of an evidenced base drug policy.

The project team will ensure effective and smooth implementation of the project's activities, including project management and administration, as well as regular coordination with relevant partners and initiatives.

5.3. Specific activities

Op 1: National Drug Observatory

This work package will aim to strengthen the coordination body at national level – National Drug Observatory (NDO). This will be achieved through a set of tailored activities targeted towards developing a strong, well performing and sustainable national drug information system.

This dedicated national institutional activity will ensure a stepwise support to enhance the monitoring capacities of the Beneficiaries. Under this activity, emphasis will be given to institutionalise and better integrate existing national structures/Focal point/Drug Observatories. Dependant on the countries' commitment and allocated resources, additional support will be provided to the partner countries in this field.

The activities to be implemented under this work package will be:

- A1.1: Preparation of an annual update and dissemination of the national roadmaps
- A1.2: Preparation of an update of the information sources and resources in order to map the flow of drug related data (data information maps)
- A1.3: Raising awareness activities on evidence based policy with national policy makers and Authorities
- A1.4: Attendance to the Annual Reitox Week by the EMCDDA National Correspondents in 2017 and 2018

Deliverables:

- Annual update of the national roadmaps;
- Updated national information maps;
- Meetings reports.

Op 2: data and reporting

This work package will cover relevant aspects on availability of data and statistics related to both the drug-related health field and drug related security field, supporting methodological work on data collection, and providing expert and technical support to drug monitoring at country level. Building on previous projects, this activity will aim to ensure appropriate scientific support (collection, methodology, harmonisation, quality assessment and control, data processing) and strengthen the capacities of the National drug information system to enlarge and consolidate the production of drug data needed to support the update of the Country Drug Report

The result to be expected under this particular activity would be an increased amount of data aligned with EMCDDA methodologies.

The activities to be implemented under this work package will be

- A2.1: Support to data collection and reporting in the drug-related health field
- A2.2: Support to data collection and reporting in the drug-related security field

Both activities will encompass:

- Capacity building activities and other coordination meetings at national and/or regional level addressing the methodological work on data collection, on data harmonisation, data analysis and data quality;
 - Preparation and provision of technical assistance including guidance/methodological documents;
 - Exchange of experiences through visits to EU National Focal points and regional workshops with other ongoing project/activities and relevant partners;
 - Development of service contracts for studies or surveys (e.g. GPS, ESPAD, web surveys, wastewater) and for setting up or improving national data collection tools (e.g. TDI, DRD, seizures,);
 - Attendance at the relevant EMCDDA expert meetings.
- A2.3: Drafting and publishing of an updated Country drug report

Deliverables:

- Reports from activities implemented, e.g. on data collection systems, national or regional workshops;
- Translation of relevant methodological documents produced;
- New data sets produced;
- New studies or surveys, reports or articles or presentations at events produced;
- Updated Country Drug Report.

Op 3: Development of a national EWS

This work package will aim to strengthen the national early warning system (EWS) for information exchange on new psychoactive substances, as defined by the Council Decision 2005/387/JHA of 10 May 2005 in the IPA Beneficiaries. This activity will further support the national authorities in developing a framework for the information exchange at national level based on the legal, regulatory and administrative peculiarities of each beneficiary country,

The activities to be implemented under this work package will be:

- A3.1: Supporting capacity for early detection and reporting on drugs
 - Support to define the framework for information exchange at national level (e.g. drafting national protocols or other similar documents);
 - Capacity building for the detection of new psychoactive substances through support to national and regional training events, including possible bilateral exchanges with the forensic and toxicological laboratories in the EU upon request from the Beneficiary countries.
- A3.2: Drafting and publishing of the national EWS profiles;
- A3.3: Gradual integration of the IPA beneficiaries into the European EWS (in the information exchange mechanisms and also through participation in the annual Reitox EWS meetings at the EMCDDA).

Deliverables:

- Meeting and mission reports;
- Overview of NPS detected in the IPA beneficiaries in 2017 and 2018 (based on the notifications, seizure reports and other reports);
- Translated documents (relevant EMCDDA report or national protocols);
- Drafted and published national EWS profiles.

Op 4: Communication and visibility (see more details under point 6 below)

This work package will aim to implement the activities and objectives of the communication and visibility plan, which is an integrated part of the project proposal.

The objective of this work package is to promote the visibility of the project activities at European, regional and national levels. In doing this a strong link with the communication activities in EMCDDA would be ensured, aligning the project implementation with other relevant EMCDDA products and/ or meetings. Project visibility activities will be implemented in close coordination with the national authorities in the partner countries.

The activities that will take place during the period covered by the communication and visibility plan will be:

- A4.1: Organisation of a launch and high level closing events;
- A4.2: Organise (at least one) national visibility event in each of the IPA Beneficiaries (bringing in also civil society) – at as high-level as possible, linked to the EUD activities to increase visibility and impact, as well as buy-in - and agree on further national communication activities and visibility events, in coordination with National Correspondents and the EU Delegations;
- A4.3: Promote project activities and project results to relevant partners from research and academia in order to increase the project's visibility: [media, including]
 - organise visibility side events at different European, international and regional fora;
 - produce relevant publications and visibility materials (event and conference materials, etc.);
 - use various media sources to promote project activities and engage the wider community and civil society in the Beneficiary countries;
- A4.4: Manage the project webpage, write a bi-annual newsletter and produce promotional materials (leaflets, flyers, etc.) to ensure adequate dissemination of project results and activities and best practices.

Deliverables:

- Project communication materials produced and shared at relevant regional and national events;
- Contribution to newsletters/info materials of other key regional partners provided on regular basis;
- Organisation of IPA 6 project awareness-raising and side events linked to relevant regional and/national meetings.

Op 5: Inter-institutional coordination

This work package will ensure effective and smooth implementation of project activities – horizontal and vertical coordination among the different work packages, regular coordination with relevant partners and initiatives, including project management and administration.

The activities to be implemented under this work package will be:

- A5.1: Project Steering Committee at regional level, comprising 2 representatives from each of the Beneficiary countries (designated project National Correspondent and 1 representative from the permanent mission), as well as representatives from DG Near, DG Home and relevant key partners from international organisations;
- A5.2: Regular dialogue and coordination with DG Near, EEAS, DG Home and EU Delegations;
- A5.3: Regular exchanges and annual meetings with the national correspondents to ensure coordination of planned activities and events and follow up on the implementation of the agreed activities;
- A5.4: Organisation of high level visits at the EMCDDA, on-site visits by the EMCDDA and participation of the BCs' policy makers at selected international conferences (EMCDDA and BC).

Deliverables:

- Monitoring reports on implementation presented to the project Steering committee annually;
- Meetings reports;
- Annual Coordination meeting reports (agenda and minutes);
- Minutes of the high level visits.
- Written input to the Commission annual "Enlargement package" – strategy papers.

6. Communication and visibility plan

The strategy sets up approaches and tools in order to keep the stakeholders regularly informed and to ensure the visibility of the project. It will highlight in a dynamic way the impact of EU support.

This document provides the baseline for planning communication activities. It focuses on external communication and information dissemination and does not touch upon internal communication processes.

- To build awareness about the activities and achievements of the project among target audiences and groups inside and outside the region;
- To improve knowledge about the EU drug approach and the drug situation in the beneficiary countries.

6.1 Target groups

Our target audiences fall mainly into three main categories: National stakeholders, EU stakeholders, and the other International organisations.

- **National stakeholders:** Policy makers in the countries but also the Permanent missions of the beneficiary countries in Brussels, professionals from the public sector but also working for non-governmental organisations, researchers and the general public.
- **EU stakeholders:** DG Home, DG NEAR, EU Delegations and the EEAS as well as the EU citizens.
- **Other international organisations:** UNODC, WHO, Pompidou Group.

6.2. Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

Examples of communication objectives:

- Ensure that the beneficiary population is aware of the roles of the Organisation and of the EU in the action;
- Raise awareness among the host country population or in Europe of the roles of the Organisation and of the EU in delivering aid in a particular context;
- Raise awareness of how the EU and the Organisation work together to support education, health, environment, etc.

For national Stakeholders:

To ensure that the different national stakeholders groups are aware:

- of the added-value of the ongoing partnership with the EMCDDA, and;
- of the EU best practices e.g. in terms of policies and interventions (e.g. prevention, treatment, harm reduction...).

For EU stakeholders:

- to ensure that the EU bodies are informed about the implementation of the project and results achieved;
- to contribute to the countries progress reports.

For international organisations:

- to keep the organisations updated on the activities that the EMCDDA is implementing, avoid duplication of activities and streamline international initiatives.

6.3. Communication Activities

6.3.1. Specific Activities for each target group related to the action's objectives and the phases of the project cycle

Main activities that will take place during the period covered by the communication and visibility plan include details of:

- the nature of the activities;
- the responsibilities for delivering the activities.

And specific activities for each target group, related to the action's objectives and the phases of the project cycle:

6.3.2. Activities with National stakeholders

- Continuous communication with the national correspondents that are nominated in each country, they act as the coordinators of the activities, including the communication ones but as well as ambassadors of the IPA project;

- Ensuring proper communication through different channels on the activities organized in the beneficiary countries or at regional level;
- Meetings organized in the different countries;
- Visits of high level policy makers or of experts in the drug field, organized at the EMCDDA headquarters in Lisbon;
- Annual meeting of the steering Committee;
- Dissemination of the newsletter;
- Regular updating of the dedicated EMCDDA webpage on the work in the region.

6.3.3. Activities with EU stakeholders

- Continuous communication with the different EC services is ensured. This includes sharing information on activities to be organized in the countries but also sharing reports that become available;
- Fulfilling all the contractual activities reporting as laid down in the IPA contract;
- Annual meeting of the steering Committee;
- Regular meetings with the EU Delegations when national activities are taking place and that EMCDDA representatives are onsite;
- Dissemination of the newsletter;
- Regular updating of the dedicated EMCDDA webpage on the work in the region.

6.3.4. Activities with international organisations

- Continuous communication with the different international organisations involved in drug-related projects in the region;
- Dissemination of the newsletter;
- Regular updating of the dedicated EMCDDA webpage on the work in the region;
- Associating them in activities, if relevant, in order to maximize results.

6.4. Communication tools chosen

Including details of advantages of particular tools (media, advertising, events, etc.) in the local context.

- **Web communication:** The communication backbone is provided by the EMCDDA website. The web pages will contain an information package on the work of the project including the project's structure, information about the staff, background information, publications produced in the framework of the project and on the events organised in the different countries.

- **Social media:** Social media (including Twitter and Facebook) have proved to be an increasingly effective tool for cooperation and exchanges with regional policy stakeholders and other target audiences, including journalists. EMCDDA social media tools will be kept updated on the publications produced in the framework of the project and on the events organized in the different countries.
- **Information products**
 - Press releases to announce new publications/outputs and important meetings;
 - Information materials relating to the IPA 6 project (project leaflet, factsheet on regional meetings, ...);
 - Reports and different reference material (guidelines, methodological tools....) mainly produced and published in English. However, some might also be available in Croatian (some EMCDDA products are translated in all the EU languages), which is commonly used in several of the beneficiary countries. Also some products could be translated into the national languages of the beneficiary countries after a careful assessment of the characteristics of the publications and the needs of the targeted population;
 - Important material could be made available in a printed format after assessment of needs;
 - A Newsletter will be published twice a year.
- **Events:**
 - We organise some major events each year at national and regional levels, and are present (speakers, stand, documentation ...) in many events organised by other partners. These events will allow the EMCDDA to mobilise and promote exchanges between our core stakeholders and other target audiences.

6.4.1. Completion of the communication objectives

- Web communication: number of visualisation of related webpages;
- Social media: number of followers;
- Events: total audience that participated in the events organised.

6.4.2. Provisions for feedback (when applicable)

Participants' feedback forms will be tailored for the main activities organised and distributed for completion to the participants.

6.5 Resources

6.5.1. Human Resources

The Communication Unit of the EMCDDA will actively support the EMCDDA International Cooperation Sector in implementing this plan.

The responsibility to inform and communicate on the IPA project is shared between the EMCDDA, the European Commission services and the Beneficiary countries.

Communication is a collective responsibility: all EMCDDA units and staff members are key in helping release concrete and accurate data, and the timely scheduling of actions on the ground.

6.5.2. Financial resources

Budget required for implementing communication activities (in absolute figures and as a percentage of the overall budget for the action):

- **EMCDDA staff:**
 - o COM and RTX staff: no direct budget impact on the project (internal EMCDDA budget)
 - o Specific staff working on project: 15.000 € representing 4.4 % of overall budget
- **Translation costs:** 10.000 € representing 2.9 % of the overall budget

TOTAL ESTIMATED BUDGET: 25.000 € representing 7.3 % of the overall budget

7. Conditionality

Risks	Risk level	Mitigating measures
Political instability and insecurity in the beneficiary countries that will disrupt the project activities	H	Flexibility in project activities to allow for shift of country focus
Lack of commitment by the beneficiary country authorities to cooperate	M	Engagement will be pursued only with those demonstrating clear political will
Frequent government restructuring, lack of clear delineation of duties and responsibilities between relevant agencies	H	Risk assessments and strong involvement of EUDs will mitigate this risk.
Assumptions		
<ul style="list-style-type: none"> • The Governments of the beneficiary countries are committed to cooperate both at a national and regional level. • All institutions involved in the project are committed to the overall objective and purpose of the Action throughout the duration of the project and ready to develop a working cooperation agenda • Sufficient capacities at national and (sub-)regional levels can be mobilised for participation in the activities. • The security situation in the beneficiary countries will not deteriorate. 		

8. Lessons learned

The implementation of the activities under the previous EMCDDA projects with Candidate and Potential Candidate Countries have identified the need to ensure more sustainable governance at national level and continuity of work and dialogue.

Complex, sensitive and volatile political situations in some countries of the region, combined with frequent changes of administration, require close monitoring and necessary measures to ensure(?) continued cooperation in the drug field.

This project is highly dependent on the level of engagement and participation of the national stakeholders. (National Correspondents and experts). The stakeholder involvement and decision-making process being different from country to country, greater attention should be given to adjust the action to the needs and constraints of the Beneficiaries. To this aim, appropriate stakeholder dialogue and inter-institutional coordination at national level should be reinforced to help interaction and activities at and between the different Ministries, Agencies, Institutes involved, and all relevant stakeholders.

9. Project governance

The governance structure underlying the implementation of the project activities will include:

- At regional level, a Steering Committee convened once a year to guide project implementation at regional level while considering relevant country-specific activities and developments. The Steering Committee will comprise 2 representatives from each of the partner countries (the National Correspondent and one representative from the permanent mission), the European Commission (DG Near and DG Home), the EMCDDA managers of the project as well as relevant key partners from international organisations.
- At national level, project implementation will be ensured by the National Correspondent.

10. Cooperation with other partners

Experience from previous projects indicates that the EMCDDA, although maintaining the leading role in supporting the beneficiaries towards participation in the Agency's work, are not unique players in the field of drugs in these countries. The successful cooperation to streamline and avoid duplication with the complementary activities funded by the UNODC, Pompidou group, TAIEX, OECD or other IPA or Twinning projects achieved in the past will continue also throughout the next project. These activities will involve regular exchange of information about on-going projects, invitation of representatives of the above-mentioned organisations to the relevant project meetings or participating in the activities supported by them in order to raise the visibility of EMCDDA work in the region and among new audiences, and, and in similar actions, minimising duplication and contributing towards joint outputs or deliverables.

11. Monitoring of progress

The monitoring of progress achieved will be ensured through the regular Project team meetings/discussions, the annual project Steering Committee meetings, and national workshops and events, and it will be documented in progress reports to the European Commission (DG NEAR), as well as the progress and final reports of the project.

12. Annexes

Annex 1: Logframe