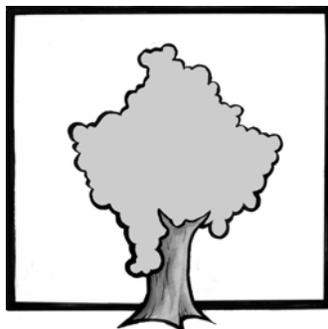


Care for Our Kosovo

The Care for Our Kosovo campaign, 2001, looking back from 2005, remains Kosovo's most ambitious and successful environmental awareness program. It is reasonable to assert that virtually every person in Kosovo was reached many times by the campaign. More than 24 radio stations played spots, in many cases, many times every day, over 8 months. The spots were recorded by Kosovo celebrities – making them interesting to people. Even long after the campaign was officially over, people would report again hearing the radio messages. The televised public service announcements were strong and clever. One of them had a girl throwing things in a river as she walked along and then coughing up the same things when she took a drink of water in her home. One could mention that spot to a Kosovar in any town or village long after the campaign, and they would indicate having seen it and smile. The school programs, as well, were affective. Training for media, comics in the most respected newspaper – all contributed. The logo developed for the campaign, at the top of the page below, continues to be used by the Ministry of the Environment and Spatial Planning for environment related programs.

Attached below are the final report to the donor, and samples of printed materials from the project.





Care For Our Kosovo Environmental Awareness Campaign
Final Report to UNICEF, 10 January 2002

Balkan Sunflowers

Project Results Overview

The Care For Our Kosovo eight-month environmental campaign was one of the first long-term, Kosovo-wide promotions of environmental awareness. The campaign officially began April 16th with the first environmental message, Care For Our Kosovo On Earth Day.

Production and Outputs

Production of the Care For Our Kosovo (CFOK) radio spots, television ads, and posters began on March 15th and quickly involved individuals and groups from all parts of Kosovo.

Radio Spots. Twenty-five Kosovar celebrities donated their time to record 39 radio spots for the Albanian version of the CD that was distributed to radio stations. Actors, children, and radio hosts in Gračanica recorded the Serb language version. The CFOK signature tune was composed and performed with a group of Roma children in Peja.

Table 1. Care For Our Kosovo CD play list.

Track	Length	CFOK Themes	Celebrity	Start Date
1	0:47	Earth Day	Shkelzen Jetishi (Xeni) & Shkurta Fejza	16 April
2	0:34			
3	0:52	Keep It Clean	Adelina Ismajli	1 May
4	0:36			
5	0:59	Health	Çun Lajgi	16 May
6	0:55	Everyday	Adhurim Demi	1 June
7	0:38			
8	0:50	Recycling	Enver Idrizi	16 June
9	0:34			
10	0:45	Children	Edona Llallosi	1 July
11	0:39			
12	0:38	Neighbors	Beka	16 July
13	0:48	Rivers	Shkurta Fejza	1 Aug



14	0:33			
15	0:48	Rivers 2	Ilir Shaqiri	1 Aug
16	0:34			
17	0:53	Food	Faik Gashi & Avni Hoti	16 Aug
18	0:38			
19	0:53	Forests	Memli Krasniqi	1 Sept
20	0:38			
21	0:42	Clean Air	Donat Qosja	16 Sept
22	0:35			
23	0:52	Scenic Beauty	Ilir Shaqiri	1 Oct
24	0:37			
25	1:10	Energy	Faton Macula	16 Oct
26	0:37			
27	0:45	Water supply	Haki Kika & Arijeta Ajeti	1 Nov
28	0:44	Youth	Guri Shkodra	16 Nov
29	0:53	Together	Beka	1 Dec
		Special Extra Themes	Celebrity	Start Date
30	1:13	The Banquet	Naim Krasniqi	9 Jun
31	2:41	Garbage!	Qumili	25 Jun
32	3:16	Pests	Zurafete Gashi, Drita Duraku & Zenel Tufa	6 Aug
33	1:57	Neighbors, dumping	Rasim Thaqi (Cima)	10 Sept
34	0:44	Children	Flora Brovina	23 Jul
35	0:45	Our Forests	Ali Podrimja	24 Sept
36	0:50	Municipal Services	Abit Aliu	15 May
37	0:50	There will be a Law	Department of Environmental Protection	9 Jul
38	0:43	There is a Law	Department of Environmental Protection	
39	3:51	The Stars	Mix of all pieces	

Television Spots. Peja Video Teens, a local NGO, produced three 30-second clips concerning CFOK environmental messages for television broadcast. Four more spots produced in Peja for the campaign by Lone Wolf Studio were aired. Three spots produced were not used, as they did not meet requirements.

Table 2. Television spots

1	The Earth and trash.
2	Water pollution: the spitting girl.
3	Air pollution: smoke.
4	Beautiful earth: wild Kosovo.
5	Illegal logging.
6	Illegal logging 2.
7	Polluted River and the girl in the swing.



Posters and other printed materials. Prishtina University art students collaborated with a professional graphic designer to develop artwork for seventeen campaign posters. Students' artwork was used in several of the posters; however most of the design was done by Art Circle, a Prishtina design team. Originally we planned to print 17 designs 49,500 pieces. The contract called for printing them A4 size; most were printed twice as large, B3. In all 103,000 pieces were printed within the budget.

Table 3. Printed materials

1	Earth Day	Dita e Tokës	3,000 pcs
2	Keep it clean	Mirëmbani pastërtinë	3,000 pcs
3	Health	Shëndeti	3,000 pcs
4	Every day	Për cdo ditë	3,000 pcs
5	Recycling	Riciklimi	3,000 pcs
6	Our Children	Fëmijët	3,000 pcs
7	Our neighbors	Fqinjët, shitorja.	3,000 pcs
8	Rivers and streams	Lumenjët	3,000 pcs
9	Forests	Pyjet	3,000 pcs
10	Clean air	Ajri i pastër	3,000 pcs
11	Save Electricity	Kurseni energjine	3,000 pcs
12	Auto stickers – 10 designs		36,000 pcs
13	Trash container stickers		6,000 pcs
14	“How to” Bookmarks		16,000 pcs
15	“How to” Flyers		10,000 pcs
16	“How to” Posters		2,000 pcs
			103,000 pcs

Media Involvement

Radio station participation. Twenty-two national radio stations and 10 KFOR radio stations broadcast CFOK radio spots in Albanian language. KFOR radio stations, Blue Sky Radio, Radio Mitrovica, and Radio Gracanica broadcast in Serbian language (Table 4). Participating radio stations agreed to play CFOK radio spots between one and seven times per day. Media Action International incorporated our radio spots into their weekly “Your Health, Your Environment” radio show which was broadcast Kosovo-wide on more than 21 Albanian radio stations, and approximately 11 Serbian stations. All radio stations donated their airtime as a public service. While the frequency and participation did drop off over time, radio stations continue to play the messages.

Table 4. Radio stations that participated in CFOK.

Radio Station	Location		
1 Radio Top Iliria	Decan	8 Radio Drenasi	Gllgoc
2 Radio Tema	Ferizaj	9 Radio Gracanica	Gracanica
3 Radio Ferizaj	Ferizaj	10 Radio Kacanik	Kacanik
4 Radio Gjakova	Gjakova	11 Radio Drijona	Kline
Radio Pandora	Gjakova	12 KFOR stations	Kosovo
6 Radio Yjet	Gjakova	13 Radio Mitrovica	Mitrovica
7 Radio Gjilane	Gjilane	14 Radio Dukagini	Peje
		15 Radio Rilindja	Pristina



16 Radio Kosova	Pristina	22 Radio Dranica	Skenderaj
17 Radio Blue Sky	Pristina	23 Radio Theranda	Suhareka
18 Radio Youth Wave	Pristina	24 Radio Vicianum	Vushtrii
19 Radio 21	Pristina	25 Media Action	>21 stations
20 Radio Plus	Pristina	International	Kosovo-wide
21 Radio Helix	Prizren		

CFOK CDs were delivered to radio stations accompanied by a detailed instruction manual suggesting a schedule for station DJs to follow. The CD has 29 tracks that are approximately 30- and 45-seconds and correspond to one of the CFOK sixteen environmental themes. The additional 10 spots of varying length include comedy routines, songs, and environmental law information, all consistent with CFOK’s environmental advocacy (Table 1).

Television station participation. Kosovo’s three national television stations, Koha Vision, RTK, and TV 21 participated in CFOK. These stations said it was “impossible” to donate their airtime; however, RTK—Kosovo’s only public station—did offer the first month of television cost free. Negotiations with each station resulted in reaching approximately the same financial agreement (Table 5). These stations typically charge somewhere between five and 10 DM/second for their airtime. We made five and six-month contracts. Because radio stations donated their time, television stations would not, and print media proved too costly for efficient coverage, we altered the financial strategy proposed in the original budget, after discussing this with UNICEF, and are devoted a majority of the media broadcasting budget lines to pay for television. The video spots began airing at the beginning of June and were aired until 30 November. Koha Vision provided the most airings, exceeding their broadcast commitment.

Table 5. Details of television station financial agreements.

Station	No. Days/month	No. Spots/day	DM/month	DM / sec.
Koha Vision	15	1-3	1500	1.11 - 3.33
RTK	10 (7 + 3 free)	1	1500	5
TV 21	15	1-3	1500	1.11 - 3.33

Poster Distribution. KFOR and TMK agreed to distribute 3000 CFOK posters twice a month. KFOR agreed to hang posters in Serbian enclaves. TMK agreed to hang posters in the towns and villages to which they have access.

Unfortunately, we encountered problems in the TMK portion of the distribution work. BSF held numerous meetings with TMK, provided an information and training session to the tasked brigade, prepared a precise information piece describing quantities for each TMK region, and delivered the posters to the regions. Unfortunately, almost no posters were put up in any area by TMK. Believing that there was insufficient motivation in that agency for this project, we undertook first to hang posters ourselves, and as quickly as possible found other responsible agents. The balance of the campaign was performed by contracted service.

Kosovo is flooded with posters. As the campaign progressed, we decided to experiment with other strategies which were implemented at the conclusion of the campaign period. Two groups of stickers were designed and printed. The first group of 10 designs, “Bumper stickers” are good for vehicles, classrooms and offices, etc. Thirty-six thousand pieces were



printed. They are being distributed through NGOs with environmental interest such as Coopi, EducAid, Premier Urgence, Intercooperation and Aquila.

The second group of stickers was designed for the Kosovo's municipal sanitation company. Six stickers are being distributed by the association representing these companies, PAMKOS, to the various municipal companies for use on waste containers, and vehicles.

Media

The primary objective of the media aspect of the Care for Our Kosovo campaign is to connect media with environmental experts for informational programming. Balkan Sunflowers solicited the participation of approximately 30 environmental specialists, including professionals, educators, university professors, biologists, celebrities, and NGOs. These individuals and groups expressed their willingness to participate in televised panel discussions, documentaries, interviews, and radio interviews, or written articles.

Radio and television programming. Both radio and television stations were receptive to broadcasting informational programming related to the CFOK environmental issues. Balkan Sunflowers began recruiting Kosovo's national and international environmental specialists in March. We hosted a workshop for Kosovar experts on May 28th, 2001. Professionals from TV 21 trained these specialists how to "do television and radio", specifically on ways to be most effective when working with journalists and media. TV 21 took advantage of this training immediately to present a televised panel discussion on environmental issues.

Members of BSF have introduced CFOK during interviews with TV 21, Radio Mitrovica, Radio Youth Wave, Radio Plus, and Media Action International.

Print media. BSF wrote an article introducing CFOK for the Albanian-language ecological publication, *Green Life*. We contributed frequently to the UNMIK *Environmental Monitor* in which we reported on CFOK and other environmental themes. CFOK was also reported on in bulletins of UNICEF and the Regional Environmental Center.

Events

Peja's Karagac Park clean-up. As part of the Care for Our Kosovo campaign, BSF organized a weeklong clean-up of Peja's Karagac city park took place beginning April 16th to Earth Day, April 22nd. Due to rain, the earth Day Festival was delayed to 29 April. This park project and festival was sponsored by Peja's Dukagjini Company, and was supported by THW, the Peja schools, and TMK. Throughout the week, classes from Peja schools helped in the park and in the nearby BSF Children's Ecology Garden. Kosovar celebrities, particularly Faton Macula, participated in the festival in celebration of Earth Day that included live music, theater, poetry and dance performances. The environmental NGOs Aquila and COOPI distributed environmental information.

Pristina Day. Working with Youth Initiative and the Young Ecologists, the campaign produced a popular new educational poster – "How to ... Care for Our Kosovo" – which includes 25 suggestions for reducing waste, conserving energy, saving water, etc. Thousands of "How to..." bookmarks and flyers were distributed. This design and printing was independently funded. This design was reprinted for distribution later in the campaign, as part of the campaign budget.



Care for Our Kosovo Festival-Concert. A CFOK concert and festival was held 28 July 2001 on the grounds of Prishtina University library. This project, part of the CFOK campaign was underwritten by the UNMIK Department of Environmental Protection, KTI/IOM and Media Action International (OSCE and UNICEF). The Concert consisted of:

- A day-time festival, including children’s activities, children’s theater, performances for and by children, booths for environmental organizations to distribute information, and
- An evening concert featuring well-known bands and famous entertainers.

The program drew several thousand participants. During the entire concert, a film of Kosovo’s environment was projected on a giant screen on the walls of the National Library. Programs featuring both the children’s festival activities and the evening concert were later broadcast on Koha Vision.

Special Initiatives

Due to budgetary savings and ongoing reexamination of the program, we were able to introduce two major initiatives that significantly increased the impact of the program, within the existing budget. These worthwhile initiatives will hopefully continue to be supported.

EkoPatrol Comics. Art Circle (Valdet Gashi and Shpend Kada) has designed and implemented, with BSF as originator and consultant, a weekly cartoon feature published in the national newspaper *Koha Ditore* since 15 July. In all, 27 issues are published of this cartoon – either one-half or a full page in the newspaper, with more than 20,000 papers printed each day within Kosovo and another 15,000 for the Kosovar Diaspora. The weekly feature includes a cartoon featuring the EkoPatrol and other information such as environmental glossary, facts on themes such as recycling and global warming and hints about what people can do. *Koha Ditore* continues to be very happy with this feature.

Science in Our Schools. In October we began to take a science and environment program to Kosovar classrooms. In this one-hour presentation simple experiments using household items (vinegar, baking soda, a balloon, water, a coke can, etc.) scientific and environmental principles are vividly demonstrated with the children’s active participation. The program makes a strong and positive impression on children, as well as provides teachers new ideas on how to make information more interesting. In this pilot and develop phase, the program reached approximately 3100 children.

School	City	No Classes	Children/class	Total Children
Emin Duraku	Gjakova	13	20	260
Zekaria Rexha	Gjakova	19	27	520
Emin Duraku	Prizren	1	30	30
Jusuf Gervalla	Prapaqan Village	82	28	2320
Vaso Pashë	Peja			
Dardania	Peja			
Tetë Marso	Peja			
Asdreni	Peja			
		115		3130



Evaluation

Program Elements and Implementation. We believe that a number of elements in the program were very successful. These include:

- The campaign logo is powerful and has the potential to stay in use as a symbol of the Kosovo environmental movement and the sense we chose to develop of supporting a positive sense of “care” for Kosovo.
- The design elements in the posters, stickers, etc. were attractive, and interesting.
- We were able to produce more television spots than anticipated, and some of them were quite powerful and interesting to the public.
- “How to... Care for Our Kosovo” posters and bookmarks provide positive and useful information that is in tens of thousands of hands.
- The radio spots and television advertisements were frequent enough that most people have seen or heard them and have some increased sense of environmental awareness.
- The EkoPatrol cartoon is much (much!) more effective than the originally budgeted print advertising space. An interesting, humorous and informative one-half to full page environmental message has 20,000 pieces distributed to the public every week.
- The Science in Our Schools program impacted positively more than 3,000 school children and one hundred schoolteachers.
- Care for Our Kosovo based events, funded outside of the UNICEF budget, reached many thousands of people.
- Environmentalists received media training as well as support (printed materials particularly) for their efforts.
- We were able to print more colorful, larger, and far more pieces (posters, stickers, etc.) than planned for in the budget, within the budget.

There are aspects that we were not satisfied with:

- Poster distribution was poor to begin with.
- Posters as a whole were disappointing as they are rapidly covered by other posters or torn down. Even our posters(at twice the budgeted proposal size) were not visible enough in most situations.
- Coordination of radio, print and poster message – a new theme every two weeks – was not well-maintained. We think that finally there were too many themes and that the effort to have them always coordinated was not realistic.
- We budgeted for a media campaign that was to be almost self-operating after the initial few months: the radio spots, posters, TV spots all contracted and made and running. In fact, these aspects took a lot more on-going effort and supervision. There was therefore fewer resources available for developing media programs with experts, etc.

The Department of Environmental Protection believes that the program has been a significant success in increasing environmental consciousness in Kosovo. While there is much still to be done the program has made an impact on the consciousness of the public.

We particularly believe that we have been able to implement a wide-reaching campaign that has significantly exceeded its proposed outputs with new and innovative programs very cost effectively.



Cooperation with the Department of Environmental Protection. The Department of Environmental Protection was an active partner in the Care for Our Kosovo program. Weekly sessions to discuss the campaign were held at the Department's offices in the early months of the campaign. Members of the department engaged in translation, review and comment in preparation of the themes, promotion and discussion of the program in the department's weekly *Environmental Monitor*, development of the concert concept, contacts with environmental specialists, travel to and meeting media around Kosovo and even one morning in poster hanging. The Department made an active commitment to the success of the Care for Our Kosovo campaign.

Respectfully submitted,

Rand Engel
Kosovo Coordinator

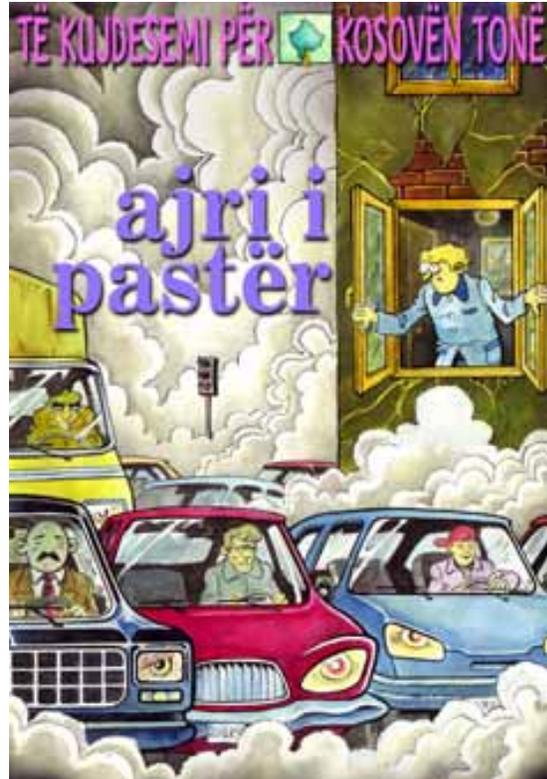


Outputs Attached

1. CD. This CD includes posters used in the campaign, stickers, photographs of activities and EkoPatrola Comics.
2. Albanian version of the radio spots.
3. Serbian version of the radio spots.
4. Stickers. 10 stickers for vehicles, etc.
5. Stickers. 6 stickers prepared for municipal waste containers.
6. Video. Spots broadcast on television.
7. Science in Our Schools final report.
8. Care for Our Kosovo Concert-Festival final report.
9. Science in Our Schools booklet.
10. "How to ... Care for Our Kosovo" bookmark and flyer.



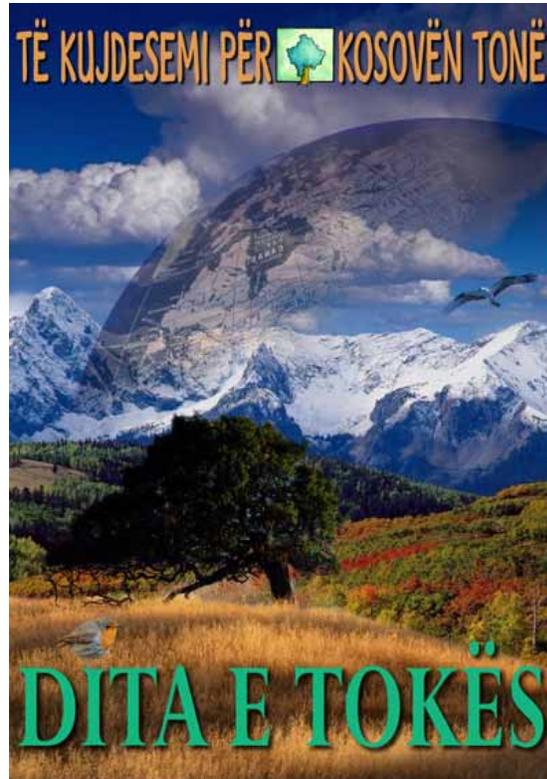
Care for Our Kosovo "Our Children" poster.



Care for Our Kosovo clean air poster.



Care for Our Kosovo recycling poster



Care for Our Kosovo Earth Day poster.



Save energy.

Bumper stickers say "rats love garbage."



Preparing for Care for Our Kosovo concert.

Science in Our Schools

PASTËRTIA ËSHTË GJYSHA E SHËNDËTIT

SI TË KUJDESEMI PËR KOSOVËN TONË

Sa më pak hedhurina...
Sërisht përdorni qeset e plastikës
Mbani qese hedhurinash në veturë
Bartni gjësendet që blieni në çanta
materiali të fortë
Ndrydhni shisheet e plastikës
Prishtëni dhe paloni kutitë prej kartoni
Recikloni gjërat prej alumini
Hidhni në kopsht mbeturinat që
shërbejnë si pleh

Mbrojeni ambientin...
Mbani lumenjt dhe prrojet e pastërta
Mos hidhni dhe mos grumbulloni hedhurina
Mblidhni drunj
Mos ndërtoni në tokë pjellore

Kurseni energjinë...
I fikni dritat
Leni veturën në shtëpi
Shkyqeni bojierin

Jetoni më shëndosh...
Ecni deri në vend të punës apo deri në treg
Bërlioku që digjet është i hejmueshëm
Kënaquni në parkun e qytetit
Evitoni përdorimin e pesticideve

Kurseni ujin...
Sa më pak ujë për trotuare
Ndreqni krojet që rrjedhin
Pastroni veturat më rrallë

E përgatiten: Shpend KAMA dhe Valdet GASHI

EKO PATROLA

C'U BË?! PSE VAJTON KËSHTU?

SI TË MOS VAJTOJ?
NIVELI I REZERVOARIT TË
UJIT KA RËNË.
SË SHPEJTI MUND TË
SHTERRET PLOTËSISHT.

E SHEH SE SA VETËDIJE TË LARTË
PASKA KA QYTETAR?!

PËRKUNDRAZI, KY QYTETAR
VAJTON PËR BIZNESIN E TIJ QË
I KA KONTRIBUAR
SHTERRRJES SË REZERVOARIT
TË UJIT.

AUTOTARJE

Eko Patrolla comic ran for 27 weeks in Koha Ditore newspaper.