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Western Balkans
Investment Framework **WBIF**
BUILDING THE EUROPEAN FUTURE TOGETHER

Global
Gateway

Communication and Visibility Plan and Guidelines 2025-2026





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> 40 newsflashes

> 5 feature stories



> 10 publications



> 40,000 website visits



> 5 videos



Social media campaigns

> 50 original posts

> 10 social media reels

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Communication & Visibility Overview 2024-25



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Introduction

The **Western Balkans Investment Framework** (WBIF) is a financial platform that coordinates investments to boost the region's socio-economic convergence with the EU and accelerate the path to the EU accession.

It is a joint initiative of the European Commission, financial institutions and bilateral donors for coordinating investments in the region. This collaborative 'Team Europe' approach provides a unique blending of EU grants with loans, guarantees and technical assistance. The WBIF contributes to the Global Gateway strategy and is the main vehicle for implementing the EU's Reform and Growth Facility.

The importance of communication and visibility actions is outlined in the main WBIF governing documents – the Rules of Procedures and the General Conditions of the European Western Balkans Joint Fund. The WBIF Communication and Visibility Plan and Guidelines provide details on awareness-raising and promotional activities through a selection of communication tools, targeted at institutional partners, as well as the final beneficiaries in the Western Balkan region.

These Guidelines are crucial to assist key WBIF stakeholders with their implementation of communication and visibility actions in a coherent manner. **It is incumbent on all partners in EU-financed activities to demonstrate EU support.** In the case of WBIF, it means mandatory use of the WBIF visual identity and related material included in these guidelines. In addition, the Guidelines offer concrete guidance on how to effectively coordinate multi-stakeholder communication and visibility activities, with a focus on investment projects.

The Guidelines are updated on an annual basis and presented to and shared amongst the WBIF Project Financiers' Group (PFG) Members, usually in the spring meeting. They present details on the WBIF visual identity requirements, main communication messages related to WBIF, an overview of planned events and activities, and examples of portfolio of tools available to the WBIF Members through the website. The Guidelines also highlight the main results achieved from June 2024 to June 2025.

An annual communication and visibility questionnaire measures the impact of WBIF's communication actions, and a summary of this can be found in *Section 3.4* below.

Introduction

1 WBIF Visual Identity

1.1. WBIF Logo



The logo and visual identity of WBIF is designed to reflect its institutional framework. It meets EU visibility requirements, displaying the EU emblem and funding statement, while also reflecting the broader context of the Global Gateway.

For visibility material of EU-funded investments, the EU emblem and funding statement 'Co-funded by the European Union' must be used alongside the WBIF logo and slogan 'Building the European Future Together', and the Global Gateway logo. The EU emblem must be displayed as prominently as those of the other financial partners.

Western Balkans Investment Framework

The **Western Balkans Investment Framework** (WBIF) is a financial platform that coordinates investments to boost the region's socio-economic convergence with the EU and accelerate the path to the EU accession.

EU's Reform and Growth Facility

WBIF implements the **EU's Reform and Growth Facility**, channelling up to € 3 billion of grants and loans to support priority investments in key areas such as sustainable transport, clean energy, digital future, and human capital development. These investments, alongside relevant socio-economic reforms, will unlock the region's growth potential.

Global Gateway

The WBIF is part of the **Global Gateway** - the European initiative mobilising up to €300 billion in investments worldwide. Through a 'Team Europe' approach, it brings together the EU, its Member States and their financial and development institutions to mobilise the private sector to leverage investments for a transformational impact.



1.2. Partner Logos

WBIF is a joint initiative of the European Commission, financial institutions, bilateral donors and beneficiaries, coordinating major investments in the region.

The involvement of all stakeholders is reflected in the following panel, used on all visibility materials.

European Commission and EU Member States



Partner Financial Organisations



Bilateral Donors: 12 EU Member States and Norway



Western Balkans Partners



Observers



Partner Financial Organisations

Contribute to the WBIF with loans; one IFI leads each WBIF project. The WBIF Partner Financial Organisations are: European Investment Bank (EIB), European Bank for Reconstruction and Development (EBRD), Council of Europe Development Bank (CEB), Kreditanstalt für Wiederaufbau (KfW), World Bank Group (WB), Agence Française de Développement (AFD), International Finance Corporation (IFC), European Investment Fund (EIF).

Bilateral Donors

The WBIF Bilateral Donors contribute directly to the Western Balkans Investment Framework Joint Fund in support of a sustainable and green transition in the Western Balkans. As of May 2025, active bilateral donors are: Austria, Croatia, France, Germany, Hungary, Italy, Luxembourg, Norway, Poland, Slovenia, Spain, Sweden, and The Netherlands.

Western Balkan partners

Beneficiaries of WBIF funding are: Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia.

**This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.*

Observers

Participating in the Strategic and Operational Boards that govern the WBIF: the European Parliament, Regional Cooperation Council, Transport Community, Energy Community, Western Balkans 6 Chamber Investment Forum.

1.3. Investment priorities

The WBIF coordinates investments in six areas of intervention, each represented by a specific colour and icon:



Sustainable transport



Clean energy



Environment & climate



Digital future



Private sector



Human capital

Public sector support

The WBIF contributes to energy, environment, social, transport and digital infrastructure projects. The successful implementation of the investments shows many tangible gains, such as significantly reduced travel times and increased transport safety, more energy from renewable sources, improved educational levels, as well as increased competitiveness.

Private sector support

The WBIF contributes to private sector development - notably micro, small and medium-sized enterprises – to become more competitive and integrate into global supply chains. To unlock the potential of the private sector, increased EU financing is made available through blending of grants and loans, and guarantees under the Western Balkans Guarantee Facility (EFSD+). This reinforces open, innovative, business-friendly eco-systems. Innovative funding options through guarantees and blending reduce the cost of financing for public and private investments as well as minimise the risk for investors.

Technical Assistance

WBIF provides support for preparing and implementing sound investment projects, such as cost-benefit analyses, environmental and social impact assessments, comprehensive risk assessments and project management.

2

Guidelines for partners

As with all EU-funded projects and programmes, the WBIF partners and beneficiaries must follow the EU's "Communicating and Raising EU Visibility: Guidance for External Actions of July 2022". The WBIF Secretariat – DG ENEST is responsible for strategic communications and coordinating communication actions with partners and beneficiaries.

This section is designed to ensure that all stakeholders are aware of their responsibilities in communicating WBIF funded projects and to outline the support available.

2.1. What partners should do

Visibility requirements

- **Use the WBIF logo** (as shown in section 1.1) on all publicity material. When co-branding with another organisation, the EU emblem must be at least as prominently displayed as those of the other financial partners.

- **Use the disclaimer:**

This publication/video/website [delete as appropriate] **was co-funded by the European Union. Its contents are the sole responsibility of the** [Lead IFI/ Contractor, etc. as appropriate] **and do not necessarily reflect the views of the European Union.**

A collaborative effort

The pilot projects are the result of partnerships between the European Union, the International Finance Corporation (IFC), local governments, and the private sector. Aligned with policies such as the European Green Deal, Green Agenda for the Western Balkans, and the Economic and Investment Plan for the Western Balkans 2021-2027, the project aims to support industrial decarbonisation and the creation of sustainable and competitive industrial zones. The European Commission through the Western Balkans Investment Framework (WBIF) has been instrumental in supporting projects like these across the region. See all the EU-supported programs for the private sector at: www.wbif.eu/sectors/private-sector-2024



Timely information

Provide monthly updates (and updated status in the MIS as appropriate) of milestone project events: contract signing, start/end of works ceremonies, public events. This information is shared monthly with DG ENEST to align strategic communication opportunities. **It is of strategic importance that the information be updated regularly by the lead IFIs.**



Coordinated events

In line with EU guidelines, efforts should be made to communicate strategically on major projects. Coordinated events that concern more than one project on transport corridors, eg. Corridor Vc or more than one country, eg. Trans-Balkan Electricity Corridor are encouraged.

Events are the bedrock of WBIF communication. The following procedure shall be followed by all partners:



- **Ideally 4 weeks before the event, and latest 2 weeks:** save the date, agree responsibilities; inform WBIF Secretariat (and IFICO if relevant), EU Delegation, and Bilateral Donors if involved



- **At least 1 week before the event:** send agenda to WBIF Secretariat

- **During the event:**



- » Ensure photographer/videographer captures event (NB. Costs can be shared with WBIF Secretariat if agreed in advance)



- » Gather statements from speakers and final beneficiaries



- **Within 1 week of the event:** send news article/ press release to WBIF Secretariat

Webalkans

The WeBalkans.eu portal is a one-stop shop for news, stories, funding opportunities, and related information on cooperation between the European Union and the Western Balkans. They are a media partner of WBIF.

Team Europe

The 'Team Europe' approach combines resources from the EU, its Member States, and financial institutions. It promotes a coordinated, multilateral response to the major global challenges. #TeamEurope is used on publicity material and social media posts.

Inclusive communication

Communication is a powerful tool for shaping attitudes, behaviour and perceptions. Words and images matter when it comes to shifting perceptions or perpetuating stereotypes.

Language	Use gender-inclusive language
	Ensure balance in people interviewed or quoted
Photos	Use photos/images that show the diversity of the population
	Choose images free of preconceptions or stereotypes
	Show people of different genders in roles or functions of equal value, ensure balanced representation
Events	Actively seek diverse representation at events for speakers, spokespeople
	Ensure gender balance where possible

2.2. What WBIF offers

- **Coordination support** among IFIs, EU delegations, bilateral donors, European Commission (as necessary)
- **Video/photographer support:** WBIF's dedicated video team can attend strategic events to capture photos/videos (based on request/approval)
- **WBIF promotional material:** factsheets – publication – roll-up banners



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3 Communication & visibility plan 2025-2026

3.1. Messages

Since its creation in 2009, the Western Balkans Investment Framework has adapted to support the major strategic initiatives of the EU, yet its core message remains:

The EU supports the socio-economic development of the Western Balkans to accelerate their path to EU accession by joining forces with international financial institutions, bilateral donors and the Western Balkans partners.

This narrative is supported by several key messages:



Economic growth and development

“WBIF is committed to fostering economic growth and development in the Western Balkans through strategic investments and partnerships.”

“Our initiatives drive sustainable economic progress, creating jobs and improving living standards across the region.”



Regional Integration

“WBIF promotes regional integration by supporting infrastructure projects that connect communities and enhance cross-border cooperation.”

“Through our efforts, we aim to strengthen the economic and social ties within the Western Balkans.”



Innovation and Competitiveness

“WBIF supports innovation and competitiveness by funding projects that enhance the private sector and foster technological advancement.”

“We empower businesses to thrive in a competitive global market through targeted investments and support.”



Future-Oriented Vision

“WBIF is focused on building a sustainable and prosperous future for the Western Balkans through innovative and forward-thinking investments.”

“Our vision is to ensure their readiness for EU accession in as short a time-frame as possible.”



Sustainability and Environmental Responsibility

“WBIF is dedicated to promoting sustainable development and environmental responsibility in all our projects.”

“Our investments prioritise the green transition and sustainable practices to protect the environment for future generations.”

3.2. Stakeholders

The WBIF is a multi-stakeholder platform, designed to coordinate investments and ensure the strategic communication of the actions. The WBIF stakeholders perform a dual role as source of content for strategic communications and multiplier of the results.

WBIF supports the stakeholders in their communication and outreach to the citizens in the region and in the EU.

European Commission – DG ENEST



Promote objectives and opportunities of main EU strategy(ies) for the Western Balkans; coordinate implementation



- Weekly communication & visibility coordination meetings
- Monthly review of 'Table of deliverables' (project milestones) based on the regular and timely input from lead IFIs
- Strategic document development
- High-level project visits

International Financial Institutions



Ensure successful project implementation; demonstrate leverage effect of blending grants and loans



- Beneficiary stories
- News, press releases on milestone events
- Content for website and online actions
- Monthly update of Table of Deliverables

EU Delegations in the Western Balkans



Outreach to national/regional stakeholders; coordinate WBIF communication in the beneficiary



- Campaign support (photo, video team)
- Identify/support national actions on WBIF
- Joint promotion of projects (media articles)

Bilateral Donors



Demonstrate added value of BD support



- Dedicated communication material: factsheets/brochure
- Associate to BD-project milestone events
- Dedicated online communication campaign

Media



Amplify the real impact of WBIF investments on everyday life in the region



Webalkans

- Share annual communication plans
- Identify potential feature stories
- Share content for website and social media

Western Balkans beneficiaries



Outreach to general public; demonstrate attaining EU standards



- Update of project progress dates and activities on the ground
- Coordinate filming, interviews with final beneficiaries
- News, press releases on milestone events

3.3. Deliverables

Events/meetings

WBIF governance meetings

Held in principal twice a year, these are important milestones for communicating decision-making in WBIF. Endorsement of investments; replenishment of programme funds; important strategic or policy announcements all feed into WBIF communication:

- Social media campaign highlighting key statements, speakers, decisions
- Dedicated newsletter after the meeting



Open4Business private sector flagship event

The third edition of the Open4Business event will be held in 2026. The success of the previous editions highlights the need for in-person presentations, matchmaking opportunities and testimonials to encourage uptake of the possibilities. It is accompanied by dedicated communication:

- Save the date, registration announcements, news on the agenda
- Branded postcards promoting each private sector programme with QR code to website for more information

Publications

WBIF booklet 2015-2025

The objective of this publication is to provide a clear and comprehensive overview of WBIF actions and results. It is updated on an annual basis, based on the annual monitoring figures. Target audience: WBIF stakeholders, European Commission. Target publication date: July 2025.

Private sector booklet

This dedicated publication provides a comprehensive description of the support programmes available in the private sector. The target audience is small and medium-sized businesses in the Western Balkans. Target publication date: September 2025.



Bilateral donors booklet

This publication details all the projects supported by bilateral donor contributions, highlighting the important role they play in WBIF governance and implementation. The target audience is national ministries of bilateral donor countries, and their embassies in the region. Target publication date: after each Strategic and Operational Board meeting.



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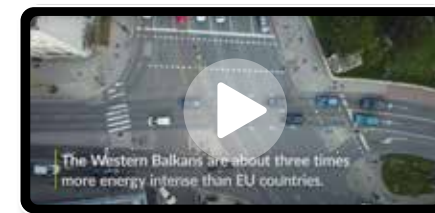
Video/photo

Video approach

Video continues (and increasingly so) to be an important medium for communication. It evokes an emotional response in the viewer, and can have a longer-lasting impact. Video is key in sharing the values and the impact of WBIF investments. An annual filming plan ensures that key project milestones are captured.

Videos are both information-driven and human-centred.

- Capturing impressive shots of the scale of investments (drone footage of bridges, roads, rail...)
- Hero shots on the ground: construction workers, architects, planners, etc
- Capturing the benefits for the end-user: student, children, small business owners, road users, etc



Social media reels

As social media engagement tools evolve, so does WBIF communication tools. Adapting video material into short-form video features (15-60 second reels, mainly on Meta) serves several purposes:

- Engagement: captures attention quickly
- Influence: other influencers like YEA or WeBalkans, DG ENEST channels can use them to promote WBIF and reach a wider audience
- Visibility: social media algorithms prioritise video content, especially reels, which can help increase visibility of posts

Online

Feature stories

Beneficiary-focused feature stories on selected flagship projects, key milestones or strategic events, giving room to testimonials, showcasing benefits and results

News updates

Regular news updates, based on press releases provided by IFIs / other stakeholders informing about project milestones, implementation and related activities. News items are accompanied with a dedicated newflash (email to subscribers) and collated in a quarterly newsletter sent electronically.



REEP webpage

Dedicated section on the Regional Energy Efficiency Programme, based on content provided by EBRD and KfW, showcasing projects and impacts.

MIS-generated data

All project-related updates are collated in the Management and Information System (MIS). A monthly overview is provided to DG ENEST to identify major project events, strategic activities and potential visits.

3.4. Measuring and monitoring

The key performance indicators are monitored on an annual basis:

	
Indicator	Source of Verification
Better knowledge of WBIF operations & performance with main stakeholders	Annual feedback (questionnaire)
Regular use of www.wbif.eu by principle stakeholders (i.e. less than 50% of new visitors who never return to the site)	Website analytics report
Interest in WBIF operations grows on a yearly basis	<ul style="list-style-type: none"> Website analytics report Feedback on WBIF Annual Reports
Improved visibility for the WBIF with end-beneficiaries and wider audience in beneficiary countries and in the EU and/ or Bilateral Donor countries	<ul style="list-style-type: none"> Website analytics report Number of C&V events Number of success stories, news flashes, published Number of video clips, publications and reach Number of projects (photos, audio/video) on website Publications on website (other institutions) Download of documents

The annual feedback questionnaire for 2024/25 gave the following results:

Overall knowledge of WBIF operations



More than 70% of respondents say their overall knowledge of WBIF operations has increased in past year. (20% did not answer). This is an **increase compared to 65% in 2023**.

Main stakeholders’ knowledge of WBIF operations



The level of WBIF main stakeholder knowledge of WBIF operation and performance is **4 on average** (on a scale from 1-5), **as last year**.

Suggested improvements

Suggested improvements from the survey respondents include:



- Stronger campaigns** on the ground, including infrastructure project facilities during TA phase (for main events).
- Lead IFIs should **more prominently promote** EU funding within their WBIF operations.
- Closer liaison** with other EU visibility initiatives, such as Europe House already established in respective WB countries.



Other suggestions concern a lack of awareness of what is already available and a suggestion that C&V actions could also target CSOs and citizens. This highlights the importance of **closer coordination** and working closely with IFIs, EU Delegations and beneficiaries to increase the reach to audiences.

4 Action plan

4.1. Actions Q3 2025

Public sector milestone events*

Ben	Project	Sector	IFI	C&V Milestone
ALB	Mediterranean Railway Corridor (Route 2): Vorë - Hani i Hotit Railway Line	TRA	EBRD	Start of Works
BIH	Reconstruction and Modernisation of the River Port of Brčko - Phase 1	TRA	EBRD	Completion of Works
KOS	Wastewater Treatment Plant and Sewerage Network in Gjilan	ENV	EBRD	Start of Works
MKD	Regional Waste Management System for Polog, Pelagonija, Vardar, Southwest and Southeast Regions	ENV	EBRD	Start of Works
MNE	Wastewater Treatment and Water Supply for Kolašin, Rožaje and Mojkovac	ENV	EIB	Start of Works
SER	Reconstruction of Vlasinske Hydropower Plants	ENE	EBRD	Start of Works

Private sector milestones*

Ben	Project	Sector	IFI	C&V Milestone
REG	Eco-industrial parks	PS	IFC	Agreement signings and progress of parks' construction

Regional energy efficiency programme (REEP)

Ben	Subject	Sector	IFI	C&V Milestone
REG	REEP Webpage Country factsheets	ENE	EBRD KfW	wbif.eu/reep-2025

* Milestone events for public and private sector are indicative and subject to change, depending on the progress of implementation.

Feature stories

Ben	Subject	Topic	IFI	C&V Milestone
REG	WBIF projects socio-economic impact	To be selected	In cooperation with EUDELs and IFIs	Webalkans.eu

Publications

Ben	Publication	Sector	Content	C&V Milestone
REG	WBIF Booklet	All sectors	List of projects (Connectivity agenda, Economic and Investment Plan and Reform and Growth Agenda)	Based on Annual Report data

Online

Ben	Subject	Sector	Content	C&V Milestone
REG	WBIF Quarterly Newsletter	All sectors	WBIF Highlights and news published May-August	To be distributed via mailing list
REG	Social media posting	All sectors	News and video updates	Social media channels

Video/photo

Ben	Subject	Sector	Content	IFI	C&V Milestone
REG	Regular filming sessions	Public and private sectors	Selection of project milestones – with EUDELs and IFIs	All IFIs	Promoted on social media, events
REG	Reels	All	Short 15-60 second video clips based on longer film	All	Promoted on social media

4.2. Actions Q4 2025

Public sector milestone events

Ben	Project	Sector	IFI	C&V Milestone
ALB	Smart Labs - Network of ICT Laboratories for the Pre-university Education System	DII	CEB	Start of Works
BIH	Western Balkans-Eastern Mediterranean European Corridor: Road Corridor Vc, Putnikovo Brdo 2 Tunnel – Medakovo Interchange Section	TRA	EBRD	Completion of Works
KOS	Orient/East-Med Corridor: Railway line Fushë Kosovë/ Kosovo Polje - Border MKD (Phase 1)	TRA	EBRD	Completion of Works
MKD	Rehabilitation of Six Hydropower Plants Phase 3	ENE	KfW	Start of Works
MNE	Orient/East-Med Railway Corridor: Bar - Vrbnica section: 6 slopes, signalling Podgorica station, 24 concrete bridges, 8 tunnels	TRA	EIB	Completion of Works
SRB	Kostolac Wind Farm	ENE	KfW	Completion of Works

Private sector milestones

Ben	Project	Sector	IFI	C&V Milestone
REG	SME Go Green, Go Digital	PS	EBRD	Agreement signings with commercial banks

Regional energy efficiency programme (REEP)

Ben	Project	Sector	IFI	C&V Milestone
REG	REEP Steering Committee 2025	ENE	EBRD and KfW	Wbif.eu/reep-2025

Feature stories

Ben	Subject	Topic	IFI	C&V Milestone
REG	WBIF projects socio-economic impact	Topic to be selected	In cooperation with EUDELs and IFIs	Webalkans.eu

Publications

Ben	Publication	Sector	Content	C&V Milestone
REG	REEP country factsheets	ENE	Projects and figures by beneficiary (KfW and EBRD provide content)	REEP webpage

Online

Ben	Subject	Sector	Content	C&V Milestone
REG	WBIF Quarterly Newsletter / Christmas edition	All sectors	WBIF Highlights and news published Sept-Dec	To be distributed via mailing list
REG	Social media campaign ongoing	All sectors	WBIF milestones and latest news	Promoted online

Video/photo

Ben	Subject	Sector	Content	IFI	C&V Milestone
REG	WBIF 2025 video	Public and private sectors	WBIF 2025 Highlights	All IFIs	Promoted on social media, events
REG	Reels	All	Short 15-60 second video clips based on longer film	All	Promoted on social media

4.3. Actions Q1 2026

Public sector milestone events

Ben	Project	Sector	IFI	C&V Milestone
ALB	Albania - North Macedonia Power Interconnection: Grid Section in Albania	ENE	KfW	Completion of Works
BIH	Rhine-Danube Corridor: Demining Sava River Right Bank	TRA	WB	Start of Works
MKD	Western Balkans-Eastern Mediterranean European Corridor: Rail Corridor X: North Macedonia – Serbia Rail Interconnection, Tabanovce Joint Border Station	TRA	EBRD	Start of Works
MNE	Improvement of Water Supply System in Cetinje	ENV	EIB	Start of Works
SER	Trans-Balkan Corridor (IV): SRB – BIH – MNE Section	ENV	KfW	Start of Works
SER	Orient/East-Med Road Corridor: Niš (Merošina) – Pločnik (Beloljin) section	TRA	EIB	Start of Works

Private sector milestones

Ben	Project	Sector	IFI	C&V Milestone
REG	SME Programmes	PS	All IFIs	Agreement signings with commercial banks

Regional energy efficiency programme (REEP)

Ben	Project	Sector	IFI	C&V Milestone
REG	REEP Success stories	ENE	EBRD and KfW	Promote online and liaise with regional media

Feature stories

Ben	Subject	Topic	IFI	C&V Milestone
REG	WBIF projects socio-economic impact	Topic to be selected	In cooperation with EUDELs and IFIs	Webalkans.eu

Publications

Ben	Publication	Sector	Content	C&V Milestone
REG	WBIF Bilateral donors update	ENV ENE SOC	New pledges, new projects endorsed	ToFollowing SOBs, to be published and promoted

Online

Ben	Subject	Sector	Content	C&V Milestone
REG	WBIF Quarterly Newsletter / Spring edition	All sectors	WBIF Highlights and news published Jan-March 2026	To be distributed via mailing list
REG	Social media campaign ongoing	All sectors	WBIF milestones and latest news	Promoted online
REG	Social media posting	All sectors	News and video updates	Social media channels

Video/photo

Ben	Subject	Sector	Content	IFI	C&V Milestone
REG	WBIF 2026 Filming plan	Public and private sectors	WBIF 2026 Milestones	All IFIs	Promoted on social media, events

4.4. Actions Q2 2026

Public sector milestone events

Ben	Project	Sector	IFI	C&V Milestone
ALB	Mediterranean Corridor: Tirana - Durrës Railway Line and Rinas Branch	TRA	EBRD	Completion of Works
BIH	Western Balkans-Eastern Mediterranean European Corridor: Road Corridor Vc, Ponirak - Vraca Section	TRA	EIB	Completion of Works
KOS	Solar4Kosovo II - Pristina Solar District Heating	ENE	KfW	Start of Works
MNE	Bijelo Polje Wastewater Treatment Plant	ENV	EIB	Start of Works
SER	Western Balkans-Eastern Mediterranean European Corridor: Rail Corridor X, SRB - BGR Interconnection, Nis - Dimitrovgrad Section Electrification and Signalling	TRA	EIB	Start of Works

Private sector milestones

Ben	Project	Sector	IFI	C&V Milestone
REG	SME Programmes	PS	All IFIs	Agreement signings with commercial banks
REG	Open4Business event	PS	All IFIs	Targeting SMEs to raise awareness and uptake of financing opportunities

Regional energy efficiency programme (REEP)

Ben	Project	Sector	IFI	C&V Milestone
REG	REEP Success stories	ENE	EBRD and KfW	Promote online and liaise with regional media

Feature stories

Ben	Subject	Topic	IFI	C&V Milestone
REG	WBIF projects socio-economic impact	Topic to be selected	In cooperation with EUDELs and IFIs	Webalkans.eu

Publications

Ben	Publication	Sector	Content	C&V Milestone
REG	WBIF Booklet 2026	All sectors	New figures, new projects endorsed, new success stories	Based on Annual Report 2025 Data
REG	WBIF Private sector booklet	PS	New figures, new programmes	PS webpage, B2B events

Online

Ben	Subject	Sector	Content	C&V Milestone
REG	WBIF Quarterly Newsletter / Spring edition	All sectors	WBIF Highlights and news published Apr-June 2026	To be distributed via mailing list
REG	Social media campaign ongoing	All sectors	WBIF milestones and latest news	Promoted online
REG	Social media posting	All sectors	News and video updates	Social media channels

Video/photo

Ben	Subject	Sector	Content	IFI	C&V Milestone
REG	Regular filming sessions	Public and private sectors	Selection of project milestones – with EUDELs and IFIs	All IFIs	Promoted on social media, events
REG	Reels	All	Short 15-60 second video clips based on longer film	All	Promoted on social media

ENGAGE with the WBIF community on social media

Follow • Like • Share • Tag
@TheWBIF
@eu_enlargement_
#GlobalGateway

Get the latest updates, news, events on our social media channels


Watch the latest WBIF videos and social media reels


 LinkedIn



 Instagram




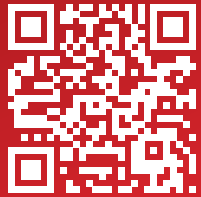
 Facebook



 X (Twitter)



 YouTube





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Western Balkans
Investment Framework



European Commission

Western Balkans Investment Framework (WBIF) Secretariat | Unit D5 - Western Balkans Regional
Programmes, Economic Investment Plan | Directorate-General for Enlargement and Eastern
Neighbourhood (DG ENEST)

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