



WB EDIF

Western Balkans
Enterprise Development
and Innovation Facility



An innovative initiative funded by the EU, to
benefit small and medium sized enterprises in
the Western Balkans



WB EDIF

Annual Communications Plan 2020

WBEDIF overview of activities during 2019



- ✓ WB EDIF held its second **SME Forum** in the region, Sarajevo
- ✓ **WB EDIF Annual Report 2018**
- ✓ **EDIF Success stories** updated with new case studies
- ✓ **EDIF new brochure** From Nest to Sky
- ✓ EDIF stand showcased at the **Poznan forum**
- ✓ **New EDIF video** <https://youtu.be/sOPv4-YSu6E>
- ✓ **News Flashes** disseminating WB EDIF related news
- ✓ **EDIF story** on the WBIF website

WBEDIF overview of activities during 2019

Visibility and communications efforts – Financial Pillars

- **ENIF**: participated to a number of **events**, organized a **conference** where all the investors and investee companies get together
- **ENEF**: EBRD's **Annual Meeting** in Sarajevo; the EBRD Blue Ribbon Annual Gathering; the SME Forum; One-on-one meetings; **short videos** for investee companies were launched; social media activities.
- **Competitiveness programme**: announcements of signings and **launch events** for Kosovo, Bosnia and Herzegovina, North Macedonia and Serbia; **success stories**; photos, videos and/or other multi-media material.
- **Guarantee Facility**: success stories, **leaflets** distributed.

2. WBEDIF overview of activities during 2019



OECD: The *SME Policy Index: Western Balkans and Turkey 2019* was launched, **seven in-country launch meetings, publication**, including country profiles and related pocketbooks.

World Bank's EU-REPARIS: A **newsletter** on EU-REPARIS activities; a study on bank lending practices towards SMEs in Serbia, an empirical study about SME financing; **missions** in the WB6 to meet Ministries of Finance, Line Ministries, Chambers of Commerce, stakeholders of VCIR and the accounting profession to raise awareness; a series of **workshops**.

World Bank Investment Readiness: The team presented the results of the Impact Evaluation of the Investment readiness programme "Pioneers of the Balkan".

EBRD's Advice for Small Businesses (ASB): 20 different market and sector development activities; two visibility **events**; promotional **videos**; the EBRD's Annual Meeting (AM); case studies; a joint **visit** with WB EDIF representatives to a client in Serbia; Competitiveness Facility 's **launch event** in Serbia; engagement on social media.

EIB: continuing implementation of the Prospective analysis of the SME sector, which will be used to support EDIF visibility.

3. What's in store for 2020?



Visibility and communications efforts – Platform level

- WB EDIF **website** regular updates
- **WB EDIF News Flashes** to continue
- Third edition of the **WB EDIF Annual Report (2019)**
- New **EDIF company video**
- **Success Stories booklet** – new case studies
- In light of integration with the **WBIF** the communication and visibility will be aligned and leveraged (e.g. WBIF website will have a link to EDIF website and vice versa)

20 release



EBRD and EU support furniture-maker Artisan's growth abroad

October 21, 2019
EBRD

Reviving artisanal woodwork in Bosnia and Herzegovina

By Stasha Igrutinovic

EBRD and EU support furniture-maker Artisan's growth abroad

Bosnia and Herzegovina's long tradition of woodwork owes much to its geography and ample supply of quality raw materials. With just over half its area covered in forests, it should come as no surprise that many world-renowned, handcrafted furniture brands come from the country.

One of them is Artisan. From its roots in a family grown, brick and mortar shop to



WB EDIF story

October 15, 2019
WBIF

Small businesses form the backbone of the Western Balkan economies and are the stepping stone to their economic convergence and path towards the EU accession. Small and Medium-Sized Enterprises (SMEs) employ between 60% and 80% of the active population in the region, which is on average higher than in the EU. Since its foundation in 2012, the Western Balkans Enterprise Development and Innovation Facility (WB EDIF) supported 4,000 SMEs and created 78,000 jobs in the Western Balkans.

Read more about the WB EDIF story [here](#).

3. What's in store for 2020?



Visibility and communications efforts – Visibility and communications efforts – Financial Pillars level

- **ENIF:** an event targeted at providing networking and further collaborative opportunities between investee companies. Workshop, presentations, jury members, panelists, keynote speakers will take place.
- **ENEF:** all communication and visibility efforts will focus on a gathering of all ENEF investment companies in one of its beneficiary countries. One-on-one meetings, videos, case studies.
- **Guarantee Facility:** presenting the instrument and showcasing success stories collected under GF I, II and GF Serbia; promoting GF Youth Employment.
- **Competitiveness programme:** Press/media activities, success stories, videos, and/or other multimedia content, social media.

3. What's in store for 2020?



Visibility and communications efforts – Support Services

- **OECD:** peer-to-peer dialogues; new cycle of the Competiveness Outlook, meetings will be held in the capitals of the Western Balkans in spring 2020.
- **World Bank REPARIS:** the launch of the program will be in Q1/2020.
- **World Bank Investment Readiness:** In Feb-Mar 2020, launch of the TA program of the Investment Readiness program, with a marketing and communications campaign, announcing the call for applications. In 2nd half of 2020 pitch events;
- **EBRD's ASB:** regular visibility events; donor branded Completion Certificates for all advisory projects; regional launch event to promote the platform and showcase WB EDIF's achievements.
- **EIB:** continues WB EDIF support by presenting the platform through its regional and country managers in the Western Balkans and providing support to the preparation of Annual Reports.