



EUSDR Annual Forum 2023

Media Report

1. Introduction

The 12th Annual Forum of the EU Strategy for the Danube Region (EUSDR) took place in Brdo pri Kranju, Slovenia. The event explored EU enlargement, support to the reconstruction of Ukraine, aid of the Danube Region Programme to accession countries, energy and transport challenges of the region, youth involvement in the EUSDR and the future of labour in the region.

The 3-day media programme included a briefing about the EU Strategy for the Danube Region, a welcome dinner with European Commission experts, a visit to projects funded by the EU and a press conference with high-level representatives of the European Commission and Danube region countries.

2. Quantitative analysis of media coverage

Having the support of the European Commission, 20 journalists travelled to Brdo pri Kranju, Slovenia to participate at the EUSDR Annual Forum. They all reflected the event in reports covering the event.

The first place in terms of coverage is Bosnia and Herzegovina with 20 articles published, followed by Bulgaria boasting 10 articles. Serbia is in third place with 7 articles. Finally, in Montenegro 6 articles were published, in Hungary 2 articles were published, and in Romania, Croatia, Czech Republic and Ukraine 1 article was published. Some journalists are active in the radio/TV media, so they may have broadcast the subject without providing the clipping afterwards, which means that it couldn't be included in this report.

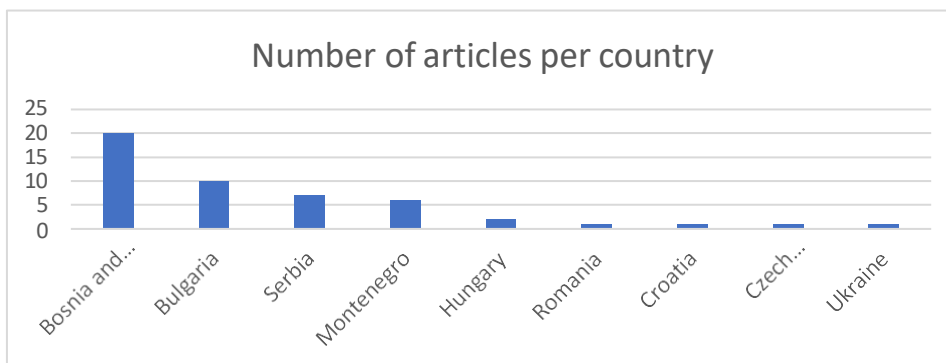
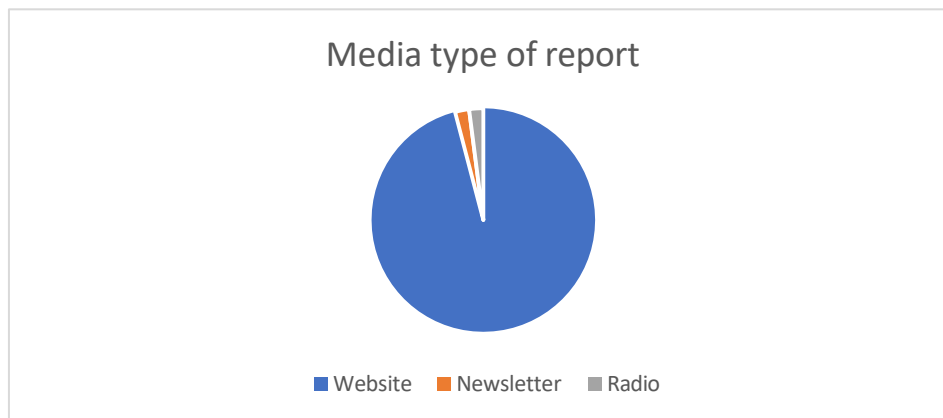


Figure 1: Number of articles per country

Figure 2: Media type of report



47 articles were published on websites with broad national coverage. Furthermore, 1 article was spread via a newsletter and 1 was broadcasted on the radio.

The EUSDR event gathered many international politicians. These were the ones mentioned in journalists' reports:

- **Igor Konaković**, the Minister of Foreign Affairs of Bosnia and Herzegovina (16)
- **Alexander Schallenberg**, the Federal Minister for European and International Affairs of Austria (18)
- **Tanja Fajon**, the Minister of Foreign Affairs of Slovenia (15)
- **Milorad Dodik**, the President of Republika Srpska (20)
- **Albin Kurti**, the Prime Minister of Kosovo (22)
- **Borka Vučić**, the First Lady of Serbia (11)
- **Zoran Tegeltija**, the Chairman of the Council of Ministers of Bosnia and Herzegovina (13)
- **Denis Zvizdić**, the Deputy Chairman of the Council of Ministers of Bosnia and Herzegovina (12)
- **Boris Milošević**, the Minister of Foreign Affairs of Montenegro (9)
- **Nataša Miščević**, the Deputy Prime Minister for European Integration of Montenegro (10)
- **Olta Xhaçka**, the Minister for Europe and Foreign Affairs of Albania (8)
- **Bujar Osmani**, the Deputy Prime Minister for European Affairs of North Macedonia (7)
- **Bojan Marotti**, the Minister of Foreign Affairs of Croatia (14)
- **Nikola Dimitrov**, the Minister of Foreign Affairs of North Macedonia (17)
- **Oliver Varhelyi**, European Commissioner for Enlargement and Neighborhood Policy (4)

3. Qualitative analysis of media coverage

Based on the report provided by the EC, the collected media coverage was analysed either by people with the necessary language skills or by using appropriate translation tools. The assigned readers looked for a specific set of pre-defined keywords to identify mentions of particular topics



or individuals in the media coverage.

The tone of the media coverage of the 49 reports is informative and objective. The articles provide factual information about the meetings and discussions between the political figures, without expressing any personal opinions or biases.

The 3 most mentioned topics in the articles are:

- The decision to start pre-accession negotiations between Bosnia and Herzegovina and the European Union (25 articles)
- The importance of Serbia bringing to justice those responsible for war crimes (20 articles)
- The meeting between Serbian President Aleksandar Vučić and Kosovo Prime Minister Albin Kurti in Brussels (18 articles)

4. Conclusions

The presence of the press was satisfying, with 20 sponsored and highly qualitative journalists on-site, ensuring that the EUSDR event in Brdo pri Kranju, Slovenia got international attention and interest.

The overall reporting on EUSDR provides a positive outlook for the future of the region. EUSDR is playing an important role in promoting regional cooperation and development, and is making progress in the area of democracy and human rights. However, there are still some challenges to be overcome, such as improving economic performance and addressing social inequality and exclusion.

The visibility of the event was satisfactory, as the invited press published in high profile media outlets. At least 49 reports have been produced, which is a good and well-balanced outcome, even though the coverage per country is very unbalanced.