



## MEDIA RELEASE

### South East Europe public sector communicators association created in Budva

BUDVA/SOFIA, 30 September 2013 – The 2nd South Eastern European Government Communication Conference concluded yesterday in Budva, Montenegro, with the establishment of the South East Europe Public Sector Communication Association (SEECOM), as an international, non-profit, professional association of senior public sector communicators from the region.

The event was organized by the Public Relations Bureau of the Government of Montenegro, in cooperation with the Konrad Adenauer Foundation (KAS), the United Nations Development Programme (UNDP) Montenegro, the Regional Cooperation Council (RCC) Secretariat, and the US Embassy in Podgorica.

According to the statute, the Association will work to advance professional development and networking; stimulate partnerships with non-governmental actors, first and foremost media and civil society organizations; promote citizen engagement and good governance through transparency, accountability and free and easy access to information in public sector; advocate for higher professional standards, values and ethics of public sector communication, as well as use of innovation and new technologies.

Krunoslav Vidic from Croatia was elected the Chairman and Vuk Vujnovic from Montenegro the Secretary General of the Association. Members of the Steering Board are Christian Spahr (KAS Media Program South East Europe), Dinka Zivalj (RCC) and Nadica Dujovic (UNDP).

In his speech at the conference, **Dusko Markovic, Deputy Prime Minister of Montenegro**, stressed that the most important role of communication professionals is to be the voice of citizens within institutions, and the voice of institutions in the public, helping ensure the policies they make and implement fully reflect the needs and interests of the citizens.

"This way of thinking and of governance is also in line with the best European standards, with the EU strongly promoting participative democracy in the Lisbon Treaty as one of the three principles of democratic governance (with democratic equality and representative democracy)."

**Frank Priess, Deputy Head of European and International Cooperation of Konrad Adenauer Foundation**, pointed out that besides the media, governments and political parties have a major responsibility for making politics transparent.

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“For political communication, good resources and structures are required. But even more important is the professional attitude of PR managers in politics. The Konrad-Adenauer-Stiftung actively involves itself as one of the hosts of the SEECOM because it is a place of experts who see their job as a social responsibility. The SEECOM is a network for values.”

The event gathered 80 top government communicators from all over South East Europe, communication experts from Europe and the US, as well as PR managers and heads of communication from the region.

To learn more about the event, please visit: [www.gov.me/en/seecom2013](http://www.gov.me/en/seecom2013)

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