

# Brussels, 5 December 2016

Funded  
by the European Union  
and the Council of Europe



Implemented  
by the Council of Europe

[illegible]

# 13 353 participants

[illegible]



**PCF Regional project on  
"Strengthening institutional frameworks for local governance"**

## Project continuation to the Platform 1 objectives

PCF activities **contribute to:**

- ✓ **strengthening** capacity of local authorities
- ✓ **promoting** local government reform and decentralisation
- ✓ the objectives of the **Panel on Public Administration**

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*Ethics and transparency at local level, 21-23 June 2016, Kyiv*

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**PCF Regional project on  
"Strengthening institutional frameworks for local governance"**

**Project objectives (36 months, 2.5 M)**

- ✓ Support the on-going process of **reform of local government**
- ✓ Promote **ethical behaviour** by local elected representatives
- ✓ Support the **improvement of financial and human resources management.**



*Regional seminar “on Citizen participation: an essential tool in local democracy”, Chisinau, Moldova, 16 – 17 November 2016.*

[illegible]

**PCF Regional project on  
"Strengthening institutional frameworks for local governance"**

## Project interventions

- ✓ **Legal advice** to improve national legislation
- ✓ **Capacity building**  
(local finance, inter-municipal cooperation, leadership development)
- ✓ **Training and networking**



*The Congress organised, in close co-operation with the National Association of Local Authorities of Georgia (NALAG), organised a workshop “Mayors – Leaders for change” in Tbilisi , 24–26 November 2015*

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# PCF Regional project on “Strengthening institutional frameworks for local governance”

## Support to local government reforms

- ✓ **Legal advice** on draft Laws on “Municipal Guard” and on “Local Referenda” in Ukraine
- ✓ **Four roadmaps** for the implementation of **Congress recommendations** agreed with Ukraine, Georgia, Armenia and Moldova



*Second meeting of the ‘Community of Practice on local democracy in the Eastern Partnership Countries’.  
Strasbourg, 14-15 November 2016*

არქაივში შენახულია

# PCF Regional project on “Strengthening institutional frameworks for local governance”

## Capacity building

### ✓ Inter- municipal cooperation

- 2 IMC initiatives currently underway in **Moldova**
- 1 IMC pre-feasibility study was launched in **Georgia**,
- 2 IMC concrete initiatives are being explored in **Armenia**

### ✓ Local Financial Benchmarking

- Piloting completed in **Moldova** in June 2016
- Local Fiscal Database and Indicator project is on-going in **Moldova, Georgia and Armenia**
- Special **webpage on Local Finance Benchmarking** is operational

**PCF Regional project on  
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## Capacity building

- ✓ **A Study on Roles and responsibilities of mayors**
- ✓ **Leadership Development.**  
**Promoting Mayors as leaders for change**
- ✓ **Local initiatives on ethical governance and transparency**

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# Bring the citizens back to the heart of democracy!

## The Strategy for Innovation and Good Governance at Local Level

### Main features:

- ❑ Accession by the state and local authorities
- ❑ Respect for the Charter and its protocol
- ❑ Acceptance by individual municipalities
- ❑ **ELoGE** as a tool for raising awareness and motivation

## Council of Europe's Centre of Expertise for Local Government reform

## European Label of Governance Excellence (ELoGE): the twelve principles

- ✓ Fair conduct of elections representation and participation
- ✓ Responsiveness
- ✓ Effectiveness and efficiency
- ✓ Openness and transparency
- ✓ Rule of Law
- ✓ Ethical conduct
- ✓ Competence and capacity
- ✓ Innovation and openness to change
- ✓ Sustainability and long term orientation
- ✓ Sound financial management
- ✓ Human Rights, Cultural diversity and Social cohesion
- ✓ Accountability



# ELoGE: European Label of Governance Excellence

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## PCF Communication and visibility

## Communication tools

[illegible]



## PCF Communication and visibility

## Statistics

- **Web site**  
Over 200 news items on projects published on hub website

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44 project notes for the press published

12 short films on projects and interviews about

PCF published

**Total: 10 705 visitors**

- **Facebook** = 1 600 Likes
- **Flickr** = 3,441 photos in 48 albums
- **Youtube** = 2,762 views - 12 films on PCF country specific projects, 3 interviews (CoE, EU and a National Coordinator)
- **Twitter** = 139 followers – 131 tweets

EAP: strengthening democracy and local governance

KYIV | 21-23 JUNE 2016



Local public ethics, from vision to action, in the Eastern Partnership countries

## YouTube video: Strengthening democracy and local governance

[illegible]

# Social Media

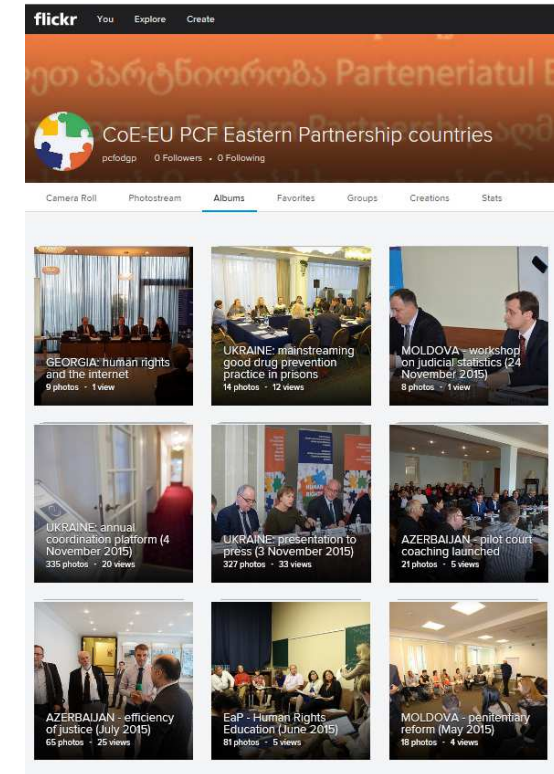
# Facebook



# Twitter



## Flickr

[illegible]



## Visibility events



## Presentations to the press in EaP countries

## Visibility stands



## Information meetings: Ambassadors and National Coordinators

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# E-newsletter

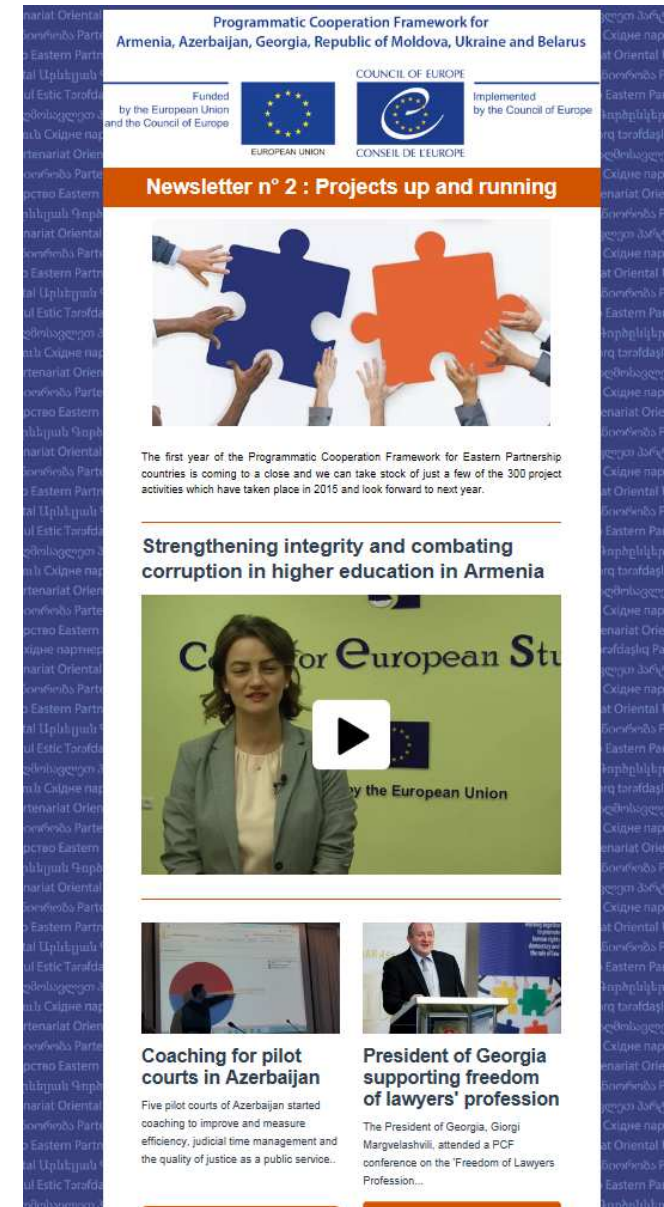
- Quarterly newsletter
- Mailing list = 999 (stakeholders, beneficiaries, press, members of Congress and PACE)
- Can sign-up to receive the newsletter through website and Facebook page

## PCF newsletter

Send us your e-mail address to receive our next newsletter with more information about our activities

Email\*

Subscribe



# Promotion of films



MOLDOVA: strengthening the efficiency of the judicial system and support to lawyers' profession



## GEORGIA: Combating money-laundering and terrorism financing



GEORGIA: overview of 8 EU/CoE cooperation projects



ARMENIA: Supporting criminal justice reform and combatting ill-treatment

- The films are shown/ are available:
- Project managers show the films at activities and events
- At all PCF visibility stands
- Are added and promoted through EU neighbourhood Info centre website/ social media
- On the PCF Facebook/Twitter/Youtube and newsletter
- On the website of PCF/field offices/EUD/stakeholders
- Through the Council of Europe website
- Shown to the Strasbourg diplomatic corps during the ODGP Open Days

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For more information on PCF

- <http://eap-pcf-eu.coe.int>
- [www.coe.int](http://www.coe.int)
- <http://europa.eu>

Contact: [pcf@coe.int](mailto:pcf@coe.int)

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