

## SERBIA MEDIA PLAN

### SUMMARY OF MEDIA PLAN

#### Serbia (Thursday evening, Friday AM)

- **TBC Press release after Foreign Minister Meeting** – (1500 UK time) – Option for a joint press release with quotes from the Foreign Secretary
- **Doorstep before meeting with Prime Minister** – (1900 UK time). Short statement to media before the bilateral with the Prime Minister. There would be one question each [redacted] [redacted – S27] UK press statement stringers would likely attend.
- **Local media FS op-ed** on focusing on Western Balkan summit and UK projects in Serbia
- **Photo journalists** (pics only no questions) at Parliament tour
- **Social media** on British Council projects, Global Britain reception, discussion on media freedoms
- **Social Media Video** - Film short clip, summarising visit to Western Balkans

### SERBIA MEDIA PLAN

#### OBJECTIVE

- Demonstrate UK commitment to the Western Balkans, including announcing the 2018 Summit. Position the UK as a key partner on stability, security & reform,
- [redacted] [redacted – S27]
- Showcase UK projects which demonstrate commitment to build partnerships with the region to address global challenges, e.g. CVE/CT, organised crime

#### MEDIA PLAN

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- **Local media FS op-ed** on focusing on Western Balkan summit and UK projects
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#### KEY MESSAGES

- Want to build on our **long-standing relationship** – next year sees the 180<sup>th</sup> anniversary of diplomatic relations
- Serbia a key partner on **security, stability and prosperity**

- Serbia is key to **regional stability** – want to encourage progress on normalisation with Kosovo and stronger relations across the region
- We will continue our **support** to Serbia on reforms
- Want strong partnerships with the Western Balkans to address challenges e.g. illicit migration, extremism and organised crime. Delighted to announce that the UK will host 2018 Western Balkans summit
- [redacted] [redacted – S27]

#### **ANNEX**

- If Raised and Serbian Media
- Doorstep with Prime Minister script
- Op- ed for local media
- Press Release (to follow – awaiting Serbian MFA draft)

## SERBIA - IF RAISED Q&A

### EU Enlargement

- The UK remains committed to driving reform, embedding stability and addressing shared challenges such as security and migration in the Western Balkans and Turkey. The UK will continue to support countries committed to the accession process in meeting the necessary requirements.
- As and when candidate countries have met the requirements for accession in full, it will be for those countries and European Union members at the time to decide on membership [redacted] [redacted – S27]

### Dialogue/normalisation of relations with Kosovo

- Normalising relations between Kosovo and Serbia will advance peace and stability in the Balkans. Central to regional stability and to the respective progress of both countries towards the European Union. Both sides should stick at it. This is hard work, entailing difficult decisions for both countries. But it is worth the effort.
- Continue to encourage both Kosovo and Serbia to continue to engage in the Dialogue process, mediated by High Representative Federica Mogherini, and to implement agreements reached.
- [redacted] [redacted – S27]

[redacted] [redacted – S27]

### Situation in Montenegro

- Looking forward to welcoming Montenegro as the 29th ally in 2017. Pleased that the UK process to ratify Montenegro's accession to NATO was completed last month.
- [redacted] [redacted – S27]
- [redacted] [redacted – S27]
- [redacted] [redacted – S27]

### Why has UK uplifted KFOR (of nearly 30 troops next year for a year-long deployment)?

- UK was a strong supporter of KFOR's initial deployment in 1999; last month's MoD announcement is an uplift to our commitment in recent years;
- KFOR is NATO's largest operational deployment, in a region where security and stability matters to the UK;
- Continue to provide capacity-building support to the Kosovo Security Force as part of our aim to help Kosovo take responsibility for its own security.
- [redacted] [redacted – S27]

## SERBIAN MEDIA

- There are growing concerns about media freedom in Serbia. Another worrying trend is the attempt to decrease the number of alternative voices. [redacted]  
[redacted – S27]
- [redacted] [redacted – S27]

## SOCIAL MEDIA PLAN

### OPTIONS FOR FOREIGN SEC TWEETS AND FACEBOOK

**Arrival** - Good to be in #Serbia on 1st visit as Foreign Secretary, ahead of 180<sup>th</sup> anniversary of establishing diplomatic relations btwn two countries.

**Meeting Minister of Foreign Affairs** - Interesting discussion w/ @SRBDiplomacy Minister Dacic on bilateral co-operation and #Serbia role in regional stability.

**Meeting with Speaker and Parliament event** - Excellent talk w/ #Serbia students #NedeljaParlamentarizma. Independent institutions play vital role in democracy, transparency&scrutiny

**British Council Cultural Event** - Impressive British Council @rsBritish coop with local partners here in Serbia. #UK champions digital engagement, innovation and creativity.

**Dinner (door-step) with Prime Minister** - Reiterated UK's strong support for #Serbia with @SerbianPM Vucic. UK supporting reform with over £5m/year through our programme work.

**Meeting with editors/journalist** - UK support to work of independent media is inseparable part of support to real social and political reforms in #Serbia

**Remembrance Day event** - Remembering and honouring our strong #WW1 and #WW2 partnership with Serbia #LestWeForget

### DRAFT SCRIPT FOR REGIONAL VIDEO CLIP

- Delighted to be undertaking my first visit to the Western Balkans as Foreign Secretary.
- Western Balkans matters to the UK. We share a common future and common challenges. Problems like organised crime, conflict and radicalisation in the Balkans hurt you, and they hurt us too.
- But share opportunities too - creativity of your young people, the industry of all those working in British companies;
- UK committed to working together with you to support your prosperity, security, stability and reform.

- During my visit, I have seen how the UK is increasing our practical support for your efforts to build stability, rule of law, and democratic institutions. This is vital for promoting economic growth and job creation.
- Committed to deepening and broadening our relationships. [This is why the UK will host the 2018 Western Balkans Summit.]
- It is only right that we work in partnership. I look forward to the UK building an even stronger, broader and deeper relationship with the Western Balkans.

### **PRESS MOMENT WITH SERBIAN PRIME MINISTER**

The press conference/doorstep with Serbian Prime Minister will take place before the bilateral. Format will be short statements and one question only (pre-selected by Serbian government). UK press would likely attend. You should aim to cover:-

- **Visit:** Pleased to visit Serbia and grateful to Prime Minister Vučić for welcoming me here today. Will discuss a range of issues today over dinner, including regional relations and Serbia's reform. But main aim is to build a friendship with Prime Minister Vučić and to ensure he knows the UK is ready to help. Earlier today, I met Foreign Minister Dačić (*Dach-ich*) and passed on similar messages.
- **Brexit:** UK is leaving the European Union; but we are not leaving Europe. Share a common history, challenges and opportunities. Want Britain's departure from the EU to occur in the best possible way and the outcome at the end of the process to be a strong Britain as a partner of a strong European Union.
- **Bilateral:** Opportunity to strengthen bilateral partnerships. Serbia is our "old friend". Next year we will celebrate 180 years of official relations.
- **Bilateral – Trade:** Tough fiscal and economic reforms have ensured Serbia is in a stronger position than two years ago, and a better place to do business.
- **Reform:** Strongly support Serbia's commitment to reform and welcome the progress they are making on the EU accession process. We will also talk about the rule of law, freedom of expression, and cooperation on war crimes. These are sometimes difficult topics. At times a supportive friend must also be a critical

friend. With the determination of Mr Vucic and the Serbian people, critical reforms can and are taking place. We are ready to offer substantial support to real reform.

- **Kosovo:** Progress on EU accession has also been as a direct result of Prime Minister Vučić's engagement in the Dialogue with Kosovo. Urge him to increase momentum. Implementing past agreements is crucial in moving towards normalising relations between Serbia and Kosovo. This increases stability and security, achieving a prosperous future for citizens throughout the region.
- **Regional** - Welcome Mr Vučić on the role Serbia is playing in the region. Will be encouraging him to do more in the Dialogue and also in Bosnia & Herzegovina. Will discuss the importance of supporting Bosnia & Herzegovina and will likely agree on our concerns about the Republika Srpska's recent referendum, which undermined Bosnia's Constitutional Court. Improving regional relations in the Western Balkans is vital and we want to support that.
- **UK Support** - Support Serbia through our programme work, assisting with over £5m per year. Delighted to announce we will host the 2018 Western Balkans Conference in London. This should prove to the Serbian people the extent to which we champion you and your future.
- **Closing** - We live in challenging times. But the UK is here for you as an old, honest and reliable friend; one which will be frank and candid about the challenges you face, but supportive and encouraging in helping you achieve your potential. I am overjoyed to be here.

### **Key Facts**

- Total annual bilateral trade is around £420m. Balanced roughly equally between exports to, and imports from the UK.
- TRH The Prince of Wales and the Duchess of Cornwall visited Serbia in March 2016 for a very successful two day visit.
- HMG support to Serbia through the Good Governance Fund and Conflict Stability and Security Fund amounts to £5m this year. This is in addition to £7.5m of direct and indirect HMG support to Serbia since the beginning of the migration crisis.
- [redacted] [redacted – S27]

**OP-ED FOR SERBIA MEDIA**  
**To be printed in Serbian**

My first visit to the Balkans as Foreign Secretary comes at a particularly poignant moment. To be in this corner of Europe on the 11<sup>th</sup> of November - the 98<sup>th</sup> anniversary of the end of the First World War - is to remember the suffering and the shattered hopes of that tragic era.

Some people ask what Britain's impending departure from the EU will mean for the Balkans – and here I can offer reassurance. My country is leaving the EU, but we are emphatically not leaving Europe.

On the contrary, our aim will be to strengthen our ties with our European friends, including in the Balkans. Once we have left the EU, I want Britain to raise the ambition of its foreign policy and become even more active on the world stage.

On this trip, I will be visiting Belgrade, Pristina, Zagreb, Valletta and Prague. We all share the same values and face similar threats, ranging from organised crime to terrorism and radicalisation.

As we confront these problems together, we do so on the basis of relationship that goes back many centuries. The Emperor Constantine was born in the Balkans, but he was crowned Emperor in York in the north of England.

I am proud of the role that Britain has played in Balkans. In the 1990s, we focused on stabilising the region and bringing peace, making difficult choices that I know not everyone agreed with. Today, the Western Balkans has moved on from the days of conflict and we are working with you to ensure that these gains are never reversed.

We will do whatever we can to help. That is why I'm delighted to announce that Britain will host the Western Balkans Summit in 2018. This will bring together leaders from the region and across Europe to deliver our shared aims of security, stability and prosperity.

Britain will continue to help all the countries of the Western Balkans to continue along their Euro-Atlantic path. This is the time of year when the European Commission's Annual Enlargement Package is published. No-one is surprised that it calls for more steps to open up national economies and to improve respect for the rule of law. After all, the countries of the region have set out these goals themselves.

The UK is well placed to do help you deliver these goals. We are increasing our practical support for your efforts, drawing on British companies and the technical assistance we can provide. The UK has world-class expertise, including in regulatory reform, entrepreneurship, innovation and improving the business climate.



Of course, we share threats as well as opportunities. We are all affected by the ghastly civil war in Syria, which has spurred migration and empowered terrorists. We cannot address these challenges alone; we need to work together, share information and learn from each other. We want to build up partnerships with you in these areas, and I look forward to discussing these further during my visit.

In **Belgrade**, I am looking forward to meeting political leaders, as well as partners in government, civil society, business and the media. I aim to learn more about how the UK's Good Governance Fund is helping Serbia to increase economic growth, strengthen the rule of law and promote a free and vigorous media. All this will help Serbia to move along the European path it has chosen. I know that Serbia earned great credit for its approach to the migration crisis last year. Serbia is now trying to achieve better relations with its neighbours, including the complex but vital process of achieving normal ties with Kosovo. We all want to see real progress.

I also want to remember the sacrifices of the two World Wars – and the links between our countries forged by the 600 doctors and nurses of the Scottish Women's Hospitals and other medical missions, who helped tend the wounded during the First World War, or by the Serbian boys who were taken in by schools in Edinburgh, Dundee and elsewhere after the evacuation to Corfu in 1916. And I want to look forward to next year's 180<sup>th</sup> Anniversary of diplomatic relations between London and Belgrade.

We are old friends, sometimes with differing perspectives. But together, we can help to make Serbia, Europe and beyond a more stable and prosperous place.

ENDS

