



Republika e Kosovës
Republika Kosova
Republic of Kosovo



Këshilli Prokurorial i Kosovës
Tužilački Savet Kosova
Kosovo Prosecutorial Council



Prokurori i Shtetit
Državni Tužilac
State Prosecutor

STRATEGY FOR COMMUNICATION OF THE PROSECUTORIAL SYSTEM

2021-2023



Republika e Kosovës
Republika Kosova
Republic of Kosovo



Këshilli Prokurorial i Kosovës
Tužilački Savet Kosova
Kosovo Prosecutorial Council



Prokurori i Shtetit
Državni Tužilac
State Prosecutor

STRATEGY FOR COMMUNICATION OF THE PROSECUTORIAL SYSTEM

2021-2023

© Kosovo Prosecutorial Council 2021

Published by: Kosovo Prosecutorial Council All rights reserved. The contents of this material may not be reprinted, multiplied or transmitted in any other electronic, mechanical, photocopied or recorded form without the written approval of the Kosovo Prosecutorial Council.

Contents

INTRODUCTION.....	4
MISSION	4
VISION.....	4
CURRENT SITUATION.....	4
METODOLOGY.....	5
LEAGL FRAMERWORK	5
LEGAL RESTRICTIONS.....	7
LIST OF ABBREVIATIONS.....	8
OBJECTIVES.....	8
OBJECTIVE I – INCREASING TRANSPARENCY IN THE KOSOVO PROSECUTORIAL SYSTEM.....	8
a) Increasing transparency through continuous publications.....	9
b) Inter-institutional coordination in the field of communication	9
OBJECTIVE II – STRENGTHENING INTERNAL COMMUNICATION.....	9
a) Coordination of internal communication of communication units	10
b) Coordination of internal communication of communication units with other organizational units.....	10
OBJECTIVE III - ADVANCING COOPERATION WITH MEDIA, CIVIL SOCIETY AND OTHER INSTITUTIONS	11
OBJECTIVE IV - PROACTIVE COMMUNICATION	12
ACTION PLAN.....	13

INTRODUCTION

The communication strategy is an effort to improve the quality of communication of the prosecutorial system of the Republic of Kosovo, by encouraging the participation and information of citizens, increasing accountability and transparency for the general public and increasing cooperation with the media for the sake of quick and accurate information of the public regarding the work of the prosecutions.

Consequently, the communication of the prosecutorial system has already changed its form when it comes to external communication. In order to achieve the greatest possible efficiency, the prosecutorial system aims to be interactive, active and proactive in this regard. This communication, in addition to constantly informing about various cases and providing answers to journalists' questions, also includes raising awareness about the work of the prosecutorial system. It is also important to assess the opinion of different actors.

This communication strategy will reflect the general plans of the prosecutorial system of our country for the next three years (2021-2023).

MISSION

The mission of the strategy is to advance transparency through objectives and activities and to increase the level of credibility in the work of the prosecutorial system of the Republic of Kosovo.

VISION

The prosecutorial system is committed to strengthening sustainable and more efficient and effective communication mechanisms for the sake of fair and accurate information on daily work, which is in the public interest.

THE CURRENT SITUATION

The prosecutorial system faces a number of challenges of various natures, which directly or indirectly affect its relationship with the public. Initially, this system should really assess the importance of the field of public relations, including the communication of the system with external actors in improving and increasing the efficiency of the system.

A constant challenge in achieving these objectives is considered to be the increase in the number of media and journalists, as well as their profiling in the field of justice, then the financial side, building an internal communication culture of working within the system to achieve common goals, willingness to cooperate and coordinate the activities of prosecutors and support staff with public communication offices.

Another challenge remains the completion of sufficient staff and working conditions for communication units, there is also a need to draft various documents and strategic acts that regulate the issue of internal and external communication of communication officers and prosecutors, which will include communication with the media, as a broadcaster, as well as communication with civil society, which plays a vital role in raising public awareness of the importance of an independent, impartial, professional and integrity prosecutorial system.

This strategy follows the first Communication Strategy of the prosecutorial system of the Republic of Kosovo (2018-2020), which has given its results in the field of communication.

The new strategy foreseen for the next three years (2021-2023) has four objectives, which are intended to be achieved through concrete activities.

METODOLOGY

The drafting of this strategy was done through a comprehensive process with the participation of all key actors in the implementation of this strategy, with the participation of representatives of the prosecutorial system and those of international organizations.

During the drafting of this strategy were reviewed in detail all evaluation reports and other documents related to the implementation of internal and external communication of the prosecutorial system, including internal bylaws and other laws in force in the Republic of Kosovo.

THE LEGAL FRAMEWORK

The strategy in its content is within the legal and sub-legal framework that regulates the functioning of the prosecutorial system, the justice system in general, the right of opinion to be informed and the freedoms, rights and privacy of all parties in criminal proceedings.

In addition to the legal framework that will be presented below, this strategy has taken into account and will respect all international conventions, non-compliance with which automatically causes legal consequences under the Constitution of the Republic of Kosovo.

The legal framework on which this strategy is based is:

- Constitution of the Republic of Kosovo;
- Criminal Procedure Code of Kosovo, no. 04 / I-123;
- Criminal Code of the Republic of Kosovo, no. 06 / I-074;
- Juvenile Justice Code, no. 06 / I-006;
- Law on the Kosovo Prosecutorial Council, no. 06 / I-056;
- Law on the State Prosecutor, no. 03 / I-225;
- Law on Special Prosecution of the Republic of Kosovo, no. 03 / I-052;
- Law on Amending and Supplementing Law no.03 / I-225 on the State Prosecutor, no. 05 / I-034;
- Law on Protection of whistleblowers, no. 06 / I-085;
- Law on Witness Protection, no. 04 / I-015;
- Law on Mediation, no. 06 / I-009;
- Law on Declaration, Origin and Control of Assets of Senior Public Officials and Declaration, Origin and Control of Gifts for All Officials, no. 04 / I-050;
- Law on Amending and Supplementing Law no. 04 / I-050 Declaration, Origin and Control of Assets of Senior Public Officials and Declaration, Origin and Control of Gifts for all Officials, no. 04 / I-228;
- Law on Prevention of Conflict of Interest in Exercising Public Function, no. 06 / I-011;
- Law on International Legal Cooperation in Criminal Matters, no. 04 / I-231;
- Regulation on Classification of Information of the Prosecutorial System of the Republic of Kosovo, no.04 / 2017;
- Regulation on the Public Communication Service in the Prosecutorial System, no.03.2019;
- Regulation on the Interceptions Liaison Unit, no. 05.2016;
- Regulation on Institutional Cooperation, no.04.2016;

- Regulation on Internal Organization and Functioning of the State Prosecutor, no.11.2015;
- Regulation on the Organization and Activity of the Kosovo Prosecutorial Council, no. 02.2020;
- Regulation on the Commission for the Administration of Prosecution Offices, no.03 / 2017;
- Code of Ethics and Professional Conduct for Prosecutors;
- Code of Ethics and Professional Conduct for Members of the Kosovo Prosecutorial Council and
- Code of Professional Ethics for Supporting Employees.

LEGAL RESTRICTIONS

This strategy and its activities will be subject to legal restrictions, in cases when requests for information are submitted, which are protected by laws and bylaws; in cases of information that could harm investigations, violate human rights and freedoms, violate national security; information that is limited by law and causes legal consequences for the publisher of that information, as well as in any case to protect the right of journalists to use and protect anonymous sources of information unless otherwise provided by law.

The public has the right to be informed in a timely manner about developments in concrete investigations and criminal cases. When informing the public, cases of public interest will always be given priority, but without harming the interest of the investigation and the rights of the parties in criminal proceedings.

During public information will be found the right balance between transparency on the one hand, and the public and a fair criminal procedure interest. The position and legal acts of the prosecutorial and judicial system and the privacy of the parties in the procedure will be respected, such as: the suspect, the victim, their relatives, witnesses and the public interest.

In addition, the balance between transparency and the interest of the investigation will be taken into account. In this case, the information will be disseminated, where possible and the information will be kept, where necessary, always respecting the public interest, the interest of the investigation and the rights of the parties in criminal proceedings.

LIST OF ABBREVIATIONS

KPC..... Kosovo Prosecutorial Council;

SP.....State Prosecutor;

SKPC..... Secretariat of the Kosovo Prosecutorial Council.

OBJECTIVES

Within this strategy, four objectives are foreseen, which are intended to be achieved through concrete activities foreseen according to the action plan and timelines. Implementation of activities in practice will depend on internal cooperation, cooperation with other institutions, financial cost and their budget coverage.

OBJECTIVE I – INCREASING TRANSPARENCY IN THE KOSOVO PROSECUTORIAL SYSTEM

Kosovo's prosecutorial system has advanced in terms of increasing transparency through the realization of the objectives set out in the first communication strategy, but the realization of the objective of continuous increase of transparency, highlights the need to continue activities, which represent a transparent institution. Also, the drafting of new policies is foreseen in this strategy, for the continuation of work in increasing transparency, which means increasing credibility, because citizens will be more informed about the work and results of the prosecutorial system of Kosovo.

This objective aims to respond to the needs that through communication with public opinion, as a tool to increase transparency and trust of citizens in the prosecutorial system of Kosovo and at the same time through increasing trust to increase the level of cooperation with citizens for various criminal cases, in order to treat them as efficiently as possible and bring them to justice.

Consequently, this objective has the main purpose to guarantee a more effective inter-institutional communication, with other institutions of justice and law enforcement, in order to create mechanisms for the management and handling of cases of common interest that need to be communicated in public in order to prevent misinformation and guarantee individual and state security in certain cases.

This objective has two sub-objectives that are intended to be met through the following activities:

a) Increasing transparency through continuous publications:

- Publication of the 24-hour report of the State Prosecutor;
- Publication of bulletins of the prosecutorial system;
- Conducting awareness campaigns;
- Organizing press conferences;
- Organizing meetings with citizens;
- Continuous strengthening of the web portal of the prosecutorial system and
- Advancing the publishing system.

b) Inter-institutional coordination in the field of communication:

- Holding meetings with the police, courts and other institutions;
- Formation of a joint team for inter-institutional communication;
- Linking memorandums with other institutions and partners;
- Holding conferences with other law enforcement institutions;
- Organizing trainings and activities with law enforcement institutions;
- Strengthening and building the public communication capacities of the prosecutions.

OBJECTIVE II – STRENGTHENING INTERNAL COMMUNICATION

The prosecutorial system recognizes the importance of internal communication and implements it consequently. Aware of the direct link between the effectiveness and improvement of external communication and the image of the institution in the public eye, through effective internal communication, the prosecutorial system considers it important to continuously increase coordination, communication

and new activities which will affect the best possible development of internal communication.

Through this strategy, the aim is for the internal communication to be done in time, to be continuous, planned and a communication that precedes the work processes in the prosecutorial system of Kosovo. Internal communication aims to become as effective as possible, in order to have a continuous connection of internal and external communication.

The goal of strengthening internal communication coincides with the objective of the Kosovo prosecutorial system to build a long-term organizational culture of working within the institution through practices that would raise the need for better coordination of internal communication, in order to influence efficiency of realization of internal tasks and responsibilities and providing complete and accurate information during external communication.

This objective has two sub-objectives, which aim to be met through the activities foreseen as follows:

- a) **Coordination of internal communication of communication units through:**
 - Systematic coordination of communication between the Head of the Office of Public Communication with the Chairman of the KPC and the General Director of the KPCS;
 - Systematic coordination of communication between media advisors and the Head of the Office of Public Communication with the Chief State Prosecutor and
 - Systematic coordination of communication of officials for information and monitoring of the media in the respective prosecution offices with the chief prosecutors of the prosecution offices and case prosecutors.
- b) **Coordination of internal communication units for communication with other organizational units through:**
 - Coordination of communication between KPC units;
 - Coordination of communication between OCSP units;
 - Coordination of communication between prosecution units and
 - Coordination of communication between all organizational units of the prosecutorial system.

OBJECTIVE III - ADVANCING COOPERATION WITH MEDIA, CIVIL SOCIETY AND OTHER INSTITUTIONS

This objective is of particular importance for strengthening and enhancing external communication, increasing transparency and credibility in the Kosovo prosecutorial system and the multidimensional advancement of external communication, because it relates to cooperation, which has a very important focus on the system.

In increasing cooperation with the media, civil society and other institutions, the prosecutorial system claims to increase professionalism in external communication, being closer to citizens, receiving professional advice, opinions and recommendations.

The strategy aims to increase the level of communication with the media, as the main transmitter of information to the public and key actors in informing, fair and accurate education of the public regarding the work of the prosecutorial system.

This objective has a vital role, especially in raising civic awareness of the role of an impartial, professional system with professional integrity. The role of civil society, as a broadcaster, but also given the professional expertise that can be provided in capacity building of the prosecutorial system is important in terms of implementing this strategy.

Since the media and civil society are our main partners in efforts to improve public perception and access to citizens, the current state of reporting on issues related to the prosecutorial system in Kosovo and the level of cooperation with the media and civil society necessarily push us right. continuous efforts to advance cooperation.

This objective is intended to be met through the foreseen activities, as:

- Internal, inter-institutional training with the media and civil society;
- Exchange of experiences with local and international institutions;
- Drafting guidelines in the field of communication;
- Organizing meetings with representatives of the media and civil society;
- Joint research of interest to the prosecutorial system and
- Links of acts of cooperation.

OBJECTIVE IV - PROACTIVE COMMUNICATION

The experience gained during the drafting of the first communication strategy and especially the experience gained during its implementation has shown that the new strategy should contain a more specific objective, which includes proactivity in general and within it creativity, unification, coherent actions. and the creation of new platforms for external communication.

Basically, transparency and access to public information increase the level of public trust in Kosovo's prosecutorial system. These two basic principles not only increase accountability, but also affect greater independence and increase public confidence, so proactive communication in itself contains transparency and access to information.

Proactive communication aims to strengthen active citizen participation in combating and preventing negative phenomena, continuous information on the work of the prosecutorial system and increase accountability and responsibility.

This objective with its specifics aims to further promote the activation of human resources in the field of communication within the Kosovo prosecutorial system, performing real-time communication actions, coordination of internal communication and its general unification. Also, the objective contains the early actions for identifying communication orientations in relation to citizens, finding communication subjects and increasing opportunities through the creation of various forms of communication as proactive as possible.

This objective is intended to be met through the foreseen activities, as:

- Strengthening and supporting staff professional initiatives for internal and external communication
- Real-time action and response;
- Unification of communication in the prosecutorial system;
- Advancing the regular information of chief prosecutors and prosecutors regarding daily events from the scope of the prosecutorial system;
- Identification of key parties, with whom the prosecutorial system must communicate in order to achieve communication objectives;
- Identify key messages for the public that the prosecutorial system intends to communicate;
- Efficient and effective communication in specific cases and
- Communication through social networks.

ACTION PLAN

KOSOVO PROSECUTORIAL SYSTEM COMMUNICATION STRATEGY ACTION PLAN 2021/2023						
Activities	Measuring indicators	Responsible institution	Supporting institutions	Timeli ne for realizat ion	Cost	Comments and challenges
1. INCREASING TRANSPARENCY IN THE KOSOVO PROSECUTORIAL SYSTEM						
1.1. Increasing transparency through continuous publications						
1.1.1 Publication of the 24 hour report	Daily	State Prosecutor		Every day	Budgeted	Timely collection of material needed for its design
1.1.2. Publication of bulletins of the prosecutorial system	Twelve bulletins, published by the Prosecutorial Council and the State Prosecutor	Kosovo Prosecutorial Council and State Prosecution		Every month	Budgeted	Timely collection of material needed for its design

1.1.3. Conducting awareness campaigns on the role, mission and activity of the prosecutorial system	<ul style="list-style-type: none"> • Lectures in higher education institutions • Activities for disadvantaged social categories • Publication of television materials • Publication of brochures and other information materials • Promoting citizen participation in crime prevention 	Kosovo Prosecutorial Council and State Prosecution	Supporting partners	Ongoing	Budgeted, and in anticipation of donor support	Finding funds for the realization of awareness activities
---	---	--	---------------------	---------	--	---

1.1.4. Organizing press conferences	Conferences held throughout the year, as needed	Kosovo Prosecutorial Council and State Prosecution	Supporting partners	As needed	Budgeted	Technical conditions
1.1.5. Holding meetings with citizens	Citizens	Kosovo Prosecutorial Council and State Prosecution		As needed	Budgeted	
1.1.6. Continuous strengthening of the web portal of the prosecutorial system	Regular updating	Kosovo Prosecutorial Council and State Prosecution	Supporting partners	Ongoing	Budgeted	Staff profiling
1.1.7. Advancing the publishing system	Increasing the number of publications Qualitative advancement of publications	Kosovo Prosecutorial Council and State Prosecution		Ongoing	Budgeted	Providing data, materials

1.2. Inter-institutional coordination in the field of communication						
1.2.1. Holding meetings with the police, courts and other institutions	Police, courts and other institutions	Kosovo Prosecutorial Council and State Prosecution	Ongoing			
1.2.2. Formation of a joint team (security and justice) for inter-institutional communication	Inter-institutional team	The Kosovo Prosecutorial Council, State Prosecutor and other law enforcement institutions	As needed	Partners		Timely coordination of activities
1.2.3. Linking memorandums with other institutions and partners	Number of linked memorandums	The Kosovo Prosecutorial Council and the State Prosecutor, other law enforcement institutions and partners	Ongoing	Other law enforcement institutions		

1.2.4. Holding joint conferences with the Kosovo Police and other law enforcement institutions	Organized conferences	Kosovo Prosecutorial Council and State Prosecutor	Kosovo Police and other law enforcement institutions	Ongoing	Budgeted	Coordination
1.2.5. Organizing trainings and activities with law enforcement institutions	Number of trainings held	Kosovo Prosecutorial Council and State Prosecutor	Other law enforcement institutions and support partners	Ongoing	Donors	Finding funds and donors
1.2.6. Strengthening and building the public communication capacities of the prosecution offices	Increasing new capacities of human resources and technical equipment	Kosovo Prosecutorial Council	Donors	Within 2021		Budget

2. STRENGTHENING INTERNAL COMMUNICATION

2.1. COORDINATION OF INTERNAL COMMUNICATION BETWEEN COMMUNICATION UNITS

Activities	Measuring indicators	Responsible institution	Supporting institutions	Timeline for realization	Cost	Comments and challenges
2.1.1. Systematic coordination of communication of the Head of the Office of Public Communication with the Chairman of the KPC and the General Director of the KPCS	Meetings held Created platforms Conducted analyzes and research	Kosovo Prosecutorial Council		Ongoing		
2.1.2. Systematic coordination of communication between media advisors and the Head of the Office of Public	Meetings held	Office of the Chief State Prosecutor		Ongoing		

Communication with the Chief State Prosecutor	Meetings held	Relevant prosecutions					Conducting meetings
2.1.3 Systematic coordination of communication of media information and monitoring officials in the respective prosecution offices with the chief prosecutors of the prosecution offices and case prosecutors							
2.2. COORDINATION OF INTERNAL COMMUNICATION OF UNITS FOR COMMUNICATION WITH OTHER ORGANIZATIONAL UNITS							
2.2.1. Coordination of communication between KPC units	Efficiency and intensity of communication	Kosovo Prosecutorial Council			Ongoing		

2.2.2. Coordination of communication between OCSP units	Efficiency and intensity of communication	Office of the Chief State Prosecutor		Ongoing		
2.2.3. Coordination of communication between prosecution units	Efficiency and intensity of communication	Appellate Prosecution, Special Prosecution and Basic Prosecution offices		Ongoing		
2.2.4. Coordination of communication between all organizational units of prosecutorial system.	Efficiency and intensity of communication	Prosecutorial Council and State Prosecutor		Ongoing		

3. ADVANCING COOPERATION WITH MEDIA, CIVIL SOCIETY AND OTHER INSTITUTIONS

Activities	Measuring indicators	Responsible institution	Supporting institutions	Timeline for realization	Cost	Comments and challenges
3.1. Internal, inter-institutional trainings with the media and civil society	Realized trainings	Kosovo Prosecutorial Council and State Prosecutor	Media, civil society and other institutions	Ongoing	Donors	Cost and finding donors
3.2. Exchange of experiences with local and international institutions	Meetings held, realized study visits and realized practices	Kosovo Prosecutorial Council, State Prosecutor and other institutions	Local and international partners	Ongoing	Donators	
3.3. Drafting guidelines in the field of communication	Number of guidelines	Kosovo Prosecutorial Council, State Prosecutor and partners	Local and international partners	Ongoing	Budgeted and expected support from donors	

3.4. Organizing meetings with representatives of the media and civil society	Organizing meetings	Kosovo Prosecutorial Council and State Prosecutor	Media, civil society	Ongoing		Conducting meetings
3.5. Joint research of interest to the prosecutorial system	Joint research	Kosovo Prosecutorial Council and State Prosecutor	Extra-institutional mechanisms	Ongoing	Donors	Budget, finding donors
3.6. Connecting acts of cooperation	Signed acts	Kosovo Prosecutorial Council, State Prosecutor and other local and international mechanisms	Partners	Ongoing	Donors	Realization of acts of cooperation

4. PROACTIVE COMMUNICATION						
Activities	Measuring indicators	Responsible institution	Supporting institutions	Timeline for realization	Cost	Comments and challenges
4.1. Strengthening and supporting staff professional initiatives for internal and external communication	Proposed initiatives and their implementation	Kosovo Prosecutorial Council and State Prosecutor		Ongoing		
4.2. Action and reaction in time	Efficiency and effectiveness realized in external communication	Kosovo Prosecutorial Council and State Prosecutor	Partners	Ongoing		Realization
4.3. Unification of communication standards in the prosecutorial system	Actions taken to unify communication	Kosovo Prosecutorial Council and State Prosecutor		Ongoing		

4.4 Advancing the regular information of chief prosecutors and prosecutors regarding daily events for the scope of the prosecutorial system	Strengthen media monitoring, including updating	Kosovo Prosecutorial Council and State Prosecutor		Ongoing		
4.5. Identification of key parties with whom the prosecutorial system must communicate to achieve communication objectives	Target parties	Kosovo Prosecutorial Council and State Prosecutor	Partners	Ongoing		
4.6. Identify key messages for the public that the prosecutorial system intends to communicate	Quantity and quality of messages	Kosovo Prosecutorial Council and State Prosecutor	Partners	Ongoing		

4.7. Efficient and effective communication in specific cases	Cooperation realized in specific cases	Kosovo Prosecutorial Council, State Prosecutor and other institutions	Partners	Ongoing		Realization of cooperation
4.8. Communication through social networks	Opening official accounts on social networks	Prosecutorial system		2021		Management

