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FREE LEGAL AID AGENCY **COMMUNICATION STRATEGY**

2022 – 2025

FREE LEGAL AID AGENCY

Communication strategy

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ACRONYMS

FLAA	Free Legal Aid Agency
USAID	United States Agency for International Development
CSOs	Civil Society Organizations
GoK	Government of Kosovo
KBA	Kosovo Bar Association
KAoJ	Kosovo Academy of Justice
MoF	Ministry of Finance
MoJ	Ministry of Justice

1. INTRODUCTION

The Communication Strategy of the Free Legal Aid Agency (Communication Strategy) provides the framework to provide the public with targeted communications throughout the implementation period. The strategy will support the Strategic Goals through public and institutional stakeholder awareness, engagement and capacity building.

Past legal education efforts have provided important information to Kosovo citizens through print and electronic media, classroom instruction, and online services.

This strategy is based on the findings of earlier reports (Community Justice Needs Mapping and Survey on Free Legal Services for Kosovo Women and Youth) as well as the FLAA Strategic Plan 2021–2025.

This strategy is in line with the Functional Rule of Law Review, the Istanbul Convention, ratified by the Assembly of Kosovo and incorporated into the Constitution of the Republic of Kosovo, as well as Article 10A of Law No. 04/L-017 on Legal Aid Free that provides for the addition of special categories of beneficiaries of free legal aid, respectively 1.1. sexually raped persons during the war in Kosovo in 1998-1999; 1.2. victims of domestic violence; 1.3. victim witnesses of violence, who are dependent on victims of domestic violence; 1.4. victims of gender-based violence; 1.5. victims of any kind of sexual violence, including sexual harassment; 1.6. victims of trafficking in human beings; 1.7. juvenile victims; 1.8. children living in social care institutions; 1.9. children under guardianship seeking to initiate proceedings without the consent of their legal guardian or against their legal guardian; 1.10. persons whose rights have been violated through an act or failure to act that constitutes discrimination, based on the decision of the competent body under applicable law for protection against discrimination; 1.11. journalists, independent journalists, photo-reporters, cameramen and editors who for media licensed by the Independent Media Commission (IMC) and/or in media that are members at the Press Council of Kosovo (PCK).

Consequently, this strategy will have a special focus on the above-mentioned categories who automatically benefit from the right to free legal aid. The FLAA will work to inform the above-mentioned groups about their right to free legal aid through the activities mentioned in the activities annex.

2. MISSION

The FLAA is committed to providing Free Legal Aid by ensuring equal access to justice for all citizens of the Republic of Kosovo, especially for marginalized groups.

The FLAA remains committed to serving all those who meet the criteria set by law to be provided with Free Legal Aid, especially respecting the principles of justice and the rule of law.

3. STRATEGY GOALS

The communication strategy will focus on strengthening outreach to improve legal knowledge and empower citizens, especially individuals or groups at a disadvantage, with particular emphasis on the categories mentioned in Article 10A of Law No.04/L-017 on Free Legal Aid, providing legal information leading to the undertaking of actions, using existing information platforms and activating a network of civil society organizations, local institutions and young people to convey information about the services provided by the FLAA.

The goals of the strategy are based on the Strategic Plan 2021-2025 of the FLAA, respectively Strategic Goal 2.1: Cooperation with all entities that offer free legal aid and provide access to justice, to improve communication, quality and assistance to beneficiaries and Goal 2.2: Raise citizen awareness about the work of the Agency and identify their needs.

Citizens will have access to information that leads to interaction, enabling them to exercise their rights through FLAA services.

This strategy aims to:

3.1 Increase citizen information

Vulnerable communities are made aware of their legal rights and the services provided by the FLAA.

3.2 Increase advocacy for resources

The FLAA, in cooperation with CSOs, will work to raise the awareness of citizens about their rights and services in terms of free legal aid.

4. TARGET AUDIENCE

The two identified audiences are:

4.1 Primary audience

- Low-income people
- Women, especially the special categories of beneficiaries of free legal aid, mentioned in Article 10A of the Law on Free Legal Aid
- Persons with disabilities
- LGBTI community
- Youth

- Non-majority communities (Serbs, Roma, Ashkali, Egyptians, Bosniaks, Turks, Gorani, etc.)

4.2 Secondary audience

- Majority community
- Assembly of Kosovo
- Government of Kosovo and relevant Ministries
- Centers for Social Work
- Justice stakeholders
- Ombudsperson Institution
- Kosovo Bar Association
- Kosovo Police
- Civil society organizations
- International community
- Media

5. MAIN MESSAGES

The main message that will be conveyed is to inform citizens about their right to free legal aid and to facilitate access to justice. The FLAA, in cooperation with partners, will use standardized and amplified messages to target specific audiences.

5.1 Primary audience

Target audience	Conveyed message
Low-income people	Believe in your right
Women*	Believe in the realization of your right
Persons with disabilities	We keep your confidentiality
LGBTI community	Your confession is protected
Youth	We speak your language
Non-majority communities	We don't hold prejudices against you
	We don't judge you
	Seek your right
	Roads to the realization of your rights/your right
	Your right is our obligation
	You are our priority

5.2 Secondary audience

- Free legal aid is a human right guaranteed by the constitution that needs more support from competent institutions and international partners.

Target audience	Conveyed message
General public	Everyone has the right to representation
Assembly of Kosovo	Increase the budget for citizens in need Increase the budget for Free Legal Aid Support those in need! Support citizens' access to justice

	Financially support citizens in need Invest in Justice
Government of Kosovo and relevant Ministries	Increase the budget for citizens in need Increase the budget for Free Legal Aid Support those in need! Support citizens' access to justice Financially support citizens in need Invest in Justice
Centers for Social Work	Refer cases Orient the parties
Judiciary	Refer cases efficiently!
Academy of Justice	Joint trainings
Ombudsperson Institution	Free Legal Aid is your right Free Legal Aid is a constitutional right
Kosovo Bar Association	Pro-bond, ethical obligation Contribute to access to justice Contribute pro-bono to access to justice
Kosovo Police	Investigate crimes Do not neglect requests for help Refer cases
Civil society organizations	Be the right of the Free Legal Aid Agency
International community	Greater support for the free legal aid system Invest in Justice
Media	Report in full!

6. OUTREACH MECHANISMS

6.1. Primary communication mechanisms with the target audience

- Dissemination of information on free legal aid services in print and electronic media, social media, as well as through the distribution of hard copy materials in institutions which are directly or indirectly related to the work of the FLAA.
- Facilitate peer exchange of information about Free Legal Aid services and success stories between low-income community, women and non-majority communities.
- Host information sessions in schools through focus group for young people who can share information with their families.
- Utilize relationship-based networks by encouraging the exchange of information with family and friends, reaching a wider audience and disseminating information, especially to marginalized groups.
- Organize information roundtables with CSOs for communities that do not use traditional sources of information, especially women and low-income citizens.

6.2. Secondary communication mechanisms with the target audience

- Facilitate the coordination of meetings between the FLAA and relevant institutions.
- Develop cooperation between FLAA, KBA, and CSOs in terms of advancing free legal aid services provided to citizens.

- Facilitate FLAA meetings with the donor community to advocate for pooling legal aid funds and sustainability in donor-supported efforts.

7. PROMOTION

The promotion of the indicators mentioned in point 9 will be done in cooperation with the relevant partners through their existing outreach mechanisms.

8. BRANDING AND MARKING

In accordance with the legislation in force, the Free Legal Aid Agency has its identity, including the official logo, which must be marked on every public document issued by this institution. Furthermore, the official logo of the FLAA should be marked in every public activity in which representation of Agency officials is warranted.

In activities with local and international partners, the Agency's identity should be visible through all public materials. In case the identity of local or international partners is marked, the identity of the Agency should be equally visible.

The officials of the Agency will ensure that in the activities which are organized or co-organized by the Agency, the identity of the institution is visible.

The identity of the Agency need not be apparent in activities where Agency representatives are only guests or participants.

9. ACTION PLAN 2022- 2025

What	Why	Where	When	Who	How	Target audience	Purpose	Conveyed message	Media strategy	Tools and materials
Dissemination of Community Justice Needs Mapping findings	Assist CSOs and relevant institutions in designing and implementing a comprehensive campaign tailored to the identified community justice needs.	Local Level	2022-2025	FLAA, CSOs, institutions at the local level	N/A	Low income people, women, people with disabilities, LGBTI community, ethnic minorities	Goal 1:	<i>Described in point 5 of the Strategy</i>	Videos that identify community issues and needs. To be published on social media	Roundtable discussion in all six regions of Kosovo to mark the Human Rights Week
Cooperation and participation in youth legal education initiatives	Cooperation through grantees in youth legal education initiatives, organized jointly with partners and CSOs	State level	2022-2025	FLAA, CSOs, partners	Youth mobilization	Youth	Goal 1:	<i>Described in point 5 of the Strategy</i>	Up to 3 videos or shows, per year	Up to 3 roundtables per year
Create targeted materials and information tools	Address specific community needs in line with the needs mapping findings.	State level	2022-2025	FLAA, USAID, CSOs	Specific activities can be funded by small grants	Low income people, women, people with disabilities, LGBTI community, non-majority communities	Goal 1:	<i>Described in point 5 of the Strategy</i>	Online, print, radio and TV	Based on Community Justice Needs Mapping findings

Creation of information materials and tools for the special categories provided in Article 10A of Law No. 04/L-017 on Free Legal Aid		State level	2022-2025	FLAA, USAID	Distribution of materials through the Kosovo Police, Centers for Social Work and other partners at local and state level.	Victims of violence, categories provided in Article 10A of the Law on Free Legal Aid	Goal 1:	<i>Described in point 5 of the Strategy</i>	Print, online and media	Hard copies
Use of existing information materials, developed by other programs and institutions.	Ensure inclusive participation through joint efforts of CSOs, partners, and other donors.	State level	2022-2025	FLAA, CSOs, partners, donors	Dissemination to be made by CSOs and other partners	Low income people, women, people with disabilities, LGBTI community, and non-majority communities	Goal 1:	<i>Described in point 5 of the Strategy</i>	Online, print, radio and TV	Materials developed by other programs and institutions.
Marking of the Free Legal Aid Week	Inform target communities about their right to Free Legal Aid and related services in communities without FLAA offices.	State level	2022-2025	FLAA, CSOs, partners, donors	TBD	Low income people, women, people with disabilities, LGBTI community, non-majority communities	Goal 1:	<i>Described in point 5 of the Strategy</i>	Online, print, radio and TV	Discussions in roundtables, media appearances, conferences, community visits, etc.
FLAA visits to communities	Inform target communities about their right to Free Legal Aid	Target communities	2022-2025	FLAA, CSOs, partners, donors	TBD	Low income people, women, people with disabilities, LGBTI community,	Goal 1:	<i>Described in point 5 of the Strategy</i>	Online, print, radio and TV	Visits to communities without free legal aid services

	and similar services.					non-majority communities				
Field meetings with CSOs and other key stakeholders to gather information and data on evidence-based arguments.	Utilize support and collect additional data in support of arguments	State and local level	2022-2025	FLAA, CSOs and stakeholders	Meetings with MoJ, MoF, parliamentary committees, appearances on TV shows and public statements by the heads of the justice sector.	Justice institutions	Goal 2:	<i>Described in point 5 of the Strategy</i>	TV shows, online	Actions to support the advancement of free legal aid and fundraising
Media appearances	Dissemination of information on the mandate of the FLAA	State level	2022-2025	FLAA, CSOs, partners	Appearances in interviews, video reports and news for information dissemination	All communities	Goal 1 and 2	<i>Described in point 5 of the Strategy</i>	All	Media