Subject: [eionet-communication] **EEA-EIONET COMMUNICATIONS BILATERALS**
(18 October – 15 December 2022)

Dear Eionet communication group members,

As announced in our recent EEA-Eionet editorial meeting, we would like to launch a series of **bilateral introductory meetings** with all group members in the coming months. In these short -- 25 minutes max -- and informal meetings, we hope to:

- Get to know you, your organisation, your role and responsibilities better,
- Hear about how you interact with the other Eionet communication group members from your country (if there is more than one nominated expert),
- Hear your reflections on what would be of greatest added value of this group to you,
- Discuss any other issues you would like to raise.

To facilitate the organisation of these bilateral meetings, we have set a up a booking system in which you can choose a time slot that suits you. If there is more than one group member in your country, we would love to meet you all at the same time, so please talk to your colleagues (you can check communication group members on Eionet Portal) before booking on behalf of your country and your colleagues. Big thanks for booking only one slot for your country and allowing other countries to pick from a larger selection.

When you book your time slot, you will get a confirmation email from eionet-communication@eea.europa.eu including the details of the meeting and the Teams meeting link. Should you need to cancel your booking and make another one, we would appreciate it if could do it at least one week before your scheduled slot.

To help us prepare for each meeting, we would also be grateful if all group members joining the call could answer a few basic questions about themselves -- please fill out one form per person and at least a few days before the meeting.

Please do not hesitate to contact us if you have any questions and looking forward to seeing you online,

Ahmet, Gülçin & Zuzana
On behalf of the EEA Communication team

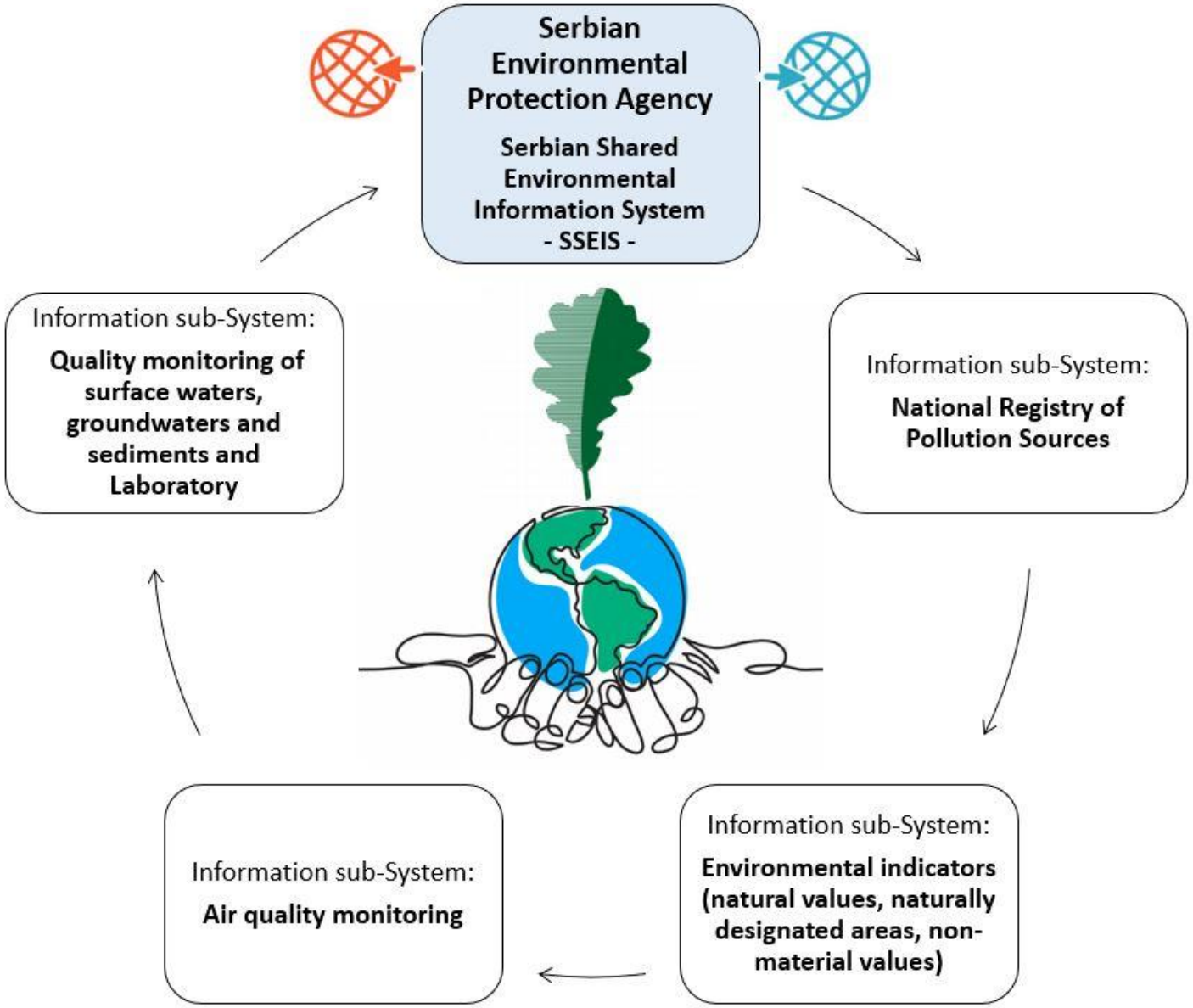
Tamara Perunovic Culic, PhD (EEA NFP Serbia)
Iva Drljevic, MS (EIONET Communication expert)
Nebojsa Veljkovic, PhD (Advisor)

About us

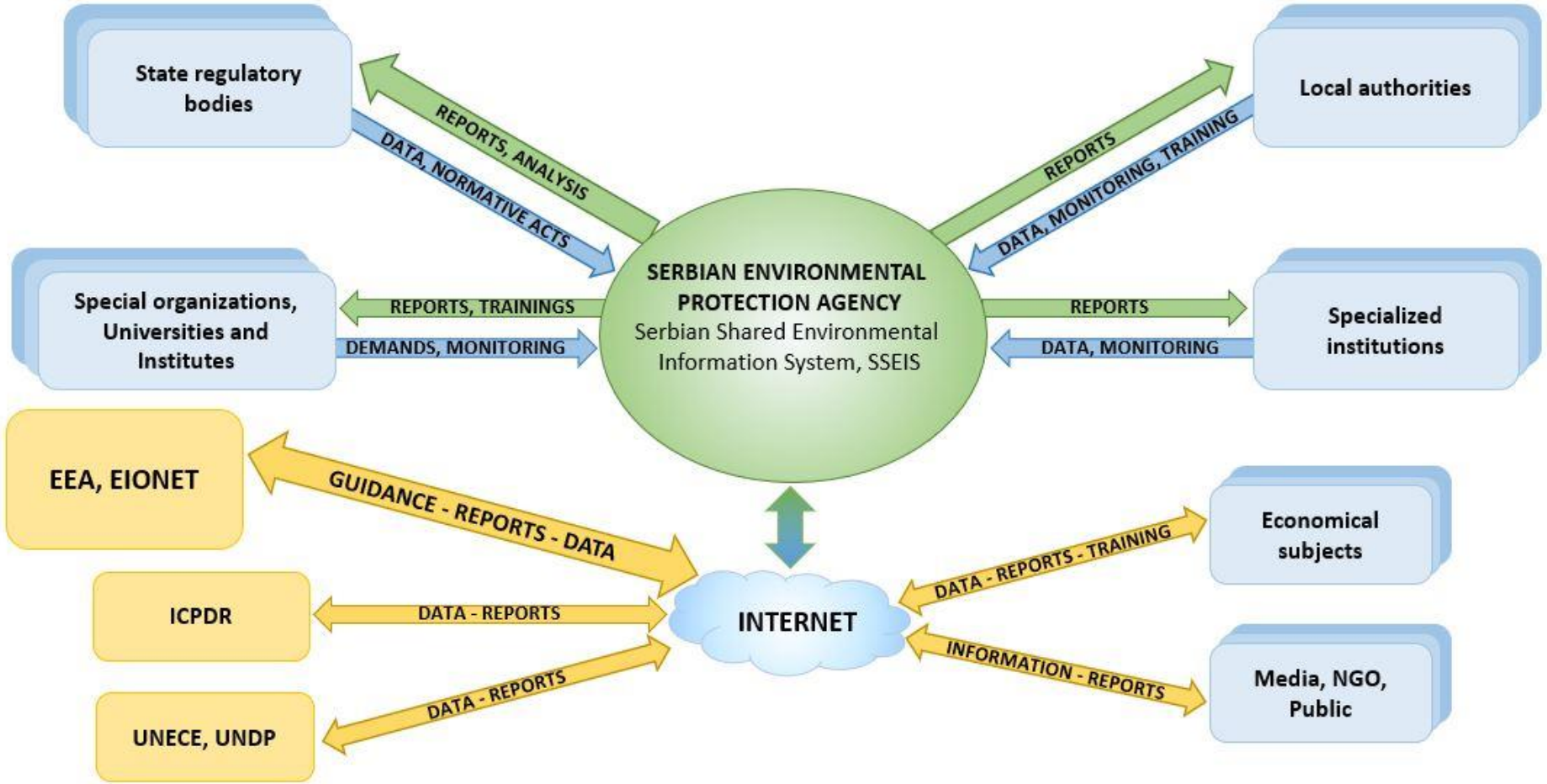
The Environmental Protection Agency, as a body within the Ministry of Environmental Protection, with the capacity of a legal entity, performs professional tasks related to:

- Development, harmonization and management of the national environmental protection information system (monitoring of the state of environmental factors through environmental indicators, register of polluting substances, etc.);
- Implementation of state monitoring of air and water quality, including the implementation of prescribed and agreed programs for the control of air quality, surface water and underground water first issued and rainfall
- Management of the National Laboratory
- Collection and consolidation of environmental data, their processing and preparation of reports on the state of the environment and the implementation of the environmental protection policy;
- Development of procedures for processing environmental data and their assessment;
- Keeping data on the best available techniques and practices and their application in the field of environmental protection;
- Cooperation with the European Environment Agency *(EEA)* and the European Information and Observation Network *(EIONET)* , as well as other tasks determined by law.

Main **MISSION** of the **Serbian Environmental Protection Agency** is to ensure the availability of reliable and forehand data and information on the state of the environment, essential for effective environmental policy realization. Agency was established as a result of a need to have an organization that will focus on gathering environmental data and development of the National Information System for environmental protection. Integrating the work of all the scientific, professional and educational institutions, cooperating with international bodies, Agency provides a central point for data and information access and dissemination.



Communication is the transmission of a message from a source/sender to a listener with the aim of not only receiving the message but also understanding it.

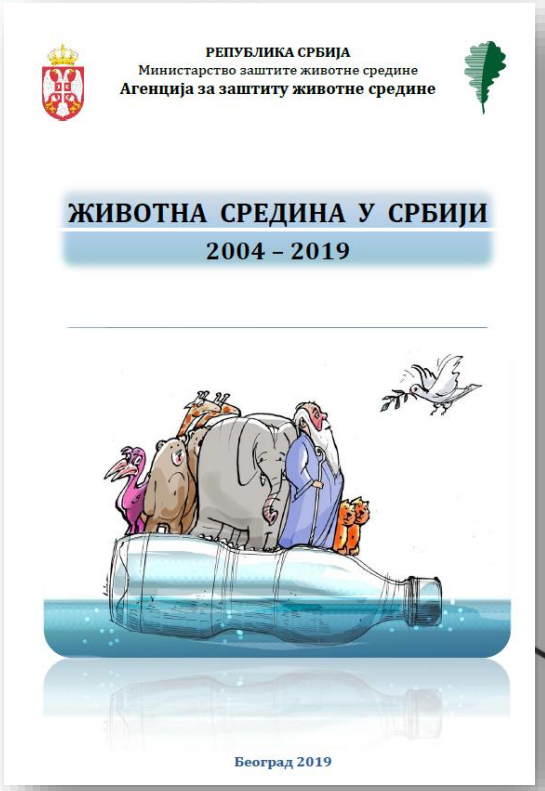


Serbian Shared Environmental Information System (SSEIS) is decentralized, but integrated system which improves quality, accessibility, availability and understanding of information related to the environmental. The basis of the information system on the environment was created as a key driver of the growth of the national knowledge base that integrates a lot of information from national networks - from state authorities, local self-government, economy, science, the civil sector, the media and the public - uniting a joint initiative towards different users with the aim of collecting and sharing common environmental information. Serbian Environmental Protection Agency was established in 2004, and from 2005 is delivering data to the European Environment Agency.

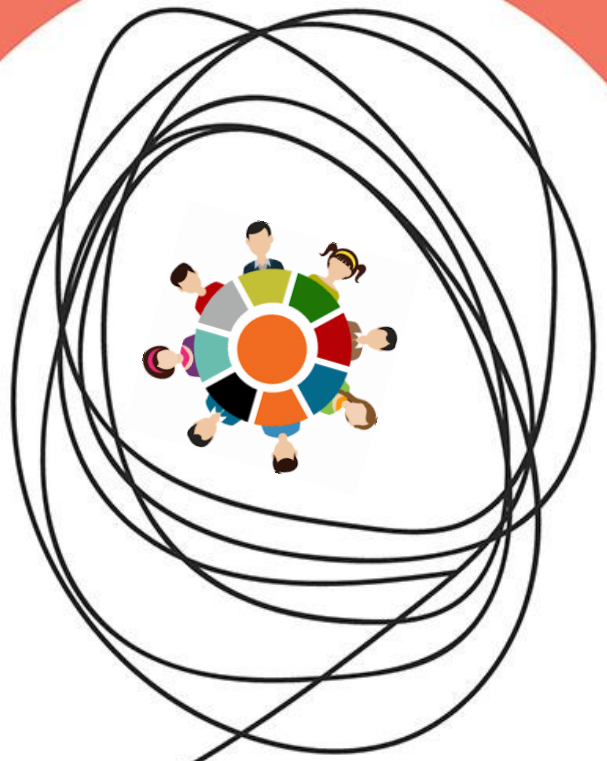
Why environmental indicators are important in communication?

Environmental indicators helps us understand where we are, which way we need to go and how far we are from where we want to get.

EFFECTIVE COMMUNICATION is the process of exchanging ideas, thoughts, opinions, knowledge, and data so that the message is received and understood with clarity and purpose. The main purpose of the Serbian State of the Environment Report is effective communication with public, media and stakeholders.



Serbian State of the Environment Report 2004 - 2019



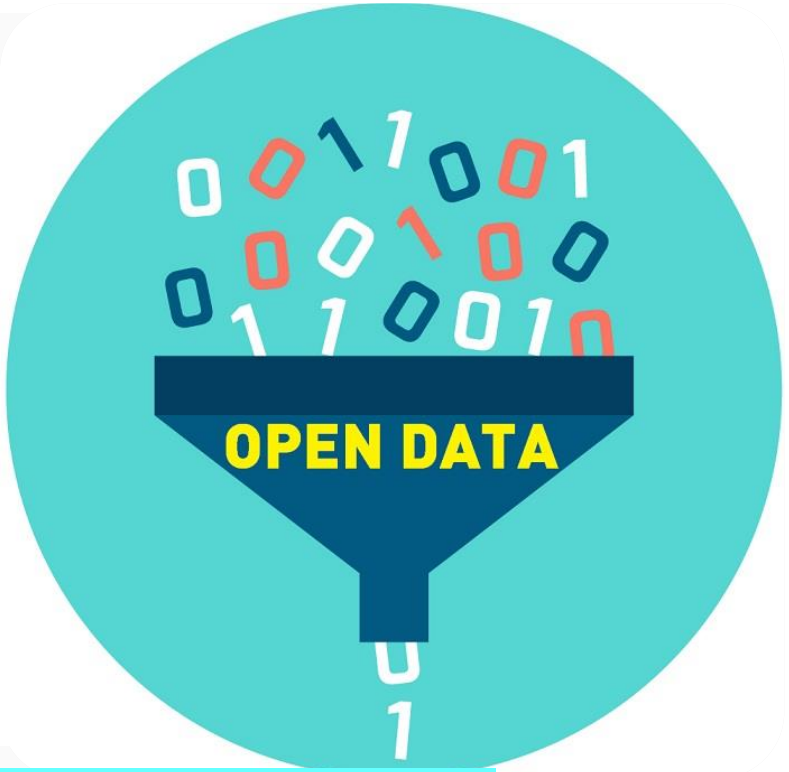
Република Србија

Портал отворених података

Отворени подаци Организације Скупови података Примери употребе Блог Документа Теме

Пријава/регистрација

Организација



In 2018, the unverified hourly data on air quality were made publicly accessible, which was welcomed since it served various purposes. It enabled all stakeholders to regularly follow the latest information on air quality, especially in winter months when the level of pollution increases, as well as the citizens' need to be informed about it. In addition, the data on allergenic pollen are also available, which is very significant since there is an increasing impact of pollen on human health. Besides data on air quality and pollen, the open data portal also contains the information on the status of water quality, pollutants and soil.

Which are the main **drivers** related to the negative impact to the environment?

What are the environmental **pressures**?

What is the **state** of the environment?

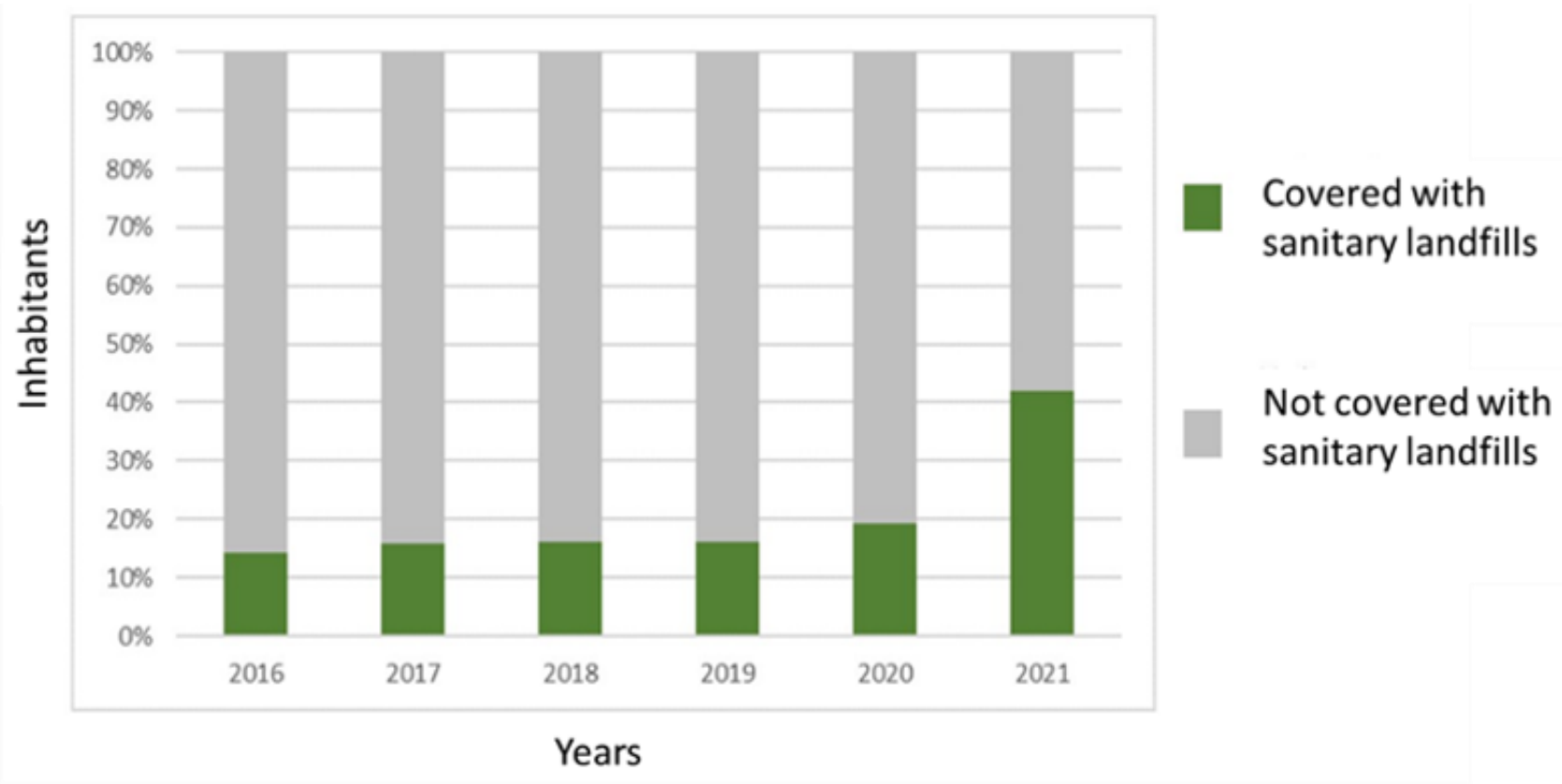
What are the **impacts** to the environment?

What are the society **responses**?

Water losses from public water supply systems in Serbia are on average 34% and have an increasing trend, which causes pressure on the sustainable use of water resources and indicates a lack of social reaction. Especially since in the Sixth Assessment Report of the UN IPCC (2021) the predictions and assessment of reliability of climate changes are given, where high reliability is given for Europe for the predicted reduction in precipitation during the summer in the Mediterranean and its expansion towards the northern regions.

A good example of **effective communication** is the graphical display of indicators „Drivers - Pressures-State – Impacts - Responses„ that illustrate the appropriate relationship between the causes and consequences of problems in the socio-ecological sphere which is integrated in Serbian SoE report 2021, and are available on the portal of the Serbian Environmental Protection Agency: http://indicator.sepa.gov.rs/.

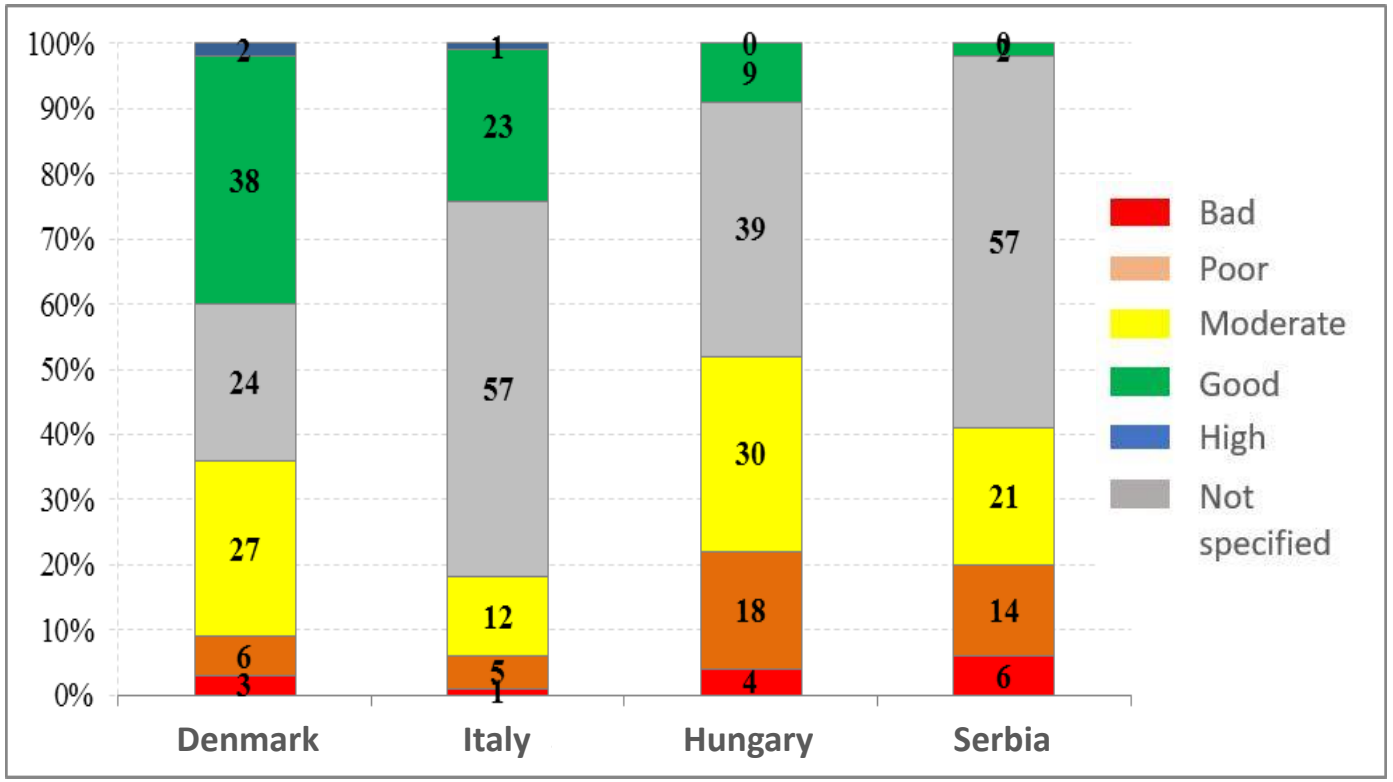
Reporting progress on the SDGs



The Serbian SOER 2021 deals with six SDG topics, of which „Sustainable cities and human settlements“ (SDG 11) stands out. For the area of waste, indicator „11.6.1 Proportion of municipal solid waste collected and managed in controlled facilities out of total municipal waste generated, by cities“ is processed.

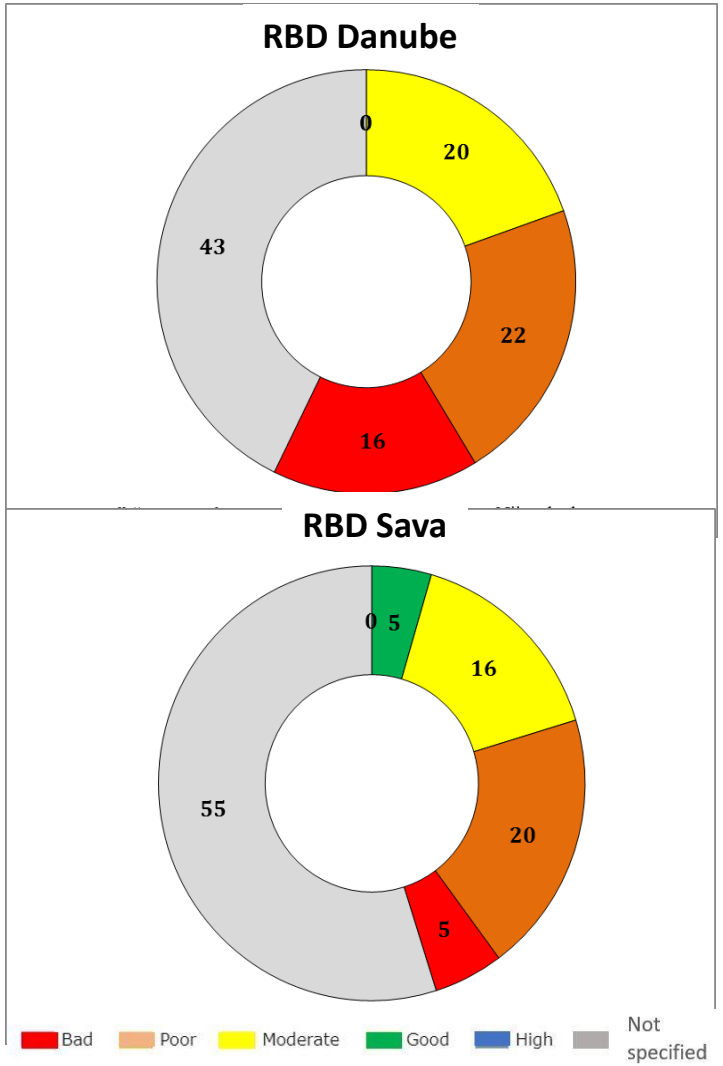
The research results show that total of 850,000 tons of municipal waste was landfilled at twelve sanitary landfills in Serbia, covering 42% of the population of the Republic of Serbia in 2021. This significantly increased accessibility to sanitary disposal of solid municipal waste, compare with 2016, where sanitary landfilling was available only to 14% of the population. Despite such great progress in the population's accessibility to sanitary landfills, a considerable amount of waste is still disposed on unsanitary and dumps.

Ecological status of surface waters in Europe *



Ecological status of surface waters in EU countries (RBMPs 2009-2015) and Serbia (2012-2016)

* The Water Framework Directive aims to achieve good status for all rivers, lakes and transitional and coastal waters in the EU. Achieving good ecological status for surface waters is critical to this. According to countries' second river basin management plans, good ecological status had been achieved for around 40% of surface waters (rivers, lakes and transitional and coastal waters) by 2015. However, these plans show only limited improvement in ecological status since the first plans were published in 2009, with ecological status remaining similar for most water bodies (https://www.eea.europa.eu/ims/ecological-status-of-surface-waters).



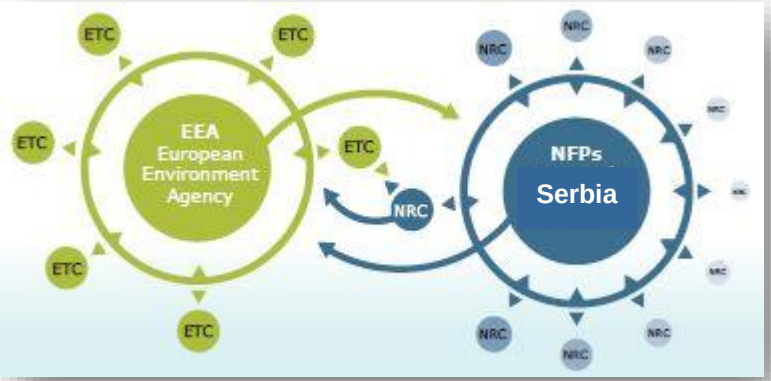
Ecological status for surface waters in the Danube and Sava River Basin District (RBD) (2012-2019)

AQ IPR/E1a: Information on primary validated assessment data

AQ IPR/E2a: Information on primary up-to-date assessment data

CDDA: Nationally designated areas

E-PRTR: Art. 7 data reporting



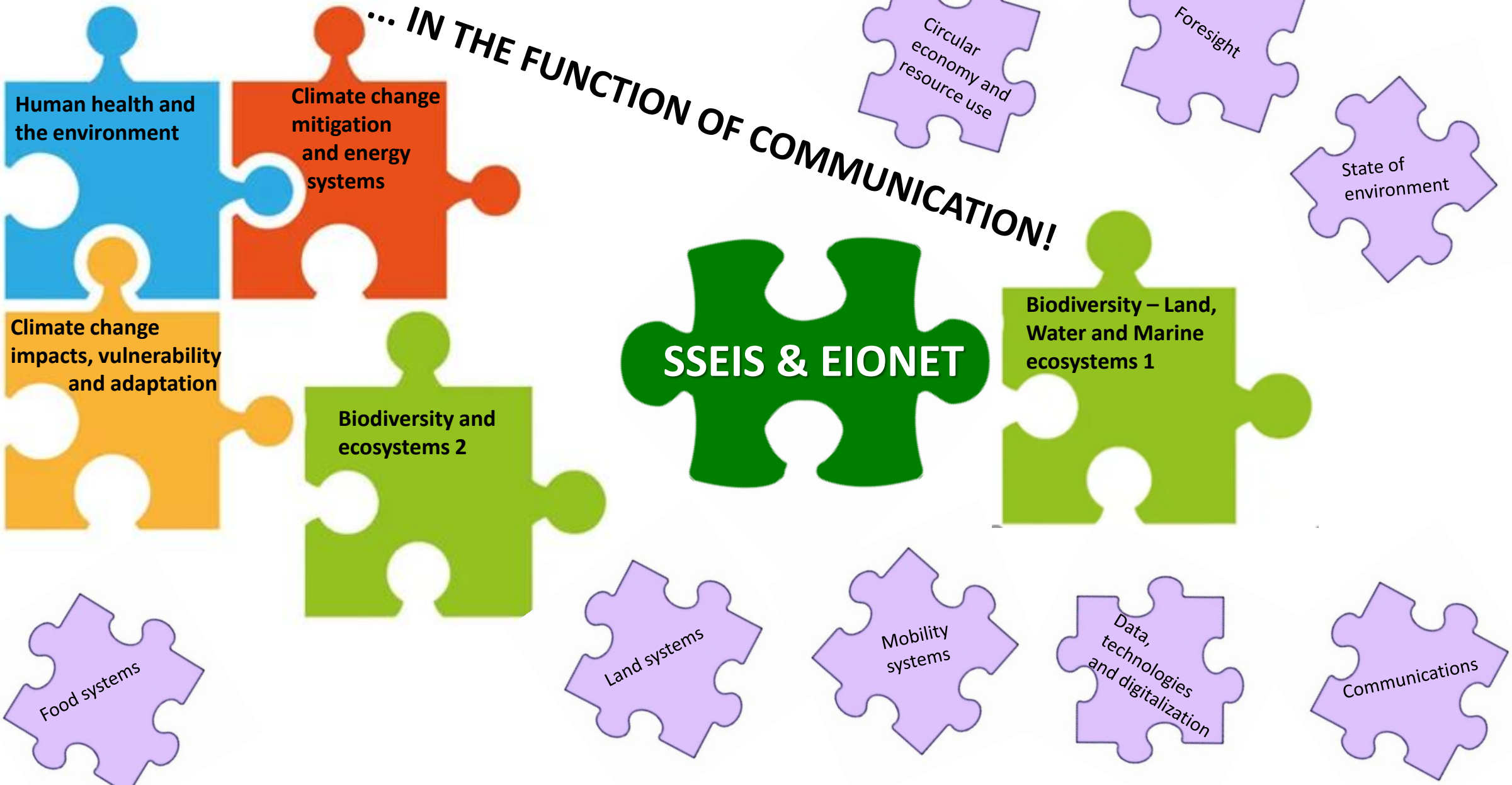
CLRTAP: Air emission annual data reporting

WISE SoE - Water Quality (WISE-6)

WISE SoE - Water Quantity (WISE-3)

CHALLENGES OF CONNECTION AND DISCONNECTION ...

... IN THE FUNCTION OF COMMUNICATION!



EIONET thematic areas that are not included in the Priority Data Flows of the Serbian Environmental Protection Agency reporting

The concept of SSEIS, based on EIONET, encompasses three defining elements:

- Strong institutional cooperation across national level;
- Agreed common content — data, information, indicators, analysis;
- Shared infrastructure, standards and tools.

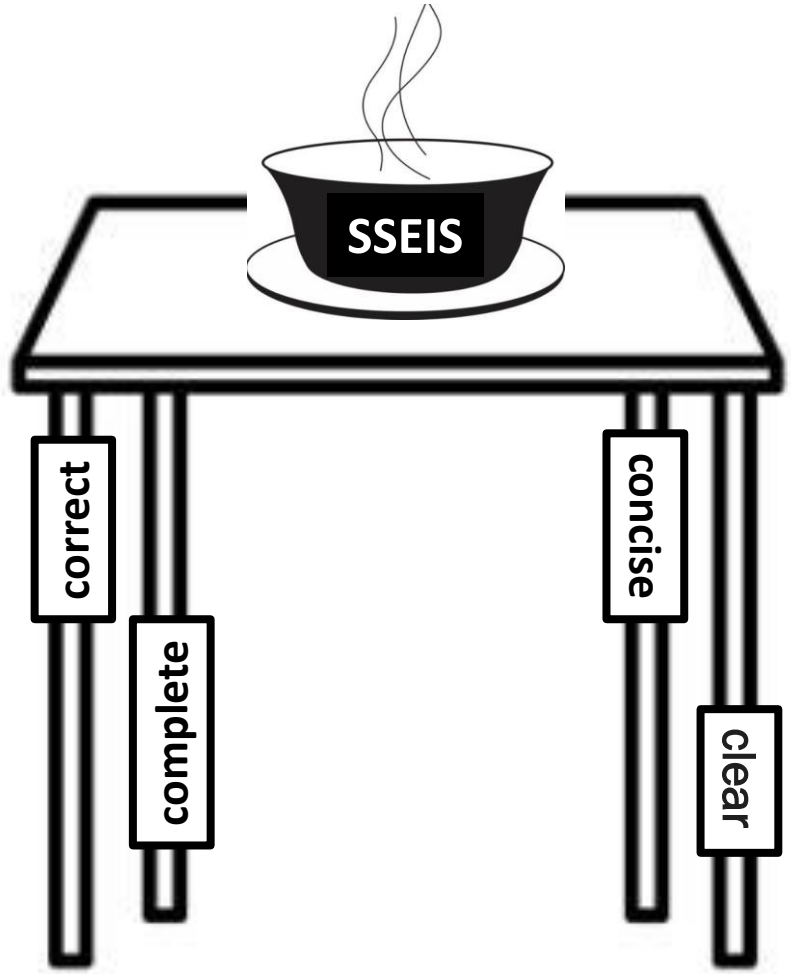
https://www.eea.europa.eu/about-us/countries-and-eionet

For SSEIS communication to be effective, it must be:

CLEAR,
CORRECT,
COMPLETE,
CONCISE.

We consider these to be the four supports of effective communication, though they may vary depending on literature sources.

The ***indicator of effective communication*** aggregates the evaluation of the three defining elements of SSIES (strong institutional cooperation across national level; agreed common content — data, information, indicators, analysis; shared infrastructure, standards and tools) and **4 C's** supports for communication **-**
clear, **correct**, **complete**, **concise**.



According to the defined evaluation criteria, we distinguish five descriptive ranks of ***effective communication***:

very bad, **bad**, **good**, **very good**, **excellent**.

Supporting further continuation of the efforts already made is crucial for further integrating the Western Balkans into the larger EU family and beneficial to all citizens. The EEA looks forward to enhanced cooperation with its Western Balkan partners in the years to come.

Western Balkan Countries: 20 years of cooperation with the EEA – Key developments, achievements and the way ahead (EEA, 2019)

SEPA - EIONET GROUPS AND SUBGROUPS

EIONET Group	EIONET subgroup	*Indicator(s) EIONET subgroup*	*Effective communication indicator*	
Biodiversity – Land, Water and Marine ecosystems 1 – Integration knowledge for policies	Biodiversity monitoring	Designated (Protected) areas	**Excellent**	
	Water	Water Quality (5) Monitoring Data (5) Renewable Freshwater Resources (4) Additional Water Resources (4) Water Abstraction (5) Water Use (5) Water Returns (5)	**Excellent ***	*Average grade
Human health and the environment	Air pollution: air quality	Monitoring Data	**Excellent**	
	Air pollution: emissions	Inventory of basic pollutants in the air in accordance with the LRTAP Convention and accompanying Report IIR	**Excellent**	
	Chemicals	Chemicals manufectred, improrted and placed on the market	**Excellent**	

Inference: WORKPLACE COMMUNICATION IMPROVES COLLABORATIVE PROCESS AND OUTCOMES

Communication competencies affect outcomes, as interactions among humans influence how social-ecological systems respond to change.

*** Results from one study demonstrate that decision making and communication competencies influenced mutual understanding, inclusion of diverse ideas, and progress toward sustainability - related goals.**

* McGreavy, B., *et al*. 2015. Communication and sustainability science teams as complex systems. *Ecology and Society* 20(1): 2