

## Ground breaking event 15 March 2024 in Kafaraj, Fier- Summary report about media coverage and outreach

### Summary overview

The major objective for planning this event was to reach maximum national TV coverage and maximum outreach on social media and YouTube.

### Live streaming

Therefore, we hired a company offering live coverage of the event, with three cameras, live editing, and live streaming of the event. The event was streamed through the Facebook Channel of the Ministry of Infrastructure and Energy and henceforth it was live broadcasted by 10 TV stations with national coverage. Those 10 TV stations can be considered to be the most important ones.

The stream was provided through the “Facebook” account of the Ministry of Infrastructure and Energy, and has been viewed directly in this channel by 8.300, 1.100 likes, 125 comments and 213 shares.

### News reports

In addition all material was available to all TV stations for editing their own news reports. All TV stations produced news on the event, with the usual length of between 1:20 min and a bit over 2 min. In total the airings of these news, which were repeatedly broadcasted by several TV stations, sums up to a total of about 67 min airing time.

### Audience / Outreach

Referring to outreach and audience: The four major TV stations reported in total about 84,200 viewers of their live newsstream. Looking at the news reports on YouTube, there have been 3,195 views of all the 10 news reports from the TV stations.

The two posts of AKUK jointly with ‘infrastruktura.energjia’ on Instagram have 85 likes (Photo <https://www.instagram.com/p/C4iXQoftOq/>) and 319 likes (video

Figure 1 - TV Stations broadcasting live stream of the event



<https://www.instagram.com/p/C4kmlXJttHC/> ). On the website of AKUK cannot be found any news about the event, the latest news date from some time last year.

Figures about access to the news (<https://www.infrastruktura.gov.al/programi-infrastruktura-bashkiake-v/> ) and the photogallery (<https://www.infrastruktura.gov.al/programi-infrastruktura-bashkiake-v-2/> ) are not available.

## Messages / correctness of information

All texts of the news have been transcribed and analysed. Information is widely correct, with some exceptions. In some cases there has been missing information about all donors, and some facts have not been transmitted in a few news reports. In all cases, 'WPIP' has not been mentioned – all news reports talk only about 'Municipal Investment Programme V'. We will analyse in detail the findings and consider in future communication.

## Ground breaking event 15 March 20204 in Kafaraj, Fier- Overview table about media coverage and outreach

TV Station	News report	Total airing time	Audience
Top Channel & Top News (Top News is a news television, affiliated at Top Channel)	1:30 min Aired two times / 15:00 and 19:30 new show / → 3:00 min total	3:00 min	15:00 news show – 34, 000 viewers on YouTube 19:30 news show – 40,000 viewers on YouTube News report viewed on YouTube: 340
TV Klan & Klan News (Klan News is a news television, affiliated at TV Klan)	1:17 min / aired one time at 15:30 news show at TV Klan / 2:10 about 6 time to Klan News	1:17 + 13:00 = 14:17 min	15:30 news show – 7,600 viewers on YouTube News report viewed on YouTube: 235
Vizion Plus	1:56 / aired one time at 15:00 news show	1:56	15:00 news show – 2.600 viewers on YouTube News report viewed on YouTube: 680
RTSh & RTSh 24 – (Both television are public broadcast RTSh 24 is a news television affiliated at RTSh.)	1:17 / aired one time at 16:00 news show	1:17	

TV Station	News report	Total airing time	Audience
ABC News Albania	2:15 / aired about 6 times / → 13:30 min total	13:30	News report viewed on YouTube: 390
Scan TV	2:02 / aired about 6 times / → 12:12 min total	12:12	News report viewed on YouTube: 1100
RTV "Ora"	1:40 / aired about 6 times / → 10:00 min total	10:00 min	News report viewed on YouTube: 90
A2 CNN	1:15 / aired about 5 times / → 6:25 min total	6:25 min	News report viewed on YouTube: 115
MCN TV	2:02 . aired two times / → 4:04 min total	4:04 min	News report viewed on YouTube: 245
<b>TOTAL</b>		<b>About 67 min</b>	<b>YouTube audience:</b> <b>Viewers full news show: 84,200</b> <b>Viewers news reports separate: 3,195</b>

## Ground breaking event 15 March 2024 in Kafaraj, Fier- Detailed reports about news of all TV stations

### Top Channel

- Television news package broadcasted in the 15:00 news show edition and in the central edition at 19:30 on March 15, 2024
- Duration 1:30 minutes
- Speaker in Chronicle: Belinda Balluku, Deputy Prime Minister, Minister of Infrastructure and Energy.

### Text:

*The Deputy Prime Minister, Belinda Balluku, at the same time Minister of Infrastructure, presented the launch of the "Municipal Infrastructure V" program, dedicated to new investments in the water supply and sewerage network in some of the main cities of the country such as Shkodra, Lezha, Elbasani, Fieri, Berati and Vlora.*

*This program is financed by the German Government, through the KfW, the Swiss Government, the European Union and the Albanian Government.*

*"Through the deep reform, the indicators have started to improve, collections have increased, work is also being done to collect the debits carried over the years, but also to raise a more efficient staff. Currently, there are 33 urban areas and 98 rural areas across the country that are supplied with high quality drinking water 24 hours a day. Meanwhile, through investments, their number will increase at the end of this year. With the 2024 budget and all other program packages, we anticipate that 13 urban areas will be added to the list of areas benefiting from high-quality, 24-hour drinking water, bringing the number to 46 urban areas, and 45 rural areas. bringing the number to 143 rural areas served 24 hours with water, 9 of which are tourist areas", said Balluku.*

*About 266 kilometers of new water supply network, 17.4 kilometers of new sewage network, 14 thousand new connections and rehabilitation of existing connections, as well as about 13 thousand new installed meters will benefit from this program.*

#### Key Messages:

- The Municipal Infrastructure V program is launched
- The program is financed by the German Government through the KfW, the Swiss Government, the European Union and the Albanian Government.
- 266 km of new water and sewerage network will benefit from this program
- 17.4 kilometers of new sewage network
- 14 thousand new connections
- Rehabilitation of existing connections

#### Problems:

- Program Municipal Infrastructure V is read "V" as a letter and not as a number.
- There is no mention of WPIP

#### Visibility

- 340 viewers on YouTube

#### "Klan TV"

- Television news package broadcast in the 15:30 news show edition of March 15, 2024
- Duration 1:17
- Speaker in Chronicle: Belinda Balluku, Deputy Prime Minister, Minister of Infrastructure and Energy.

#### Text:

*The water supply and sewage system will be improved this year in Shkodër, Lezhë, Elbasan, Fier, Berat and Vlorë. At the start of the implementation of the "Municipal Infrastructure V" program, a program financed by the German Government, Deputy Prime Minister Belinda Balluku said that this year the areas supplied with drinking water 24 hours will be increased.*

*"With the 2024 budget and all other program packages, we anticipate that 13 urban areas will be added to the list of areas that benefit from high-quality drinking water, 24 hours, bringing the number to 46 urban areas, and 45 areas rural areas, bringing the number to 143 rural areas served 24 hours with water, 9 of which are tourist areas", said Balluku.*

*According to Balluk, the situation will change thanks to the support of partners, but also the attention of the government.*

*"We are optimistic that with all the great difficulties that the sector presents, with all the heritage that we have found in this sector, starting from very old technology, amortization of systems or other human resources issues, given the attention that the Government in the water supply and sewerage sector, we are convinced that success is guaranteed", Balluku.*

*Investments in all cities will serve a population of about 470 thousand inhabitants with a new water supply network.*

#### Key Messages:

- The water supply and sewage system will be improved this year in Shkodër, Lezhë, Elbasan, Fier, Berat and Vlorë.
- The Municipal Infrastructure V program is launched
- The program is financed by the German Government
- Investments in all cities will serve a population of about 470 thousand inhabitants with a new water supply network

#### Problems:

- Only the German Government has been designated as a donor
- There is no mention of WPIP

#### Visibility

- 235 viewers on YouTube

#### Vision Plus

- Television news broadcast in the 15:00 edition of March 15, 2024
- Duration 1:56
- Speaker in the news package: Belinda Balluku, Deputy Prime Minister, Minister of Infrastructure and Energy, Silvio Gonzato, Head of the Delegation of the European Union in Tirana

#### Text:

*Citizens of Shkodra, Lezha, Elbasan, Fier and Vlora will have the opportunity for drinking water, safe and affordable, through a reform co-financed by the European Union, Germany, and Switzerland.*

*The foreign partners are committed to make an investment of 125 million euros in these 6 municipalities, money that will be distributed to Albanian institutions in the form of grants and loans.*

*"As Albania moves forward with its negotiation process, it needs to mobilize resources, harmonize laws with EU environmental standards. This is undoubtedly one of the biggest challenges because it requires substantial investments, including financial ones, but also changes in legislation and changes in people's mentality and culture", said the EU Ambassador to Albania, Silvio Gonzato.*

*"We have real results that are numbers and not just words, we have 33 urban areas and 98 rural areas that are supplied with high quality drinking water 24 hours with the 2024 budget and the program package, 13 more urban areas will be added to this list, bringing their number to 46 and 45 rural areas, bringing the number to 143 rural areas served 24 hours with water, 9 of which are tourist areas," said Minister Belinda Balluku.*

*During this year, through the reform of the water supply sector, it is also intended to reduce the level of uninjected water, increase the financial performance of companies and reduce the number of party jobs.*

#### Key Messages:

- Residents of Shkodra, Lezha, Elbasan, Fier and Vlora will have the opportunity for drinking water, safe and affordable, through a reform co-financed by the European Union, Germany, and Switzerland.
- Investment of 125 million euros in these 6 municipalities
- It is also intended to reduce the level of unfed water
- to increase the financial performance of water companies

#### Problems:

- It has not been clarified that the investment of German government funds will be made through KfW
- There is no mention of WPiP

#### Visibility

- 265 viewers on YouTube

#### TVSh- Albanian Public Broadcaster

- Television news broadcast in the 16:00 edition of March 15, 2024
- Duration 1:17
- Speaker in the Chronicle: Belinda Balluku, Deputy Prime Minister, Minister of Infrastructure and Energy,

#### Text:



*The municipal infrastructure program 5, which envisages investments in the water supply network in several cities of the country, has started today from Fieri. Cooperation with the German government in this program has been emphasized by the Minister of Infrastructure and Energy for a duration of 12 years.*

*For the minister, the water supply sector, although there has been a positive progress, still needs work.*

*For 2023, we had a significant improvement. The number of workers per 1000 connections in 2023 has reached 4.6 and compared to 2020 it has been 5.23. We have 33 rural villages and 98 urban areas that are supplied with high quality drinking water according to parameters 24 hours a day.*

*More than 1 million Albanians benefit from this project, over 40 percent of the population is affected by these changes. The project focuses on the improvement of the drinking water supply system, the sewerage of polluted water and their treatment in several municipalities of the country.*

#### Key Messages:

- The Municipal Infrastructure Program V starts from Fieri
- More than 1 million Albanians benefit
- 40% of the population is affected by this project
- increase the financial performance of companies
- to reduce the number of party jobs.

#### Problems:

- Donors have not been clarified
- There is confusion in the data on the project
- WPIP is not mentioned.

#### Visibility

- 137 viewers on YouTube

#### News Televisions

##### “ABC News Albania”

- Television chronicle broadcast continuously from the start of the ceremony until the last edition of the news on March 15, 2024 – (about 6 to 7 times the news of 2:15 min) (every 2 hours
- Duration 2:15 minutes
- Speaker in the Chronicle: Belinda Balluku, Deputy Prime Minister, Minister of Infrastructure and Energy,

#### Text:

*470,000 citizens are expected to benefit from a better quality supply of drinking water, thanks to investments in 6 municipalities in water and sewage systems with a total value of 126 million euros. Deputy Prime Minister Belinda Balluku emphasized from Fieri that the challenge this year remains to increase the areas that are supplied with drinking water 24 hours a day.*

*Currently, there are 33 urban areas and 98 rural areas across the country that are supplied with high quality drinking water 24 hours a day. Meanwhile, through investments, their number will increase at the end of this year. With the 2024 budget and all other program packages, we anticipate that 13 urban areas will be added to the list of areas benefiting from high-quality, 24-hour drinking water, bringing the number to 46 urban areas, and 45 rural areas bringing the number to 143 rural areas served 24 hours with water, 9 of which are tourist areas.*

*Deputy Prime Minister Belinda Balluku stated that the challenge of the water and sewerage system remains the improvement of the financial situation.*

*"We had 62%, we will manage to go to 59%, that is, a significant reduction of water without income. During the year 2023, a great focus has been given to the increase of invoicing and collection. As a result of the action against informality, there has been a significant improvement of 10% in the collection rate. :*

*The municipalities that benefit from these interventions in the water and sewerage system are Shkodra Lezha, Elbasani, Fier, Berati and Vlora. The investments will be made with the support of the German KfW and the Swiss Embassy.*

#### **Key Messages:**

- 470 thousand citizens are expected to benefit from a better supply of drinking water
- Investment in 6 municipalities in water supply and sewerage with a total value of 126 million euros
- The municipalities that benefit from these interventions in the water and sewerage system are Shkodra Lezha, Elbasani, Fier, Berati and Vlora
- Investments will be made with the support of the German KfW and the Swiss Embassy.

#### **Problems:**

- Donors have not been clarified
- There is confusion in the data on the project
- WPIP is not mentioned.

#### **Visibility:**

- 390 viewers on YouTube



## “Scan TV”

- Television chronicle broadcast continuously from the start of the ceremony until the last edition of the news on March 15, 2024 (repeated every hour)
- Duration 2: 02 minutes
- Speakers in the Chronicle: Belinda Balluku, Deputy Prime Minister, Minister of Infrastructure and Energy, Silvio Gonzato, Head of the EU Delegation in Tirana

## Text

*125.6 million euros is the value of the investment in the water supply - sewerage sector that will start in 6 municipalities of the country. The investment will be focused on the areas of Shkodra, Lezha, Elbasan, Fier, Berat and Vlora, while the value is divided between a loan of 80 million euros from the German KfW and grants given by the European Union, Switzerland and Germany.*

*During the ceremony for the presentation of the "Water Sector Performance and Investment Program - Program V for Municipal Infrastructure", the Minister of Infrastructure and Energy, Belinda Balluku announced that investments in this sector are expected to increase the 24-hour supply of water in rural areas. and urban ones.*

*"Currently, we have 33 urban areas and 98 rural areas, which are supplied with high-quality drinking water according to 24-hour parameters. Meanwhile, with the 2024 budget and all other program packages, we anticipate that 13 urban areas will be added to the list of areas that benefit from high-quality drinking water 24 hours a day, bringing their number to 46 and 45 areas. rural areas, bringing the number to 143 rural areas served 24 hours with water, 9 of which are tourist areas", said Balluku.*

*During his speech, the ambassador of the European Union in our country said that the purpose of these programs is to improve the quality of life of citizens.*

*"Our objective is not only to equip the country and develop a safe and adaptable water management system, but to transform Albania into a green circulating society.*

*Above all, our support is a clear manifestation of the EU's commitments to improve the quality of life of Albanian citizens, as well as to offer them better environmental conditions, close to the standards of the European Union", - u says the EU ambassador in Albania, Silvio Gonzato.*

*The Water Sector Performance and Investment Program is implemented by KfW.*

## Key Messages:

- 125.6 million euros is the value of the investment in the water and sewage sector that will start in 6 municipalities of the country
- The investment will be focused on the areas of Shkodra, Lezha, Elbasan, Fier, Berat and Vlora
- The value is divided between a loan of 80 million euros from the German KfW and grants given by the European Union, Switzerland and Germany.

## Visibility

- 1100 YouTube viewers

## RTV “Ora”

- Television chronicle broadcast continuously from the start of the ceremony until the last edition of the news on March 15, 2024 (every hour repeated)
- Duration 1:40 minutes
- Speaker in Chronicle: Belinda Balluku, Deputy Prime Minister, Minister of Infrastructure and Energy, Silvio Gonzato, Head of the EU Delegation in Tirana, Karl Bergner

### Text:

*With the support of the European Union and the government, 33 cities and 45 rural areas will be involved in investments in water supply systems. Minister Belinda Balluku in the presentation of the initiative emphasized the goal of 24-hour supply.*

*"We anticipate that 13 urban areas will be added to the list of areas that benefit from high-quality drinking water 24 hours a day, bringing the number to 46 urban areas and 45 rural areas, bringing the number to 143 rural areas served 24 hours a day water"*

*German Ambassador Karl Bergner said that such investments will promote employment and economic growth.*

*"Infrastructure like this will create jobs and stimulate employment thus contributing to economic growth in the project areas. In addition to protecting the environment, the quality of life for people will also improve."*

*On the other hand, the EU ambassador added the necessity of providing a service like in the countries of the union.*

*"This program represents and also aims at the alignment of Albanian legislation with that of the European Union for safe water service throughout the country. In this way, the future of Albania and its citizens is in the EU".*

*In conclusion, Switzerland's ambassador to Albania, Ruth Huber, confirmed the contribution of 16 million francs from the Swiss state to the water and sewerage system, which will benefit 470,000 citizens in these areas.*

### Key Messages:

- 33 cities and 45 rural areas will be involved in investments in water supply systems
- The necessity of providing a service as in the countries of the union
- Such investments will promote employment and economic growth
- 470 thousand citizens in these areas will benefit

### Visibility:

- 100 YouTube viewers

## “A2 CNN”

- Television chronicle broadcast continuously from the start of the ceremony until the last edition of the news on March 15, 2024 (broadcasted 5 times from 1500 to 2300)
- Duration 1:15 minutes
- Speaker in Chronicle: Belinda Balluku, Deputy Prime Minister, Minister of Infrastructure and Energy

## Text

*The "Municipal Infrastructure V" program started this Friday from Fieri, which foresees investments in the water supply and sewerage network in some of the main cities of the country. The Minister of Infrastructure and Energy Belinda Balluku announced that at the end of the investments, in addition to 24-hour water, it is expected that around 266 kilometers of new water supply network will be built in all cities.*

*"Currently, we have 33 urban areas and 98 rural areas, which are supplied with high-quality drinking water according to 24-hour parameters. Meanwhile, with the 2024 budget and all other program packages, we anticipate that 13 urban areas will be added to the list of areas that benefit from high-quality drinking water 24 hours a day, bringing their number to 46 and 45 areas. rural, bringing the number to 143 rural areas served 24 hours with water, 9 of which are tourist areas*

*We are optimistic that with all the great difficulties that the sector presents, with all the heritage we have found in this sector, starting from very old technology, amortization of systems or other human resources issues, but taking into account all the change that has come in recent years, we are convinced that success is guaranteed"*

## Key Messages:

- From Fieri, the "Municipal Infrastructure V" program started this Friday
- Which envisages investments in the water supply and sewerage network in some of the main cities of the country
- At the end of the investments, in addition to 24-hour water, it is expected that around 266 kilometers of new water supply network will be built in all cities

## Visibility:

- 115 viewers on YouTube

## “MCN TV”

- Television chronicle broadcast continuously from the start of the ceremony until the last edition of the news on March 15, 2024 (broadcasted two times)

- Keynote Speaker: Belinda Balluku, Deputy Prime Minister, Minister of Infrastructure and Energy
- Duration 2:02 minutes

#### Text:

*The government intends to add 60 new areas throughout the country so that by 2024 they will enter the list of those that are supplied with drinking water 24 hours a day. The Minister of Infrastructure and Energy, Belinda Balluku, stated in a meeting that in these areas, 13 of them are urban, 35 are rural, among which 9 are touristic.*

*"We currently have 33 urban areas and 98 rural areas, which are supplied with high-quality drinking water according to 24-hour parameters. Meanwhile, with the 2024 budget and all other program packages, we anticipate that 13 urban areas will be added to the list of areas that benefit from high-quality drinking water 24 hours a day, bringing their number to 46 and 45 areas. rural, bringing the number to 143 rural areas served 24 hours with water, 9 of which are tourist areas*

*As for the reform of water pipes, Balluku spoke with statistics, listing the increase in revenue collection, also mentioning debts, while emphasizing that it is intended to reduce the number of employees.*

*It looks like those propagandas of the past 105%. Why is it 105%? Because we are trying to collect even debit arrears.*

*Present at this meeting were also the ambassadors of the European Union, Germany and Switzerland who promised support with funds for the Albanian government for investment projects in the water and energy sector.*

#### Key messages:

- The government intends to add 60 new areas throughout the country so that by 2024 they will enter the list of those that are supplied with drinking water 24 hours a day.
- The Minister of Infrastructure and Energy Belinda Balluku stated in a meeting that in these areas 13 of them are urban, 35 are rural, among which 9 are touristic.

#### Problems

- There is confusion in the information transmitted, regarding the project, describing it as a government initiative, regarding the donors, not mentioning them

#### Visibility:

- 245 viewers on YouTube