

Final focus group research

The final focus group research performed on 12 March 2010 in Vrbas as the final part of the project public awareness monitoring programme, the objectives of which are to assess final project impact and to compare with baseline research report in order to determine the overall level of public awareness on the project.

Two focus groups were set up; one representing a combination of representatives from the polluting industries and municipal authorities, and the other – including representatives from civil associations, NGOs, health and educational institutions as a relevant stakeholders. Each focus group followed a similar format. Two separate discussions were conducted, using the same methodology, and moderated by the project consultant. The participants responded to a series of questions prepared in advance, such as their knowledge of the overall UNDP project and their opinions on the effectiveness impact, relevance, sustainability, efficiency and public awareness programme implemented by the project. It was small interactive meeting which enabled participants to express their views, to ask questions, propose ideas and build consensus at different points. The core discussion results shows that the participants expressed fully satisfaction with the UNDP project component and concluded that these activities significantly contribute to the overall relevance of the, sustainability and efficiency of whole project. In both groups it was agreed that a wider project would help in achieving a cleaner and healthier environment in Vrbas, Kula and the surrounding area. The final focus group discussion results underlined that synergy between various institutions such as the UNDP, the Dutch government, the Ministry of Environment and Spatial Planning of the Republic of Serbia, AR Vojvodina and the municipal authorities, EU-IPA (European Union Instruments for Pre-accession Agreement) programme contributes greatly to achieving the goals on this key environmental issue.