

“A vote for concrete measures is a vote for a better future in Brčko” (2020)

Concept:

Long hailed as a positive example of how things ought to be done in BiH, Brčko has in recent years become an example of public corruption, misuse of funds, widespread public disillusionment, and a massive outflow of the population.

Thanks in part to the engagement of international partners, this situation has started to change with the adoption of several key reform laws and several progressive initiatives in the pipelines.

The change in public perception and raised expectations among voters could be essential in the upcoming election campaign and persuading Brčko residents to get out and vote in greater numbers.

The campaign intends to increase the public's awareness about reforms that have been taking place, and how those reforms are interconnected to deliver widespread benefits in several areas of everyday life in Brčko. It is our intention for this message to reach as many Brčko residents as possible and illustrate to them how each positive step drives another one, and how ultimately the entire community can benefit. We hope that this increased awareness will help move the discussions towards an issues-based election campaign and a greater turnout on Election Day.

The campaign includes infographics printed as posters to be placed on frequented locations across Brčko District (notice boards, public areas intended for posters, etc) and published on Brčko-based news sites.

Accompanying the infographics is a letter from the Brčko District Supervisor urging voters to take part in the elections.

Infographic:



Distribution of posters in Brčko District:

