

(Coat of Arms)
REPUBLIC OF ALBANIA

SPECIAL PROSECUTION OFFICE AGAINST CORRUPTION AND ORGANIZED CRIME

Prot.No.3423

Tirana, 30.01.2025

ORDER
No. 3423, *dated 30.01.2025*

**ON THE APPROVAL OF THE COMMUNICATION STRATEGY 2025–2028
AT THE SPECIAL PROSECUTION OFFICE AGAINST CORRUPTION AND ORGANIZED
CRIME**

Pursuant to Article 148/dh of the Constitution of the Republic of Albania; Article 15, point 2, letter "e" of Law no. 95/2016 "On the Organization and Functioning of Institutions for Combating Corruption and Organized Crime," as amended; Article 42, letter "f" of Law no. 97/2016 "On the Organization and Functioning of the Prosecution Office in the Republic of Albania," as amended; and Law no. 44/2015 "Code of Administrative Procedures,"

I HEREBY ORDER:

1. Approval of the Communication Strategy 2025–2028 at the Special Prosecution Office against Corruption and Organized Crime, according to the attached text, which constitutes an integral part of this order.
2. The implementation of this order shall be entrusted to the Cabinet of the Head of the Office, the Media Relations Coordinator within the Cabinet, and the Directorate of Information Technology at the Special Prosecution Office against Corruption and Organized Crime.
3. The Directorate of Human Resources, Documentation and Services, and the Directorate of Information Technology are assigned to ensure the notification and publication of this order on the official website of the Special Prosecution Office against Corruption and Organized Crime.
4. This Order shall be effective immediately.

HEAD OF PROSECUTION OFFICE
Altin Dumani
(signature) (seal)



COMMUNICATION STRATEGY 2025-2028

MISSION

The Special Prosecution Office Against Corruption and Organized Crime (SPAK) carries out criminal prosecutions with full independence, as guaranteed by the Constitution and the applicable legislation. It performs its functions through Special Prosecutors, appointed by the High Prosecutorial Council, in accordance with the law, and in cooperation with investigators of the National Bureau of Investigation (BKH), which operates under its authority.

SPAK, composed of the Special Prosecution Office and the National Bureau of Investigation, is committed to combating the culture of impunity in Albania. Its mission is rooted in adherence to the highest international standards for the investigation and prosecution of corruption involving public officials, organized crime, money laundering, and terrorism.

TABLE OF CONTENTS

ABBREVIATIONS	5
INTRODUCTION	Error! Bookmark not defined.
COMMUNICATION PRINCIPLES	7
GOAL	7
METHODOLOGY	8
APPROACH TO PUBLIC COMMUNICATION	Error! Bookmark not defined.
TARGET AUDIENCES	Error! Bookmark not defined.
DATA FROM TARGET AUDIENCES	11
ACTION PLAN	13
STANDARDS AND IMPLEMENTATION PLAN	Error! Bookmark not defined.
MONITORING	20

Abbreviations

SPO – Special Structure Against Corruption and Organized Crime

NBI – National Bureau of Investigation

HPC – High Prosecutorial Council

AP – Action Plan

KPI – Key Performance Indicators

CMP – Crisis Management Protocol

MAE – Monitoring and Evaluation

UGCS – UK Government Communications Service

INTRODUCTION

The Communication Strategy 2025–2028 is a vital document designed to support the mission and work of the Special Prosecution Office Against Corruption and Organized Crime. Effective communication is a fundamental tool in strengthening public confidence in an independent justice system—one that upholds the rule of law and ensures equal application of justice for all.

The Communication Strategy is a practical guide to making communication faster and more understandable, contributing to increased transparency, information and public trust in the judicial system.¹ This strategy outlines the core principles, institutional commitments, implementation methodology, and mechanisms for measuring its impact

This Strategy also takes into account technological developments, which are moving at a rapid pace, along with the demand for information and increased transparency. The Special Prosecution Office considers communication an essential element of its functioning and increasing public trust not only encourages the work of prosecutors, but also helps citizens' access to justice.

Corruption and organized crime are considered factors that seriously undermine the foundations of the rule of law. Among the main conditions for membership in the European Union (EU) is to address them as effectively as possible. In this context, communication with the public occupies a special place based on domestic legislation, as well as on the institutional framework. The transparency of justice institutions in the fight against corruption and organized crime would enable citizens to exercise their right to control the work of these institutions and their implementation of the law.²

Many citizens consider the fight against corruption as a crucial step towards Albania's accession to the European Union. The Special Prosecution Office currently enjoys a high level of public trust, proving through its work that in Albania no one is above the law. The activity of this institution is in the spotlight, with high expectations for its results³. As a result, the interest of journalists and the media in the work of the Special Prosecution Office is very high. This interest

¹Consultative Council of European Prosecutors (CCPE). (2014). *Opinion No. 9 of the Consultative Council of European Prosecutors to the Committee of Ministers of the Council of Europe on European Norms and Principles Relating to Prosecutors*. Strasbourg, 17 December 2014. paragraph VII. Retrieved from <https://rm.coe.int/168074738b>

²Vurmo, G., Sulstarova, R., & Dafa, A. (2021). *Deconstructing State Capture in Albania: A Review of Grand Corruption Cases and Special Purpose Laws from 2008 to 2020*. Institute for Democracy and Media Protection. Transparency International. ISBN: 978-3-96076-170-9. Retrieved from https://idmalbania.org/ep-content/uploads/2021/11/2021_Report_DeconstructingStateCaptureAlbania_English.pdf

³ *Speech by the EU Ambassador to Albania Silvio Gonzato on the fifth anniversary of SPAK*, 19.12.2024, Delegation of the European Union to Albania. Retrieved from https://eeas.europa.eu/delegations/albania/fjalimi-i-ambasadorit-të-be-së-në-shqipëri-silvio-gonzato-në-përvjetorin-e-pestë-të-spak_sq?fbclid=I&eZXh0bgNhZ&0CMTAAAR2Y5iMRCmUzRs6unOMiD7Prm9Q62lv&UM4tnqsëNE9K_Ssh_2jRJL8rk_aem_iNREz0B8M&6Vx6N_TkFPYg

can pose challenges for the institution.

Based on the above, the Special Prosecution Office considers it very important to draft a clear communication strategy with the public and the media according to the best international standards and in response to the EU recommendations ⁴and Assembly Resolutions. ⁵This Strategy defines the ways in which the Special Prosecution Office can be transparent and professional with the public and journalists through a clear communication plan with the sole purpose of consolidating citizens' trust in the justice system in general and in the work of the Special Prosecution Office in particular.

COMMUNICATION PRINCIPLES

- **Impartial and equitable** to show that all citizens are equal before the law ⁶and enjoy the right to due process.⁷
- **Committed to transparency** and accountability toward the citizens we serve ⁸.
- **Acts** through a participatory approach that emphasizes informing citizens and interest groups, while listening to and addressing the concerns of those impacted by corruption, organized crime, and terrorism.
- **Collaborative** in supporting the broader fight against corruption and organized crime by sharing information and expertise with citizens, the media, and national and international institutions engaged in combating corruption, organized crime, and terrorism.⁹

GOAL

The Communication Strategy addresses communication priorities for 2025-2028, in function of the constitutional and legal obligations of this institution.

⁴European Commission Screening Report Albania, 20 July 2023. Retrieved from https://neighbourhood-enlargement.ec.europa.eu/document/do_enlarge/b83313ef-48c5-4bef-9f00-f5d66509572e_en?filename=AL%20Cluster_1%20Draft%20screening%20report_external%20version.pdf

⁵Recommendation No. 6 of the Resolution of the Assembly of Albania “On the evaluation of the activity of the Special Structure against Corruption and Organized Crime for the year 2022”, July 06, 2023. Retrieved from <https://spak.gov.al/ep-content/uploads/2023/10/Rezoluta-e-Kuvendit-per-2023.pdf>

⁶Constitution, article 18 paragraph 1.

⁷Constitution, article 42.

⁸Constitution, article 23, paragraph 1.

⁹Law no. 95/2016 “*On the Organization and Functioning of Institutions to Combat Corruption and Organized Crime*”, as amended, article 28.

The Special Prosecution Office sets out its communication priorities over the next three years, as well as how this institution will communicate with journalists, the media, citizens and interest groups regarding its work and function.

Implementing this strategy will help:

- Let us **commit to transparency** and communication with citizens.
- Provide **official updates to the media and the public**.
- To establish **sustainable cooperation** with journalists, the media, justice institutions and civil society.
- To increase **public awareness** and improve **citizens' trust** in the institution in particular and the justice system in general.

In drafting the Communication Strategy, the Special Prosecution Office relied on the perception and interviews with citizens, journalists, civil society and public sector employees in several regions of Albania. The purpose of this research work was to have a broader picture of the perception and experience of Albanian citizens in dealing with corruption and organized crime, their tendency or ability to denounce them, the role of the Special Prosecution Office or even the level of trust in other Albanian institutions, which are also responsible for the fight against them.

METHODOLOGY

This Strategy has been prepared with the assistance of experts from the UK Government Communications Service (GCSI) and independent Albanian experts, who have conducted an assessment of the Special Prosecution Office's approach to public relations, through interviews with journalists reporting on the institution's work, as well as 8 focus groups in several regions, with citizens of different ages, genders, ethnicities, education and professions, as well as a questionnaire with a sampling of 1000 people aged 18 and over, with a margin of error of $\pm 3.2\%$.

The questionnaire was designed to draw on a broad range of backgrounds, including minorities, and to ensure a fair gender balance. Data was collected between July and August 2024. For this purpose, communication experts and researchers from the UK Government Communications Service (GCSI) collaborated with an independent Albanian research agency.

Eight focus groups on:

- Urban area – Tirana - all genders, all ages.
- Urban area – Durrës - all genders, over 30 years old.
- Urban area – Shkodër - young men, age 18 - 30.
- Urban area – Fier - young women, age 18 - 30 years.
- Rural area – Fier - all genders, over 30 years old.
- Elbasan - All genders, over 50 years old.
- Finiq – Greek Minority - all ages.
- Fier - Roma community - all ages, males.

Five in-depth interviews were also conducted with public sector employees:

- A healthcare worker - Tirana
- An employee at the State Police - Tirana
- A prosecutor at the General Jurisdiction Prosecutor's Office - Durrës
- A leader at the Ministry of Infrastructure - Durrës
- Several specialists at the Real Estate Registration Office - Durrës

The findings concluded that citizens clearly understand the connection between organized crime and corruption, but their experiences differ depending on age, location, and ethnicity.

These findings were shared in a discussion session with the Head of the Special Prosecution Office and the 19 special prosecutors to help them gain more detailed information on citizens' experiences and the importance of communication about the work they do and the progress achieved.

The Special Prosecution Office, through this Strategy, which is also accompanied by **the Action Plan (AP)**, aims to create a strong bridge of communication with the public, focusing on the deadlines for providing information.

Key Performance Indicators (KPIs) will help assess progress and meet commitments arising from it. To monitor progress, a survey will also be conducted every 3 (three) months with a panel of journalists reporting on the work of SPAK. Monitoring, evaluation and lessons learned are essential elements to make communication effective and to use human resources and relevant infrastructure efficiently. Measuring the impact of the Special Prosecution Office's communication and the comments that journalists and the media will provide will be shared with the Head of this institution, prosecutors and interest groups, to guarantee a culture of continuous progress.

PUBLIC COMMUNICATION STRATEGY

Public trust is built through increased transparency. Sharing the achievements and challenges of the Special Prosecution Office will help create positions based on real information, data and facts, rather than perceptions.

To achieve this goal:

1. The Special Prosecution's communications will be **clear, fast** and understandable by journalists, the media and citizens, significantly reducing the impact of misinformation and comments or positions not based on facts.
2. **The rights of individuals under investigation** will be respected and work will be done with interest groups, journalists and the media to strike a balance between the right to information and maintaining investigative secrecy, in accordance with the law and court decisions.
3. The communication channels of the Special Prosecution Office will become **trusted sources of information** for citizens, with rapid updates and sharing of data with the widest possible audience.
4. Citizens will have quick access to **information** published on SPAK's website and two social media channels.
5. **Rapid data** will be shared and the Special Prosecution Office will engage with other institutions to improve standards and share best practices in the fight against corruption and organized crime in Albania, with the aim of contributing to improving citizens' access to the justice system.
6. The Special Prosecution Office will be clearer **with citizens about the issues, subjects and criminal offenses they can report and those that will need to be referred to prosecutors of general jurisdiction**, for to orient them towards the appropriate institutions, as well as to maintain their trust in our independent institution.
7. We will **communicate proactively and regularly** during crisis situations, continuing to be a trusted source of information, thus reducing the impact of harmful narratives in the media.
8. Will be **monitored and evaluated** through specific protocols, with the aim of reflecting on the forms of communication with the public in a timely manner.

TARGET AUDIENCES

The core message: Enhancing transparency and communication with the public is essential to rebuilding trust in an independent justice system, founded on the principle that “all are equal before the law.”

The audience must be at the center of the Special Prosecution's communications. To have effective communication, it is essential to understand the different types of audiences.

The media is a very important partner, which connects the Special Prosecutor's Office with the citizens. Based on statistics, 75% of the Albanian population watches television every day, or almost every day.

At the heart of this strategy lies effective communication of the work of the Special Prosecution Office. The way citizens understand the institution's work and challenges is vital for consolidating their trust.

To this end, communication is an important tool that will lay the foundations of an interactive relationship between the institution, citizens, journalists, media, and interest groups.

DATA FROM TARGET AUDIENCES

1. **Citizens in Albania believe that corruption can be reduced**, indicating a growing sense of progress and possibility for change.
2. **Public awareness is high** regarding both the negative consequences of corruption and the societal benefits of its reduction.
3. **The Special Prosecution Office is perceived as effective** in combating corruption and organized crime; however, citizens express a desire for more communication about its work to further strengthen public trust.
4. **94% of citizens are familiar with the Special Prosecution Office**, and **62% believe it has been effective** in addressing corruption and organized crime.
5. **The media and civil society believe the institution could improve its transparency**, particularly in how it communicates its work and results.

6. **Media representatives request more information**, including anonymized data on cases of organized crime and corruption.
7. **Public sector employees report that media coverage of SPAK's work has contributed to reducing corrupt practices** within public institutions.
8. **Public trust in SPAK remains high**, yet **trust in other anti-corruption and law enforcement institutions lags behind**, falling short of public expectations.
9. **Citizens express willingness to report corruption**, but many lack information on reporting mechanisms and hesitate due to feelings of insecurity. Only **11% have reported corruption**, and **only 19% have sought information on how to do so**.
10. **Corruption remains a daily concern**, especially in communities affected by organized crime. **91% of citizens** believe that corruption is still a major problem in Albania.
11. **Media reports on high-profile investigations have increased public determination to challenge corruption**, especially against senior officials.
12. **69% of respondents have refused to pay bribes to access public services**, with youth demonstrating a particularly strong stance against bribery.
13. **Citizens seek more positive and hopeful narratives** in the media related to progress in fighting corruption and organized crime. Many feel overwhelmed by daily exposure to negative news, which contributes to disappointment and hopelessness.

ACTION PLAN

Objective 1: Ensure that all communications are clear, timely, and easily understood by both journalists and the public, in order to effectively counter misinformation and reduce its impact.

Action 1: We will improve internal communication to ensure advance planning and preparation by media relations specialists. Communications will be made available to the media in the form of announcements or press statements as soon as the information passes from prosecutors to the court and is released from investigative secrecy, in accordance with the law. This will help reduce information leaks and help the Special Prosecution Office present the information in its official version.

Action 2: All communications with external actors will be conducted through the Media Relations Coordinator of the Special Prosecution Office, after receiving institutional approval. The coordinator will handle the requests of journalists and will make available the response, including press releases, reactive statements, etc. The Constitution and Law No. 119/2014 “*On the Right to Information*” are considered the fundamental legal bases for respecting the right of every citizen to be acquainted with official documents. The Special Prosecution Office drafts and publishes on the website the transparency programs, the register of requests for information and the responses, respecting the deadlines provided for in the law.

Action 3: Press releases and other materials will be drafted in simple and understandable language. All press releases and statements will include titles that clearly define the news, the allegations will be clearly explained, paying close attention to the impact of the news on citizens. Legal terms will be reflected simply and will be included only when deemed necessary.¹⁰

Action 4: Key messages will be used to clearly highlight the priorities of the Special Prosecution Office in its communications and may also include quotes from case prosecutors to ensure accountability, particularly in important cases.

Action 5: The Media Relations Coordinator will organize information sessions with journalists, through which information will be provided on the progress of the work of the Special Prosecution Office.

¹⁰More detailed information on the relevant articles of the Criminal Code or other data of a technical legal nature will be included in the "notes for journalists" section of the press releases.

PRESS RELEASES

- Every press release includes headlines to define the news.
- In 90% of press releases, the first two paragraphs clearly and simply explain the news and the actions taken by the Special Prosecution Office.
- Each press release includes 1 key message.
- Every three months, quotes from the Director or prosecutors are included when communicating announcement updates, regarding matters of great importance.

OBJECTIVE 2: Ensure respect for the rights of individuals under investigation and collaborate with stakeholders, journalists, and the media to promote the fair implementation of due process.

Action 1: We will use communication to continuously inform journalists and the media, citizens and interest groups about the function of the Special Prosecution Office in the justice system, which is committed to preserving the right to an impartial investigative process.

Action 2: Public communications will be made only in cases provided for by law in order not to undermine/violate investigative secrecy and due process. Updates will be communicated to the media at the earliest opportunity according to the stage of the trial process.

Action 3: Updates will be made with data on SPAK cases, which will be mainly related to their progress, according to the preliminary investigation or trial phase. This information will serve journalists/media, citizens and interest groups.

OBJECTIVE 3 : SPAK's communication channels will serve as a reliable source of accurate and up-to-date information for citizens.

Action 1: Communications are shared on the SPAK website and made available to journalists and media, citizens and interest groups.

Action 2: The Special Prosecution Office will **implement the Social Media Strategy** by posting regularly, with the aim of developing these channels and turning them into direct and reliable sources of information for citizens.

Action 3: Each year, SPAK will present data on trends in organized crime, corruption and money laundering.

Action 4: Communication materials will be drafted in simple and clear language, to be easily read and understood by citizens.

OBJECTIVE 4: Citizens will have prompt access to official information through SPAK's website and social media platforms.

Action 1: The Special Prosecution Office will use an internal communication mechanism, where dates for investigation updates are provided, so that the Media Relations Coordinator has more time available to draft press releases.

Action 2: SPAK will publish official statements as soon as possible, after information on a particular issue is released to the media.

Action 3: Citizens and stakeholders will have access to the communications of the Special Prosecution Office, on the official website and on social networks, to be informed about certain issues to the extent permitted by law.

Action 4: SPAK will hold press conferences, interviews and announcements regarding issues of high public interest, with the aim of sharing information on the issue.

OBJECTIVE 5 : We will share information in a timely manner and are committed to enhancing communication standards related to reporting on corruption and organized crime, ensuring that citizens are well informed about SPAK's role and responsibilities.

Action 1: We will publish data every 3 months, providing details on the number of new criminal proceedings, completed investigative cases, seized and confiscated assets, etc. This information will be published on the website and on social networks, simultaneously informing journalists, the media, citizens and stakeholders.

Action 2: Every three months we will organize a high-level substantive communication, with the aim of sharing information and statistical data (Press releases, speeches, events and interviews).

Action 3: We will contribute to strengthening the capacities of justice institutions by sharing our knowledge, tools and best practices. This includes organizing activities, roundtables and discussions to collaborate and define common goals for improving the rule of law and law enforcement.

OBJECTIVE 6 : We will clearly communicate how citizens can report their concerns to SPAK and outline the types of cases we are authorized to investigate, in order to manage expectations and uphold public trust.

Action 1: SPAK will provide clear information on its official website, explaining which cases can and cannot be investigated and the ways in which citizens can report on those cases that can be accepted by the Special Prosecution Office.

Action 2: A page dedicated to "*Frequently Asked Questions*" will be created on the website of the Special Prosecution Office, which will help citizens to be informed about the issues handled by SPAK.

Action 3: Through our social networks we will share information regarding the types of cases handled by the Special Prosecution Office.

OBJECTIVE 7: We will communicate proactively and consistently, positioning SPAK as a trusted source of information and reducing the impact of harmful media narratives and misinformation.

Action 1: Adoption of the **Crisis Communication Protocol**, a document already drafted and shared within the institution that will serve to manage issues, as well as prevent the emergence of crisis situations. This protocol will help avoid long-term damage related to the function and reputation of the Special Prosecution Office, so that this institution can consolidate the trust of Albanian citizens.

Action 2: Media monitoring will help identify misinformation, as well as correct false reports, and this will be done through media statements, press releases, or by holding briefings with journalists.

Action 3: We will be present during crisis situations and update citizens on the latest developments. This includes organizing media briefings, press conferences, and publishing announcements on our social networks.

OBJECTIVE 8: We will regularly monitor and evaluate the effectiveness of our communication efforts and integrate lessons learned to continuously enhance our strategies and outreach.

Action 1: Monitoring and evaluating the effectiveness of SPAK's communications will be carried out through the analysis of media reports. From the reflected narrative, it will be assessed whether these communications have an impact on society.

Action 2: We will conduct 3 (three) monthly surveys with journalists and the media to see the effectiveness of the communication method. The results will be shared with the Director, special prosecutors and investigators.

Action 3: Social media analysis will be ongoing, understanding engagement levels and opinions, which will be shared with the Director and special prosecutors every three months. This will also provide the necessary information on the type of content that engages citizens and stakeholders.

OPERATIONAL STANDARDS AND ACTION PLAN

1. Information from citizens, interest groups and the media will help us understand the communication needs of different audiences and their perceptions of SPAK's functions and, in particular, access to communication. It will also facilitate our analysis of the opportunities and obstacles that citizens and public sector employees face in reporting corruption and organized crime and in changing behavior.
2. Approximate dates of expected issues (e.g., arrest warrants, security measures) are included in the internal communication planning document, giving the Media Relations Coordinator and support team sufficient time to draft clear and timely communications to be shared with citizens and the media. The approximate dates noted in the internal communication planning document should be reviewed once a week.
3. The Media Relations Coordinator may participate in working meetings of prosecutors and investigators, in which investigative secrecy is not violated, in meetings with administrative staff to recommend and conduct training when necessary, regarding communication with the public, with a focus on issues of particular importance to the public.
4. Requests for information from journalists and the media, including those for interviews and comments on specific issues, are handled by the Media Relations Coordinator at the Special Prosecution Office. Law No. 119/2014 “*On the Right to Information*” is considered one of the most important developments for respecting the right of every citizen to be acquainted with official documents. The Special Prosecution Institution drafts and publishes on its website transparency programs, the register of requests and responses for information.
5. All materials for journalists and the media, or those that will be posted on our social networks Facebook [Special Prosecutor's Office against Corruption and Organized Crime], X [@SPAK_Albanian] **are prepared in advance by the Media Relations Coordinator**, ensuring that they are clear and easily understandable by journalists, citizens and interest groups.
6. Press releases are sent to the media and interest groups **simultaneously** as the case progresses, to reduce misinformation or misinformation. This will ensure that the first narrative in the media that citizens will learn about will be the measures taken by the Special Prosecution Office, while maintaining the authority and independence of the institution.
7. The Special Prosecution Office will make **an official statement** as soon as possible after the news is reported in the media , on official channels, including social media.
8. Citizens and stakeholders will have **access to official information published** on social media

channels and on the institution's website as soon as possible after its publication in the media.

9. We will organize **information sessions every three months for the media**, with the aim of informing about the progress of cases of high public interest as well as the difficulties of investigating them, without violating investigative secrecy.
10. The Media Relations Coordinator and support staff will be trained **by local and international experts**.
11. **We will communicate quickly with citizens, the media, and interest groups during crises**, in order to maintain trust in the Special Prosecution Office and avoid the spread of misinformation and disinformation.
12. Communications will be **monitored and evaluated** to determine their effectiveness with journalists, media, citizens and interest groups. The analysis is made available to the Head of the Special Prosecution Office, the Director of the Cabinet, legal advisors and the 19 special prosecutors, every three months.
13. **A progress report on the implementation of this Communication Strategy** and progress towards meeting Key Performance Indicators (KPIs) will be shared within the institution, with the Assembly and relevant donors every six months.
14. The Special Prosecution Office will publish **progress reports and** anonymized operational information every three months, detailing the number of new criminal proceedings, cases under investigation, completed cases, assets seized and confiscated, etc. These will be published on the website and social media and shared with journalists, the media and stakeholders.
15. The Special Prosecution Office will draft **clear guidelines for citizens**, explaining which issues can and cannot be investigated and the ways in which citizens can report on phenomena related to Corruption, Organized Crime and Terrorism.
16. Our communication and engagement plans **will be based on and responsive to input from citizens, journalists, and interest groups**, including their reactions to our communications.
17. The Special Prosecution Office's communication and engagement will be **tailored to the needs of different types of audiences**, including those in rural areas outside Tirana, such as women, minorities, and communities affected by organized crime and corruption. For example, SPAK will engage with regional interest groups and regional media to provide communication materials in minority languages, where necessary.

MONITORING AND EVALUATION

1. The Special Prosecution Office will update the implementation of this strategy based on Key Performance Indicators by reporting to the Assembly and donors annually and will publish quarterly updates on the institution's website.
2. Every three months, the reaction of a group of journalists will be sought, who provide a diverse media panorama in the country.
3. Citizen engagement and judgments will be monitored on social media channels.