



Prof. Dejan Verčič, PhD, Pristop d.o.o. & University of Ljubljana

Euro-Med area and PR: How they can enrich each other?

Public relations

- a profession aiming at **cultivation** of mutually beneficial relations between organisations (peoples, countries, ethnicities, nations, religions, tribes) and their social environments, including the public space itself
- a socio-technological knowledge

The Barcelona process

- [Political and Security Dialogue](#)
- [Economic and Financial Partnership](#)
- [Social, Cultural and Human Partnership](#)

[Albania](#), [Algeria](#), [Bosnia & Herzegovina](#), [Croatia](#), [Egypt](#), EU, [Israel](#), [Jordan](#), [Lebanon](#), [Libya](#),
[Mauritania](#), [Monaco](#), [Montenegro](#), [Morocco](#), [Occupied Palestinian Territories](#), [Syria](#),
[Tunisia](#), [Turkey](#)

MedCom Labs

- virtual and physical spaces enabling identification and cultivation of Mediterranean-focused initiatives in the field of public relations
 - e.g. communication campaigns fighting racism, supporting immigrant integration, environmental campaigns in the M. etc.

A working model: reflective public relations

