

# THE BALKAN MONITOR

## Database and Knowledge System

*Create strategies, form policies, and drive decisions building upon the thoughts and views of the Balkans' citizens*

### The Balkan Monitor

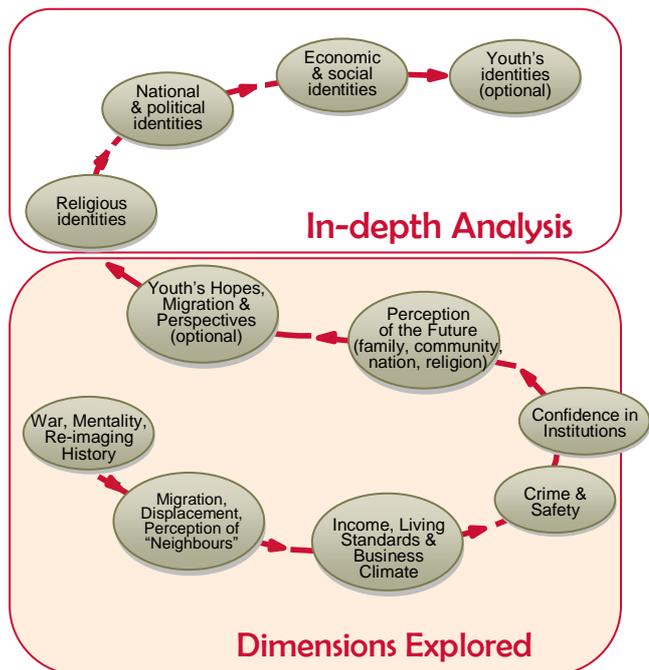
Social, political, economic, national and religious identities in the Balkans remain an explosive issue. Current problems in South-Eastern Europe are still numerous, from Kosovo's looming independence to the religious dilemmas of the populations in Bosnia and Albania. The whole Balkan reconstruction, the predicaments of Serbs in Serbia and elsewhere, the aspirations in Sandjak and Voivodina, Montenegro's new status, Macedonia's stabilisation and integration difficulties, the conflicting feelings of Balkan citizens towards Greece and Turkey as well as towards each other, all necessarily play a great role in the eventual integration process of the Balkan countries into the European Union (EU).

In view of their needs for reliable and trusted data, high-quality monitoring of the latest social, political, economic, national and religious developments is vital for states in the Balkans and in Europe at large. No progress can be achieved without understanding the Balkans' identities and concerns and communicating the issues at stake on the basis of comparable data from individual countries. The Balkan Monitor intends to fill this vacuum by providing reliable primary information, early warning indicators and comparable trends for the whole of the Balkan region. This strategic decision-making tool will help measure and assess the impact of EU and national policies and assist leaders in shaping their agendas by permitting timely access to their constituents' voices and minds.

### Countries & Dimensions covered

Covering Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Kosovo, Macedonia, Montenegro, Romania, Serbia and Turkey, the Balkan Monitor will explore a series of key dimensions including: Identity / Identities; War, Mentality & Re-imaging History; Migration, Displacement & Perception of "Neighbours"; Income, Living Standards & Business Climate; Crime and Safety; Confidence in Institutions; Perception of the Future (for family, community, nation, and region); Youths' Hopes, Migration & Perspectives (optional). The ensuing insights will be essential in understanding the social, political, economic, national and religious identities of the various communities.

In collecting and analysing data from the Balkan Monitor, Gallup will stick to the strictest quality, methodology and accountability standards and will rely on the expertise of a panel of world-renowned scientists who will contribute an unprecedented depth of analysis to the interpretation of data. The monitoring will also build upon three major sources which will help put results in perspective, namely 'The Gallup World Path questions', 'Questions from the Gallup Muslim Poll for indigenous Muslim population', and the 'Gallup Peace Poll from 1996: the Bosnian war 10 years after'.



▲  
*The Gallup Balkan Identities Path*

## Accessing the Voice of the People

Immediate access to the voice of the Balkan people will be available through membership of a state-of-the-art, web-based portal. This key to the Balkans will allow members to perform detailed searches, track key indicators, compare data, and always have the latest available information on what the citizens of South-Eastern Europe are thinking and feeling.

*Illustration of the web-based portal* ►



## Membership includes:

- A non-transferable licence to access our user-friendly knowledge portal and online toolbox (incl. chat-rooms, forum, webcast)
- Access to all the latest reliable primary and secondary data
- Access to recent in-depth quantitative and qualitative analysis (per topic, country or comparative)
- Setup, maintenance, and technical support and six certified users for one year
- Direct contacts with experienced analysts (Hotline) to help you have a better understanding of the data and trends

- Direct access to a network of dedicated experts
- The right to participate in the Balkan Monitor's Assessment Liaison Committees (BALCom)
- Participation in Gallup events on a direct cost basis:

**Training** seminars to learn to maximise the use of the portal and online toolbox

**Certification** classes: Summer University courses with world-renowned experts (from government institutions and academia)

**Workshops** with high-profile speakers

**Exclusive social events** with unique networking opportunities

## Membership can also include (according to the chosen options):

- Consulting package: a rigorous tailor-made analysis on any topic / country covered; international comparisons
- The right to pick and choose or add extra questions to Balkan Monitor surveys / enlarge the number of indicators for any country / topic covered
- The right to conduct separate "rapid response surveys" in selected countries
- Access to the Media Monitor Supplement
- Access to the Balkan Youth Monitor
- Additional training for users

This UNIQUE tool is FLEXIBLE and based upon YOUR specific NEEDS.

For more information on the Balkan Monitor, please visit [www.gallup-europe.be](http://www.gallup-europe.be) or contact The Gallup Organisation Europe +32-2-734 54 18 [info@gallup-europe.be](mailto:info@gallup-europe.be)