

SPONSORSHIPS OF THE PUBLIC ENTERPRISE FOR COASTAL ZONE MANAGEMENT OF MONTENEGRO



I: INTRODUCTION: The Management Board of the Public Enterprise for Coastal Zone Management (PE Coastal Zone Management) issued in September 2002 the decision on the criteria for determining the amount of sponsorships and assistance. The decision allowed allocation of money for sponsorships and aid in the amount of five percent of total revenues of PE Coastal Zone Management, where the important events of could be supported with up to 30 percent of the total allocated sum for sponsorships and individual sponsorships would be supported with up to 10 percent. The decision allowed sponsorship of events promoting the protection of the sea and coast, sports and culture, activities regarding the cleaning of the coastal zone, those that promote the use and protection of marine resources, training and protection of the coast, and humanitarian and welfare benefit in general.¹

The Board amended the decision in September 2006 and instead of 10 percent of the total budget, individual sponsorship could take up to 20 percent.² However, this business is disputable, since the Law on Coastal Zone clearly defines that the Public Enterprise for Coastal Zone Management is due to invest the money earned from the lease of the coastline in the protection, development and improvement of coastal area, as well as construction of infrastructure facilities for the needs of the coastal zone.³ In addition, according to the Statute of PE Coastal Zone Management, the activities of the enterprise are the protection, maintenance, promotion, use and management of the coastal zone, the conclusion of agreements on the use of marine resources, construction and maintenance of infrastructure for the needs of the coastal zone, catering and tourism, trade and managing beaches and the sea coast.⁴

However, PE Coastal Zone Management spent €754,200 in the period from 2012 to 2015 for sponsoring. Those expenditures will be further described below.

Donations and sponsorships	Planned	Implemented
2012-2014	480,000	754,244

Table shows how much money PE Coastal Zone Management spent on sponsorships

II: Sponsorships consumed €330,000 in 2012: PE Coastal Zone Management originally planned to spend €130,000 on sponsorships in 2012.⁵ However, it changed the plan and, in accordance with the consent of

¹ No 0103-1776/3, dated 30 September 2002 Decision on the criteria for determining the amount of sponsorships and benefit

² Decision amending the Decision on the criteria for determining the amount of sponsorships and benefit, No. 0203-2126/6, dated 19 September 2006

³ Article 8 paragraph 3 of the Law on Coastal Zone (Official Gazette of Montenegro, 40/11)

⁴ Article 7 of the Statute of the Public Enterprise for Coastal Zone Management of Montenegro, dated 3 August 1992

⁵ Plan of utilization of funds of Public Enterprise for Coastal Zone Management for 2012, No. 0203-309/3, dated 30 January 2012

the Government of Montenegro⁶, allocated additional €200,000 for financing Montenegrin sport at the Olympics, so the total amount spent was around €330,000.⁷

In 2012, the Enterprise made 56 decisions on sponsorships, of which €62,100 was allocated for humanitarian activities, €14,100 for cultural events, €14,000 for health care, €3,865 for education, €212,800 for sport and €6,500 for other activities.⁸

Purpose	Humanitarian activities	Cultural events	Health care	Education	Sports	Other activities
Sum	62,100	14,100	14,000	3,800	213,000	6,500

Purpose and value of sponsorships in 2012

These are some examples of decisions on sponsorships. NGOs were allocated €10,500 - "Sveti Petar Cetinjski" received €1,000 for the organization of foundations and scholarship for students⁹, and „Karampana" from Kotor received the same sum for making carnival masks.¹⁰ The sum of €42,600 was allocated to institutions and sports organizations for the procurement of equipment and materials. Primary School "Mrkojevic" from Bar got €2,500 to buy a TV,¹¹ while the Clinical Centre of Montenegro got €7,100 for the purchase of mattresses. Children's Home "Mladost" in Bijela received €10,000 for the purchase of clothes,¹² while €5,000 was allocated for the installation of fire detection system in the nursing home "Grabovac".¹³ Also, General Hospital "Danilo I" in Cetinje got €10,000 in financial aid for the purchase of generators and €1,000 for the purchase of medical equipment.¹⁴ The Municipality of Budva got €5,000¹⁵ for the purchase of a special vehicle for the emergency services and €1,000 for the purchase of fire truck tires.¹⁶

Also, for the reconstruction and furnishing of facilities in 2012, PE Coastal Zone Management allocated €5,000, of which €3,000 was granted for the reconstruction of three religious facilities¹⁷ and €2,000 for the dermatovenerology ambulance of the General Hospital in Kotor.¹⁸ Education consumed €3,800, of which €1,000 was given each to the Faculty of Economy for cash prizes for students, school "Danilo Kis" in Budva for the excursion, and the elementary school "D.K. Skenderbeu" for the preparation of the school year.¹⁹ The sum of €8,800 was spent for the organization of conferences, festivals and cultural and sports events, of which the organization of the carnival "Festa" cost €1,000²⁰, as much as the Kotor Winter Carnival²¹ and the New Year's Eve in Kotor, organized by the Tourist Organization of Kotor.²² The whole €200,000 was

⁶ Amendments of the Plan of utilization of funds of the Public Enterprise for the Coastal Zone Management for 2012, No. 0203-128/7, dated 3 May 2012

⁷ Report on the work of the Public Enterprise for Coastal Zone Management of Montenegro during 2012, from March 2013

⁸ Reply of the Public Enterprise for Coastal Zone Management, No. 0201-100/6 dated 19 January 2015

⁹ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-2699/9, dated 31 August 2012

¹⁰ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-3221/18 dated 28 December 2012

¹¹ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-3113/19 dated 10 December 2012

¹² Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-2813/23 dated 25 October 2012

¹³ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-3221/29 dated 25 December 2012

¹⁴ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-3113/16 dated 10 December 2012 and 0203-1182/19 dated 3 May 2012

¹⁵ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-3113/17 dated 10 December 2012

¹⁶ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-3221/15 dated 28 December 2012

¹⁷ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-1182/16 dated 3 May 2012; 0203-2699/9 dated 31 August 2012

¹⁸ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-2813/27 dated 25 December 2012

¹⁹ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-3113/11 dated 10 December 2012, 0203-2813/14 dated 25 October 2012; 0203-2813/13 dated 25 October 2012

²⁰ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-2813/19 dated 25 October 2012

²¹ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-402/8 dated 21 February 2012

²² Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-3113/9 dated 10 December 2012

allocated for sponsoring priority and individual sports that are on the program of the Olympic Games of the Montenegrin Olympic Committee,²³ for which the Government of Montenegro had given the green light.

III: Nearly €130,000 for sponsorships in 2013: PE Coastal Zone Management budgeted €130,000 for sponsoring humanitarian, sports, cultural and health related events²⁴ in 2013, but around €125,500. At the same time, it spent €87,500 for the execution of technical support services in the period from March to December 2012, on the grounds of initial capital of the Municipality of Ulcinj in "Vodacom".²⁵ Those costs for the municipality of Ulcinj were not presented in the Plan of utilization of funds of PE Coastal Zone Management in a given year.²⁶

PE Coastal Zone Management adopted a total of 76 decisions on sponsorships. Individually, €22,200 from the budget was spent for humanitarian aid, €29,500 for cultural events, €6,000 for the education, €45,300 for sports events and €10,100 for other activities.²⁷

Purpose	Humanitarian activities	Cultural events	Education	Sports	Other activities
Sum	22,200	29,500	6,000	45,300	10,100

Purpose and value of sponsorships in 2013

PE Coastal Zone Management adopted seven decisions pertaining to the allocation of financial assistance to individuals in the total amount of €4,800 in 2013, which was mostly an aid for medical treatments or for the implementation of cultural projects.²⁸ NGO sector was granted €4,000 of financial assistance.²⁹ In addition, the Red Cross of Montenegro was granted €1,000 to raise funds to donate a medical device,³⁰ as well as €3,000 to the Hospital in Kotor to raise funds to pay the costs of water supply, electricity, food, repairs of devices, as well as the procurement of medical equipment.³¹ The school "Bratstvo-jedinstvo" was given €3,000 for the purchase of teaching and technical resources.³²

For infrastructure projects related to the construction of roads and their reconstruction €4,500 was allocated. Part of the sponsorships was related to the roads through the local communities of Gornji Grbalj, Igalo and Crmnica, which were granted €1,000 each,³³ while €1,500 was allocated for a local road in Cetinje.³⁴

Organization of conferences and cultural events consumed €29,200, through 17 decisions. Thus, the nursing home "Grabovac" got €5,000³⁵ for organizing the conference "Quality of life in institutions for the

²³ Conclusion of the Government of Montenegro No. 06-1419/3 dated 28 June 2012

²⁴ Plan of utilization of funds of the Public Enterprise for the Coastal Zone Management for 2013, No. 0201-100/2 dated 22 January 2013

²⁵ Report on the work of the Public Enterprise for Coastal Zone Management of Montenegro for 2013 from September 2014

²⁶ Plan of utilization of funds of the Public Enterprise for the Coastal Zone Management for 2014, No. 0201-100/13 dated 20 December 2013

²⁷ Reply of the Public Enterprise for Coastal Zone Management No. 0201-100/6 dated 19 January 2015

²⁸ Decisions of the Board of Directors of the PE Coastal Zone Management No. 0203-4222/37 dated 20 December 2013, No. 0203-4222/11 dated 20 December 2013, No. 0203-3597/12 dated 24 September 2013, No. 0203-3492/16 dated 19 August 2013, No. 0203-3492/4 dated 19 August 2013, No. 0203-3492/10 dated 19 August 2013

²⁹ Decisions of the Board of Directors of the PE Coastal Zone Management No. 0203-3193/9 dated 1 July 2013, No. 0203-4222/30 dated 20 December 2013, No. 0203-4222/23 dated 20 December 2013, No. 0203-4222/7 dated 20 December 2013, No. 0203-3193/9 dated 1 July 2013, No. 0203-3492/19 dated 19 August 2013, No. 0203-3492/15 dated 19 August 2013

³⁰ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-4222/14 dated 20 December 2013

³¹ Decision of the Board of Directors of the PE Coastal Zone Management No. 4026/13 dated 15 November 2013

³² Decision of the Board of Directors of the PE Coastal Zone Management No. 932/10 dated 2 April 2013

³³ Decisions of the Board of Directors of the PE Coastal Zone Management No.654/10, 3597/8 dated 24 September 2013, No. 3492/25 dated 19 August 2013

³⁴ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-4026/15 dated 15 November 2013

³⁵ Decision of the Board of Directors of the PE Coastal Zone Management No. 3597/6 dated 24 September 2013

elderly", which is as much as it was spent for a fashion show.³⁶ Organization of New Year's events in Ulcinj and Herceg Novi cost €3,000.³⁷

Also, PE Coastal Zone Management adopted a decision on approval of the request from "Viktorijafilm" from Belgrade, for sponsorship of a film production in the amount of €5,000,³⁸ as well as the request of production companies "Vision Team" from Belgrade and "MM Production Montenegro" for the sponsorship of a series in the amount of €10,000.³⁹

IV: €120,000 allocated in 2014: According to the Plan of Utilization of the funds of the PE Coastal Zone Management for 2014, €120,000 was allocated for donations and sponsorships.⁴⁰

8.1.8	Troškovi donacija i sponzorstava (humanitarne, sportske, kulturne i zdravstvene namjene)	120.000
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Projection of sponsorships in 2014

There were special funds earmarked for participation in the organization of performance of Montenegro at Expo Milano 2015. The sum allocated was €50,000, but the government subsequently approved the total of €100,000 for this activity.⁴¹ MANS has no official data of the sum spent for these purposes in 2014, as the report on the work of the Public Enterprise for Coastal Zone Management is still being drafted.⁴²

1. Pozicija 8.1.10 – Učešće u organizaciji nastupa Crne Gore na Expo-u Milano 2015. god. – povećava se sa 50.000 € na 100.000 €. Zaključkom Vlade kojim je data saglasnost na Plan korišćenja sredstava Javnog preduzeća broj 08-159/4 od 06.02.2014.god. Javno preduzeće je zaduženo da za potrebe organizacije učešća Crne Gore na Expo-u obezbijedi dopunska sredstva od 50.000 €, što se i vrši kroz Izmjenu i dopunu plana tako da ukupan iznos sredstava planiranih za ovi namjenu iznosi 100.000 €;
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€100,000 for Expo Milano

However, according to available data, for the sponsorship of humanitarian activities, the company set aside €14,900, for cultural events €13,800 euros, for education €9,000, for sports events €20,300 and for other activities €15,600.⁴³ Thus, on the basis of 53 decisions on the allocation of sponsorships and donations, €173,700 was spent from the budget of the company.

The sum of €4,900 was allocated as financial aid to individuals,⁴⁴ on the basis of six decisions, while €7,300 was allocated to non-governmental organizations on the basis of eight decisions. "Bokeska kuzina"

³⁶ Decision of the Board of Directors of the PE Coastal Zone Management No. 2317/12 dated 5 June 2013

³⁷ Decisions of the Board of Directors of the PE Coastal Zone Management No. 4222/23 dated 20 December 2013, No. 0203-4222/20 dated 20 December 2013

³⁸ Decisions of the Board of Directors of the PE Coastal Zone Management No. 0203-3597/4 dated 24 September 2013; No. 0203-3597/13 dated 24 September 2013; No. 0203-4222/22 dated 20 December 2013

³⁹ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-3597/13 dated 24 September 2013

⁴⁰ Plan of utilization of funds of the Public Enterprise for the Coastal Zone Management for 2014, No. 0201-100/13 dated 20 December 2013

⁴¹ Conclusion of the Government of Montenegro No. 08-159/4 dated 6 February 2014

⁴² Decision of the Board of Directors of the PE Coastal Zone Management No. 0201-100/32-1 dated 20 April 2015

⁴³ Reply of the Public Enterprise for Coastal Zone Management No. 0201-100/6 dated 19 January 2015

⁴⁴ Decisions of the Board of Directors of the PE Coastal Zone Management No. 0203-2572/23 dated 18. September 2014, No. 0203-2874/12 dated 6 November 2014, No. 0203-1000/9 dated 29 March 2014, No. 0203-2021/36 dated 4 July 2014, No. 0203-2874/15 dated 6 November 2014, No. 0203-2874/9 dated 6 November 2014

organization was granted €1,300 to print a book,⁴⁵ while the "Student Council of the Faculty of Tourism and Hospitality" in Kotor got €2,000 for organizing students' congresses.⁴⁶ "Geo-Eco Montenegro" from Niksic got €1,000 for a geological camp for students.⁴⁷ Also, the Red Cross of Montenegro was granted as much as €15,000, based on three decisions on financial assistance to the flooded population in Serbia and Bosnia and Herzegovina in 2014, as well as for the training of lifeguards.⁴⁸

Organization and participation in events of cultural and educational character took €14,500, on the grounds of 15 decisions. The Association of Montenegrins from Novi Sad got €3,500 to organize Montenegrin cultural evenings, in Lovcenac as well. Finally, €1,000 was allocated for each of the following: the celebration of the jubilee of „KUD Besa", organization of the Festival of klapa in Perast, the Association "Festa" for organizing summer carnival, club "Sirun" for organizing the festival "Dani Siruna" (Days of Horse Mackerel) and Diana Lompar to participate in the flute festival in Beijing.⁴⁹ PE Coastal Zone Management supported the festival "Purgatorije" organized by the Municipality of Tivat with €5,000,⁵⁰ and the publication of a book by Rajko Bujkovic with €1,000.⁵¹

Participate in sports events and competitions consumed €16,300, based on 10 decisions of the Board of Directors of PE Coastal Zone Management. The volleyball club "Budva" alone got €5,000⁵² for preparation of the competition season, while the handball club "Ulcinj" got €3,000⁵³ for a competition. Nikola Sjekloca received €2,000 in order to prepare and participate in a competition in Liverpool.⁵⁴ A total of €3,000 was donated to the club "Jadran" from Herceg Novi to organize and participate in a tournament.⁵⁵

Nearly €8,500 was allocated for rehabilitation and equipping of facilities and beaches, on the basis of five decisions. The Agency for Construction and Development of Ulcinj was granted around €5,000 for the rehabilitation of streets, while the local community Susanj got €2,000 for amelioration of the coast.⁵⁶

⁴⁵ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-1170/9 dated 14 April 2014

⁴⁶ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-1000/7 dated 29 March 2014

⁴⁷ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-2874/17 dated 6 November 2014

⁴⁸ Decisions of the Board of Directors of the PE Coastal Zone Management No. 0203-1537/3 dated 27 May 2014, No. 0203-1537/3 dated 27 May 2014, No. 0203-1170/7 dated 14 April 2014

⁴⁹ Decisions of the Board of Directors of the PE Coastal Zone Management No. 0202-2237/14 dated 9 September 2014, No. 0203-2021/38 dated 4 July 2014, No. 0203-1170/10 dated 14 April 2014, No. 0203-2021-33 dated 4 July 2014, No. 0203-2021/21 dated 4 July 2014, No. 0203-2572/20 dated 18 September 2014, No. 0203-2021/36 dated 4 July 2014

⁵⁰ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-2021/28 dated 4 July 2014

⁵¹ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-2572/21 dated 18 September 2014

⁵² Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-3066/6 dated 11 December 2014

⁵³ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-2572/22 dated 18 September 2014

⁵⁴ Decision of the Board of Directors of the PE Coastal Zone Management No. 0203-2874/9 dated 6 November 2014

⁵⁵ Decisions of the Board of Directors of the PE Coastal Zone Management No. 0203-2021/35 dated 4 July 2014, No. 0203-2874/11 dated 6 November 2014

⁵⁶ Decisions of the Board of Directors of the PE Coastal Zone Management No. 0203-2021/16 dated 4 July 2014, No. 0203-1335/13 dated 10 May 2014