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Twinning Project: Developing Sound Cooperation for free and effective competition!



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Chapter 1. Activity 3.5 (Second Mission)

Activity 3.5: Increased competition culture in academia, education system, business environment, chamber of commerce, consumer associations, NGOs, legal firms and administration in central/local level

Chapter 2. Activity 2.6

Strengthening ACA Staff capacities in the best practices and the recent methodologies used by EU Competition Authorities with regard to turnover

Chapter 3. Farewell Greetings

Farewell Message from the RTA Alberto Herrera Para

Chapter 1. Activity 3.5 SM INCREASED COMPETITION CULTURE IN ACADEMIA, EDUCATION SYSTEM, BUSINESS ENVIRONMENT, CHAMBER OF COMMERCE, CONSUMER ASSOCIATIONS, NGOS, LEGAL FIRMS AND ADMINISTRATION IN CENTRAL/LOCAL LEVEL



Throughout this activity which took place from 7-11 September, the CNMC's Communications experts provided a wide sheet of materials and presentations to help the ACA build an effective digital communications strategy. Firstly, the STEs showed some of the basics to create a digital campaign.

They also designed an "ad hoc" case regarding the ACA's response in case of new lockdowns caused by the pandemic. Secondly, the CNMC reviewed concrete social media tools and digital channels (Twitter, LinkedIn, YouTube, podcasts, etc.) that authorities could use to engage with relevant audiences on a daily basis. In that sense, the theoretical and practical contents presented were aimed at inspiring the ACA when fostering its own approaches to the digital world. In addition, the experts referred to some of the CNMC's experiences when dealing with digital platforms. In particular, they showed the institutional blog as an example of "best communication practice" in the digital sphere. The CNMC is considered one of the most transparent authorities in Spain thanks to the contents that it provides through (www.blog.cnmc.es). The writing style it uses to explain technical and legal aspects of the competition policy could be a reference for some ACA's communication activities. In contrast, the CNMC's experience managing its Facebook account was not as positive as expected. It did not achieve the goals it was made to: engaging with young citizens and students. Finally, the CNMC's experts suggested other communications strategies (implementing internal and external mailboxes, compliance programs and transparency registers) to be explored by the ACA. These popular initiatives of foreign jurisdictions boost competition culture and "fair play" rules inside and outside organizations. The expert involved in the implementation of this activity were Mr. Rubén Samaniego Sánchez and Ms. Mercedes Gómez Vicente. Mr. Sánchez is a PR & Communications Officer at the CNMC. He holds a Degree in Journalism and is specialized in Press release, blog editor, online & offline strategy online reputation, community manager, web Positioning etc. Ms. Mercedes Gómez Vicente is a Senior Communications Officer. She holds a Degree in Journalism too and is the person in charge to carry on the Communication strategy at the CNMC; Ms. Mercedes Gómez Vicente is the focal point for Communicating with national and international media, major stakeholders. She has participated in several activities on Communication Strategy, organized by the Body of European Regulators for Electronic Communications and in European Competition Network- (ECN)- ECN meetings on Advocacy and Communication.

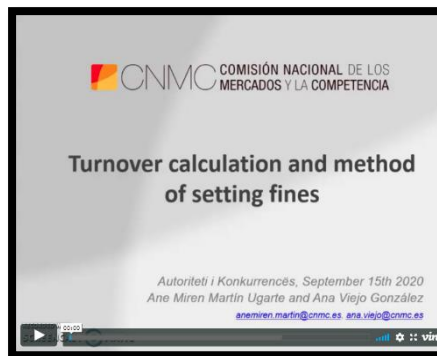




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Chapter 2. Activity 2.6 STRENGTHENING ACA STAFF CAPACITIES IN THE BEST PRACTICES AND THE RECENT METHODOLOGIES USED BY EU COMPETITION AUTHORITIES WITH REGARD TO TURNOVER



The goal of these activity, which took place from 14th to 16th of September, was to discuss the concerns of the Albanian Competition Authority regarding the fines imposed to minor infringements. After discussing both the European Commission's and CNMC's methodology, the experts of the CNMC have analysed whether the current methodology used in the ACA could be applied to minor infringements. The experts have studied the Albanian Competition Act

and Regulation on Fines and Leniency so as to perform the required analysis and have prepared a report in which the conclusions are detailed. Moreover, thanks to the material prepared for the training sessions and the examples provided in various excel files, the ACA can have access, both from a theoretical and practical point of view to the methodology applied by the Spanish Competition Authority. The materials do also provide practical guidance so as to calculate the turnover in both merger and competition infringement cases. The Albanian Competition Authority has been provided with documents which will allow them to better understand the possible difficulties of calculation the turnover of a certain undertaking. Moreover, a presentation has been provided detailing the CNMC's provisional guidelines to set fines. In conclusion, an assessment has been conducted regarding the method of setting fines of the Albanian Competition Authority. The experts who carried out the abovementioned activity were Ms. Ana Viejo González and Ms. Ana Viejo González is an Economist at the Chief Economic Advisor Office of the CNMC. She has a wide experience on calculation of proposed and final fines and replying to companies' Complaints during judicial review. Among other work records of Ms. Ana Viejo González : analysis of recalculated fines after Supreme Court sentence. She holds a Degree in Law and Economics.

Ms. Ane Miren Martín Ugarte is a Economist at the Chief Economic Advisor Office. Ms. Martín Ugarte is graduated Graduate in Business Administration and she holds a Master in Industrial Economics and Markets being specialized in Microeconomic analysis and Econometric analysis.





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Chapter 3 End of the Project and farewell Greetings from the Resident Twinning Advisor



The *Developing Sound Cooperation for Free and Effective Competition* project is coming to an end. It was an interesting project for the exchange of mutual knowledge and good practices between the colleagues of the Competition Authorities in the respective countries Spain and Albania. Over 30 missions, a study visit and various visibility actions were conducted during this year.

The project was carried out in a complex year with two major adverse events such as the earthquake of November 26, 2019 that shook Albania and the Coronavirus pandemic.

Nevertheless, thanks to the excellent collaboration between the RTA office in Albania, the Member State (CNMC and FIIAPP), the Beneficiary Institution (the ACA), as well as the Contracting Authority (CFCU) and the European Union Delegation (EUD) in Albania, the desire to continue with the implementation of the project was firm. Starting from May, indeed it resumed on an online modality, allowing the Project activities to continue successfully.

I take this opportunity to thank all the partners involved for the excellent work done this year and we wish the Albanian Competition Authority a good job for the challenges that await it in this central sector for the country's journey towards integration into the EU.

Alberto Herrera Para

RTA – Twinning Project: Developing Sound Cooperation for Free and Effective Competition

