



Ministry of Environment and Physical Planning
Government of the Republic of Macedonia



Milieukontakt
Macedonia

Климата се менува,
од нас зависи...



Empowered lives.
Resilient nations.

This Report on the Implementation of the Communication Strategy and the Action Plan 2013-2016 is prepared with technical support of the United Nations Development Program and financial support of the Global Environmental Facility.

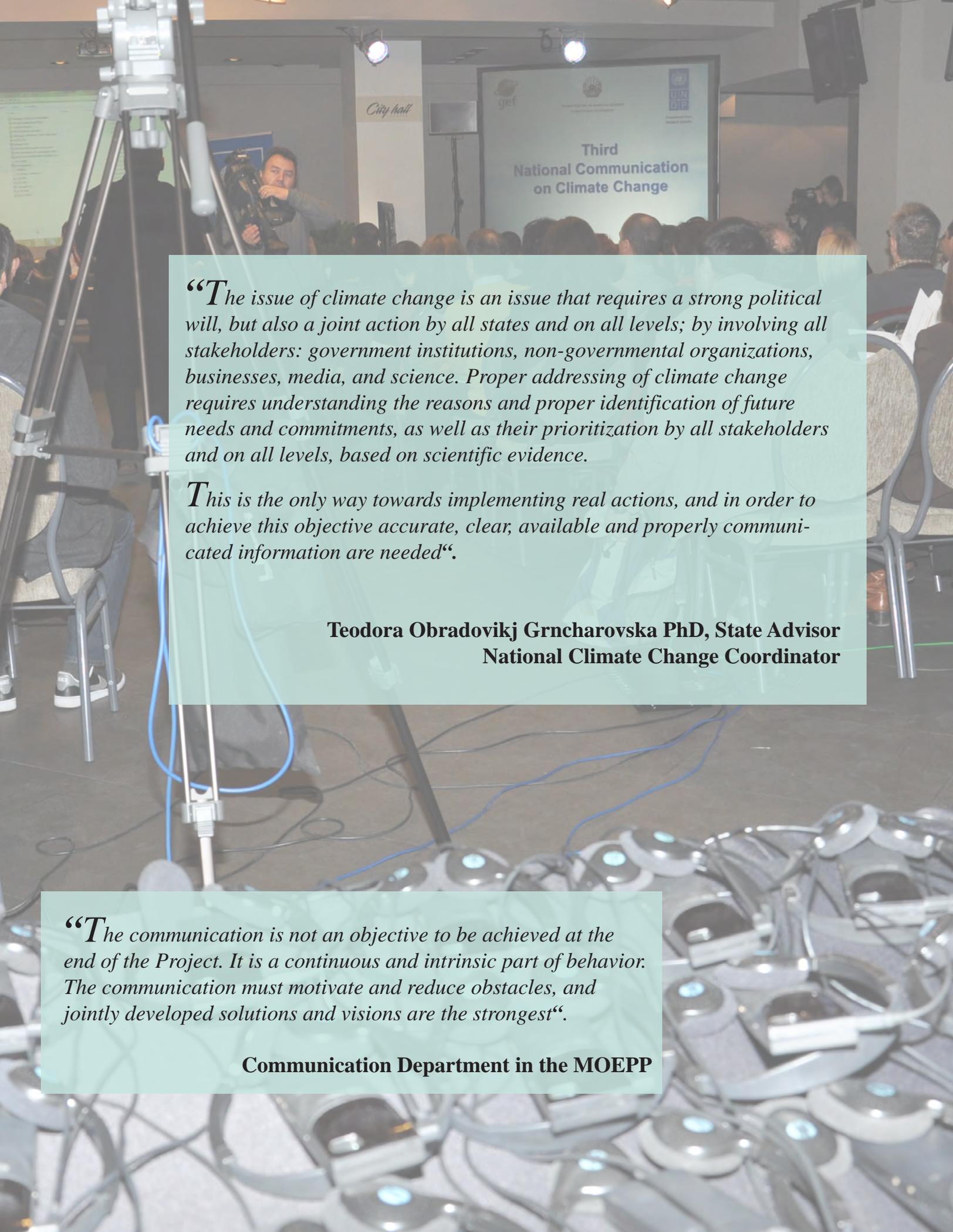
This document contributes to ensuring implementation of the communication framework – its strategic principles and specific activities and it should serve as a basis for communicating information about the activities needed to the key actors in the country.



CLIMATE CHANGE COMMUNICATION STRATEGY PROGRESS REPORT AND ACTION PLAN



“Be the change you want to see”



“The issue of climate change is an issue that requires a strong political will, but also a joint action by all states and on all levels; by involving all stakeholders: government institutions, non-governmental organizations, businesses, media, and science. Proper addressing of climate change requires understanding the reasons and proper identification of future needs and commitments, as well as their prioritization by all stakeholders and on all levels, based on scientific evidence.

This is the only way towards implementing real actions, and in order to achieve this objective accurate, clear, available and properly communicated information are needed“.

**Teodora Obradovikj Grncharovska PhD, State Advisor
National Climate Change Coordinator**

“The communication is not an objective to be achieved at the end of the Project. It is a continuous and intrinsic part of behavior. The communication must motivate and reduce obstacles, and jointly developed solutions and visions are the strongest“.

Communication Department in the MOEPP

TABLE OF CONTENTS:

TABLE OF CONTENTS:	5
OVERVIEW.....	6
STRATEGIC GOAL 1 - GENERAL.....	7
THE HOUSE IS BUILT STARTIGN WITH ITS FOUNDATIONS.....	7
WHAT HAS BEEN DONE.....	7
CONSULTATIONS AND TARGETED CAPACITY BUILDING OF THE MEDIA AND THE CIVIL SOCIETY	9
GOOD EXAMPLES	12
INNOVATIVE ACTIVITIES.....	14
STRATEGIC GOAL 2 - THE CITY	16
THE CITIES ARE A SOLUTION FOR CLIMATE CHANGE	16
STRENGTHENING COMMUNICATION CAPACITY OF THE CITY	17
WE LEAD BY EXAMPLE INNOVATION CENTER OF THE CITY OF SKOPJE.....	19
DEVELOPING PROACTIVE ATTITUDE CONCERNING THE IMPORTANCE OF CLIMATE CHANGE	20
WHAT ELSE IS BEING DONE.....	23
STRATEGIC GOAL 3 –WORK PLACE	24
CLIMATE CHALLENGES TEST FOR BUSINESSES.....	24
CLIMATE CHANGE AND THE START-UP COMMUNITY	24
GOOD EXAMPLES	24
GOOD EXAMPLES FOR DEVELOPING A PROACTIVE RELATIONSHIP AND STRENGTHENING THE CAPACITIES OF THE FARMERS FOR CLIMATE CHANGE ADAPTATION	27
STRATEGIC GOAL 4 - HOUSEHOLDS	28
IT ALL STARTS AT HOME.....	28
GOOD EXAMPLES	28
GENERAL CONCLUSIONS.....	34
NEXT STEPS	35
GOOD INSPIRATIONAL EXAMPLES	5
GOOD EXAMPLES IN OUR COUNTRY	5
GOOD EXAMPLES FROM OTHER COUNTRIES	6
ACITIVITIES WHICH NEED TO BE FOLLOWED	7
ACTION PLAN	10
WORK PLAN	16

Advice: Look for hidden links for additional information

OVERVIEW

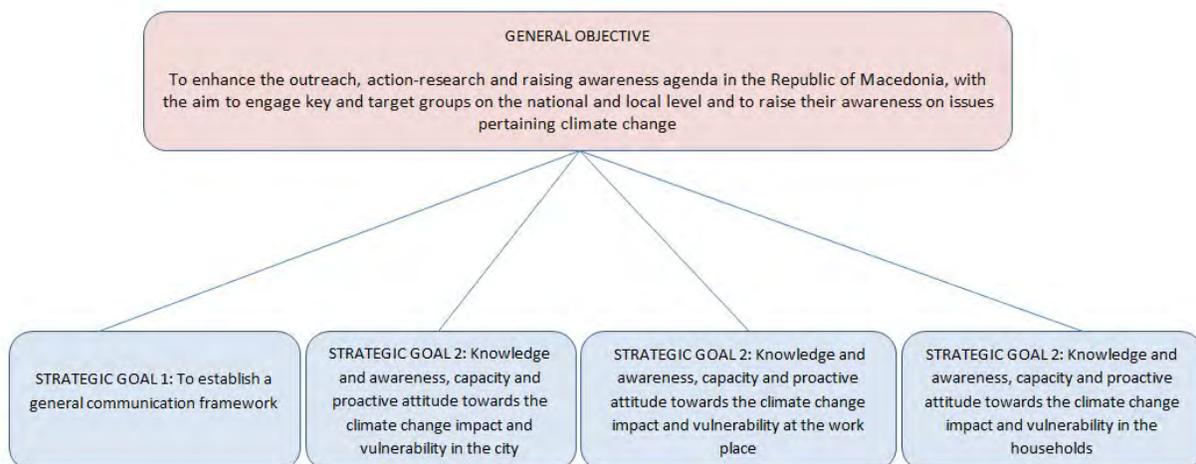
This Report on the implementation of the Climate Change Communication Strategy and its Action Plan presents the level of implementation of the activities planned for the first three years since its adoption in 2013. The development of the activities was organized with the support of the Ministry of Environment and Physical Planning (MOEPP), the municipalities and the City of Skopje with the municipalities in it, companies, international organizations, civil society associations and many other key stakeholders.

In order to prepare this Report, the following materials were used:

- Results from the two online public opinion surveys on climate change carried out in 2015 and 2016. The comparison between the results of the two surveys showed the effect of the communication activities implemented.
- Reports on awareness raising activities and campaigns implemented by key and relevant actors
- Posts/articles in the electronic and printed media and on social networks
- Documents and reports

The analyses were made against the four strategic objectives and three general target groups: the city, the work place and the household.

GENERAL OBJECTIVE – The general objective of the Communication Strategy and its Action Plan is to enhance the outreach, action-research and raising awareness agenda in the Republic of Macedonia, with the aim to engage key and target groups on the national and local level and to raise their awareness on issues pertaining climate change. Hence, the four strategic objectives presented in the following graph:



STRATEGIC GOAL 1 - GENERAL

GOAL 1

Establishment of general communication framework

1. BETTER VISIBILITY AND RECOGNIZABILITY OF CLIMATE ACTIONS

THE HOUSE IS BUILT FROM ITS FOUNDATIONS

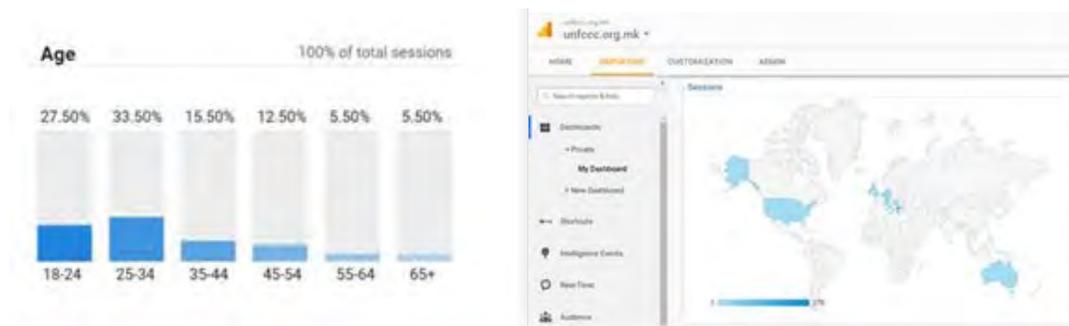
2. BETTER COORDINATION

3. STRENGTHENED CAPACITY OF THE MEDIA

In accordance with the Climate Change Communication Strategy and Action Plan, in order to have a foundation for developing good communication with each of the targeted audiences it was necessary to carry out general, comprehensive activities which will channel communication. During this, the main objectives were: ensuring better flow of information, increasing visibility and recognizability of activities related to climate action, creating conditions for better coordination on horizontal and vertical informing on local and on national level, as well as strengthening the capacities of the media and of the non-governmental organizations as specific partners which have strong influence on the public opinion and on the development of proactive attitude of the broader public.

WHAT HAS BEEN DONE

- The Department of Public Relations (DPR) in the MOEPP with the assistance of the national UNFCCC focal point **coordinates the climate change communication** with all stakeholders on national and on local level, with the industry and the services sector, as well as with different groups and individuals from the civil society.
- **An official web site was developed:** <http://klimatskipromeni.mk>, available in Macedonian and in English language, where most of the relevant documents on climate change are published, but also information from the country, the region and the world. Quite evident is the growing number of visitors, which doubled in the last month. Most of the visitors are from the country (almost 80%) which is a positive indicator of the growing awareness and the need for climate change related information. Also another positive indicator is that 61% of the web site visitors are younger than 34 years of age.



Additional materials that have been developed and published are: the [Glossary of climate change terms](#), the [E - Calendar of events](#) and the [E- library](#).

- The first issue of the **electronic newsletter** on climate change was published and it was distributed to 800 subscribers.
- **Climate change has [separate place on the official web site of the](#) Ministry of Environment and Physycal Planning.**
- Fully implemented is the **activity related to the development of a brand, logo and strong "sticky" slogans.** Special climate change logo was created, selected and tested with appropriate focus groups. The logo became recognizable and used.
- The climate change slogans were tested for the first time at the end of 2014 when the climate challenge promotional campaign was first implemented: It Depends on you – Твојот град #ОдТебеЗависи.



- **Most often used hashtags:**

- [#климатскипромени](#) - for the first time it was used by the Macedonian Twitter community in January 2013. Until December 2016 there were more than 70 tweets with this hashtag. On [Facebook this hashtag](#) was used more than 30 times for public posts. There were more than 100 Twitter users who [twitted about climate change](#) without using this hashtag and more than 460 tweets.
- [#SkopjeGreenRoute](#) was used more than 50 times, and mostly when promoting the mobile app "Skopje Green Route/Патувај зелено". In September 2014 this was the second most used hashtag on Twitter in Macedonia.
- [#ОдТебеЗависи/ItDependsOnYou](#) is the official hashtag used during the promotional campaign and the climate challenge (May, 2015) and during the second round "И пак Од Тебе Зависи/AgainItDependsOnYou" (June, 2016). Until December 2016 there were more than 340 tweets, and on [Facebook](#) it was used more than 400 times for public posts. During the climate camp, the attendees reported about the activities through a tweet-up and twitter wall.



- For the first climate challenge the [innovative tool - storify](#) was used in order to sum up information on a specific topic.
- The hashtag [#делувајсера/actnow](#) was created for the photo competition where the

INTENDED NATIONALLY DETERMINED CONTRIBUTIONS ON CLIMATE CHANGE

The Republic of Macedonia intends to give the following contribution to the global efforts for reducing GHG emissions: By 2030 to reduce the CO2 emissions from combustion of fossil fuels for 30%, that is for 36% at a higher level of ambition, compared to the baseline scenario.

The importance of communication tools in achieving the objective envisaged in the INDCs on climate change is evident. The analysis shows that the policies/measures focused on building capacity and raising public awareness are win-win: with only one awareness raising campaign per year (in a time of 5 years) in the buildings sector (households, commercial and services), by 2030 the CO2 emissions would be reduced for 296 kt.

It is necessary to underline that during the analysis it was not possible to identify identifiers for measuring these reductions, and this issue needs to be solved as soon as possible.

citizens of Macedonia sent photos showing the impact of climate change in the country. On Twitter this hashtag was used more than 30 times, and on [Facebook](#) more than 160 times for public posts.

- The hashtag [#ијасимамцел/ialsohaveagoal](#) was created for the global UN campaign in which the Goal no. 13 is related to climate change. In Macedonia, on Twitter this hashtag was used more than 140 times, out of which more than 30 times related to addressing climate change, while on [Facebook](#) it was used more than 200 times for public posts.



CONSULTATIONS AND TARGETED CAPACITY BUILDING OF THE MEDIA AND THE CIVIL SOCIETY

In relation to strengthening the capacities of the media in order better to understand the processes and phenomena related to climate change and in order timely and accurately to inform the public, several activities were implemented. The most remarkable were the following campaigns: "Климата се менува, прилагоди се! Денови на акции за клима/The climate is changing, adapt! Days of climate actions" and "НА ПАТОТ КОН ПАРИЗ 2015: Подготвителни активности за COP 21/ON THE ROAD TO PARIS 2015: Preparatory activities for COP 21".

12 DAY CAMPAIGN

"Климата се менува, прилагоди се! Денови на акции за клима/The Climate is Changing Adapt! Days for Climate Actions"

Timeframe: November, 2013

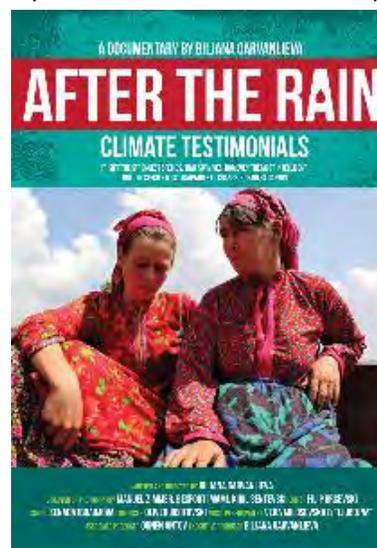
Occasion: The 19th global conference of parties on climate change (COP19)

Organizers: MOEPP and UNDP.

Objective: To educate journalists and editors and to develop a new attitude of the media to climate change, in order to change the opinion that climate change is associated only to bleak scenarios about the loss of the Planet.

Activities and results:

- **Informal breakfast with journalists and editors** - briefing of the Minister of Environment and Physical Planning, the UNFCCC national focal point and the UNDP Coordinator for Environment and Energy; **20 journalists from 14 electronic and printed national media attended;**
- **Series of articles and discussions** of officials in this area, in the period of 12 days, were broadcasted in the morning show on national television;
- **The Minister was guest in the morning program of Alsat TV** (for the Albanian audience);
- **3 talks of expert guests on the topic of climate change in the news and in talk shows** in prime time
- **Round table:** "Climate Change Impact on the Tourism Sector and Possibilities for Adaptation"
- **Premiere presentation of the documentary "After the Rain"** about four women who try to ensure their livelihood in agriculture and explain how each of them is dealing and trying to adapt to climate change. The documentary was presented during the film festival Cinedays, and it was also accepted on the Film Festival in Venice.



WHAT THE MACEDONIAN INFORMATION AGENCY WROTE ABOUT THE CAMPAIGN

Скопје, 15 ноември 2013 (МИА) - Климатските промени да не се разбираат единствен црни, лоши и апокалиптични сценарија, туку и обратно, дека претставуваат можност и привлекување инвестиции преку размена на технологии и знаења.

Ова е заклучокот од денешната средба на претставници на министерството за животна средина и просторно пшланирање и новинари организирана по повод кампањата „Климата се менува, Прилагоди се! - Денови на акции за климата“.

Ресорното министерство, како што истакна првиот човек Абдилаким Адеми, изработува неопходна законска рамка за борба против климатските промени, поставува стартешка планска рамка и соработува на билатерално, регионално и меѓународно ниво во заедничките напори за борба со климатските промени.

CAMPAIGN "НА ПАТОТ КОН ПАРИЗ 2015: Подготвителни активности за COP 21/ON THE ROAD TO PARIS 2015: Preparatory activities for COP 21"

Timeframe: June-December 2015 г.

Occasion: The 21st global conference of parties on climate change (COP21)

Organizers: Embassy of France, UNDP and the MOEPP

Objective: To raise the awareness of the public about climate change and environment related issues, to prepare the media in order accurately to report on the process for preparation and accession of countries to the new international climate agreement and to prepare the civil society to participate and support the process.



Activities and results:

1. Breakfast with journalists and editors in the French Embassy:

On the informative unofficial meeting, the attending journalists and editors of national informative services and electronic and printed media were informed about the forthcoming activities aimed at preparing the country for the historical international conference on climate change. They were also informed about the preparation and the contribution of France as a host country.



2. A Competition on best journalists' stories was launched titled: "Fighting climate change". It took place between January 1st and October 31, 2015 and there were two categories: printed media and internet and audiovisual media (TV and radio).

3. Three workshops of 2 hours were held and 15-20 journalists attended each workshop.

The First Workshop was attended by Ives Loire, a French reporter (France Press) who explained how to attract the interest of the public on environment and climate change

On the second workshop experience was shared by Bric

e Lalonde, special advisor on sustainable development in UN Global Compact;

The third workshop titled: "Journey of the Media through Local Projects on Environment and Climate Change" presented specific information about local environment and climate change projects. Concerning the activities planned to



enhance the civil society communication capacity on climate change, also a significant progress has been made.

This includes:

- Strengthening capacities by organizing roundtables on specific topics;
- Involving CSOs in public debates when strategic CC documents were adopted;
- The National Climate Change Committee has a representative from the civil society;
- A Coordination Body for cooperation between the CSOs and the MOEPP was established in which there is one special CC representative.
- A CSO from the country attended the historical COP 21 in Paris and the signing of the Paris Agreement;
- During the ministerial conference "Toward the Climate Summit in Paris 2015, Challenges for CEI Member Countries" held in November 2015 in Skopje, besides the meeting of high representatives, a round table was organized titled "After the Paris Agreement". During the roundtable there were discussions and conclusions were made by the NGOs in the country.
- In the reporting period, 3 annual meetings of environmental non-governmental organizations were held and climate change was part of their agenda.

GOOD EXAMPLES

Public opinion surveys on climate change

United Nations Development Program and the Ministry of Environment and Physical Planning of the Republic of Macedonia, within the projects for developing the biennial update reports on climate change, carried out two online surveys in order to determine the perception and the level of awareness of the public on climate change. The second survey contained additional questions related to the signing of the Paris Agreement, as a very important topic. The new trends in the society, related to information and communication technologies on the internet, made it possible to collect significant number of responses in a short period of time. The questionnaires were distributed by using professional mailing lists, social media networks, groups on Facebook, Facebook ad and Twitter, as well as by advertising the survey on topic related web-sites.

The results from the surveys made it possible to identify "climate responsible" behavior and to detect the topics and the activities which need to be more and better communicated. Also, the results show which are the most popular media that Macedonians use as a source of information for climate change, which institutions have the highest visibility and which are the most active actors in this field.

Online survey in 2014

The questionnaire was published on:

- Climate Change web-site,
- Professional e-mail lists (more than 600 persons)
- Social media, on Facebook (149,376 persons reached) and on Twitter.



In two weeks 473 completed questionnaires were collected; 66% of the respondents were from Skopje, and the others were from 48 municipalities from Macedonia.

The survey gave exceptionally useful information about how different target groups perceive climate change, how much are they prepared to undertake actions for addressing climate change and to reduce their impact. This survey showed that the public mostly believes that addressing climate change is not an obligation of the individual, but of the Government, industry and the companies, and that citizens do not have sufficient information and do not know which activities can help in addressing climate change.

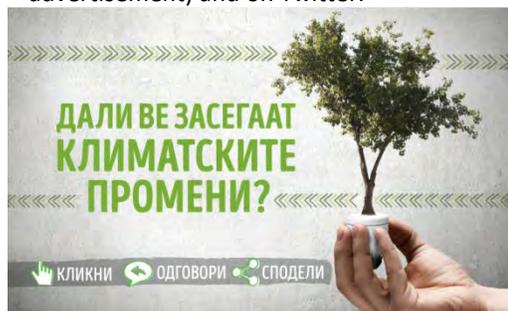
According to the results of this survey, the sources of information are the following, ordered by their relevance:

- The internet is an important source of information for 70% of the respondents,
- Social media for 42% of the respondents,
- Specialized internet portals for 42% of the respondents,
- Conventional media, especially TV, is still popular among Macedonian citizens and 61% of the respondents receive information from television.

Online survey in 2016

The questionnaire was published on:

- Climate Change web-site,
- 88 online news portals on several languages ([MIA](#), [Sitel](#), [Popularno](#))
- Professional e-mail lists (more than 800 persons)
- Social media, on Facebook (with a paid advertisement) and on Twitter.

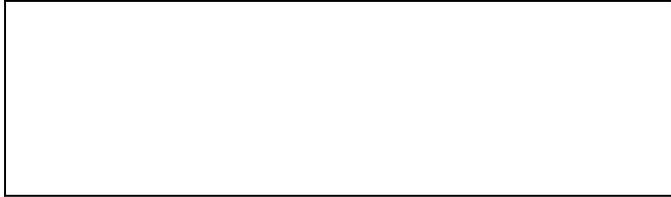


In two weeks 583 completed questionnaires were collected; 71% of the respondents were from Skopje, and the others were from 45 municipalities from Macedonia.

The comparison of the results from this survey with the previous one gave important information which served as a basis for this report. The analysis of the citizens' responses will enable better to define future steps for improving the communication on climate change issues, with the objective of improving climate change management in Macedonia.

The results show the following:

- 10% increase in the number of respondents who in the last two years are well informed on the reasons, mitigation measures as well as adaptation to climate change;
- Same as in 2014, more than half of the respondents connect the growing interest of the media in climate change to the more frequent extreme weather events;
- Just as in 2014, the citizens of Macedonia are not completely satisfied with the contribution of any of the proposed actors/groups and their fight against climate change. This result suggests that all groups of actors important for addressing climate change should strengthen their communication agenda in all areas;
- 73% of the respondents find climate change related information on the internet, 51% on the social media and 50% on television. This



confirms the trend noticed in the report from 2014 where it is said that social media become important channel for information on climate change. Specialized internet portals more often are reported as a source of information by the decision makers.

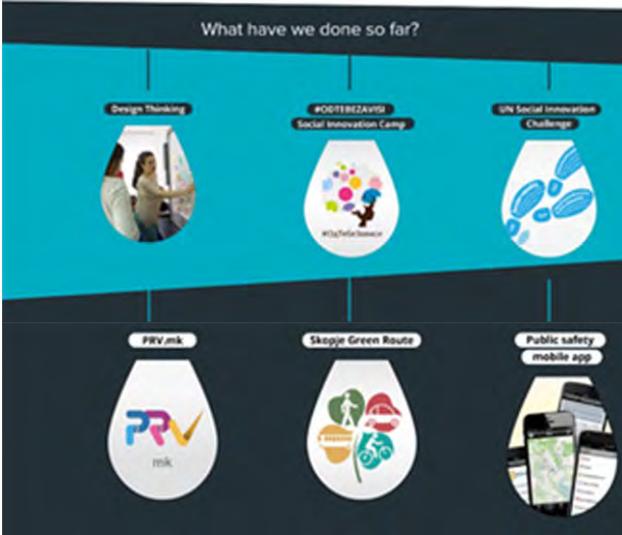


AN EXAMPLE HOW GOOD COMMUNICATION LEADS TO SUCCESS

As part of the preparation for the Climate change Conference in Paris (COP 21), Macedonia submitted its **Intended Nationally Determined Contributions (INDC)** in August 2015, as the 23rd country in the world to do so. The development of this document did not entail only carrying out responsible and expert technical analysis in a very short period of time and with limited funds, but it also meant dealing with the challenge of communicating with the decision makers and other stakeholders concerning the specific consequences of the actions proposed in the INDC. **This was one of the most important lessons learned during the preparation of this document - it is very important to involve the citizens as active participants throughout the whole process of preparation.**

INNOVATIVE ACTIVITIES

The Social Information Center, since it was established in 2014, became a catalyst for innovations in the country, including also the area of climate change. It was established in cooperation with the Faculty on information Science and Computer Engineering and the United Nations Development Program (UNDP), and its objective is to use the technology to the highest possible degree in order to promote human development through encouraging innovative solutions for social and economic problems.



Out of many success stories in relation to climate change we can highlight the two [climate challenges](#) #ОдТебеЗависи/ItDependsOnYou (in [2015](#) and in [2016](#)), the mobile app [Патувај зелено/The Green Route](#) and the series of TEDx events.



TEDxSALON EVENTS

A series of 12 TEDxSalon events (officially TED licenced and independently organized) was organized in 2015 and 2016. They were attended by 400 persons, although there were twice as many applications (mostly young people, but also representatives of the scientific community, the private sector and the state institutions). The workshop: "Climate change: What will this generation leave behind?" was specially focused on climate change.



Is there a better way to encourage discussion than to organize a local TEDxSalon event, to have key speakers in combination with the local approach of expert-guests

and climate enthusiasts?

The event was very successful (assessed with the highest grade by the participants) and it was promoted with continuous support and communication with the local partners and participants in designing future project activities related to climate change.

Key partners in the event:

- [UNDP MK](#), [Social Innovation Hub](#), [Business Academy Smilevski - BAS](#), [SmartUp](#)

Facebook:

[TEDxBASSalon: "Climate change: What will this generation leave behind?"](#)

Twitter: [#tedxbassalon](#)

Local partners: 18

Visitors on the climate event: 30

Number of applicants for the climate event: 41

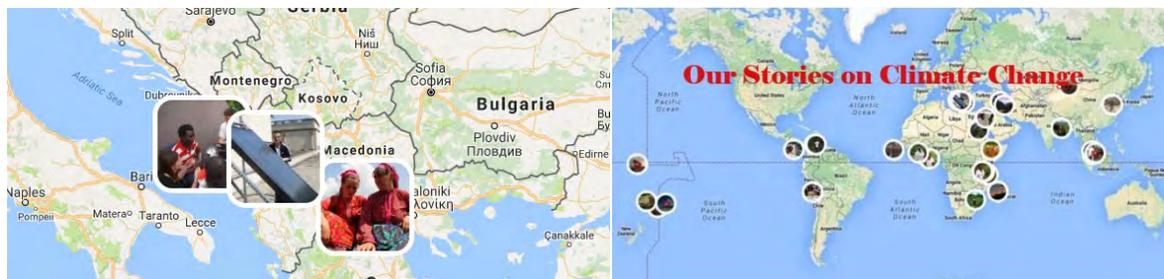
Type: Salon event - informal, in a room, interactive discussion, open questions in relation to the topic for everyone, and education for everyone.

10 K reach

2000 views

340 engagements

Our Stories on Climate Change:



STRATEGIC GOAL 2 - THE CITY

Knowledge and awareness, capacity and proactive attitude concerning the impact of climate change and the vulnerability of the city *

* The city/municipality – Knowledge and awareness, capacity and proactive attitude concerning the impact of climate change and vulnerability of the city *

GOAL 2

1. KNOWLEDGE AND AWARENESS OF CLIMATE CHANGE IMPACT ON THE CITY AND ITS VULNERABILITY
2. INCREASING THE CAPACITY FOR DEVELOPING AND IMPLEMENTING LOCAL CLIMATE STRATEGIES: MITIGATING THE IMPACT AND CLIMATE VULNERABILITY ON LOCAL LEVEL
3. DEVELOPING PROACTIVE ATTITUDE CONCERNING THE IMPORTANCE OF CLIMATE CHANGE IN THE MUNICIPAL PROCESSES

THE CITIES ARE A SOLUTION FOR CLIMATE CHANGE

It is evident that concerning mitigation and adaptation of climate change there has been a significant progress on local level. This is a result of the more frequent extreme weather events which show the presence of climate change and the vulnerability of the cities/municipalities. It is also a result of developed national documents presenting the legal and strategic framework for informing the public and more frequent and innovative campaigns which have improved the understanding of the process and have turned the attention to the importance of taking timely and planned climate actions. On the other hand, the cities/municipalities become aware that climate change impact and consequences are mostly felt on local level and that good communication of processes and information collected on local level is necessary in order to develop good and applicable national policies.

The USAID Project on Municipal Climate Change Strategies (2012-2016)

was implemented by Milieukontakt - Macedonia and it covered 10 municipalities: Bogdanci, Tearce, Bogovinje, Mavrovo-Rostushe, Pehchevo, Vinica, Studenichani, Krivogashtani, Delchevo and Prilep.

The project had three components:

1. Development of local climate change strategy for each municipality;
2. Strong educational - promotional campaign in every municipality and
3. Implementing direct urgent climate actions in each of the covered municipalities



The newsletter on climate change "Climate News" was prepared and printed in 3000 copies for the needs of the second campaign "It Depends on Us" and is prepared for the specific needs of the targeted municipalities



INFORMATIONAL CAMPAIGNS, ENERGY EFFICIENCY INFO CENTERS

By raising the awareness and making the citizens aware of the possibility to improve energy efficiency and the benefits of it, by investing in informational campaigns and establishing EE info centers in Skopje in a period of 5 years, the annual CO₂ emissions would be cumulatively reduced for 192 kt until 2020 and for 380 kt until 2030.

Although in order to implement this measure, investments are needed, still the total annual costs are reduced as a result of the savings achieved by its implementation. The total savings until 2020 would be about 89 million Euros, and by 2030 they would reach even 156 million Euros.

(Climate Change Strategy – Resilient Skopje)

STRENGTHENING THE COMMUNICATION CAPACITY OF THE CITY

In the reporting period, two very important projects were implemented related to climate action on city/municipality level which implemented the recommendations of the Communication Strategy and the Action Plan: the USAID Project on Local Climate Change Strategies was implemented (2012-2016) by Milieukontakt - Macedonia and the Project for the Development of Climate Change Strategy "Resilient Skopje" for the City of Skopje, implemented by UNDP and the City of Skopje.

The Project for developing local climate change strategies

During the implementation of the project for developing local climate change strategies in the selected towns/municipalities, partially some activities from the CC Communication Strategy and the Action Plan were implemented. Namely, for the development of the strategies, a participatory approach for developing and implementing local development strategies and plans titled "Green Agenda" was used, which entails active involvement of all stakeholders in the local community where the process is being implemented.

In this way an excellent system of communication was established, which enabled involvement of all relevant actors in the local communities (municipal administration, municipal but also national authorities,

"Green Agenda" is a participatory method for developing and implementing local development strategies and plans, by active involvement of various sectors of the local community where the process is being implemented.

The process is open to everyone interested, regardless whether they are experts or not, and is based on the opinion that everyone supporting the development of his/her community can contribute for the success of the process and its result.

Hence, the process and the results originate from and are owned by the local population.

representatives of local businesses, NGOs, citizens, media) which is actually one of the preconditions to develop good and applicable strategic documents that enable protection and promotion of local values, provide conditions for sustainable development of the community, of cost-efficient long-term investment and ensure resilience of the town/municipality to climate change.

Communication tools of the towns/municipalities

- **Building partnerships** between the municipalities
- **Meetings of mayors**
- **Working meetings** of all stakeholders in each municipality with the presence of mayors, municipal employees, representatives of local businesses, civil society associations and local population
- **Working groups** - Three working groups were established on each meeting and they were directly involved in the preparation of municipal strategies on climate change, in the development of pilot projects and of urgent actions. The presence of mayors and representatives of local media on these events contributed to better communication of the processes.
- **Public debates** on Strategic Environmental Assessment concerning the climate change strategies
- **Exchange of experience on good practices** from each implemented urgent action in each of the municipalities
- **Public and media promotion** after their finalization.

"Green Agenda" from a communication point of view enables implementation of the Communication Strategy and Action Plan on climate change.

Benefits

- A suitable framework for information, communication, and participation was established as well as participation of all important actors in the local communities was ensured;
- Good communication and transfer of experience and good practices between the municipalities was established;
- Continuous informing and developing of proactive attitude of the public was enabled.



14
Municipalities

314
Tones CO2 reduced

8
Climate Change Strategies

127,213
Citizens involved

20
CC Adaptation measures

Climate Change Strategy – Resilient Skopje

Taking into consideration the fact that 1/3 of the population in Macedonia lives in the City of Skopje and in the ten municipalities located on the territory of the City, and also having in mind that there is daily commuting of citizens from the region as well, ensuring broad participation of all relevant stakeholders when developing the Climate Change Strategy - Resilient Skopje (SOS) was quite a challenge. The process for developing the document consisted of 20 workshops/events and many coordination meetings with different target groups during which the views of more than 600 citizens were taken into consideration. These views were not only of experts or of the city administration, but also of the municipal administrations, of representatives of various government institutions, of the private sector, civil society associations, students, citizens and of the academia. In this way, their opinions were incorporated in the Strategy, and their priorities were also taken into consideration when the measures from the action plan were prioritized.



The Climate Change Strategy - Resilient Skopje is a response to the need for joint action in order to increase the resilience of the city to climate change. Starting from the competencies of the City of Skopje and the municipalities located on its territory, taking into consideration the assessment of the potential for reducing GHG emissions, the assessment of the vulnerability of different sectors, but also by following good examples and practices, a roadmap was prepared for the following 10 years, containing measures and actions for building capacities for urban resilience and addressing climate change.

WE LEAD BY EXAMPLE INNOVATION CENTER OF THE CITY OF SKOPJE

In 2016 the first Innovation center of the City of Skopje was opened with the support of UNDP and the Governments of Turkey and Slovakia. This center enables the citizens and the local administration to work together on designing, prototyping and testing new public services and

DEVELOPING PROACTIVE ATTITUDE CONCERNING THE IMPORTANCE OF CLIMATE CHANGE

The proactive attitude to climate change on city/municipal level was developed through a large number of innovative activities, which motivated different target groups to think, to extend their proposals and at the same time it enabled these proposals to be heard and the best of them to be implemented.

FIRST CLIMATE CHALLENGE

Completely new and innovative approach in developing a proactive attitude of citizens and communities was developed with the announcement of the First (2014) and the Second (2016) Climate Challenge.

In 2014, UNDP, USAID, the Embassy of Sweden in Macedonia and the MOEPP jointly started this completely different project. Although there was growing expert consensus on climate change, the partners wanted to involve the citizens as well. More than 130 different ideas were submitted as a response to the challenge which requested for

TRACTION

 **130**

Number of applications

 **28**

Short listed applications

 **10**

Finalists

 **2**

Winners

smart and innovative proposals for reducing climate change impact on people and for increasing urban resilience to climate change.

The winning idea "smart pads" made it possible for shoes to generate small quantity of electricity while the person wearing the shoes is walking. The video on climate change became viral and in several days there were more than 80,000 views. A lot of new players became involved in the activities (additional 70,000 USD were mobilized) and a series of innovative events was started aimed at raising the awareness of the media and the citizens.

The bicycle on the parking lot startled the citizens of Skopje



Methodology of the Social Innovation

Camp:

- Traditional media
- Social networks
- Interactive workshops (ITCH)
- Prototyping events

Interactive workshops

- 5 towns
- Participation of more than 100 citizens

More than 50 pieces of information on the Climate Camp published in the printed and in the electronic media

Numbers behind the challenge

- 2 months campaigning with celebrities
- Great interest in the social media
- More than **200** articles in the media
- More than **30,000** visitors on the web page www.odtebezavisi.mk
- **130** applications
- **10** finalists
- **2** winners

The viral climate change video, was seen more than 80 000 times only several days after it was published

How to help your city – the anchor
Marko Novevski uses a fan to clean
Skopje air!



Bottles with reserves of clean air
this weekend were given away on Vodno



SECOND CLIMATE CHALLENGE - YOUR CITY ONCE AGAIN DEPENDS ON YOU

This challenge was more focused on the urban resilience to climate change, focusing on issues related to energy, waste, transport and green areas. The local government was deeply engaged and prepared to support the best idea, regardless whether it was about issuing permits, licensing or about policy change. Also several investors became involved, supporting the challenge in order to find more ideas and to invest in them.

THE CHALLENGE IN NUMBERS



FINALISTS

Second Climate Challenge

More than **120** media articles and more than **50 000** social media users were reached

The shortlisted projects were presented at the final workshop which intention was not only to present the best projects, but also to enable these ideas to be further developed. During the day, the young innovators and entrepreneurs with "green ideas" had an opportunity to communicate with the policy makers, investors and experts, a process which would have taken several months if they were to do it by themselves. The mayor to such events usually comes to talk and not to listen, but on this event, the Mayor of Skopje stayed with hours following the discussion and the processes of prototyping which spread a lot of positive energy and presented new possibilities. The solution for "smart recycling" - ReBot, presented during this Climate Challenge impressed the judges, since it was presented with passionate and inspirational presentation. It is an innovative solution for recycling and sorting plastic waste. The team felt "important and motivated" and now they have the necessary resources to "make people recycle".

Why the challenge was assessed as successful

- **Higher quality of the ideas received**
(out of 68, 28 were shortlisted, compared to 2015, when out of 129 ideas, again 28 were shortlisted)
- **The nature of the ideas and the degree of maturity;**
- **The quality of the 9 finalist ideas developed into solutions;**
- **Number of interested private companies** (33 mentors who assisted the 9 teams during the weekend-camps).



With “Phone charging shoes? Toto, we are not in Kansas anymore” and “Social innovation labs: Game changers in developing countries?” UNDP Macedonia has two of the 10 most visited blogs on the UNDP web-site for Eurasia for 2015.

WHAT ELSE IS BEING DONE

A challenge for all citizens: What is the best way to spend a "green day" in Skopje

Under the motto of this year European Mobility Week "Smart Mobility. Strong Economy", the City of Skopje in cooperation with the MOEPP and UNDP published a challenge for all citizens, calling them to send their ideas on what is the best way to spend a "green" and "carbon-free" day in Skopje. The main objective of the challenge is to encourage citizens of the biggest urban environment in the country to take initiative and actively participate in developing better transport solutions for the urban environment that will make the city more resilient to climate change and at the same time will contribute for strengthening the local economy.

The best idea was rewarded with a folding bicycle which perfectly fits the urban way of life and with a short video "One different green day in Skopje".

Development and preparation of the EMI software (Emission monitoring in the industry)

The EMI software was prepared with a broad consultative process and with the participation of representatives from the industry sector. They were also trained to use it. Active participation of all relevant industrial installations in the country was ensured (about 50) and they participated on 5 workshops and two training sessions.

Rules for participation:

- Be innovative
- Think "green", think smart
- Use the existing urban transport infrastructure
- Use smart transport solutions
- It's not permitted to use cars

Exception: hybrid/electric car

Reminder: Don't forget food and refreshments



The data obtained by using the EMI software will provide all the necessary entry parameters needed for the signatory country to report under three international conventions. This software provides a unique on-line form which will be filled in by the nominated representatives from the industry only once a year, instead of answering a lot of individual questionnaires several time throughout the year.

STRATEGIC GOAL 3 – WORK PLACE

GOAL 3

Knowledge and awareness, capacity and proactive attitude concerning the impact of climate change and the vulnerability at the work place *

***At the work place** - executive managers, business managers and procurement managers, heads of units

1. KNOWLEDGE AND AWARENESS OF BUSINESS RELATED CLIMATE ASPECTS
2. CAPACITY FOR DEVELOPING CLIMATE STRATEGIES ON A COMPANY LEVEL
3. CHERISHING A PROACTIVE RELATIONSHIP OF PREDICTING AND MANAGING CLIMATE RISKS AND IN ORDER TO INCREASE RESISTANCE AND BUSINESS EFFICIENCY.

CLIMATE CHALLENGES - TEST FOR BUSINESSES

Incorporating climate change mitigation and adaptation measures at the work place and in businesses becomes a usual practice when developing strategic development plans for small and medium sized businesses, but also for big businesses in all economic sectors - services, production and agriculture.

High number of measures are more and more evidently accepted and applied by the business community, regardless whether they are related to energy efficiency, the use of best available techniques, saving resources, using alternative sources of energy, environmentally friendly procurement, opening green jobs and similar activities. However, concerning the communication aspect we can state that integrated information about the visible benefit from the application of such measures which would serve as an example of good practices are still lacking and are not on a satisfactory level.

CLIMATE CHANGE AND THE START-UP COMMUNITY

Start-up businesses are the new innovative category which in Macedonia became more present in the last three years. The start-up community is not sufficiently informed about the consequences of climate change and due to this lack of information, the founders of these companies do not include measures for addressing climate change in their business plans.

Besides the teams that participated with their business ideas on the climate challenge, the others are not thinking in this direction. Because of this, climate change experts should meet representatives from the start-up community and create innovative tools which will be part of the Action Plan in order to raise the awareness and increase the possibilities for cooperation.

GOOD EXAMPLES

However, there is a trend of greater benefits when taking a loan for energy efficiency projects and for companies, which opens the road to better communication with the businesses. Good example for this is the web site [WeBSEFF](#) which is also available in Macedonian.

WeBSEFF И SEFF

WeBSEFF- Одржлива Институција за финансирање на Западен Балкан - е финансиска институција под која Европската банка за обнова и развој (ЕБОР) обезбедува кредитни линии за партнер банки во Западен Балкан кои позајмуваат на бизниси и општини кои сакаат да инвестираат во енергетска ефикасност и мали проекти за обновлива енергија.

Successful examples from the country are published on this web-site together with other positive examples from the Western Balkans. Among those are:

Alkaloid

PROJECT: REPLACEMENT OF PREPRESS MACHINE FYR Macedonia

Replacement of old prepress machine with new one resulted with **EUR 635,776** of annual financial savings and **938 MWh** of annual primary energy savings



Kiro Dandaro

PROJECT: ENERGY EFFICIENCY RETROFIT OF THE BUILDING Macedonia (FYROM)

Installation of thermal insulation on outside walls, construction of new and insulated roof and replacement of old windows on 44 years old building resulted with annual financial savings of **EUR 44,740** and will be paid back within **4.5 years**



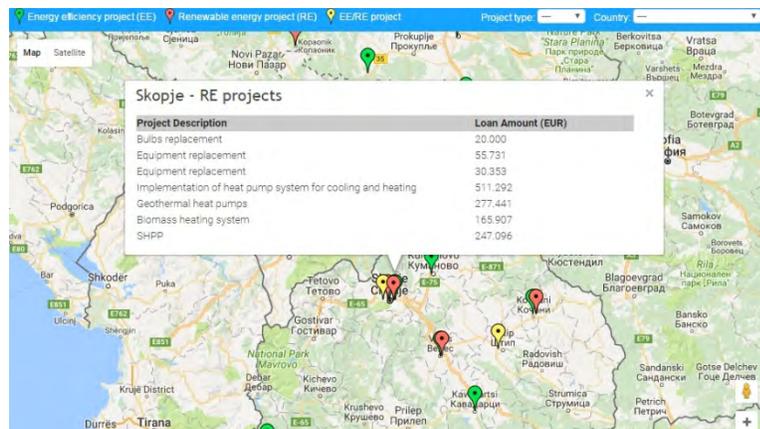
SHPP Kazhani

PROJECT: ELECTRICAL ENERGY PRODUCTION FROM RENEWABLE ENERGY RESOURCES FYR Macedonia

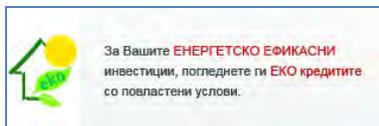
2 million EUR investment in small hydropower plant will be **repaid in 9 years**, based on annual production of **3,483 MWh of electrical energy**



On the interactive map published on WeBSEFF web-site there are data about Macedonian companies (the map is a good example for a communication business platform)



Besides this, through several loan promoting campaigns several domestic banks are also developing knowledge and awareness of the relation between the climate aspects and business



Exchange of experience on good practices in the area of climate change relevant for businesses and companies

ПроКредит Банка овозможи нова и уникатна услуга за еко штедење

01/09/2016 ВЕСТИ, МАРКЕТИНГ

Со иницијатива за поголема еколошка свесност, ПроКредит Банка овозможи нова и уникатна услуга за еко штедење.

Еко штедната книшка овозможува комплетирање на еко стратегијата што ПроКредит Банка ја практикува и во досегашното работење. Со креирање на еко фонд, отсега ќе може да се кредитираат поголем број на еко проекти и да се допринесе за намалување на CO2 емисиите во воздухот. ПроКредит досега има кредитирано повеќе од 26 милиони евра во еко проекти, применува енергетско ефикасни решенија во својата мрежа на банки, вози електрични автомобили и н кредитира инвестиции кои имаат негативно влијание врз животната средина.

During the European Mobility Week 2016, which is traditionally organized from 16th to 22nd of September, a forum was organized, titled "[Smart mobility. Strong Economy](#)" - [practical examples from Skopje](#). The event was organized by MOEPP, the City of Skopje and UNDP with the support of the EU Delegation in Macedonia. The Forum was an excellent possibility for the representatives of various economic sectors, academia, NGOs, the local self-government and big companies, all in one place, to present good practices and share experiences. A discussion took place on how businesses can develop and use smart transport solutions, how they can open green jobs, induce additional income, and at the same time protect the environment and the health of the employees and their own health.

MORE THAN 60 GUESTS FROM:
 State and public institutions, chambers of commerce, JSP transport company, local businesses, automotive companies which sell hybrid/electric vehicles, tour-operators, vineries, hotels and restaurants, scientists, faculties, NGOs and media...

9 PANELISTS ON THE FOLLOWING TOPICS:

- New transport solutions - the city,
- Developing green urban corridors,
- Developing local economy and opening green jobs (Deliveryman and Eco post)
- Motivating the employees - the example of USJE
- Procredit Bank, experience from using electric cars and activities related to energy efficiency
- Hybrid / electric vehicles - a dream or a reality for the citizens? – Toyota
- New urban transport solutions, directly impact the development of the IT sector
- The role of the media

The campaign in 2016 was implemented in **in 2427 cities in 51 country**



GOOD EXAMPLES FOR DEVELOPING A PROACTIVE RELATIONSHIP AND STRENGTHENING THE CAPACITIES OF THE FARMERS FOR ADAPTATION TO CLIMATE CHANGE

If we agree that agriculture is also part of small and medium-sized businesses, with satisfaction we can say that a very good example of a well thought, practically applied campaign with visible benefit was the campaign implemented within the framework of the USAID Project on Adaptation of Agriculture to Climate Change. This campaign had an objective to present adaptive agricultural practices and to raise the awareness of farmers, but also of the general public on the climate change challenges and impacts in the agriculture sector in the Republic of Macedonia.



The campaign, titled Climate Change Caravan, was implemented in two stages in total 6 rural settlements in the country. The campaign reached to the rural communities and educated the farmers and the other inhabitants on the expected effects of climate change. The project acquainted the farmers with the adaptation strategies and underline the importance of proactive attitude of the local community towards these type of strategies.

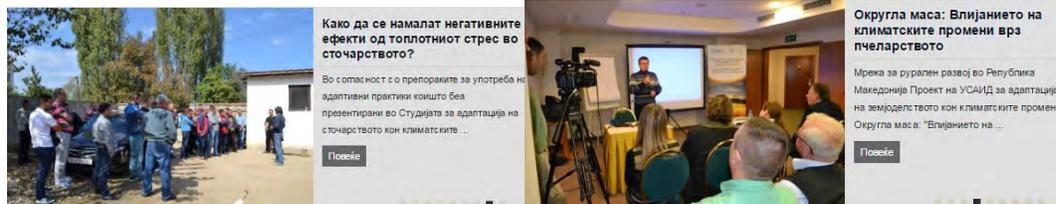
The promotional materials which were given to the visitors (branded hats, working gloves, t-shirts, rain coats etc.) also attracted the attention of those who were not directly involved concerned with the campaign.

Spring campaign

- Total number of participants in the rewarding process – 724 (439 men and 285 women)
- Total attendance - more than 1,000 persons

Fall campaign

- 4 rural areas
- Total number of participants – 383 (318 men and 65 women)
- Total attendance more than 500 persons



THE CITIZENS ARE THE LEAST INFORMED ON HOW TO ADAPT TO CLIMATE CHANGE. STRONGER EFFORTS AND ATTENTION ARE NEEDED IN ORDER TO PROMOTE BEST ADAPTATION PRACTICES AND TO SUPPORT THE DEVELOPMENT OF SPECIAL ADAPTATION MEASURES.

CLIMATE CHANGE SURVEY
(December, 2016)

AN EXAMPLE OF HOW GOOD COMMUNICATION LEADS TO SUCCESS

As a result of the project activities related to training and implementing climate change adaptation measures in orchards, a young farmer from the village of Dobrashinci made a decision to organize his orchard in accordance with the proposed climate change adaptation measures presented by the Project ASSA. With the support of the advisor of the National Education Association (NEA) from Strumica, he applied for assistance to the National Program for Rural Development of Young Farmers and he received financial support of about 10,000.00 Euros (75% from the Government, 25% the farmer) in order to procure and install UV nets, a grinding machine and additional equipment. In May, the Rural Development Network visited the farmer, recorded his statement and visited the orchards covered with the UV nets. This success story was recorded and the video was translated in three languages (Macedonian, Albanian and English) and will be further shared with other farmers in order to motivate them to adapt their production practices to the climate change.

STRATEGIC GOAL 4 - HOUSEHOLDS

Knowledge and awareness, capacity and proactive attitude concerning the impact of climate change and the vulnerability of the household*

***In the households** - current and potential family heads (and also of non-family, for example individual or collective households)

IT ALL STARTS AT HOME

Multi media campaign and engaging celebrities

The Communication Strategy and the Action Plan detected the households as very important target group. In the households the citizens on daily basis, in different ways try to deal with issues related to climate change through the decisions they make when doing shopping, through their consumer practices, use of resources (energy and water for example), generating and handling waste (recycling) but also through different habits in their daily urban life.

The climate change activities from the Action Plan planned for this target group are almost completely implemented. Special advancement is visible in organizing multi media campaigns with special focus on family households with members from 15 to 55 years of age.

Since there were many multimedia campaigns and awareness raising activities focused on increasing the knowledge and developing proactive attitude towards reducing the impact of climate change and the vulnerability of households, in this report we will try to present only those which were the most original, pioneering or the most comprehensive.

GOOD EXAMPLES

A multimedia campaign implemented as part of the USAID Project for the preparation of local climate change strategies

2014

Locations: Krivogashtani, Tearce, Bogdanci, Pehchevo

Topics: What is climate change?

Which are the effects of climate change?

GOAL 4

1. KNOWLEDGE AND AWARENESS OF THE HOUSEHOLDS CONCERNING THE IMPACT OF CLIMATE CHANGE
2. THE CAPACITY TO RECOGNIZE, CHANGE AND DEVELOP EXISTING AND NEW ROUTINES THAT REDUCE THE HOUSEHOLD AND THE COMMUNITY'S IMPACT ON, AND VULNERABILITY TO, CLIMATE CHANGE
3. A PROACTIVE ATTITUDE THROUGH WHICH SUSTAINABLE LIVING BECOMES THE PRINCIPLE UPON WHICH HOUSEHOLD PRACTICE IS BASED.

THE CITIZENS ARE MORE AND MORE MOTIVATED TO CONTINUE TO BEHAVE ENVIRONMENTALLY FRIENDLY, MAIN MOTIVE FOR THIS IS THEIR WISH TO LIVE IN HEALTHY AND CLEAN ENVIRONMENT.

CLIMATE CHANGE

What mitigation actions need to be implemented?

What can I do, as an individual?

The mayors of the municipalities attended every individual event and contributed to the promotion of the campaign. Every one of them gave a TV interview for the local and regional TV stations which underlined the importance and improved the visibility of the campaign.



2015

First Youth Summer Camp for Climate Change in Struga (August)

Duration: 7 days

Participants: young people aged between 15 and 17 from the 10 municipalities in which the project was implemented (Tearce, Bogdanci, Krivogastani, Pehchevo, Bogovinje, Vinica, Studenichani, Mavrovo-Rostushe, Prilep and Delchevo).

Results: The participants in the camp are the first young leaders who will transfer their newly acquired experience and knowledge on climate change to other members of the local communities and households in which they live. They will help raise the public awareness on how climate change can be addressed on local level.

Media promotion: The event was presented and promoted on the MKM web site, www.mkm.mk, and an article about the summer camp was published on more than 15 web portals.

On the MKM Facebook page, the information about the summer camp was read by more than 3600 people.



"Од нас зависи/It Depends On Us" - Awareness raising campaign on climate change (October - November)

Duration: five weekends

Place of implementation: 10 target municipalities of the Project

Coverage: In average 280 inhabitants were covered in each municipality

Message of the campaign: "Climate change and environmental pollution are mostly result of human behavior and through individual efforts we can reduce the global climate change threat and help our local communities".

Celebrities: Zharko Dimitrovski - talk show "One on One", Branko Ognjanovski - former "K-15" member, Nertila Dika from ALSAT-M

Eco - Caravan – A unique attractive classroom on wheels (the green truck) was used to point out to the local inhabitants the unique features of solar energy, and as part of the campaign it was used to underline the importance of implementing activities which will support clean energy and will reduce carbon pollution).



Promotional materials: Besides posters and T-shirts, 2000 leaflets made of biodegradable material which contained seeds from vegetable plants were also distributed.



Media promotion: The videos containing statements from local officials were broadcasted on 3 national televisions (MTV 1, SITEL TV, and KANAL 5) and on 11 local TV stations, and about 90 texts were published in almost all web-portals in Macedonian, Albanian and English language.

About 45 posts on 10 local events were posted on the MKM Facebook page, each post reached 953 persons in average and the maximum reach was 4,569 persons per post.

The campaign was promoted on the USAID FB page and on the Twitter profile of the US Ambassador in Macedonia, H.E. Jess Baily.



2016

Promotion on the social media

10 videos from the First Summer Climate Change Youth Camp and from the awareness raising campaign "It Depends on Us" were promoted on the web site and the MKM FB profile, as well as on the MKM YouTube channel.

Second Youth Climate Change Camp in Struga (August)

Main objective: To build capacity, educate and mobilize young leaders to efficiently contribute to climate change adaptation and mitigation and promote sustainable development on local level.



Second Climate Change Awareness Raising Campaign "The Climate is Changing, It Depends on Us" - (September)

All events in this campaign were organized during market days and out in the open - in front of the local green markets or in the central municipal squares in order to reach the maximum possible audience in all regions.

20 proactive climate change related messages were developed for the campaign.



Many local cafes or restaurants joined the promotional campaign and through specially designed promotional materials, local visitors were motivated to think about the importance of people in overcoming climate change challenges.

Educational and promotional materials were specially designed and printed in Macedonian and in Albanian language.



The messages were posted as "Advice of the Day on Climate Change" on the USAID Macedonia Facebook page and on the MK FB page to further promote the campaign and to motivate

individuals to influence the climate. According to FB monitoring, the ten messages titled "Advice of the Day on Climate Change" reached 10,569 people in total.

EVN CAMPAIGN ON RAISING AWARENESS OF CONSUMER HOUSEHOLDS

The biggest and the most successful campaign implemented in the country, directly focused on developing a proactive attitude in the households, is the EVN campaign titled "Energy Math".

ENERGY MATH - Energy efficiency in the households in the focus of EVN

Energy math has an objective to show the consumers how much energy they consume and on what, and also how they can save energy in the household by changing their habits and with small investments.

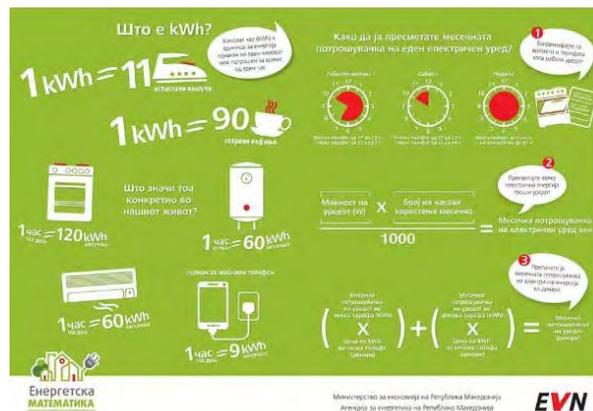
[ENERGY ALPHABET available on Youtube](#)



Под мотото „Иднината е јасна – енергетски ефикасна“ започна новата едукативна емисија „Енергетска математика“.



[Energy math on Facebook](#)



Useful advice on the web portal ENERGY EFFICIENCY



Most of the awareness raising campaigns on climate change cover almost all target groups detected in the Communication Strategy, so they can be mentioned as good examples in different chapters of this Progress

Report. Hence, besides the above mentioned campaigns aimed at developing awareness and proactive attitude of households, once again we will mention the following campaigns: Climate challenge - Твојот град Од Тебе зависи/Your city depends on you"; second Climate Challenge – Your city again depends on you; the best photo competition "Capture Climate Change" #ДелувајСера/ActNow; marking the [European mobility week](#) ; USAID Project campaign for adaptation of agriculture to climate change and many others.



GENERAL CONCLUSIONS

The Progress Report, generally showed that there is progress in achieving all four strategic goals, but the first strategic goal - setting up a general communication framework - the level of implementation is the biggest. In the implementation of the other strategic goals, although there is advancement, the general impression is that still work has to be done in order to establish better coordination of communication activities and better availability of information for different social actors. In fact, the results from the online surveys on the public perception of climate change (especially the second one) show that although in the recent period there were many more activities related to addressing climate change compared to the past, especially on local level (10 municipalities prepared their strategic climate change plans and more than 10 urgent projects were implemented, the City of Skopje developed its Strategy - Resilient Skopje, a lot of measures for subsidizing energy efficient activities were implemented etc.) still the public perception is that the national and local government is not doing enough and that international organizations and civil society associations are doing more in this regard. This means that the dissemination of information is insufficient, uncoordinated and inappropriate. It is also evident that the public is fed up with numerous, partial and empty, so called, "bla campaigns" which definitely belong to the past. The experience from the implemented campaigns clearly shows that new times are coming and that if we want to achieve results especially among ordinary citizens, the efforts should be focused on introducing innovative approaches and innovations in the activities that we plan to implement.

This Report on the progress of the Communication Strategy and the Action Plan, showed that the system for monitoring and collecting data on the implementation of the communication activities is insufficiently developed.

We are underlining the fact that although we made extraordinary efforts to collect all relevant information and data, in our Report we have not covered everything and we cannot cover everything, but we think that these information are sufficient to determine the state of affairs on communicating climate actions and achieving national and global objectives for reducing GHG emissions.

NEXT STEPS

GENERAL: From a general point of view, in the next period, the stakeholders need to work more on better coordination of climate action communication, to use the official web portal <http://klimatskipromeni.mk> as a starting point for informing, to use the brand for recognizability, to use new technologies for innovative activities and to improve the communication monitoring system. In order to do this it would be good to use a special software which is already present on the market.

TOWN/MUNICIPALITY: Towns/municipalities as local self-government units have an important and key role in addressing and adaptation to climate change. In this regard, communication activities generally should be focused on strengthening partner relations and replicating good practices from one to another municipality. A common platform for storing information would be an optimal solution for having good, comparable and complex source of information. In future it is recommended actively to involve the citizens in finding smart solutions for adaptation of the towns to climate change by applying innovative ways to motivate participation. In this way awareness will be raised and positive urban habits will be developed.

WORK PLACE/BUSINESSES: As a next step, business which have successfully implemented climate strategies in their company, should be promoted as successful examples. In an era of digital and online businesses, it is important to cooperate with the start-up community in order to implement new solutions. In Europe there are hakathons where the IT sector works on finding solutions in the agricultural sector. The business potentials of the traditional and modern way of doing business should be used.

HOUSEHOLDS: It is not easy to change the habits in a household, that is why successful examples should be followed and stimulation mechanisms should be used, in order to motivate the members of a household to become more and more aware of climate change and to contribute to addressing them.

GOOD INSPIRATIONAL EXAMPLES

GOOD EXAMPLES IN OUR COUNTRY

<p>Re-Bot: The machine for recycling plastic is the winner of the Second Climate Camp #ОдТебеЗависи/ItDependsOnYou. The idea won 10,000 USD and they will try to make recycling fun. Since the population is not used to selecting and recycling waste, it should be motivated through creative methods to change this habit.</p>	<p>ВозиМе.мк Macedonian start-up which offers shared driving through this interactive platform. Shared economy is a huge trend in the start-up world, and such platforms for sharing vehicles exist in many countries. The problem having only one or two passengers in a car now can be solved easily and the capacities for this type of transport will be used to the maximum.</p>	<p>EVERY WEDNESDAY, GO TO WORK WITHOUT A CAR - an initiative of Cementarnica Usje which is implemented very successfully.</p> <ul style="list-style-type: none"> • Approximately 200 cars of the employees are not used that day; • In this way approximately 300 liters of fuel are saved; • CO2 emissions are reduced for at least 1 ton. • In order to absorb this quantity of CO₂ 50 fully grown trees are needed and one year.
		
<p>Veze Shari / Electro Shari:</p>	<p>Municipality of Karposh: Municipality of Karposh is the only municipality in</p>	<p>The City of Skopje: Since the beginning of 2013 two secondary schools are</p>

<p>In the middle of 2013 Veze Shari started to construct a biogas power plant titled Electro Shari, in order to generate electricity from chicken dump. The investment for the company is 5 million Euros, and the power of the power plant is 999 kW and it can generate 7.950.000 kW hours per year.</p> <p>"As a domestic company we are investing in the future of Macedonia. We are bringing our country closer to the global trends - generating electricity from waste. By commissioning this electricity generating plant, but also with all the other investment in the farm, we are developing the local and the national economy." – web page</p>	<p>the Republic of Macedonia which on local level introduced subsidies for construction of energy efficient buildings and for the use of renewable energy sources in the heating and cooling systems. The municipality is subsidizing 15-20% of the utility fee paid by the developer. In the period between 2012 and 2015, from 244 constructed buildings, 117 were A+, A and B class, out of which 68 buildings have installed heating systems and cooling heat pumps. The Municipal Development Strategy until 2019 and the Energy Efficiency Programs (2008-2012 and 2013-2016) foresee to reconstruct all buildings under municipal authority (20 schools and kindergardens, of which 14 are completely reconstructed already) and by the end of 2018 their oil boilers should be replaced with central heating systems using renewable energy sources.</p>	<p>heating the school premises with gas, which resulted in a reduction in the heating bills of up to 45-50 %. In order to increase the energy efficiency, the City continuously implements energy efficiency measures in public buildings under their management, thus eliminating the sulfur dioxide and smoke emissions, reducing the nitrogen oxides and contributing to significant reduction of the CO2 emissions. The City of Skopje continuously works on improving the city lights on the boulevards and on main streets. So far, 95% of the street lights with Mercury, have been replaced with Sodium energy efficient lights. This activity will result in 35 to 50% reduction in the electricity consumption.</p>
 <p>elektro SHARRI</p>	 <p>КАТАЛОГ ЗА ЕНЕРГЕТСКО ЕФИКАСНИ ОБЈЕКТИ ВО ОПШТИНА КАРПОШ</p> <p>CATALOG FOR ENERGY EFFICIENT FACILITIES IN MUNICIPALITY OF KARPOS</p> <p>ПРАВИЛНИК</p> <p>ЗА МЕРКИТЕ ЗА ЕНЕРГЕТСКА ЕФИКАСНОСТ КОИ ТРЕБА ДА ГИ ИСПОЛНАТ ПРОЕКТИТЕ ЗА ИЗГРАДБА НА НОВИ И РЕКОНСТРУКЦИЈА НА ПОСТОЕЧКИ ОБЈЕКТИ КАКО УСЛОВ ЗА ДОБИВАЊЕ НА ОДОБРЕНИЕ ЗА ГРАДЕЊЕ ОД ОПШТИНА КАРПОШ</p>	 <p>ИНФО ЦЕНТАР ЗА ЕНЕРГЕТСКА ЕФИКАСНОСТ ГРАД СКОПЈЕ</p>

GOOD EXAMPLES FROM OTHER COUNTRIES

<p>Momentum For Change - is an initiative led by the UN Secretariat for climate change and it aims to highlight the need for huge mass support of</p>	<p>Sustania - is a think-tank and a consulting agency with a seat in Copenhagen, Denmark. They identify</p>	<p>100 Sustainable cities - a pioneering project from the Rockefeller foundation (100 RC) is dedicated to</p>
---	---	---

<p>the activities in the whole world which are intended to make us more resilient with low-carbon future. This initiative supports innovative solutions which relate to climate change, but also to broader economic, social and environmental challenges.</p>	<p>easily available solutions for sustainability around the world and they show potential impact and benefits in their work with cities, companies and communities. Focusing on innovative solutions, inspirational alternatives and new possibilities, Sustainia develops a new story of optimism and hope for better future.</p>	<p>helping cities around the world to become more resilient to physical, social and economic challenges that we face in the 21st century. This initiative supports adoption of sustainable mechanisms which include responding to earthquakes, fires, floods and similar issues, but also phenomena which underline the weakening of the city structure from day to day or on a cyclical basis.</p>
		

ACTIVITIES WHICH NEED TO BE FOLLOWED

<p>CoolHeating – A project that promotes using small modular systems for central cooling and heating, by connecting several individual or collective buildings in a network, where everyone would get energy from a common renewable energy source (biomass, solar energy, geothermal energy and waste heat recovery).</p>	<p>BioVill - Transferring and adapting experience on sustainable use of biomass for energy generation from the countries where there are already Bio-villages (Germany and Austria) to countries with fewer examples in this sector (Slovenia, Serbia, Croatia, Macedonia and Romania). In our</p>	<p>JOINT INTEGRATED POLICY FOR LOW-CARBON ECONOMY IN CROSS-BORDER REGION Implementing organizations:</p>
--	--	---

Through this "CoolHeating" Project, knowledge and experience will be transferred on activities implemented by partners in different countries, which already use these developed technologies for renewable central cooling and heating, such as Austria, Germany and Denmark. The only participant in this Project from our country is the municipality of Karposh, which needs to convey its experience to other three municipalities: Kisela Voda, Chair and Strumica.



Municipality of Aerodrom:

Seven buildings in the municipality of Aerodrom this year will be refurbished with energy efficient facades, as part of the activities in the municipality to refurbish most damaged buildings on the territory of Aerodrom (about 50 buildings). It is expected in several years to have all older facades renovated, said Konevski.

country, this project is implemented in Kichevo. The Project encourages development in the bioenergy sector by strengthening the role of the locally produced energy from biomass, and the possibilities for developing the market or its extension to local farmers, wood producers and small and medium sized enterprises.

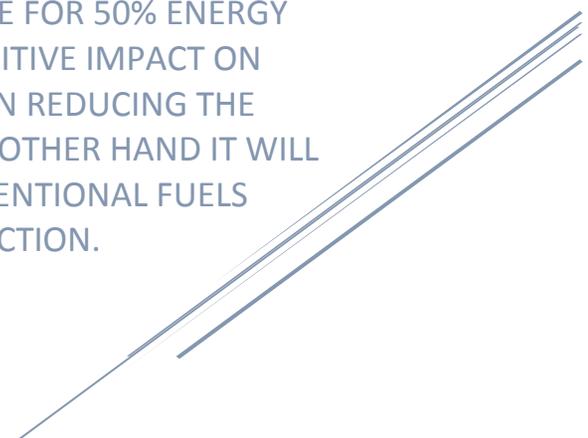


Ambrozija Pehcevo

IPA CBC – Finances

Goal – Development of low carbon economy policy paper

IN SKOPJE, BUT ALSO IN MACEDONIAN NON-ENERGY EFFICIENT BUILDINGS ARE RESPONSIBLE FOR 50% ENERGY LOSS. THIS MEASURE WILL HAVE A POSITIVE IMPACT ON ENVIRONMENTAL PROTECTION AND ON REDUCING THE EMISSION OF PARTICLES, AND ON THE OTHER HAND IT WILL REDUCE THE CONSUMPTION OF CONVENTIONAL FUELS WHICH ARE USED FOR ENERGY PRODUCTION.



ACTION PLAN

The starting point when developing this Action Plan 2017-2020 was the assessment of the implementation of the Communication Strategy and the Action Plan 2013-2016, as well as the comparative results from the two online surveys of the public perception about climate change in the Republic of Macedonia (2014 and 2016). This approach provided the opportunity to update the level of information about the public perception on climate change, specifying which topics are well known and which need to be communicated better. The most recent electronic survey helped to identify the key motives for developing the desired climate responsible behavior of the public. The results also, showed the most popular methods for obtaining information in relation to climate change, which campaigns and institutions have high visibility, and which institutions are seen by the Macedonians as most proactive in implementing projects related to climate change. Comparing the results of this survey with the previous public opinion survey showed the effect of communication and participatory activities implemented in the past two years.

Namely the awareness on climate change in the past two years has improved: in 2014 34% of the respondents did not know how to recognize climate change and said that they do not have information, but in 2016 this percentage is much smaller, only 14%. This clearly shows that the efforts for better informing and sharing examples for good practices have given positive result and that this trend needs to be maintained in future. We also need to have in mind that the awareness raising phase cannot be the first necessary step before communication and discussion about possible solutions climate change problems. Hence, in future communication activities, special attention should be paid to designing campaigns on climate change will help achieve the final objective - establishing good communication with the broader public and the target groups, because only climate change programs and initiatives that take into consideration the needs of the public will be efficient.

Relying on this data, in the Action Plan 2017-2020 we tried to define future steps in the communication agenda for climate actions and awareness raising on climate change issues, and the final objective is to improve climate change management in the Republic of Macedonia.

ACTION PLAN 2017-2020 for the general communication framework, for cities, businesses and households

Table: Overview of the Action Plan

#	Description	Target group	Examples for channels and tools	Proposed implementation bodies	Indicative cost items	Success indicators
STRATEGIC GOAL 1: Establishing a general communication framework						
1	Identifying person/institution responsible for climate change communication and contact with UNFCCC - Article 6: education, training and public awareness.	All stakeholders, including the implementing partners and the broader public.	Examples: http://climate.nasa.gov/ http://ec.europa.eu/clima/index_en	Department of Public Relations /MOEPP	1-2 employees per year, plus interns, office space and working materials.	* The coordinator is appointed *Number of received requests for information and the number of provided answers
2	Developing the web page www.klimatskipromeni.mk *to promote this as a starting point for all climate change information. *to give access to persons responsible for communication from all partners in order to enter information, *to encourage bloggers to write about the topic and to share their blogs. *to introduce a forum for the users.	All stakeholders, including the implementing partners and the broader public.	Information about forthcoming events to be posted in the Calendar of events on the web page www.moeppp.gov.mk http://klimatskipromeni.m k/	MOEPP in cooperation with all key actors who work on this issue	Low cost of 2000 USD for organizing meetings and workshops with all stakeholders in order to find the most effective way to share information about the upgrade of the administrative part of the web page.	*Summarized climate change information per number and source * High rating by the test audience

3	To initiate networking through "informal" gathering of PR and communication professionals from all targeted groups (the city, business and PR agencies of big companies, households + media and NGOs)	All stakeholders from the target groups, including the implementing partners.		Department of Public Relations /MOEPP, UNDP	Low costs of up to 50 USD for coffee breaks.	Introduction, setting up the framework for more successful communication, better coordination and measuring the results.
4	Using special software tools for monitoring information	Public Relations Office / MOEPP All stakeholders, including implementing partners and the broader public	https://www.mediatoolkit.com/	Department of Public Relations /MOEPP	Medium costs - up to 1500 USD per year	*number of institutions, businesses, NGOs using monitoring tools *number of monitored information
5	Using innovative tools for spreading informative and educational content *E-newsletter, *Stories about the climate *Social networks, Facebook, Twitter *E-library *Quiz questions	Office for Public Relations /MOEPP All stakeholders, including the implementing partners and the broader public.		Department of Public Relations /MOEPP, UNDP	Medium cost - up to 3000 USD one-off	*number of developed/set/used innovative tools *number of visitors on the web site
6	Announcing national "champions" from all categories, annually	All stakeholders, including the implementing partners and the broader public.	https://www.nccarf.edu.au/content/climate-adaptation-champion-awards-2015-16 http://sustainability.ucsf.edu/1.619	MOEPP in cooperation with the partners	Medium costs - up to 5000 USD, for organizing an event, logistics, promotion and rewards.	*Event organized *Number of applicants *Number of attendees *Number of media which wrote about the event *Number of articles about the event

7	Educational and informative sessions and workshops for journalists (national and local media)	All stakeholders, including the implementing partners and the broader public.	http://newsroom.unfccc.int/climate-action/global-youth-video-competition-on-climate-change/ https://www.film4climate.net/	Municipalities and professionals from the local self-government, Department of Public Relations/MOEPP, partners	Medium costs - up to 7000 USD, for organizing an event, logistics, promotion and rewards.	*Number of registered media *Number of registered journalists *Number of media articles and video-materials
8	On the approved web-site * point 2; to upload information from the EMI software	Stakeholders from the industry and the broader public	http://www.unfccc.org.mk/Default.aspx?LCID=162&jazik=MK&NewsID=509	MOEPP/UNDP	Additional engagement for the employees for importing and updating information	*The software is set up *Number of pieces of information processed based on EMI software analysis
9	Education	All age groups covered by the education system, students, NGOs, general public	*Climate summer camps *Eco-activities in the schools *Climate film days *Evening on climate change/ City library Brakja Miladinovci *Education in the summer/winter schools for specific climate change sectors https://www.energy-community.org/portal/page/portal/ENC_HOME/SECRETARIAT/Summer_School/2016	MOEPP/DPR in cooperation with all key actors who work on this issue, partners		*Number of activities/events *Number of participants per target groups *Number of media reporting on the events *Number of articles and video-materials published
STRATEGIC GOAL 2: Knowledge and awareness, capacity and proactive attitude concerning the impact of climate change and the vulnerability of the CITY						
1	*Development of an interactive GHG emission map for all municipalities	Local self-government professionals and all	http://www.climatehotmap.org/	Municipalities and professionals from the local self-government	Low cost - up to 2000 USD for contracting a professional to develop	*the map is developed *number of

		stakeholders			the interactive map. Every municipality should appoint a person responsible for updating the map	municipalities which actively send data
2	Targeted capacity building in the municipalities	Local self-government professionals, persons responsible for communication and the general public	Panel discussions, expert fora and debates, with an appointed moderator Proposed topic for discussion with appropriate video materials *Smart Energy Systems https://www.youtube.com/watch?v=eiBiB4DaYOM&feature=share * Electricity vs. Thermal Storage https://www.youtube.com/watch?v=AK88j1BjSIM * Cogeneration vs. Separate power production	The host city - for each meeting it is better to have different host city/municipality.	Low cost - up to 1000 USD per session intended for organization and logistics.	*Number of events *Number of covered topics *Number of media reporting on the events *Number of articles and video-materials published
3	Systematic collection of information on climate action by filling in an e-questionnaire every 6 months	Local self-government	www.surveymonkey.com	Department of Public Relations /MOEPP	Additional engagement for the employees for collecting and updating information	* number of municipalities covered *number of completed questionnaires
4	Continuing the climate challenge #ОдТебеЗависи/ItDepends OnYOU for the other target groups	All stakeholders, including the implementing partners and the broader public.	http://www.odtebezavisi.mk/home/	municipalities in the Republic of Macedonia, the City of Skopje and the municipalities, in cooperation with MOEPP and international partners (UNDP, USAID, Mlieukontakt, Embassy of Sweden, EU)	High cost - over 10 000 USD for organization, promotion, workshops, mentors, rewards.	*Number of submitted ideas *Number of participants *Effects of the winning ideas on the climate *Number of participants on the events

						*Number of media reporting about the event *Number of media articles and video-materials
STRATEGIC GOAL 3: Knowledge and awareness, capacity and proactive attitude concerning the impact of climate change and the vulnerability at the work place						
1	Cooperation with the start-up agency and organizing hackathons for starting "climate businesses"	Incubators, accelerators, and the technical faculties in cooperation with the organizers (all or some of them) of the climate challenge, the general public.	http://policyinnovationplatform.ca/climate-hack-to-action/ http://adaptation-undp.org/climate-action-hackathon	Start-up Macedonia, the Department on Public Relations / MOEPP in cooperation with the partners from the climate challenge UNDP, USAID, Milieukontakt, Embassy of Sweden	Medium costs - up to 5000 USD per hackathon, for organizing an event, logistics, promotion and rewards.	*Number of participants *Number of attendees *Number of articles in the media
2	Developing social entrepreneurship and climate change acceleration program.	Center for social innovations, founders of social enterprises, students, the general public.	http://www.forbes.com/sites/alexandrawilson1/2016/06/13/this-accelerator-is-building-an-ecosystem-for-climate-change-startups/#3cc7b7233dd3 http://www.forbes.com/sites/annefield/2017/01/27/new-startup-accelerator-for-social-entrepreneurs-targeting-climate-change-and-water-systems/#2cfc3cf410ef	Center for Social Innovations, Sector of Public Relations/MOEPP, in cooperation with the climate challenge partners	High cost - up to 10.000 USD, per half a year acceleration program, for organization of the event, mentors, logistics, promotion and ensuring awards.	*The program is developed *The program activities are implemented
3	Implementing/supporting campaigns for developing climate and environmentally friendly behavior at the work place	All stakeholders, including the implementing partners and the broader public.	*Selecting / recycling waste *stimulating alternative modes of transport, sharing vehicles, using	MOEPP/DPR in cooperation with all key actors who work on this issue, chambers of commerce partners	Low cost	*number of implemented activities *Number of media reporting on the

			public transport within the working units *developing energy saving habits at the work place			events *Number of articles and video-materials published
STRATEGIC GOAL 4: Knowledge and awareness, capacity and proactive attitude concerning the impact of climate change and the vulnerability of the household						
1	Implementing/supporting campaigns for mitigating climate change impact on households	All stakeholders, including the implementing partners and the broader public.	https://www.theguardian.com/global-development-professionals-network/2013/nov/15/top-10-climate-change-campaigns	Department of Public Relations / MOEPP in cooperation with the partners	Medium cost: up to 5000 USD for contracting professionals/agencies for designing/implementing the campaign	*number of implemented activities *Number of media reporting on the events *Number of articles and video-materials published
2	Online promotion of existing campaigns or initiatives for developing habits mitigating/reducing climate change	All stakeholders, including the implementing partners and the broader public.	Transport sharing http://www.vozime.mk/ Waste recycling Energy saving https://evn.mk/Mediumi/Energetska-matematika.aspx	Department of Public Relations / MOEPP in cooperation with the partners	Low cost: up to 500 USD for online promotion	*Number of visitors at the site
3	Supporting policies for energy efficient homes	All stakeholders, including the implementing partners and the broader public.	https://energy.gov/energy-saver/incentives-and-financing-energy-efficient-homes	Government of the Republic of Macedonia, the Ministry, Department of Public Relations /MOEPP	Low cost	*number of articles published

WORK PLAN

For 10 MONTHS (March - December, 2017) for general communication framework, for cities, businesses and households

#	Description	Target group	Examples for channels	Proposed	Indicative cost	Timeframe	Success
---	-------------	--------------	-----------------------	----------	-----------------	-----------	---------

			and tools	implementation bodies	items		indicators
1	Appointing a person/institution responsible for climate change communication and contact with UNFCCC - Article 6: education, training and public awareness.	All stakeholders, including the implementing partners and the broader public.	Examples: http://climate.nasa.gov/ http://ec.europa.eu/clima/index_en	Department of Public Relations /MOEPP	1-2 employees per year, plus interns, office space and working materials.	March - April	* The coordinator is appointed *Number of received requests for information and of answers provided
2	Developing the web page www.klimatskipromeni.mk *to promote this page as a starting point for sharing all climate change related information. *to give access to persons responsible for communication from all partners with a username and password, to enter information, *to encourage bloggers to write about the topic and to share their blogs. *to enable chat on the web site	All stakeholders, including the implementing partners and the broader public.	Information about forthcoming events to be posted in the Calendar of events on the web page www.moeppp.gov.mk http://klimatskipromeni.mk/	MOEPP in cooperation with all key actors who work on this issue	Low cost – up to 1,000 USD for organizing meetings and workshops with all stakeholders in order to find the most effective way to share information.	March - December	*Summarized climate change information per number and source * High rating by the test audience
3	To initiate networking through "informal" gathering of PR and communication professionals from all targeted groups (the city, business and PR agencies of big companies, households + media and NGOs)	All stakeholders from the target groups, including the implementing partners.		Department of Public Relations /MOEPP, UNDP	Low costs of up to 50 USD for coffee breaks.	March - December	Introduction, setting up the framework for more successful communication, better coordination and measuring the results.
4	Using special software tools	Public Relations Office	https://www.mediatoolk	Department of	Medium costs -	April	*number of

	for monitoring information	/ MOEPP All stakeholders, including implementing partners and the broader public	it.com/	Public Relations /MOEPP	up to 1500 USD per year		institutions, businesses, NGOs using the monitoring tools *quantity of monitored information
5	Using innovative tools for spreading informative and educational content *E-newsletter, *Stories about the climate *Social networks, Facebook, Twitter *E-library *Quiz questions	Office for Public Relations /MOEPP All stakeholders, including the implementing partners and the broader public.		Department of Public Relations /MOEPP, UNDP	Low cost of up to 3000 USD for developing the tools and additional engagement of the employees for collecting and updating the information	March - December	*number of visitors per page/FB/Twitter *number of published newsletters *number of persons covered* number of visitors and content used from the e-library
6	Announcing national "champions" from all categories, annually	All stakeholders, including the implementing partners and the broader public.	https://www.nccarf.edu.au/content/climate-adaptation-champion-awards-2015-16 http://sustainability.ucsf.edu/1.619	MOEPP in cooperation with the partners	Medium costs of up to 5000 USD, for organizing an event, logistics and rewards.	March - December	*Event organized *Number of applicants *Number of attendees *Number of media which wrote about the event *Number of articles about the event
7	Education	All age groups covered by the education system, students, NGOs, general public	*Climate summer camps *Eco-activities in the schools *Climate film days *Evening on climate change/ City library Brakja Miladinovci	MOEPP/DPR in cooperation with all key actors who work on this issue partners		March - December	*Number of activities/events *Number of participants per target groups *Number of media reporting

			<p>*Education in the summer/winter schools for specific sector on climate change https://www.energy-community.org/portal/page/portal/ENC_HOME/SECRETARIAT/Summer_School/2016</p>				<p>on the events *Number of articles and video-materials published</p>
8	*Development of an interactive GHG emission map for all municipalities	Local self-government professionals and all stakeholders	<p>http://www.climatehotmap.org/</p>	Municipalities and professionals from the local self-government	Low cost - up to 2000 USD for contracting a professional to develop the interactive map. Every municipality should appoint a person responsible for updating the map	March - April	<p>*the map is developed *number of municipalities which actively send data</p>
9	Targeted capacity building in the municipalities	Local self-government professionals and persons responsible for communication and the general public	<p>Panel discussions, expert fora and debates, with an appointed moderator Proposed topic for discussion with appropriate video materials *Smart Energy Systems https://www.youtube.com/watch?v=eiBiB4DaYOM&feature=share * Electricity vs. Thermal Storage https://www.youtube.com/watch?v=AK88j1BjSIM</p>	The host city - for each meeting it is better to have different host city/municipality.	Low cost - up to 1000 USD per session intended for organization and logistics.	March - December	<p>*Number of events *Number of covered topics *Number of media reporting on the events *Number of articles and video-materials published</p>

			* Cogeneration vs. Separate power production				
10	Systematic collection of information on climate action by filling in an e-questionnaire every 6 months	Local self-government	www.surveymonkey.com	Department for Office for Public Relations /MOEPP	No additional costs incurred	March and October	* number of municipalities covered *number of completed questionnaires
11	Implementing/supporting campaigns for mitigating climate change impact on households	All stakeholders, including the implementing partners and the broader public.	https://www.theguardian.com/global-development-professionals-network/2013/nov/15/top-10-climate-change-campaigns	Department of Public Relations / MOEPP in cooperation with the partners	Medium cost: up to 5000 USD for contracting professionals for the campaign.	March - December	*number of implemented activities *Number of media reporting on the events *Number of articles and video-materials published
12	Online promotion of existing campaigns or initiatives for developing habits mitigating/reducing climate change	All stakeholders, including the implementing partners and the broader public.	Transport sharing http://www.vozime.mk/ Waste recycling Energy saving https://evn.mk/Mediumi/Energetska-matematika.aspx	Department of Public Relations / MOEPP in cooperation with the partners	No cost are incurred for online promotion of such initiatives.	March - December	*Number of visitors at the site