



Republic of North Macedonia

**Ministry of Environment
and Physical Planning**

Communication Strategy and Action Plan for the Decade of Climate Action

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This Report was prepared within the project “Strengthening Institutional and Technical Capacities to Enhance Climate Change Transparency in the framework of the Paris

Agreement”, which is being implemented with the financial and technical support of the GEF and UNDP.

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Executive summary	3
Introduction	7
Behavioral analysis	9
Target groups	20

Communication objectives and goals	22
General and specific aims of the Communication Strategy	26
Communication tactics and activities	26
Implementation principles	Error! Bookmark not defined.
Best Practices	30
Action plan 2022-2025	36
Action Plan table	Error! Bookmark not defined.
Monitoring and evaluation of the action plan ACTION PLAN 2022-2025	36

1. Executive summary

Executive Summary

The Communication Strategy and Action Plan for *The Decade of Climate Action* outlined in this document aims to improve the internal and external communication between the stakeholders and their various audiences in achieving the Nationally Determined Contributions (NDC) goals. This strategy is comprised of several analyses, principles, tactics, frameworks, best-case practices, and

concrete action steps toward accomplishing the desired state, which is an *82% reduction in net greenhouse gas emissions compared to 1990 levels by 2030*.

The level of awareness and understanding of climate change issues among stakeholders is an essential milestone for achieving climate ambition. Section 1 gives a general overview, summarizing the most critical points derived from the survey on perception and the level of public awareness of climate change and a country analysis that provides key insights regarding the current state of North Macedonia.

The survey results indicate an elevated level of awareness in the country (enough to set the grounds for acting) due to various climate change awareness-raising campaigns implemented in the last couple of years. One of the key findings from the country analysis is the need for greater recognition and use of the communication platform <https://klimatskipromeni.mk/> and the importance of sharing information in one place for greater insight and creating complementary and non-repetitive communications.

A behavioural analysis follows in Section 2, stressing the importance of building an in-depth understanding of the target groups (motivation, frustration, beliefs and values) and it presents the three different approaches to getting the insights of people's behaviour: 1) analysing the data from the 2021 online survey on perception and the level of public awareness of climate change while comparing it to the previous results; 2) analysing the existing data of the survey results using machine learning technology to discover more specific behavioural models and target groups; 3) analysing the results from a more qualitative assessment using discovery workshop method to identify the goals/objectives and the preferred ways of communication of the target groups regarding #ClimateAction. The section includes key insights from the analyses and presents the different target groups that this strategy is addressing.

Lack of quality water is perceived as the highest threat among Macedonians (more than 60%) after climate change (59%) and the majority of the respondents prioritize the need to fight climate change (96,4%) and (35,6%) think this should concern all government institutions. 30.1% believe that those who pollute the most should be the most engaged and the majority (68%) believe that private cooperation and industry are not doing enough to reduce the effects of climate change. Respondents working in public administration, academic institutions, and the private sector all believe they are contributing enough to climate change. Respondents working in the non-governmental sector believe that climate change is a threat due to floods, droughts, and other weather disasters. In contrast, respondents who have not stated a workplace believe that all government institutions need to be involved in actions against climate change. On the side of information and communication, businesses/ start-ups/ industries request basic information on climate action, the types of activities they can undertake, and opportunities such as grants, funds, expertise, technology, etc. The members of households request financial information and specific solutions on how to save electricity and are

interested in finding out how these investments will affect their health and quality of life. The citizens expect to receive messages focusing on the future but also the past, the use of facts and personal stories, showcasing local climate impacts, etc.

Section 3 dives into communication, summarising all previous climate change communication relevant findings and insights from the behavioural patterns of the target groups and provides a direction on how to move forward and communicate with each target group to achieve the desired goal - Take #Climate action! Four communication principles are elaborated (relevancy, inclusion & building alliances, honesty, and trust), followed by the strategy's style & tone, communication tactics and needed activities by different stakeholders are presented.

Under the main goals, the primary and secondary messages are defined, putting a strong emphasis on the following, to name a few:

- In a Decade of #ClimateAction, we have the tools, the know-how, and have identified the most effective solutions, now we need to implement them.
- Government bodies and agencies have the strength and capability to transform climate policy into climate action.
- The decision-makers (MPs) and the municipalities should continuously collaborate with all stakeholders (civil society, experts, and academia) to boost the implementation of climate actions.
- It's now or never if we want to limit #climatechange impact. Without immediate and deep emissions reductions across all sectors and regions, it will be impossible.

A big focal point is placed on the platform [klimatskipromeni.mk](https://www.klimatskipromeni.mk), which has a primary position in the national communication system for #ClimateChange in order to establish and build a strong and healthy national system for communication for #ClimateAction.

Raising awareness for climate action, changing mindsets and patterns of behaviour, and enhancing motivation for taking up coordinated activities by all societal actors, are also some of the goals defined for achieving the NDC, focusing actions on promoting the different ways in which people can engage.

Communication is vital in an era of climate emergency, and everyone has a role to play in shifting the narrative to tell the whole story. All stakeholders should take responsibility, hold the culprits accountable, and take appropriate climate actions to mitigate the worst impacts and adapt to the new realities.

Section 4 displays the best-case practices on the national level ([The Youth Climate Declaration](#), [Green Voice](#), [Simulation of COP26 in the country](#), [HOME](#), [Challenger](#), etc.) and local levels ([Reverse](#)

[vending machines, Bostanie, and Go Green Eco Zones](#)). Several groups are presented, including the workplace (Climate action for climate change in agriculture and [Green network of shops](#)), households (The initiative [#ISelect](#)), and activities implemented by other stakeholders.

Moving toward Section 5, the action plan for 2022-2025 consists of concrete action steps that need to be realized, clearly presenting how the different stakeholders can help achieve the main objectives of the communication strategy. It serves as a guide for government institutions and agencies, local government, academia, and CSOs, including non-governmental organisations, the business sector as well as international organisations in the country to build consistent communication with their audiences about climate change, mitigation, and adaptation in North Macedonia.

This action plan is expected to help communicators raise awareness of community and individual responsibilities related to North Macedonia's challenges in climate change, integrating equity into implementation and increasing engagement on climate issues.

Lastly, the monitoring and evaluation of the action plan are stated, ensuring that the outcomes are appropriately assessed and documented. In this part, the measurement metrics, the methodology for measuring the results from digital channels, PR campaigns, and the effects of the activities are further elaborated.

The whole strategy is conceptualized holistically, meaning that all the activities are closely interconnected. The individual contributions of each societal actor can cause positive change. Yet, their mutual efforts and healthy collaboration and communication can be a compelling and uplifting way to enable North Macedonia to achieve the desired results.

2. Introduction

CONTEXT

The IPCC “Mitigation of climate change” report highlights “It’s ‘now or never’ to limit global warming to 1.5 degrees. Limiting warming to around 2°C still requires global greenhouse gas emissions to peak before 2025 at the latest, and be nearly halved this decade”. The report looks beyond technologies and demonstrates that while financial flows are a factor of three to six times lower than levels needed by 2030 to limit warming to below 2°C, there is sufficient global capital and liquidity to close investment gaps. However, it relies on clear signalling from governments and the international community, including a stronger alignment of public sector finance and policy.

The Republic of North Macedonia has options in all sectors to at least **halve emissions by 2030**, as per its ambitious enhanced Nationally Determined Contribution on Climate Change (ENDC), but it requires major transitions (predominantly in the energy sector) and significant investments to support it.

The country has most of the components in place to allow it to follow the implementation of the ENDC and, even in this challenging period, profit from large scale investment into its energy, industrial and built infrastructure. This will involve a substantial reduction in fossil fuel use, widespread electrification, improved energy efficiency, and use of alternative fuels.

The level of awareness and understanding of climate change issues among stakeholders is an important milestone for achieving the climate ambition. The results of the latest Climate Change Public Awareness Survey in the Republic of North Macedonia from 2021 (Ministry of Environment and Physical Planning & UNDP), show that the respondents detected the lack of clean water as the biggest social problem, followed closely by climate change, before corruption and crime, nature degradation and extreme weather conditions. On the other hand, despite the serious consequences from the covid 19 pandemic, people still feel that climate change is a more serious threat than the spread of infectious diseases.

The results of the survey indicate an elevated level of awareness in the country (enough to set the grounds for taking action), due to various climate change awareness raising campaigns implemented in the last couple of years.

However, 11% of respondents believe that they are not sufficiently informed about the various impacts and consequences of climate change, while 18% stated that they are not sufficiently informed about the ways they can take #ClimateActions. Citizens still do not have enough knowledge about climate change adaptation. Additional efforts and attention are needed to promote best practices for adaptation and to support the development of concrete adaptation measures. It is obvious that 27% of the respondents who stated that they are not informed how they can adapt to climate change are a clearly defined target group to which communication activities should be directed.

We need to shift our mindset from "learning about climate change" to "acting upon climate change" through the new communication strategy. To ensure we do our best in achieving the ENDC goal, acting NOW is mandatory. Not much time is left for convincing people, and when we say people, we mean each and every one, no matter if they are coming from the government, the business sector, or if they are citizens of the local community. It is only with integrated and coordinated action we can achieve the desired results.

The period until 2030 is called the "Decade of Climate Action", which shows the urgency to reduce greenhouse gas emissions. The successful implementation of this climate action must be accompanied by equally ambitious and "smart" communication.

To this end, the Ministry of Environment and Physical Planning, with the support of UNDP, is preparing a new Climate Change Communication Strategy to 2030 that will be innovative, smart and engaging.

COUNTRY ANALYSIS

The Republic of North Macedonia has been among the first countries to adopt Climate Change Communication Strategy and Action Plan back in 2013, within the Third National Climate Change Plan (Ministry of Environment and Physical Planning with the financial and technical support of the GEF and UNDP). The communication strategy aimed "to improve the agenda for greater accessibility, conducting research activities and raising public awareness in the country, in order to involve key and target groups at the national and local level and to raise their awareness of issues related to climate change."

The level of implementation of this [Strategy and the Action Plan](#) has been assessed in two progress reports, [first one](#) in 2016 and the [second](#) in 2021. The reports highlighted progress in all four strategic goals, but in addition to the realization and achievement of the goals, the need for better communication was observed in terms of the target groups, coordination of activities, as well as mutual provision of information between the actors. In addition, the need to strengthen human and technical communication capacities was recognized, in order to improve the system for monitoring and data collection from the communication activities.

One of the key findings is the need for greater recognition and use of the communication platform <https://klimatskipromeni.mk/> and the importance of sharing information in one place for greater insight and creating complementary and non-repetitive communications.

The report showed significantly increased interest and engagement in regard to climate action in recent years, the number of actions has increased and there has been greater engagement of a growing number of actors. However, are they enough?

3. Behavioural analysis

Adequately designed and relevant information addressing the needs of the target groups is sometimes more impactful than the quantity of information we are communicating. Therefore, building an in-depth understanding of the target groups it's a process on its own that requires more than basic survey analysis, going more into utilization of new technologies and more qualitative analysis to really understand people's motivation, frustration, beliefs and values.

To that point, for the purpose of this strategy, two different approaches to getting the insights of people's behaviour were used.

The first approach focused on analysing existing data using machine learning technology to get a new data perspective and discover more specific behavioural models and target groups related to climate change. This analysis was based on the 2021 online survey results ¹ on perception and the level of public awareness of climate change conducted by the United Nations Development Programme (UNDP) and the Ministry of Environment and Physical Planning (MOEPP), within the project "Strengthening institutional and technical capacities to improve climate transparency changes under the Paris Agreement (CBIT).

The second approach adopted more participatory and qualitative assessment using the discovery workshop method to identify the goals/objectives and the preferred ways of communication of the target groups in regard to #ClimateAction. The workshop was conducted in December 2021 attended by a variety of representatives (citizens, businesses, CSOs, municipalities, international organisations, etc).

All these results were then analysed and described as a summary in the communication table on [page 11](#).

However, before we move the summary let's have a look at some of the individual results we came to.

Key insights from the 2021 online survey on perception and the level of public awareness of climate change

Attitudes towards climate change:

- **Lack of quality water** is considered to be the highest threat among North Macedonians (more than 60%), after **climate change** with (59%). These problems have a higher percentage than corruption and crime in the country.
- Most of the respondents **prioritize the need to fight climate change** (96,4%). The majority of them (35,6%) think that this should be the concern of all **government institutions**, and 30.1% believe that those who pollute the most should be the most engaged.
- Only **2% think that there are other more urgent problems**, 0.8% think that taking climate action is irrelevant, and 0.7% of the respondents said that they do not know if something

¹ <https://anketa2021.klimatskipromeni.mk/>

should be done.

- The majority (68%) believe that **private cooperation and industry are not doing enough** for reducing the effects of climate change, followed by the **central government** (61%) and local authorities, which indicates that citizens are becoming **more aware of the share of other stakeholders** besides the central government in tackling climate change.
- Notably, **citizens consider themselves as the fourth in a row responsible for insufficient engagement.**
- Citizens still **do not have enough knowledge about climate change adaptation.** Additional efforts and attention are needed to promote best practices for adaptation and to support the development of concrete adaptation measures. It is obvious that 27% of the respondents who stated that they **are not informed how they can adapt** to climate change are a clearly defined target group to which communication activities should be directed in the future
- In particular, the responders believe that NGOs, CSOs, international organizations, and the EU contribute to the fight against climate change but only to some extent.
- When asked about what is their motivation in taking action in activities for the protection of the environment and climate change (28,7) said that they are **primarily motivated by the desire to live in a healthy and clean environment**, for 24,4 the **main motivation is/are future generations**, 21.1% think that it's their **civic duty**, whereas, 14.1% of are **worried about the exposure to the direct impact of climate change**, and only 11.2% when taking action to reduce climate change are **guided by the need to reduce household costs.**
- 70% of respondents believe that the cost of compensation for the damage caused by climate change is much higher than the investment needed for a green transition, and 69% believe that a green transition can generate a large number of new green jobs

See the full analysis at <https://anketa2021.klimatskipromeni.mk/>.

Some key Insights from the in-depth analysis in regard to “Perception”, based on the place of work of the respondents

Public Administration

Respondents working in public administration believe that the academic community is doing enough for climate change, that the economic situation is the biggest threat to society, and that they are most likely to link droughts to climate change. This group of respondents believes that it is sufficiently informed on how to adapt to climate change; it receives information from the official web portal of the Ministry of Environment and Physical Planning and the Directorate for Hydrometeorological Affairs. When it comes to climate action, public administration employees

think that subsidies for the purchase of cleaner heating/cooling devices are a great example of action, as well as the purchase of seasonal and local products. This group of respondents believes that institutions should provide more conditions to increase the motivation of citizens to act and take more climate action.

Academic Institution

Respondents working in an academic institution believe that the academic community is doing enough for climate change, that the education system offers ample opportunity to develop staff for a green economy, but that the quality of education must be improved. For this group of respondents, the biggest threat is infectious diseases, lack of water, and access to healthy and quality food, so it is not surprising that most of their climate actions are related to reducing water consumption. On the other hand, this group of respondents believes that they are least informed about the campaigns of the EU Delegation in the country related to climate change, that citizens do not take enough climate action, and recorded waste selection as a significant climate action that more citizens should apply. This group of respondents has more knowledge about the benefits of energy-saving, so they have already applied measures in their homes to reduce their consumption.

Private sector

Respondents working in the private sector believe that companies and industries are contributing enough to climate change and that the business community is investing enough in the development of green businesses and green jobs. Corruption or crime, poverty, and degradation of nature are considered the greatest threats to society. From the aspect of climate change, the biggest threat to this group is weather disasters (drought, flood). The group believes that state and local governments, academia, and international institutions are not doing enough to tackle climate change and that university programs do not provide the staff they can take on to develop a green economy. The climate action that this group recognizes the most is the subsidies for cleaning chimneys.

Non-governmental

Respondents working in the non-governmental sector believe that climate change is a threat due to floods, droughts, and other weather disasters. They receive information on how to tackle climate change from social media, project reports, and studies, and are most familiar with the campaigns run by their NGO counterparts and the EU Delegation. Caring for future generations is the biggest motivation for taking climatic actions of this group of respondents and the climatic activities that most of them have chosen are the chimney cleaning subsidies.

General public / Citizens

Respondents who have not stated a place of work believes that all government institutions need to be involved in taking actions against climate change. They receive information mainly online on social networks and specialized web portals. As prevention activities, they note a reduction in consumption of disposable products and as motivation, they consider they are directly exposed to the consequences of CC. They have also stated that they want to take more action, but they do not know-how. One of the actions they are practicing is using transportation that is less harmful to the environment

The full analysis covers more aspects and if interested we invite you to have a look [here](#)²

² https://anketa2021.klimatskipromeni.mk/dokumenti/NapredniAnalizi_MK.pdf

Some insights from the workshop with key stakeholders (citizens/ businesses & industries/municipalities/CSOs)

What should we communicate with businesses/ start-ups/ industries?

- Basic information as what is climate action, what it means industry decarbonisation, circular practices
- Types of activities that these sectors can undertake
- Offered opportunities as grants, funds, expertise, technology.
- Desired goals for climate change and the roles of the businesses
- Advantages from taking #Climate Action

What information households / citizens need in order to take climate action?

- Finance information - how much will it cost, what is the return?
- Specific actions they can take
- Information that will show them what impact the climate change can have on their lives
- How to save electricity
- What opportunities are available to them and how to use them, what will mean for them in terms of their health, quality of life, but also in terms of investment

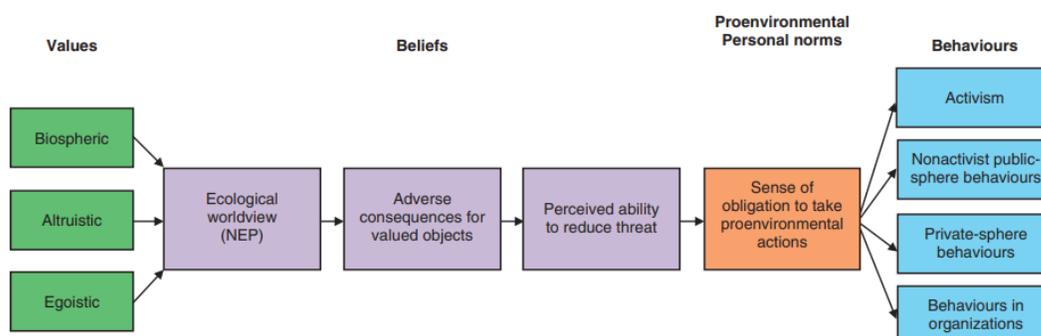
Types of messages and how to communicate the messages with the citizens?

- Focus on the future (what is waiting us), but also on the past (what we have lost)
- Use real facts supported with personal narratives - Personal/ human stories
- Green deal contribution
- Showcase of local climate impacts paying attention to each target group

Moving forward

Climate change communication has shared features with other communication segments, most notably: risk communication, health communication, and science communication. Taking into consideration that Climate change communication is shaped by our different experiences, mental and cultural models, and underlying values and worldviews at a deeper level, what is the anticipated activity that we want our target group to take part in regarding #Climate action?

The theory of behaviour summarizes it as a value (value-belief-norm) theory of environmentalism postulates that values influence pro-environmental behaviour via pro-environmental beliefs and personal norms.



WIREs Climate Change 2011. doi: 10.1002/wcc.143

Having in mind the above, the communication table below summarises all previous climate change communication relevant findings and insights from the behavioural patterns of the target groups and provides a direction on how to move forward and communicate with each target groups to achieve the desired goal - Take #Climate action!

COMMUNICATION TABLE

Ministry of environment and physical planning	
Observed behaviour	Working on improving the coordination and communication between stakeholders towards better implementation of climate actions, initiates various activities (challenges) for citizens with a main purpose to encourage them to get involved in the action process, as well as initiating campaigns for them to better understand the need of being part of the actions.
Desired behaviour	Taking the main role in communicating the ENDC goals. MOEPP needs to continue building relevant and inclusive climate change strategies and plans and ensure proper and timely monitoring and evaluation. The role of the ministry is to be more accessible and establish two-way communication.
Challenges	Bridging the existing gap between the local administration and the ministry. Ensuring all stakeholders have a clear understanding of the climate change measures and their responsibilities. Ensure timely reporting on the achievement from different stakeholders. Creating an inclusive policy-making

	environment and timely communication.
Recommendations	Clear and consistent communication messages to all stakeholders. An improved image of the MOEPP as a governmental body that gives specific, and valuable information for a precise overview of the needs of our country's path and plan to fight climate change.
Benefits of adopted recommendations	Supplying them with specific, cohesive, and concrete summary and guidelines extracted from the gathered feedback and input from all involved audiences to simplify and ease their work; include them in the execution of the planned activities with direct information on the purpose and expected outcomes.

Local municipalities and local self-government	
Observed behaviour	Developing ideas and strategies for greenhouse gas emissions for all municipalities, building targeted municipal capacities through trainings and workshops, towards creating better local policies for climate actions, collecting semi-annual information on undertaken climate actions as well as the public's opinion on what should be taken next, cooperating with the other stakeholders toward implementing the strategy on climate actions.
Desired behaviour	Included in the national communication network through building communication networks on a local level - integrating them into the local policy strategies. Motivating and encouraging other actors to get involved in taking action with the other stakeholders or share good practices within the network. Frequently use the communication platform klimatskipromeni.mk as a "first stop shop" climate change platform.
Challenges	To continue organising educational training for the already existing staff, to employ new professional staff, strengthening the capacities of the municipalities with professional staff that will work exclusively on the climate crisis, greater understanding of the subsidy measure, as well as other services and activities and clearer and more understandable communication of climate and environmental concepts and processes with the general public.

Recommendations	Informing all relevant persons from all relevant organisations and parties to take part in the process, greater involvement by all stakeholders and greater implementation of activities at the local level in order to support the realisation of national climate goals.
Benefits of adopted recommendations	Building stronger relationships with all stakeholders which will give more effective implementation of activities at the local level in order to support the realisation of national climate goals.

Government institutions and agencies (Other state authorities)	
Observed behaviour	Involved in policy designing, creating enabling environments and implementing climate actions.
Desired behaviour	Actively involved in the communication network for climate change and acceptance of the communication platform klimatskipromeni.mk as a national platform to which it will inform and from which it will be informed. To communicate changes and adopt new policies relevant to climate action and timely informing on obligations and opportunities.
Challenges	Conducting parallel processes in state institutions due to insufficient coordination and insufficiently clear communication and strategic goals. Defining obligations, responsibilities, actions and involvement in each of the implementation phases and overall communication between stakeholders. Creating greater opportunities for encouraging action by all stakeholders towards the institutions in the implementation of laws and good policies, regardless of the media and the public. Strengthening the digitalization of the documentation processes to improve system interoperability.
Recommendations	Greater involvement of civil society organisations, as well as all other stakeholders, by participating in working groups. Greater involvement of the funds in the creation of relevant long-term strategies and clearer and more understandable communication of climate and environmental concepts and processes in the public. Setting the topic of Climate Changes / Climate Actions in the PR Network of The Government of RSM, for timely, facilitated and organised sharing of information related to meeting the climate goals. Improve the general strategy by active involvement of

	the communication system and regular sharing information with the target groups as well with MoEPP.
Benefits of adopted recommendations	Building stronger relationships with the stakeholders, improving the strategies and actions by suggesting specific actions related to different target groups, baked on their expertise and experience.

Private sector	
Observed behaviour	Involved in the climate actions through implementing actions and challenges, self-initiative on creating and implementing actions within each company.
Desired behaviour	Active involvement in the communication network for climate change, supporting, creating and inspiring climate action in line with national climate goals. Taking responsibility for one's own actions and contributions to the climate crisis and taking appropriate measures to reduce emissions.
Challenges	To encourage change in the functioning of businesses and industries to reduce their contribution to the climate crisis, finding sufficient finance and capacity for climate action, clearer and more understandable communication of climate and environmental concepts and processes with the public.
Recommendations	Encouraging, creating and inspiring climate action in line with national climate goals, to be actively involved in the communication network for climate change, to use and promote the communication platform klimatskipromeni.mk, to share and timely inform on activities with citizens, in order to raise public awareness and knowledge, and to motivate and encourage the other actors to join the process.
Benefits of adopted recommendations	Showing the citizens, the importance of every small change in the everyday behaviour towards encouraging and motivating them to take over implementing actions in their everyday life and sharing the good practices with the rest of the public.

International organisations and institutions	
Observed behaviour	Supporting the climate change actions by supporting and helping the authorities in creating and implementing the climate action strategy.
Desired behaviour	Encouraging, creating and inspiring climate action in line with national climate goals, active involvement in the communication network for climate change. Use and promotion of the communication platform klimatskipromeni.mk.
Challenges	Greater involvement and networking with all other stakeholders to avoid parallel processes. Clearer and more understandable communication of climate and environmental concepts and processes with the public.
Recommendations	Sharing and timely information on activities with citizens, in order to raise public awareness and knowledge, motivating and encouraging joint action with other actors.
Benefits of adopted recommendations	Increased trust among the public to the authorities (mainly government, relevant ministries and local municipalities), as well as strengthening the relations between stakeholders, and helping with implementing good examples on a national level.

Academy / Educational Institutions	
Observed behaviour	Passively involved in creating the climate change strategy.
Desired behaviour	Involvement in the development and research / analysis of climate scenarios, solutions and strategies.
Challenges	Specifying the level of involvement of research centres and educational institutions in the phases of implementation of climate actions. Updating educational materials that will cover the issues of the climate crisis through various subjects.
Recommendations	Encouraging active involvement of stakeholders contributing to climate action, based on scientific research and conclusions from prepared analyses.
Benefits of adopted recommendations	Encouraging and motivating on bigger engagement in the implementation of the climate change strategy, through a contribution from a scientific aspect based on conducted research.

Civil sector - NGOs and Citizens' Associations	
Observed behaviour	Included in the process of implementing the national climate strategy by taking actions mainly on a local level - educating the public by organising training, workshops and initiatives.
Desired behaviour	Encouraging, creating and inspiring climate action in line with national climate goals, active involvement in the communication network for climate change, using and promoting the communication platform klimatskipromeni.mk.
Challenges	Obtaining more media space, especially in a period of major political developments, greater involvement in decision-making related to the climate crisis. Creating greater cooperation, initiatives for taking actions and easier achievement of strategic goals across the sector.
Recommendations	Encouraging the general public through good examples and challenges that are achievable in a given period of time, with given resources and the right directions. Adapting the messages to specific target groups and appropriate communication channels. Clearer and more understandable communication of climate and environmental concepts and processes with the public.
Benefits of adopted recommendations	Building stronger relations with the general public (citizens), further education, motivation and encouragement on involving and taking actions toward achieving the national goals.

Citizens	
Observed behaviour	Taking a small part in climate change activities, are generally heard about through the media or are following practices.
Desired behaviour	Involvement in applying climate actions, inspiring taking climate actions of other citizens.
Challenges	Increase interest and motivation to take climate actions, acquaintance with ecological concepts and processes.
Recommendations	Greater involvement and better understanding of climate actions.
Benefits of adopted recommendations	Achieving the main goal - raised awareness and better implementing further actions towards meeting the goal. Motivating, encouraging and raising the awareness to join the process.

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The communication strategy uses information, awareness-raising, concern, response to provoke behaviour change, suggesting that personal values precede environmental beliefs. It asserts that behaviour follows from personal norms, which are activated by a belief that environmental conditions will endanger something valued by the individual (e.g., nature) and the belief that the individual can act to reduce this threat.

3.1. Target groups

General public

- Citizens (general audience, all social groups and ethnic communities);
- Interested parties (climate change movements, business associations (chambers) and other organizations with an interest, views and opinions on environment and social development, but which do not participate in the legislatures in direct way);

Qualified (expert) public

- Civil society organizations that are actively working on projects of environment and climate change;
- International organizations (UNDP, UN, etc.) that are directly involved and support climate change actions and strategies.
- Academic institutions (universities, institutes and faculties) that are actively working on environment and climate change;
- Centres for development of the planning regions

Government (partners that we need, but also direct witnesses of our working style – keeping promises, educating, part of the legislation body...)

National government

- Ministry
- Agencies
- Members of the parliament, Assembly of RNM and some of its bodies and committees.

Local government

- Municipalities
- Public enterprises

Educational institutions

- Schools, preschool kindergartens

Businesses

- Private companies and corporations that play an active role in climate change that can encourage behavioural change among employees and industry eco-systems.

Media (transmitters of messages to target audiences - a key audience that needs to know the situation)

- Journalists (special focus on those who actively and systematically report on topics of environment and climate change and that are part of shaping the message and raising awareness.)

7 C OF COMMUNICATION

1. **Completeness** – All forms of communication must be complete. The messages should convey all facts required by the audience. The message sender must consider the receiver's mindset and deliver the message accordingly.
2. **Conciseness** - Conciseness is a writing principle of eliminating redundancy and is necessary for effective communication. Practicing conciseness means communicating what you want to convey in the least possible words without forgoing the other C's of communication.
3. **Consideration** - Consideration implies "stepping into the shoes of others." Effective communication must consider the audience, i.e., the audience's viewpoints, background, mindset, education level, etc. Attempt to envisage your audience, their requirements, emotions, and problems. Ensure that the self-respect of the audience is maintained and their emotions are not at harm.
4. **Clarity** - Clarity implies emphasizing one specific message or goal at a time rather than trying to achieve them all at once. Clarity also refers to sending the same message across all communication platforms and channels, so the receiver doesn't get mixed signals.
5. **Concreteness** - Concrete communication implies being particular and clear rather than fuzzy and general. Concreteness strengthens confidence and trustworthiness.
6. **Courtesy** - Courtesy in a message implies the message should show the sender's expression and respect for the receiver. The message's sender should be sincerely polite, judicious, reflective, and enthusiastic.
7. **Correctness** - Correctness implies no grammatical errors in communication, and all shared information is factual.

4. Communication goals and objectives

PRINCIPLES, STYLE AND TONE OF THE COMMUNICATION STRATEGY

The communication platform (strategy) is based on the following four principles:

- **Relevancy** – MOEPP resumes being the relevant factor for research and publications regarding climate change, to base, its communication on relevant platforms such as klimatskipromeni.mk, while highlighting the advantages that all target groups receive from the effective climate change policies and proposed solutions.
- **Inclusion and building alliances (inclusiveness)** – By respecting this principle, we will change the current perception that MOEPP does not have a clear vision of fulfilling its strategic goals. Through the principle of inclusiveness, we should encourage and attract as many relevant third parties - partners that could contribute to increasing the efficiency of the MOEPP and achieving the objectives by getting involved, while publicly promoting the main objectives of the MOEPP. Such potential alliances are possible with the representatives of the legislature (MPs), as well as with local municipalities and local self-government.
- **Honesty** - This strategic principle builds upon the second (inclusiveness), and mainly directs to the way in which we communicate climate change to the public, in terms of delivering appropriate knowledge and responses to inquiries that would meet their interests. Moreover, it is essential to demonstrate a high degree of consideration for various and vital opinions that usually come from the citizens, civil society, including academia, and even show genuine willingness to take these into account when identifying topics of socio-economic challenges that some of the citizens of the country face. They must become a part of the MOEPP's agenda.
- **Building trust** - This principle is achieved through correct, punctual and assertive communication, as well as proper behaviour of all parties. Practicing it consistently should support the impression that the MOEPP makes promises that can realistically be expected to be kept.

KEY MESSAGES

Main (primary) positioning message:

The Republic of North Macedonia communicates the following enhanced nationally determined contribution to the global efforts for GHG emissions reduction:

- In 2030, 51% reduction in greenhouse gas emissions compared to 1990 levels.
- Expressed in net2 emissions, in 2030, 82% reduction compared to 1990 levels.

The Ministry of environment and physical planning is the responsible institution for developing climate policies, ensuring adequate communication and mainstreaming in sectoral policies. Together with the government and international partners the ministry follows and implements the Nationally Determined Contributions to Climate Change, as well as Long-term Strategy and Law on Climate Action which, through mutual dialogue, knowledge and inclusion of various policies, laws

and ideas, finds and proposes efficient solutions for climate and environmental threats and air pollution.

Secondary messages

- It's now or never if we want to limit #climatechange impact. It will be impossible without immediate and deep emissions reductions across all sectors and regions.
- In a Decade of #ClimateAction, we have the tools, the know-how. We have identified the most effective climate actions. All we have to do is implement them.
- Government bodies and agencies have the real strength and capability to transform climate policy into climate action.
- The decision-makers (MPs) and the municipalities should continuously collaborate with all stakeholders (civil society, experts, and academia) to boost the implementation of climate actions. We are fostering an inclusive process above all!
- More information equals bigger resilience to climate change. Be inspired by the climate actions of Macedonian citizens, companies, municipalities, and NGOs, and implement your own Climate Action.
- The youth play an important role in the climate change problem, and their active engagement is essential for implementing solutions. Their voices are powerful, and they are eager to take part.

The communication platform klimatskipromeni.mk is our first choice because it has a primary position in the national communication system for #ClimateChange

[Klimatskipromeni.mk](http://klimatskipromeni.mk) is a platform with which we establish and build a strong and healthy national system for communication for #ClimateAction and activities that the different societal subjects are taking up on a national level, from state institutions to civil society, households, and individuals.

HOW DOES IT DIFFER FROM THE OTHER CLIMATE ACTION WEBSITES?

- It provides a **DATABASE** and **AVAILABILITY** to all important documents from the legal framework that regulates the area.
- It provides **COMPREHENSIVENESS** of complex measures and contents that are depicted in a simplified way through infographics and other visualization tools.
- It provides **INCLUSIVENESS** through a unique tool that enables the contents to be available to people with disabilities.
- It is a source of **INSPIRATION** and **MOTIVATION** because it shares actual stories of good case practices from real people, households, self-government units, and other stakeholders.
- It provides **INTERACTIVITY** and **PROMOTION** through the “add climate action” button because everyone can upload and share their activities and contributions and be an example for others.
- It provides **RICH** and **INFORMATIVE CONTENT** from the field, concerning the country and worldwide.
- It has an **EDUCATIONAL PURPOSE** through the tool “ask a climate question” and other types of content about workshops and training, manuals, and brochures.

ADD #CLIMATEACTION

The web platform klimatskipromeni.mk gives the different societal actors a unique opportunity to upload their personal #ClimateAction activities, regardless of whether they're government bodies, businesspeople, citizens' associations, or individuals. When opening the tab Climate Action, you can choose a specific societal group (municipalities, workplace, education, civil society, households) and click on the +add climate action button. In this way, everyone has the opportunity to share their activities within the network and gain visibility but also inform themselves about how others are engaging in building a sustainable future.

AVAILABILITY OF CONTENT FOR PEOPLE WITH DISABILITIES

A big step forward in securing inclusiveness and bringing climate change topics closer to all citizens is establishing a tool that enables access to the contents to people with disabilities. This helpful tool includes a voice assistant and sign language. It also allows the viewer to change the font and cursor sizes, change the text spacing, highlight the text and links, and customize the text, so it's easier to read amongst people with dyslexia. Simply click on the blue icon on the bottom right corner to access the tool.

In an era of climate emergency, communication is key and everyone has a role to play in shifting the narrative to tell the whole story, take responsibility, hold the culprits accountable and take other appropriate climate actions towards **mitigating** the worst impacts and **adapting** to the new realities; the two complementary elements of climate action. Mitigation is concerned with the causes of global warming and calls for the reduction of greenhouse gas emissions. Whilst adaptation is concerned with the impacts of the climate crisis on society, the economy and the environment, it

also includes activities to reduce vulnerability to extreme weather events and other longer-term changes in our climate.

As a global problem with wide-ranging impacts, climate and other enabling actions for both strategies of mitigation and adaptation to the climate crisis must be successfully communicated with and by many different groups, including the Ministry of Environment and Physical Planning, other relevant governmental institutions, local governments, businesses, and the industry, international organizations, research centres, and academia, educational institutions, the media, and investigative journalists, as well as the civil society, individuals and households.

This Communication Strategy looks at how each of these stakeholders could successfully communicate with their various audiences, and gives proposals as to which channels and types of messages might be the most appropriate to reach the different target audiences.

General and specific aims of the Communication Strategy

General aim

To communicate, inspire and engage various stakeholders in the endeavour to achieve the ENDC goal of *82% reduction in net greenhouse gas emissions compared to 1990 levels by 2030.*

Specific aims

1. Positioning klimatskipromeni.mk as a primary and inclusive communication system while promoting the benefits of its use, such as proper networking and more effective exchange of information between the societal actors concerning the national goals for climate adaptation and mitigation.
2. Raising awareness for climate action, changing mindsets and patterns of behaviour, and enhancing motivation for taking up coordinated activities by all societal actors for achieving the national goals for climate adaptation and mitigation.
3. Focus on promoting the different ways in which people can engage in #ClimateAction

4.1. Communication tactics and activities

POSITIONING STATEMENTS AND SUPPORTIVE MESSAGING PER TARGET AUDIENCE

Government Institutions:

MOEPP is the **primary communicator and disseminator** of government institutions' climate mitigation and adaptation activities.

Business/Private Sector:

MOEPP is a **relevant supporting body** of the business sector because it helps the whole business community to achieve stable growth through climate adaptation while encouraging their contribution towards climate mitigation.

NGOs

MOEPP is the **natural key partner** of environmental NGOs because of their mutual vision and efforts in achieving the goals of the ENDC.

General Public

MOEPP is a **reliable and transparent government department** that serves the general public and acts as a solution-oriented trustworthy leadership body.

Qualified Expert Public and Media

MOEPP is a **major collaborator** of the qualified expert public and media, including them in all relevant discussions, ensuring their expertise is used appropriately, and the messages are communicated accordingly.

Communication tools and channels

1. Website (<https://klimatskipromeni.mk/>)
 - The website will continue to be the central platform for spreading and sharing #ClimateAction news and activities.
2. Social Media Marketing (Facebook, Instagram, Twitter, LinkedIn, and YouTube; Influencers)
 - Social media remains one of the most effective communication channels. Creating several engaging campaigns that will simultaneously run on different platforms will ensure maximum visibility. By including Influencer marketing in the social media campaigns, we can reach even more people and gain more interest.
3. Email Marketing
 - Disseminating newsletters regularly can help tie connections between the stakeholders and keep information in the loop, especially between the private sector and the government.
4. Events/Workshops/Conferences
 - Creating an inclusive #ClimateAction mentality through these types of happenings is very promising, but further efforts need to be made to ensure the follow-up process is completed and the discussions are transformed into action.
5. Content Marketing
 - There is a solid base for creating content that matters to our target audience through the existing reports and survey results. For example, we know that the

youth are keener on switching to an eco-friendlier transportation method; and that older generations pay more attention to energy-saving and recycling.

6. WOM (Word-of-Mouth)

- Mainstreaming Climate mitigation and adaptation messages will provoke WOM amongst societal actors. A certain buzz should be created so that #ClimateAction topics are always trending and spreading.

7. Advertising

- Online advertising is a leading tool that every campaign needs. With ads, we can ensure that our messages to the target audiences are widespread. Thus, solely organic promotion produces lower visibility.

8. Surveys

- By extracting information from survey results, and using them when creating promotional messages, we can further encourage ownership and action; continue evaluating the opinions of target audiences through different online channels like polls and offline channels such as phone calls.

9. Public Relations

- Practice Green PR to communicate social responsibility or environmentally friendly practices to the public. The goal is to produce increased brand awareness and improve MOEPP's reputation.

10. Press Releases (via the website, social media, and Internet portals)

- Use Press Releases to promote important call-to-actions and disseminate motivational messages.

11. Traditional Marketing (TV news /talk and debate shows/radio)

- Traditional communication channels are still a very effective way to spread messages to the public. By partnering with relevant media and discussing the importance of mainstreaming #ClimateAction messages in an understandable way, we can ensure that daily political news does not shadow these topics.

Communication tools such as printed materials, i.e., billboards, flyers, posters, newspapers, and brochures, are not included by reason of minimizing paper usage to help reduce greenhouse gas emissions.

TABLE

CHANNEL / TARGET AUDIENCE	GOVERNMENT INSTITUTIONS	BUSINESS SECTOR	NGO'S	GENERAL PUBLIC	QUALIFIED EXPERT PUBLIC AND MEDIA
MAIN HUB: https://klimatsk.ipromeni.mk/	Actively contribute to publishing new content and encourage hub usage	Encourage hub usage by publishing business-related topics concerning climate action	Actively contribute to publishing new content and encourage hub usage	Encouraging the citizens to enter their climate action contributions in the segment dedicated for households	Actively contribute to publishing new content and encourage hub usage

SOCIAL MEDIA MARKETING	Engage in online discussions and encourage a bottom-up way of thinking and acting	Encourage climate action content posting and sharing especially on LinkedIn	Include NGOs in the creation and dissemination of important messages	Implement inspirational events (prize games, climate champions, etc.) through social media to motivate climate action	Provide structured information for them to post/share and discuss within and throughout their fan base and network/Use experts as influencers and media for viral marketing
NEWS PORTALS	Send out important messages that invoke action /Focus on solution-oriented messages	Call attention to long-term growth and economic stability	Contribute in spreading news and action messages across their network	Feed them daily news about pressing issues with CTA's	Advise them to open up climate action or environment-related sections on their news portals/posts on social media profiles that will regularly share news and stories
WORD OF MOUTH	Daily talks about climate change/Call attention to the fact that prevention costs less than the cure	Encourage climate action through talking about global best-case practices	Stimulate action on a daily basis rather than plain talking	Encourage climate action through various communication channels especially Facebook, Instagram and Twitter	Act as climate action advocates in their communities
PUBLIC RELATIONS	Highpoint that reduction of fossil fuel use can improve the country's energy security	Focus on brand likeability and competitive advantage through social responsibility	Address NGO sector as an important stakeholder /include in public debates	Organizing press meeting about climate mitigation and adaptation objectives showing their progress	Call attention to their responsibility toward mainstreaming climate messages
EVENTS/ WORKSHOPS /CONFERENCE	Participate in all relevant events and ensure follow up process is completed	Invite to all relevant events and invoke their contribution towards climate action	Give responsibility to facilitate discussions, and conclude follow-up activities in their local communities	Highlight the importance of working together with the other stakeholders	Stimulate them to act as a bridge that will communicate climate change in an understandable way
EMAIL MARKETING	Send/receive regular newsletters	Receive regular newsletters to encourage action	Send/receive regular newsletters to keep them in the loop about news	Receive regular newsletters if there is an existent public database	Send/receive regular newsletters and include their insights
TRADITIONAL MARKETING	Talk about the bigger picture, more concretely how climate mitigation and adaptation will improve people's health and well-	Promote green jobs and green economy	Encourage public to join NGO's and take part in climate action	Mainstream climate action messages/shadow day to day political news and	Participate in public tv debates/promote their relevance to the general public to increase trustworthiness/ aid in spreading the scientific

	being, improve the overall economic stability, and tackle the many dimensions of poverty			sensationalistic topics	truth especially amongst the sceptics and neutrals
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5. Best Practices

- On a national level

1. [The Youth Climate Declaration](#), adopted within the **Youth Climate Summit**, at the initiative of the youth supported by UNICEF together with the Italian, Swedish and British Embassies in North Macedonia. The Declaration calls for intergenerational solidarity and exemplary leadership of all institutions, representing the voice of thousands of young people as a result of their involvement in previous consultative initiatives.
2. The 3-day conference '[Real DISCUSSIONS on real SOLUTIONS for ambitious CLIMATE ACTION](#)' as part of the #ItsPossible campaign initiated a discussion on climate change among representatives of all relevant stakeholders.
3. [Green Voice](#) is a participatory platform created by [Kolektiv Z](#), an association for climate and social justice, through which the co-creation of the national Green Agreement was initiated. The formed "Coalition of the Future" through a process of collective visioning gathers the visions of many citizens from all over the country for their ideal place of residence and action, which are included in the civil national and European Green Agreement.
4. [Simulation of COP26 in the country](#), realised by the association "Go Green", where 20 young climate ambassadors, previously trained through an online course on climate diplomacy, took part. The simulation was broadcast live on the profile of "Go Green".
5. The platform [HOME](#) - educational environmental online platform of the Institute of Communication Studies. On the platform there can be found important contents for communication on climate change in our country, including the documentary "Small solutions to big problems".
6. [Challenger](#) - an application that motivates people to do something good for society, as well as for planet Earth. The application generates challenges that users join, and with each fulfilled challenge, it provides data that aids in visualisation, i.e., it helps people see how any activity (such as walking, cycling and using public transport) improves the society. Challenger coins and Eco Points are collected with each travelled kilometre, and in the end with Challenger coins you get a discount or free coffee/drink in a local café through the Challenger store.
7. [The youth of Shtuka-Ilovica against the mine](#) stood out with their civic activity, clear and creative communication with the general public, by encouraging involvement from the whole country, attracting attention and beyond.
8. [Velo schools](#), an initiation of Eko Logic, which aims to promote cycling as a safe, healthy and alternative mode of transportation for students in North Macedonia. This program covered many schools in the country and students who learn the necessary skills to ride a bicycle

and comply with the traffic rules.

Action	Implemented by	Why is it 'best practice'
<p>Challenger - an application that motivates people to do something good for society, as well as for planet Earth.</p>	<p>Start-up company</p>	<p>Because it's a good example of motivating and raising awareness through challenging the citizens on taking actions. They stimulate the app users with discounts in different shops which are their partners. This way the citizens and local businesses are connected, engaged and encouraged to take action on making changes.</p>
<p>The youth of Shutka-Ilovica against the mine - a civic activity against a mine project.</p>	<p>Civil sector - Citizens' Association</p>	<p>It's a great example of clear and creative communication with the general public, by encouraging involvement from the whole country, attracting attention and beyond.</p>
<p>Velo schools - to promote cycling as a safe, healthy and alternative mode of transportation for students in North Macedonia.</p>	<p>Civil sector - Citizens' Association</p>	<p>Because it promotes good practice among the young population and motivates them to engage in the process of taking climate actions from a young age.</p>
<p>Virtual Study Tour - virtual meeting among the Macedonians and Czech climate changes experts.</p>	<p>MoEPP</p>	<p>It's a good example of continuing international cooperation even in times of pandemic using digital spaces and tools.</p>
<p>As part of the #VozmozhnoE campaign, there was a three-day conference - 'Real DISCUSSIONS on real SOLUTIONS for ambitious CLIMATE ACTION' - Initiated a discussion on climate change among representatives of all relevant stakeholders.</p>	<p>MoEPP and many different stakeholders.</p>	<p>Because it shows a high level of engagement of the public as a result of the successful multi sector stakeholder participation in the conference. three-day discussion sessions focusing on real problems and real solutions.</p>

- **On a local level**

1. [Reverse vending machines](#) - implemented by the Municipality of Centar, Skopje in November 2020 - for recycling plastic bottles and cans, set within the project “Waste has value too!” of the PE POC (Parking Lots of the Municipality of Centar) and the Municipality of Centar. The vending machines were first installed at seven locations, and later a total of 27 vending machines were installed. For their use, citizens receive subsidies from the Municipality of Centar on their GreenPay payment card for shopping with discounts in the green network of bars that have joined this project - markets, restaurants, bars, cafés and boutiques.
2. [Bostanie](#) is the first urban garden in Skopje, implemented by the civil organisation [Green Arc](#). The garden is located in the park in Novo Lisiche, realised with the financial support of the City of Skopje, and in cooperation with the Municipality of Aerodrom, the PE “Parks and Greenery”, the Faculty of Forestry, the Civil Engineering Institute and several socially responsible companies.
This project is another contribution to the implementation of the concept of a resilient city, i.e., adaptation to climate change and strengthening Skopje’s urban resilience.
3. Three open [Go Green Eco Zones](#) - implemented by [Go Green](#) Civil Association - for charging a phone or a tablet with solar energy, free internet and air quality sensors, are a great example of cooperation between the public sector and the civil sector. The zones are set up in these locations to reach the youngest population on issues such as climate change, air quality, solar energy and recycling of secondary raw materials.

Action	Implemented by	Why is it ‘best practice’
Reverse vending machines - an innovation which directly targets the citizens - recycling plastic bottles and cans, set within the project “Waste has value too!”	Local municipalities and local self-government, Municipality of Centar, Skopje	Because its shows what municipalities can do to support citizens take #climate action. It's a great example of how to motivate citizens to start recycling - there is a card and a mobile app, so the citizens have a simple way of logging information about Thor recycled waste. The citizens are stimulated with discounts in different shops which are their partners.
Bostanie -the first urban garden in Skopje, project that directly targets the citizens	City of Skopje, in cooperation with Municipality of Aerodrom, the PE “Parks and Greenery”, the Faculty of Forestry, the Civil Engineering Institute and	As it shows a great way in which municipalities can play a role in creating spaces/an environment in which citizens will be enabled to take #climate action. It promotes

	several socially responsible companies realized by the Civil sector - Citizens' organisation, Green Arc,	the importance of multi sector stakeholder engagement in creating and building a sustainable network between citizens, organisations and institutions.
Go Green Eco Zones - zones for charging a phone or a tablet with solar energy, free internet and air quality sensors, are a great example of cooperation between the public sector and the civil sector.	Municipality of 'Centar' in cooperation with Civil Association, Go Green	As it shows how we can use existing technology to create better and more engaging educational activities that will foster for more #climate action among the youth.

- **In the workplace**

1. **Climate action for climate change in agriculture** - implemented by the [Rural Coalition](#), supported by the FOSM – campaign that was conducted in October and November 2021, by directly visiting farmers. The communication took place by means of promotional posters and distribution of promotional materials and direct field conversations. Despite the fact that climate change is not a popular topic for farmers, this project had a direct impact on the ground, through conversations with farmers, through the local media, and this incited interest in the national media, therefore this campaign was broadcast on TV 24 Vesti (News), Sitel TV, as well as the regional TV Al Jazeera.
2. [Green network of shops](#) – more than 100 shops located on the territory of the Municipality of Centar have joined the green network in order to enable the residents to shop at a discount. The benefits of the green net are used only by the residents who participate in the process of recycling PET plastic bottles and cans through the return [vending machines](#) who own a Green Pay card.

Action	Implemented by	Why is it 'best practice'
Climate action for climate change in agriculture - a campaign directly targeting farmers - conducting field visits and conversation for sharing of usable material for the benefit of the farmers.	Civil sector - Civil Association, Rural Coalition	It shows a great way of Citizens' engagement when it comes to groups who are not on social media or are not active in decision making processes with institutions., Doing field visits and conducting face to face conversation proved to be a great way to ensure certain

		practices and measures are timely introduced.
Green network of shops - a campaign directly targeting the citizens, while helping the local businesses.	Civil sector - Civil Association, Go Green in cooperation with Municipality of 'Centar' and PE Parking of Municipality of Centar	Because it is a very creative way of motivating citizens to take climate action while also supporting the local economy
Bike to work day - the last Friday of every month is a bike to work day. A challenge implemented by the GIM and IEGE to directly encourage and raise awareness among the employees.	GIM and IEGE, Academy/Educational Institutions	Because it is a great example of raising awareness, engaging and encouraging a group of citizens to take #climateaction
Sorting office waste by implementing recycling bins - directly targeting the citizens (employees).	GIM and IEGE, Academy/Educational Institutions	A great example at a workplace to raise awareness among the employees to start waste sorting and recycling.
Eco-employee recognition - a motivation for employees to continue with the recycling practices.	GIM and IEGE, Academy/Educational Institutions	Another creative way of encouraging a group to take actions.

- Households

1. The initiative [#ISelect](#), implemented by the association [Go Green](#), aimed to bring closer to the citizens the selection of packaging waste and also to integrate waste collectors in a formal and organised system. The target group covered the residential buildings in the City of Skopje, which by filling out [an application](#), the buildings, i.e., the residents' associations were able to join the initiative [#ISelect](#) and use the service for packaging waste selection and collection. Through this project, by means of the [three-month training](#) according to the verified program for "Collector of secondary raw materials", people were trained to implement the initiative.

Action	Implemented by	Why is it 'best practice'
#ISelect - an initiative that directly targets the citizens of certain municipalities. The purpose of the initiative is to bring closer to the citizens the selection of packaging waste	Civil sector - Civil Association, Go Green	Because it brings the idea of recycling to the citizens as close as possible. The campaign educates the citizens, encourages and motivates them to take

and also to integrate waste collectors in a formal and organised system.		action.
Let's save and not pollute - an excellent example of a family that made changes in their household.	Citizens	Great way of storytelling that affects citizens. By presenting a real and personal story many people get motivated to change existing practices in regard to household heating and insulation thus investing in their children's education.

- **Implemented by different group of stakeholders**

1. Prof. Dr. Radmil Polenakovik (*Academy / Educational Institutions*), Professor at the Faculty of Mechanical Engineering, University Ss. Cyril and Methodius, Skopje, has prepared a detailed report to analyse the inclusion of climate change in education. In addition, in order to present the report, an online presentation was organised to encourage discussion on the inclusion of the topic of climate change in the educational process. More information about the results of the report is available on the following three blogs: [link to blog 1](#), [link to blog 2](#), [link to blog 3](#)
2. The Association for Climate and Social Justice "Kolektiv Z" (*Civil sector*) organised workshops and a forum for creating [a national Green Agreement](#), by forming the Coalition of the Future - a group of organisations, activists and citizens.
3. A series of training on various topics related to climate change, conducted by the MoEPP and UNDP, in cooperation with citizens' associations and the academic community (*Ministry of environment and physical planning in cooperation with the International Organisations, Citizens Associations and Academic Community*).
4. A series of training in accordance with the annual plans for transparency in the climate policies [for 2020](#) and [for 2021](#) (*Academy / Educational Institutions, Civil sector, International Institutions / Organisations*).
5. The Minister of Environment and Physical Planning Naser Nuredini participated at the Sector Working Group for Environment and Climate Action, where the main environmental indicators were presented and discussed (*Ministry of environment and physical planning*).
6. "Kolektiv Z" (*Civil sector*) organised by the [Balkan Regional Forum](#) for joint creation of a Green and Fair Recovery Plan and an Open Letter to be presented to the policy makers in the region.
7. [Replacement of plastic bottles with aluminium thermoses](#) - [Student company "ALTER"](#) - SUGS "Vlado Tasevski" - Skopje (*Academic / Educational Institutions, Citizens*).

8. [“School for Sustainable Development”](#) organised by the Citizens’ Association [“Eco Logic”](#), which has developed the educational game [Smile and Play](#), supported by the National Agency for European Programs and Mobility in North Macedonia, and aims to promote an entertaining and unconventional way of learning about cycling in primary schools. The game was created within the project [“Velo Schools”](#) created by the Citizens’ Association “Eco Logic”, Skopje (*Civil society and International Institutions*).
9. Blog on the topic of basic mechanisms of functioning of the city, with an emphasis on [public transport](#) as the foundation in improving the connection between the city, the environment and the climate, written by Nikola Gjorgjievski, B.Sc. Eng. Arch. and B.Sc. Landscape. Eng. (*Academic / Educational Institutions, Citizens*).

6. Action plan 2022-2030

In response to climate change challenges, the Ministry of environment and physical planning developed a Climate Action Plan for the Republic of North Macedonia, in collaboration with a wide range of stakeholders to support the Climate Change Communication Strategy, which aims to describe challenges, impacts, and potential mitigation and adaptation of activities. These documents serve as a guide for government institutions and agencies, local government, academia, and CSOs including non-governmental organisations, the business sector as well as international organisations in the country to build consistent communication and to communicate with their audiences about climate change, and mitigation and adaptation in North Macedonia.

The New Climate Change Action Plan for the Decade of Climate Action aims to communicate, inspire and engage various stakeholders in the endeavour to achieve the ENDC goal of an 82% reduction in net greenhouse gas emissions compared to the 1990 levels by 2030.

In the Action Plan, we will help and guide state institutions, the private sector, educational institutions and all others to maximize the influence of climate change, striving for measurable progress in transformation and resilience, and reductions in greenhouse gas emissions as the end ENDC goal. The Action Plan also considers the vital significance of natural capital, biodiversity, and ecosystem benefits and will improve support for nature-based resolutions, given their importance for mitigation and adaptation. As part of our effort to drive climate action, the MOEP has a long-lasting record in leading public opinion and addressing climate change global trends and efforts.

This Action plan will help communicators raise awareness of community and individual responsibilities related to North Macedonia’s challenges in climate change, integrating equity into implementation, and increasing engagement on climate issues. The Action plan has been crafted around the prioritised measures*:

		Short-term 2020-2022	Mid-term 2022-2025	Long-term 2025-2030
Energy sector	Energy generatio	Reduction of network losses	New passive buildings	

	n	Incentives	Solar thermal/Solar thermal PV	Heat pumps	
		Solar rooftop power plants			
		RES without incentives			
	Energy efficiency	Replacement of incandescent lights			Increased use of central heating
		Street lightning			
		Retrofitting residential buildings			
Transport		Railway	Car fleet renewal		
			Electrification of transport		
Agriculture, Forestry and Land Use	Livestock	Reduction of CH4 emissions	Biochar for carbon sink		
		Reduction of N2O emissions			
	Forestry	Integrated management of forest fires			Photovoltaic irrigation
		Afforestation			
	Land-use change	Conversion of land use			
		Perennial grass			

- https://www.google.com/url?q=https://api.klimatskipromeni.mk/data/rest/file/download/c86929c13f43f00f201b38ef166822904cf3568a881e997bc608433de987eb8f.pdf&sa=D&source=docs&ust=1651092530884813&usq=AOvVaw2NIR5nop_61qaxh8sVO4up

ACTION PLAN ACTIVITIES

Aim	IMPLEMENTATOR	ACTIVITIES
Raising awareness for climate action, changing mindsets and patterns of behaviour, and enhancing motivation for taking up coordinated activities by all societal actors for achieving the national goals for climate adaptation	National Government	<ul style="list-style-type: none"> - Working to develop a communication network with relevant stakeholders for climate action and achieving the climate goals stipulated in the enhanced NDCs - Transforming words into actions: Support the implementation of enhanced NDCs goals by promoting/informing key stakeholders what the priority climate actions in North Macedonia are and the investment potential - To educate, inform and motivate citizens by implementing public awareness campaigns on urgent climate solutions and best practices - Newsletter base and developing a monthly

and mitigation.		<p>newsletter on NDCs goals, challenges and achievements</p> <ul style="list-style-type: none"> - Promote NDC's goals
	<p>Qualified (expert) public (incl. Civil society organisations, international organisations, academic institutions, centres for development of the planning regions)</p>	<ul style="list-style-type: none"> - Celebrate the days of environment and climate change - Conduct awareness campaigns and actions on national goals for climate change - Strengthen communication capacities in existing environment and climate change organisations - Strengthen collaboration and networking in the environment and climate change communication between academia, government institutions, and civil society organisations
	<p>Local government</p>	<ul style="list-style-type: none"> - Introduce new financial instruments to enable the implementation of measures by citizens/businesses, undertake activities and become role models in adaptation measures - Photovoltaics on their buildings, etc. - Promote the policies, regulations, and investments that are in place to achieve NDCs goals <p>Promote the benefits of energy communities and ESKOs as a mechanism toward energy independence and reducing the energy poverty</p>
	<p>Businesses</p>	<ul style="list-style-type: none"> - Support education of the business sector and establish an understanding of their role in implementing the NDC goals - Knowledge sharing on implementation of NDC goals - Share and inform about the

		activities and goals they achieve
	Media	<ul style="list-style-type: none"> - Inform about achieved results and best practices - Raise the interest and actualise the topic in the public - Educate the public of innovative solutions, as well as growing climate issues

AIM	IMPLEMENTATOR	ACTIVITIES
Positioning klimatskipromeni.mk as a primary and inclusive communication system while promoting the benefits of its use, such as proper networking and more effective exchange of information between the societal actors concerning the national goals for climate adaptation and mitigation.	National Government	<ul style="list-style-type: none"> - Promotion of the web portal klimatskipromeni.mk as a national communication platform - Regular update of klimatskipromeni.mk and improvements with innovative tools - Motivate the use of the action “Внеси климатски акција”
	Interested parties (climate change movements, business associations (chambers) and other organisations with an interest, views and opinions on environment and social development, but which do not directly participate in the legislatures);	<ul style="list-style-type: none"> - Promote activities on klimatskipromeni.mk - Work closely with the MOEPP team on developing new innovative solutions for the promotion and exchange of opinions on climate change and climate action - Follow the updates on the web portal klimatskipromeni.mk to get inspired for new actions
	Qualified (expert) public	<ul style="list-style-type: none"> - Produce and broadcast informative content program environment and climate change
	Local government	<ul style="list-style-type: none"> - Contribute to klimatskipromeni.mk for the promotion of LG success stories, reports and open opportunities for

		<p>implementation of measures</p> <ul style="list-style-type: none"> - Invite partners (CSOs, international donors) to use and utilize the web portal klimatskipromeni.mk in LG funded climate change-related projects - Follow the updates on the portal to get inspired for new actions
	Educational institutions	<ul style="list-style-type: none"> - Create links to klimatskipromeni.mk with existing climate change education portals - Promote initiatives on the portal klimatskipromeni.mk - Use klimatskipromeni.mk to get inspiration for future climate change activities
	Businesses	<ul style="list-style-type: none"> - Initiate/Conduct knowledge and information transfer workshops for SMEs, CSOs, government officials, and other relevant stakeholders) - Promote initiatives and success stories on the portal klimatskipromeni.mk
	Media	<ul style="list-style-type: none"> - Work in close partnership with MOEPP to gather information for developing journalistic stories from klimatskipromeni.mk - Inform the public about the implementation of climate change relevant government plans

AIM	IMPLEMENTATOR	ACTIVITIES
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Focus on promoting the different ways in which people can engage in #ClimateAction	National Government	<ul style="list-style-type: none"> - Work closely with the Fund for innovation and technology development to support grass-root initiatives and start-up growth - Promote existing programmes and subsidies focused on achieving the NDCs goals
	Interested parties (climate change movements, business associations (chambers) and other organisations with an interest, views and opinions on environment and social development, but which do not directly participate in the legislatures);	<ul style="list-style-type: none"> - Promote reduction of greenhouse gas emissions "This is how I reduced my Carbon Footprint. Did you?" campaign - Establish and coordinate "Clean energy and innovation network"
	Qualified (expert) public	<ul style="list-style-type: none"> - Promotion of opportunities for participation in EU programmes in climate change or utilization of funds for the creation of new actions - Develop climate hubs
	Local government	<ul style="list-style-type: none"> - Promote LG opportunities for #climateaction - Promote regional cooperation in #climateaction through Regional planning development centres
	Educational institutions	<ul style="list-style-type: none"> - Stimulate enrollment in natural sciences - Develop curriculum and strengthen environment and climate change activities in educational institutions
	Businesses	<ul style="list-style-type: none"> - Explore pilot projects and opportunities to enhance resilience and reduce greenhouse gas emissions (e.g. solar rooftop power units)

	Media	<ul style="list-style-type: none"> - Persistency in reporting on the advances of the business sector, government institutions, and qualified public achievements on climate change/NDCs
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6.2 Monitoring and evaluation of the Action plan

Evaluation/measurement of results achieved.

The task is to measure the effects of the implementation of the communications plan on achieving the initial targets. To make this kind of evaluation we should qualitatively and quantitatively answer the following key questions: "Did the level of awareness of the specific audience change? Have the behaviour and attitudes changed?"

Measurement metrics

One of the most important things in developing a marketing campaign is setting the right measurement metrics to have a realistic overview of the project and the campaign. We must use the analytical marketing tools that are available to gather data.

- Plan the campaign
- Define the channels
- Define the marketing metrics we want to measure
- Measure the campaign

This process looks at the efficiency and various quality metrics throughout the campaign. It will also allow for creating a comprehensive data-driven action plan, based on the principles of: a balanced and comprehensive analysis; a fair review of the campaign/activity; providing information to understand the development, performance, or position of the campaign/activity.

1. Methodology for measuring the results from digital channels

Measuring digital campaign impact will tell which activities are a success, which aren't and what segment needs improvement. These metrics are vital to follow to provide data to optimise future steps of the project promotional campaigns. We are also setting a SMART goal, as well as looking at the outcomes of the campaign. The goals for promotion measurement metrics set as SMART that will be followed are:

- **Specific** – analysing specific platforms we will be working on (websites, digital channels, social media channels)
- **Measurable** – there's a defined metric we will be tracking
- **Actionable** – the metrics are realistic and possible to obtain data for them
- **Relevant** – increased engagement rate will result in better brand awareness
- **Time-bound** – we indicated when the goal would be achieved

Different metrics need to be analysed in order to improve the campaign:

- The volume of mentions - the total number of mentions containing the keyword for a specific campaign (ex: keywords, hashtags)
- Influencer score - it will show who is talking about the campaign and what impact do we have
- The share of voice - a percentage point showing what amount of social media conversation was generated by a particular social media post
- Posts with negative and positive sentiments - the social media characterises users' attitudes towards published content. It can be positive, negative or neutral
- Reach, impressions, and engagement

Facebook post name:					Date posted:				
Reac h	ThruPla ys (for videos)	Post engagement	Post reaction s	Post comment s	Post share s	Post Save s	Link click s	Ad click s	Page likes

Table for websites measurement metrics

WEBSITE	Weekly impressions	Total impressions

Additionally, we will consider the following web analyses and performance from websites to look at qualified leads and referrals:

- Qualified leads
- Referrals
- High bounce rate

Table for website measurement metrics

Website analysis [measurements from Google analytics]	
Qualified leads	
Referrals	

High bounce rate	
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2. Methodology for measuring the results of PR campaign (media monitoring and press clipping for each press release, statement, and interview given)

Once an article, interview, or a press release is published we should implement a quantitative and qualitative analysis, which can be done after each press release and/or periodically, for example on a monthly basis. The quantitative approach measures the number of posts (total and by media type), while the qualitative approach analyses whether press clippings are positive, negative, neutral, whether they contain key messages and points, etc.

Table for quantitative analysis (per press release or periodically)

Type of media	No. of articles published	No. of interviews and statements
News agency		
TV		
Radio		
Web portals		

Table for qualitative analysis (per press release or periodically)

Quality criteria	No. of articles
Project relation (positive)	
Project relation (negative)	
Project relation (neutral)	
Project key person quotation (yes)	
Project key person quotation (no)	
Promotion of the project's key messages (yes/no)	
The project is mentioned within an article	
The project is promoted as a sole topic in an article	

3. Methodology for measuring effects from activities/impact

The data analysed here are the number of visits to an organised event or a working group. Outlined table of content will indicate what is the number of visits and also, how many active participants we have had.

Measuring the impact of events will be carried out using:

Table for events measurement metrics

Open day location	Date	Time
No. of present participants		
No. of active discussions		
How the participant was informed about the event the working group		
Topics of discussion		
Level of awareness for the project goals (low, medium, high)		
Level of awareness for the discussion subject (low, medium, high)		