

Macedonian Communication Strategy and Action Plan for the Decade of Climate Action
Supporting Action Plan

Macedonian enhanced NDC		Short-term 2020-2022	Mid-term 2022-2025	Long-term 2025-2030	
Energy sector	Energy generation	Reduction of network losses	New passive buildings		
		Incentives			
		Solar rooftop power plants			
		RES without incentives			
	Energy efficiency	Replacement of incandescent light	Solar thermal/Solar thermal PV	Increased use of central heating	
		Street lightning			
		Retrofitting residential buildings			
Transport		Railway	Car fleet renewal		
Agriculture, Forestry and Land-use Change	Livestock	Reduction of CH4 emissions			
		Reduction of N2O emissions			
	Forestry	Integrated management of forest fi			
		Afforestation			
	Land-use change	Conversion of land use			Biochar for carbon sink
		Perennial grass			Photovoltaic irrigation

Aim #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

Activity	Supporting action	Action type	Period	Channels	Responsible for implementation	Additional Stakeholders
Promotion of the website klimatskipromeni.mk as a national communication platform	Circular emails	Activity	1 per month	Email marketing	National Government (MOEPP)	Qualified (expert) public, Interested parties, Local government, Businesses
	Informative sessions for institutions' communication departments	Activity	Every third month	Meeting	National Government (MOEPP)	Qualified (expert) public, Interested parties, Local government, Businesses
Regular update of klimatskipromeni.mk and improvements with innovative tools	Network of guest writers from other institutions	Activity	3 per month	Digital	National Government (MOEPP)	Qualified (expert) public, Interested parties, Local government, Businesses
	Blog contest	Activity	Biannually	Digital	National Government (MOEPP)	Qualified (expert) public, Interested parties, Local government, Businesses
Motivation to use the action “Внеси климатски акција”	National campaign	Project	Biannually	Integrated communication campaign	National Government	Qualified (expert) public, Interested parties, Local government, Businesses
	Guerilla	Activity	1 per year	Event	National Government	Qualified (expert) public, Interested parties, Local government, Businesses
	Events	Activity	Quarterly	Meetings with citizens	Government (Local Government)	Qualified (expert) public, Interested parties, Businesses
Promotion of activities on klimatskipromeni.mk	Blogging	Activity	1 per month	Digital	Interested parties	Qualified (expert) public, Interested parties, Businesses

Work closely with the MOEPP team on developing new innovative solutions for promotion and exchange of opinions on climate change and climate action	Working groups	Activity	Biannually	Event	Interested parties	Qualified (expert) public, Interested parties, Businesses, Government
	Events	Activity	Yearly	Hakaton	Interested parties	Qualified (expert) public, Interested parties, Businesses, Government
	Innovation challenges	Project	Yearly	Contest	Interested parties	Qualified (expert) public, Interested parties, Businesses, Government
Follow the updates on the web portal klimatskipromeni.mk to get inspired for new actions	Blogging	Activity	1 per month	Digital	Interested parties	Qualified (expert) public, Interested parties, Businesses

Produce and broadcast informative content programmes on environment and climate change	TV show	Project	N/A	National TV Digital	Qualified (expert) public	Government
	Radio show	Project	weekly	Podcast Radio	Qualified (expert) public	Government

Contribute to klimatskipromeni.mk for promotion of LG success stories, reports and open opportunities for implementation of measures	Blogging	Activity	1 per month	Digital	Local Government	National Government (MOEPP), Qualified (expert) public, Interested parties, Businesses
Invite partners (CSOs, international donors) to use and utilize the web portal klimatskipromeni.mk in LG funded climate change related projects	Blogging	Activity	1 per month	Digital	Local Government	National Government (MOEPP), Qualified (expert) public, Interested parties, Businesses

Follow the updates on the web portal klimatskipromeni.mk to get inspired for new actions	Blogging	Activity	monthly	Digital	Local Government	National Government (MOEPP), Qualified (expert) public, Interested parties, Businesses
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Create links to klimatskipromeni.mk with existing climate change education portals	Blogging	Activity	1 per month	Digital	Educational institutions	National Government (MOEPP), Local Government, Qualified (expert) public, Interested parties, Businesses
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Promote initiatives on the portal klimatskipromeni.mk	Blogging	Activity	1 per month	Digital	Educational institutions	National Government (MOEPP), Local Government, Qualified (expert) public, Interested parties, Businesses
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Use klimatskipromeni.mk to get inspiration for future climate change activities	Blogging	Activity	monthly	Digital	Educational institutions	National Government (MOEPP), Local Government, Qualified (expert) public, Interested parties, Businesses
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Initiate/Conduct knowledge and information transfer workshops with SMEs, CSOs, government officials, and other relevant stakeholders)	Informative sessions	Activity	yearly	Meeting	Business	Interested parties
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Conduct environment and climate change training sessions	Workshops for women small business owners, craftsmen, youth	Event	yearly	Workshop	Businesses	Interested parties
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Promote initiative and success stories on the portal klimatskipromeni.mk	Successes stories from sustainable business on klimatskipromeni.mk	Activity	1 per month	Blogs, video, interviews	Businesses	National Government, Local Government, Interested parties
Work in close partnership with MOEPP to gather information for developing journalistic stories from klimatskipromeni.mk	Mapping of journalists for sharing exclusive stories	Activity	monthly	Meeting	MOEPP	Qualified (expert) public, Interested parties, Government
Inform the public on the implementation of climate change relevant government plans	Reportage	Project	yearly	National programme	Media, qualified (expert) public, MOEPP	Qualified (expert) public, MOEPP

Aim #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.

Activity	Supporting action	Action type	Period	Channels	Responsible	Additional stakeholders
Working to develop a communication network with relevant stakeholders for climate action and achieving the climate goals	Working groups with various stakeholders to share climate action communication practices (ex. channels used, communication formats)	Partnerships and Engagement	Quarterly	Working groups	National Government (MOEPP)	Qualified (expert) public, businesses, local government
	Study visits in other countries that have "good practice" in climate communication PR practices by government institutions	Partnerships and Engagement	Yearly	Study visits	National Government (MOEPP)	Qualified (expert) public, businesses, other government institutions, media
Transforming words into actions: Support implementation of enhanced NDCs goals by promoting/informing key stakeholders about the priority climate actions in North Macedonia and the investment potential	Promotion of policy briefs - "A month for"	Project	Monthly	TV and Social media	MOEPP	Other government institutions on national and local level, media, general public
To educate, inform, and motivate by implementing national awareness	Positive climate action stories	Project	Quarterly	Integrated communication campaign	National Government (MOEPP) Qualified (expert) public	Qualified (expert) public, businesses

campaigns on climate solutions and best practices	Educational campaigns on climate action	Project	Quarterly	Integrated communication campaign	National Government (MOEPP) Qualified (expert) public	Qualified (expert) public, businesses
Newsletter base and developing a monthly newsletter on NDCs goals, challenges and achievements	Contact database with all stakeholders	Activity	Once, updated annually	Email marketing	National Government (MOEPP)	Qualified (expert) public, businesses, general public, media
	Newsletter on climate change achievements and results	Partnerships and Engagement	1 per month	Email marketing	National Government (MOEPP)	Qualified (expert) public, businesses, general public, media
Promote NDC's goals	Qualified visits	Partnerships and Engagement	Once or twice per year	Thematic meetings	MOEPP	International organizations (UNDP, UN, etc.) that are directly involved and support climate change actions and strategies, National government (Members of the Parliament, Assembly of RNM and some of its bodies and committees.)
Establish grounds for the development of innovative approach activities on integrated management of forest fires, reduction of CH4 emissions, reduction of N2O emissions, afforestation, conversion of land use and perennial grass	Video educational content on the importance of natural resources (ex. importance of trees in biodiversity)	Partnerships and Engagement Project	Once or twice per year	Digital campaign	MOEPP City of Skopje and academic institutions	Qualified (expert) public, general public, media

Celebrate the days of environment and climate change	Digital campaigns	Project	N/A	Social media webinars	Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions) MOEPP	The national government, interested parties, businesses, the general public, media
	Events	Activity	N/A	Ceremonies, community actions, seminars and conferences, concerts, marathons, and other sporting events	Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions) MOEPP	The national government, interested parties, businesses, the general public, media

	National awareness campaign on youth and climate change	Project	Biannually	Integrated communication campaign	Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions) MOEPP	The national government, interested parties, businesses, the general public, media
	Youth Champions organised a visit "week with the Minister of MOEPP"	Project	Weekly	Event	Qualified (expert) public; Civil society organizations that are actively working on projects about environment and climate change; Educational institutions	The national government, interested parties, businesses, the general public, media

Conduct national awareness campaigns "Climate Change and me" and actions how to connect national goals with the life of Macedonian citizens

<p>National awareness campaign on climate change and households</p>	<p>Project</p>	<p>Biannually</p>	<p>Integrated communication campaign</p>	<p>Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions) MOEPP</p>	<p>The national government, interested parties, businesses, the general public, media</p>
<p>National awareness campaign on transport and climate change</p>	<p>Project</p>	<p>Biannually</p>	<p>Integrated communication campaign</p>	<p>Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions) MOEPP</p>	<p>The national government, interested parties, businesses, the general public, media</p>

	National awareness campaign on energy efficiency	Project	Biannually	Integrated communication campaign	Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions) MOEPP	The national government, interested parties, businesses, the general public, media
Strengthen communication capacities in existing environment and climate change organisations	Training sessions on PR and climate communication for NGO's	Activity	Yearly	Event	Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions) MOEPP	The national government, interested parties, businesses, the general public, media

Strengthen collaboration and networking in the environment and climate change communication between academia, government institutions, and civil society organisations	Consultations	Activity	Yearly	Workshops	Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions) MOEPP	The national government, interested parties, businesses, the general public, media
	Coordination meetings	Activity	Every third month	Meetings	Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions) MOEPP	The national government, interested parties, businesses, the general public, media

	Briefings	Activity	1 per month	Events Emails	Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions) MOEPP	The national government, interested parties, businesses, the general public, media
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Promote policies, regulations, and investments that are in place to achieve energy efficiency – replace incandescent lights, minimize reduction of network losses, solar rooftop power plants, retrofitting residential buildings; promote green and resource-efficient buildings and infrastructure	Sustainability champions - Municipalities	Project	1 per month	Event	Local government	MOEPP, the national government, qualified (expert) public, media
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Promote the benefits of energy communities and ESKOs as mechanisms for energy independence and reducing the energy poverty	Sustainability champions - Municipalities	Activity	3 per year	Events Emails Meetings	Local government	MOEPP, the national government, qualified (expert) public, media
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Support education of the business sector and establish an	Promotion of industry guidelines	Project	Biannually	Publications	Businesses	Qualified (expert) public, the Government, the general public, media
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understanding of their role in implementing the NDC goals	Success stories promotion	Activity	1 per month	Video	Businesses	Qualified (expert) public, the Government, the general public, media
Knowledge sharing on the role of business in the implementation of NDC goals	Events	Partnerships and Engagement	Biannually	Conferences Seminars Training sessions	Businesses	Qualified (expert) public, the Government
	Success stories promotion	Project	1 per month	Publication	Businesses	Qualified (expert) public, the Government
Share and inform about activities and goals that they achieve	PR texts		N/A	Paid media	Businesses	Qualified (expert) public, the Government
Inform about achieved results and best practices	Mapping of journalists	Activity	Once, updated annually	Digital	Media MOEPP	Qualified (expert) public, MOEPP
	Media events	Partnerships and Engagement	Quarterly	Media briefings Media lunches	Media MOEPP	Qualified (expert) public, MOEPP
Enhance interest and actualise the topic in the public	Call for investigative journalism stories	Project	Yearly	National contest	Media, Qualified (expert) public, MOEPP	Qualified (expert) public, MOEPP
	Photo contest	Project	Yearly	National contest	Media, Qualified (expert) public, MOEPP	Qualified (expert) public, MOEPP
Educate the public about innovative solutions and growing climate issues	Reportage	Project	Yearly	National programme	Media, Qualified (expert) public, MOEPP	Qualified (expert) public, MOEPP

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Aim #3

Focus on promoting the different ways in which people can engage in #ClimateAction

Activity	Supporting action	Action type	Period	Channels	Responsible for implementation	Additional stakeholders
Work closely with the Fund for Innovation and Technology Development to support grass-root initiatives and start-up growth	New calls for start-ups that adress climate change problems	Project	Yearly	Digital	National government	Qualified (expert) public, Local government, Businesses, FITR
	New calls on climate change problems under YoungMindsFund	Project	Yearly	Digital	National government	Qualified (expert) public, Local government, Businesses
	Climate change topics in the mentoring programme	Activity	Yearly	Digital	National government	Qualified (expert) public, Local government, Businesses
Promote existing programmes and subsidies focused on achieving the NDCs goals	Campaign for subsidies for renewable energy sources for households	Project	Yearly	Integrated communication campaign	Local government	Qualified (expert) public, Local government, Businesses
Promote reduction of greenhouse gas emissions "This is how I reduced my Carbon Footprint. Did you?" campaign	Promote existing programmes and incentives for the reduction of greenhouse gas emissions	Activity	Yearly	Digital campaign	Interested parties	Qualified (expert) public, Government, Businesses
	Promote technologies that improve resilience and drive energy efficiency	Activity	Yearly	Digital campaign	Interested parties	Qualified (expert) public, Government, Businesses
Clean energy and innovation network	Business-to-business networking events	Activity	Quarterly	Events	Interested parties	Qualified (expert) public, Government, Businesses
	Mentoring programmes for the tech sector	Project	Quarterly	Mentorship	Interested parties	Qualified (expert) public, Government, Businesses

	Participation in international fairs	Activity	N/A	Events	Interested parties	Qualified (expert) public, Government, Businesses
Promotion opportunities for participation in EU programmes about climate change or utilization of funds for implementing new actions	Promotion of EU programmes relevant for climate change topics	Activity	N/A	PR text Press conferences Blogs	Qualified (expert) public in collaboration with EU agencies, KICs and programmes	Government, Businesses
Develop climate hubs	Centre for climate-related activities	Project	N/A	Mentorship Workshops	Qualified (expert) public	Government, Businesses, Qualified (expert) public (International organization)
	Climate-related information materials	Project	N/A	Brochures Digital campaigns	Qualified (expert) public	Government, Businesses
	Climate-related training programmes	Project	N/A	Training events	Qualified (expert) public	Government, Businesses
Promote LG opportunities for #climateaction	Support and promote inter-regional cooperation for #climateaction between municipalities from the planning regions	Activity	N/A	Local integrated media campaign	Local government	Government, Businesses, Qualified (expert) public, Interested parties
Promote regional cooperation in #climateaction through Regional planning development centres	Promotion of regional centres (Центри за регионален развој)	Activity	Quarterly	Local integrated media campaign	Local government	Government, Businesses, Qualified (expert) public, Interested parties
	Open days for citizens	Activity	Yearly	Event	Local government	Government, Businesses, Qualified (expert) public, Interested parties

Stimulate enrollment in natural sciences	Open days for natural sciences university programmes	Activity	Yearly	Event	Educational institutions	Government, Businesses, Qualified (expert) public, Interested parties
	Promotion of scholarships for natural sciences university programmes	Activity	Yearly	National campaign	Educational institutions	Government, Businesses, Qualified (expert) public, Interested parties
Develop curriculum and strengthen environment and climate change activities in educational institutions	Brochures	Activity	Quarterly	Digital Games (eduino) Printed	Educational institutions	Qualified (expert) public, Interested parties, Government
	Events	Activity	Yearly	Kindergarten and school visits	Educational institutions	Qualified (expert) public, Interested parties, Government
	Workshops	Projects	Yearly	Educational events (visits): in nature, energy	Educational institutions	Qualified (expert) public, Interested parties, Government
Explore pilot projects and opportunities to enhance resilience and reduce greenhouse gas emissions (e.g. solar rooftop power units)	Promotional activities on the benefits of photovoltaic systems	Activity	Yearly	National campaigns	Businesses	Qualified (expert) public, Interested parties, Government
Continuous reporting on the advancements of the business sector, government institutions, and qualified public	Reportage	Project	N/A		Media	Government, Businesses, Qualified (expert) public, Interested parties
	Talk shows and debates	Activity	N/A		Media	Government, Businesses, Qualified (expert) public, Interested parties

