



Republic of North Macedonia  
Ministry of Environment  
and Physical Planning

# PROGRESS REPORT

## CLIMATE CHANGE COMMUNICATION STRATEGY AND ACTION PLAN

November, 2021





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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# SUMMARY

The Climate Change Communication Strategy and Action Plan were adopted in 2013, within the Third National Climate Change Plan, which was prepared by the 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 Republic of North Macedonia, 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 in the period 2013-2016 is assessed in the form of a [report](#), which showed progress in the implementation of all four strategic goals, but also provided specific recommendations to overcome the recorded weaknesses. Below is this new report on the progress of the Climate Change Communication Strategy and Action Plan, which monitors the level of implementation of the envisaged activities in the period from 2017 to 2021. The activities were developed in organization and/or with the support of the Ministry of Environment and Physical Planning (MoEPP), the municipalities and the City of Skopje with the municipalities, companies, international organizations, civil associations and many other key stakeholders.

The following resources were used for the preparation of this report:

- documents and reports on implemented activities and conducted climate change campaigns,
- announcements and posts in electronic and print media and on social networks,
- communication and interviews with relevant implementers of actions from the target groups,
- results from the survey of the public opinion on climate change conducted in October 2019, as well as the survey conducted in November 2021.



The analyses are made in regard to the four strategic goals and the three main target groups: the city, the workplace and the households.

The report showed 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 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?

The period until 2030 is called the “Decade of Climate Action”, which shows the urgency to reduce greenhouse gas emissions. By adopting the revised Nationally Determined Contribution (NDC) for climate change in 2021, the Republic of North Macedonia has set an ambitious goal to reduce its net greenhouse gas emissions by 82% by 2030. 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. This progress report and the recommendations it provides are the basis for the new Communication Strategy.



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# STRATEGIC GOAL 1

*Establishing a general communication framework*

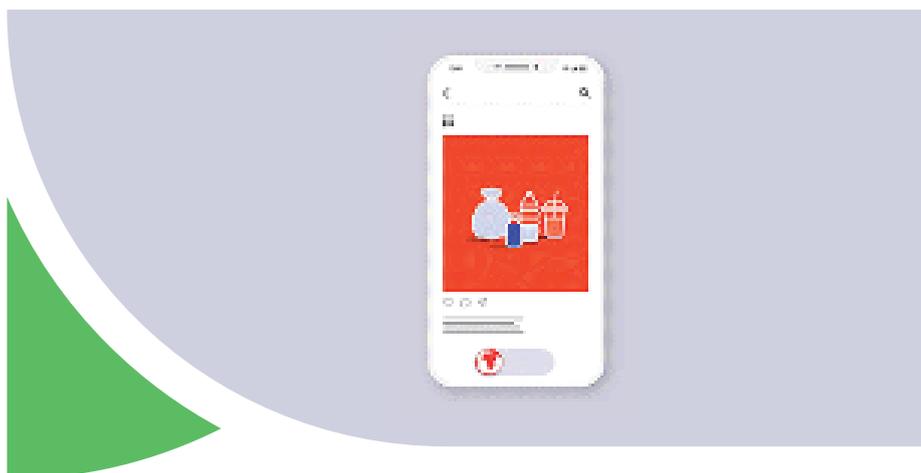
## **1. Appointing a person/institution in charge of climate change communication and contact for the UNFCCC - Article 6: education, training and public awareness**

Officially, there has been no nominee/institution in charge of climate change communication and contact for the UNFCCC, however the Public Relations Office within the Ministry of Environment and Physical Planning performs this role.

## **2. Developing the web-site [www.klimatskipromeni.mk](http://www.klimatskipromeni.mk) [www.klimatskipromeni.mk](http://www.klimatskipromeni.mk)**

The **appearance and design** of the official web portal: [klimatskipromeni.mk](http://klimatskipromeni.mk) have been updated due to the perceived need to facilitate the navigation with the information on the site, but also to find tools for facilitated focus on climate action information from different target groups. The intensive work on the appearance of the portal enabled better provision of information to all parties and independent input of their own climate action, as well as simplified access and review of national action. The portal is available in Macedonian and English language, where the relevant documents on climate change are constantly published, as well as information from the country, the region and the world.

The user discussion forum has been redirected to the “ask a question” tool, through which site visitors can directly ask a question and get an answer about everything they would like to know in the field of climate change. In addition, numerous online events and campaigns have been organized. An example of answering questions by the MoEPP is available in the post [at this link](#).



A total of 75 [climate actions](#) have been published on the portal, of which, according to the categories: 5 are from municipalities, 6 from a workplace, 8 from education, 37 from civil society organizations and 19 from households. So far, the portal contains many texts, i.e., a total of 200 news, 70 blogs and 13 texts written in relation to the conducted trainings. Numerous researches are available on the portal, such as: micro-narratives - gender and climate change, visualization of researches, surveys, studies and papers. The growing interest in climate change in the [Twitter community](#) is also presented, with more than 4,000 posts that use #climatechange over the past 4 years.

According to the results of the latest survey of the public opinion on climate change conducted in November 2021, 84% of respondents (3,091) do not know that climate action can be registered on the website [klimatskipromeni.mk](http://klimatskipromeni.mk). Only 5% of the respondents find the information on climate change on the website [klimatskipromeni.mk](http://klimatskipromeni.mk).

### 3. Networking through “informal” socialization with PR and communications professionals from all targeted target groups

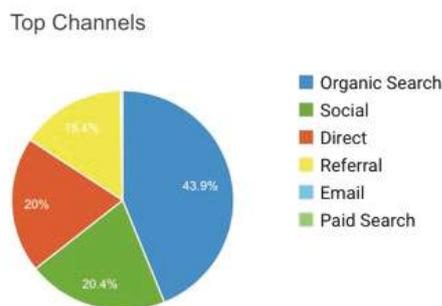
Due to the health situation in the country with the pandemic of COVID-19, but also due to accidents in the work premises of the Public Relations Office of the MoEPP, which is in charge of the communication activities, this goal was transferred to online implementation and online meetings.

### 4. Using a separate software tool to monitor the information

This activity is performed by using a monitoring software tool: Google Analytics.

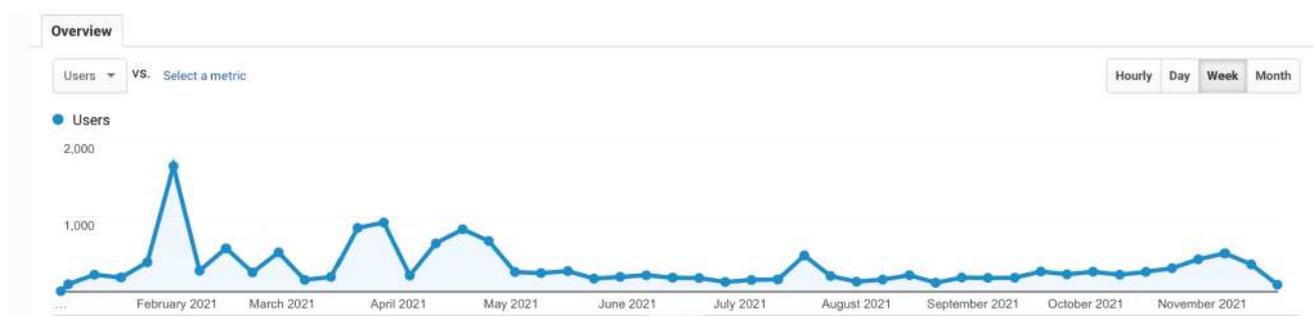
- Website traffic and number of visitors on klimatskipromeni.mk

In the period from 2019 to 2021 (1.2019 - 12.2021), klimatskipromeni.mk had a total number of over **127 thousand** visits by **more than 46 thousand visitors**. The website traffic and number of visitors is the highest in 2020, when there were over **58 thousand** visits to klimatskipromeni.mk by **more than 26 thousand visitors**. This number significantly increased compared to the previous year (2019), where the number of total visits is over 15 thousand by almost 4 thousand visitors.



In 2021, the portal had **over 49 thousand visits** by **more than 15 thousand visitors**. The most common age group of visitors is **25-34 years with 33.5%**, while just below it, with 27.5%, are young people from 18-24 years of age. The visitors access the web portal usually through **organic search (43.9%)**, and social networks and direct search are presented with 20% each.

Графикон бр. 1 - Канали на посетеност



Graph no. 2 – Website traffic in 2021, by months

From the graph above it can be seen that the biggest trend of website traffic in 2021 is in the period from **February to May**. One can notice that in this period several popular campaigns were run on social networks, including: **“All in Action for Quick Reaction”** - a campaign for active involvement in climate action, in order to mitigate climate change and improve the conditions in the environment. This campaign included a series of promotional [illustrations](#), [videos](#) и [posts](#) on the web portal, which encouraged energy efficient homes, photovoltaic panels, pollution reduction, healthier meals, fruit consumption from one’s own garden, etc.

In the second part of this period, that is, April - May, a three-day conference was held: “**Real DISCUSSIONS on real SOLUTIONS for ambitious CLIMATE ACTION**”, **#ItsPossible**, which initiated a discussion on climate change among representatives of all relevant stakeholders: senior officials of the UNFCCC, UNDP, relevant ministries, businessmen, chambers of commerce, representatives of the scientific community, civil society organizations, farmers, media, and the youth. This hybrid event, which was broadcast live on the YouTube channels in three languages - Macedonian, Albanian and English, was an exceptionally good and successful example of the necessity of interactive cross-sectoral communication, both at the horizontal and vertical level. The successful communication, innovative approach and use of modern communication tools, has resulted in a visible increase in traffic on the web portal and social networks.



- Published content on the web portal klimatskipromeni.mk

Year	Total number of posts	Total news	Total blogs	Documents/ researches/ reports/surveys	Trainings*	Climate action*
2017	13	6	4	3		
2018	72	44	19	9		
2019	76	38	6	3		29
2020	380	170	68	22	4	116
2021	177	72	50	23	24	8
<b>total</b>	<b>718</b>	<b>330</b>	<b>147</b>	<b>60</b>	<b>28</b>	<b>153</b>

According to the table above, one can observe the increase in the content of the web portal klimatskipromeni.mk according to the total number of posts, posts by language of content - Macedonian and English, as well as total posts by categories: news, blogs, documents/researches/reports/surveys, trainings and climate action.

According to the analysis of the data, it is observable that in **2020 there was a significantly increased number of posts** in all categories of the portal. **“The “Climate Action” and “Trainings” functionality were introduced later and are therefore not available in the years marked in grey.** This type of report is not being prepared on a regular basis and there is no designated person to monitor the tool. Thus, so far, measures have not been taken according to the monitored results.

## 5. Using innovative tools to disseminate informative and educational contents

The envisaged activities with informative and educational contents were shared through the following tools: e-newsletter, blogs, social networks Facebook, Twitter, Instagram, e-library and a gamified game with quiz questions.

**The social networks** for communication on climate change include: the Facebook page of [Klimatski promeni \(Climate change\)/MoEPP](#) which already has more than 7 thousand followers and the Instagram profile [@klimatskipromeni.mk](#) which has more than one thousand followers.

**E-newsletter:** a total of **14 newsletters** were sent in the period from April 2020 to May 2021. The list of subscribers constantly increases, and currently it contains **794 subscribers**, with an average email review of 27%. Some of the sent newsletters refer to the following topics: promotion of the conference #ItsPossible, film marathon #StayHome and educate yourself on climate change, selection of the best posters “Climate is changing, why not you?”, results of the research “Youth and Climate”, promotion of trainings “Adaptation to climate change” and “Return to nature - principles for investing in jobs”, questionnaire on household appliances (e-waste), education and training, climate change and physical planning, climate change in pandemic conditions - webinar: “Are technological development and innovations in our country in step with climate change?”, video trainings and webinars on climate extremes in the country, as well as the gender aspect of climate action.



# Време е за #КлиматскаАкција

е-весник за климатски промени бр. 9

**Climate stories** are constantly published in the blog section available on the web portal [www.klimatskipromeni.mk](http://www.klimatskipromeni.mk)



Младите за климатските промени – искуство од првите редови



Процес на собирање визији за национален Зелен договор



Сè што треба да знаете за данокот на јаглерод во македонски контекст



Јаглеродното пребивање: Едноставен водич за постигнување јаглеродна неутралност

In order to inform about the work of the UN towards meeting the Sustainable Development Goals, climate stories are also published by the UNDP, available on their [website](#).

## Gamified game “Youth and Climate”



The process of reviewing and strengthening the Nationally Determined Contributions requires contribution from all stakeholders. One of the most interested and engaged groups on this topic in the country and the region are young people, whereby the Ministry of Environment and Physical Planning created the opportunity to hear their voice in the process of formulating climate-related goals and to make sure this is not a conversation that will take place only once.

The establishment of new channels of communication and gaining insight from young people related to climate activities was made possible through a gamified platform (in the form of a game) for consultations titled “Youth for Climate” <https://youthforclimate.gamfi.io/>, designed by UNDP. More than 300 young people gave their contribution and recommendations and laid a solid foundation for long-term communication between the public administration and the youth groups in the country. The platform was available for a period of three months during the consultation process for the preparation of the revised NDC.

The report from the consultation with the youth is available [at the following link](#).

From the additional developed contents, the most used tool is the [Climate Change Glossary](#), which throughout these years has been supplemented with new expressions and contents, according to the very development of the field of climate change. Other available tools are [E-library](#) and [E-Calendar of events](#) – which is not used by the citizens and organizations at the moment.

## 6. Declaring national “champions” of all categories



*On the web portal [klimatskipromeni.mk](#) in the section of news and blogs, there are numerous stories that include all target groups, according to detected good practices and success stories in the country. **There are many other GOOD EXAMPLES, however they are not detected on the national platform for climate change.***



Some of the success stories in the past years published on the web portal include the following:

- Sasho Velkovski, Mayor of Sveti Nikole, who strives, as a local self-government, for a clean and healthy environment and mitigation of the consequences of global climate change - [link to the interview](#)

- Nikola Zdravevski, Project Manager at the United Nations Development Program (UNDP), which through the established multi-year partnership with the Municipality of Resen and the Ministry of Environment seeks to restore the ecosystem of Lake Prespa, by introducing comprehensive measures to improve the overall health and strengthen the resilience of Lake Prespa and by providing long-term control of the eutrophication process - [link to the interview](#)

- Jovan Cvetanovski, Head of the Department of Environment within the Municipality of Karposh, who undertakes a number of activities to raise public awareness, he works on projects with various partners for greater energy efficiency, use of bicycles, eco-actions in schools, planting trees, waste collection – [link to the interview](#)

- Aleksandar Buzalkov from the public utility company “Derven” from Veles, who encourages the application and implementation of projects, and organization of environmental events, to continuously raise public awareness, by distributing containers to the citizens, intended for municipal waste and recycling waste – [link to the interview](#)

- Prof. Dr. Ilija Nasov is a university professor, a businessman, an innovator and a president of the Association “Solar Macedonia”, who is also one of the most prominent domestic solar energy experts, and with his activities in the past few decades he has been dedicated to the increased utilization of solar energy and renewable energy sources in general, the reduction of pressure on the environment, raising the level of awareness and the opportunities that open up with renewable energy sources – [link to the interview](#)

- Nikola Derebanov, General Manager of “Permindex”, who points out that the consequences of climate change are visible and only adjustments of the conditions can be made, such as water which is necessary for all crops to survive, however with better management and raised awareness, up to 75% of the water in crop production can be saved – [link to the interview](#)

- Challenger - Macedonian application for social responsibility and creating sustainable habits among citizens, in order to reduce air pollution in our country - [link to the interview](#)

- Aleksandra Petrovska, primary school teacher in Skopje and president of the organization “Association for the importance of environmental education in modernizing the educational process”, who encourages the education of young people, as our future, on the essence of climate change - [link to the interview](#)

- Ena Utevska and Sofija Getova, climate and social justice activists at “Kolektiv Z”, who share local successes worldwide and spread ideas and inspiration for taking action in their communities aimed at creating a better future for all - [link to the interview](#)

- Arianit Xhaferi from “Eco Guerrilla”, who works on detecting problems with pollution, illegal logging and protection of natural resources in the Tetovo Region - [link to the interview](#)

- Evgenija Krstevska, climate activist at “Water4changes” and “Global Shapers Hub” Skopje, who points out the importance of water as a basic human right, the consequences of climate change related to water resources and education of the population on these topics - [link to the interview](#)

- Slobodanka Mitevska, a climate hero from the neighbourhood, who with a lot of effort and dedication reorganized her home driven by the desire to provide better conditions and a healthier environment for her family and a sustainable future for the neighbourhood – [link to the interview](#)

## 7. Educational and informative sessions and workshops for journalists (national and local media)

The MoEPP continuously informs the media about the latest developments and news on climate change. It does so by sending email notifications to the media contact list.

In 2021, a three-day hybrid event [#ItsPossible](#) was held – “Real discussions on real solutions for ambitious climate action”, in order to build political will, involvement and engagement for improved acceptance and implementation of the revised Nationally Determined Contribution for climate change through real discussions between the key national actors. The message is to perceive climate action as an opportunity that we should maximize and make the most of by establishing synergies between all social actors. The discussions included senior representatives from the UNFCCC, the Government and UNDP, as well as representatives from the private sector, the civil sector and the academic institutions. In addition, at the end of each of the events, the speakers were asked questions that were debated, which were also open to the media.

The online event was available to everyone and could be watched live on the YouTube platform, in three different languages: Macedonian, Albanian and English. You can watch more than 20 videos with questions and answers at the following [link](#).

Results: The conference was attended by 36 participants (53% of which were women), 12 speakers from senior institutions, 14 experts and 10 representatives of the civil sector (80% of which were women). The media covered the news with a total of 66 media announcements and 12 questions from the media during the conference. The event had 740 live views on YouTube, that is, a total of 1,942 views of the video. The news spread through the social media and reached more than 66 thousand Facebook users and more than 162 thousand Instagram users.

April 21	<p><b>Video: <a href="#">The Revised Nationally Determined Contribution to climate change in focus</a></b></p> <p>#ItsPossible to achieve the global goal of 1.5 degrees with an ambitious #ClimateActionNow</p>
April 27	<p><b>Video: <a href="#">Green recovery</a></b></p> <p>#ItsPossible to tackle the climate crisis in alliance with the private sector</p>
May 5	<p><b>Video: <a href="#">Resilience to extreme weather events</a></b></p> <p>#ItsPossible to activate real solutions, wherewith we will cope with extreme weather events in the country</p>



In addition, informative and educational sessions for journalists were organized through:

- "[ClearItUp](#)" – a public interest campaign for advocacy and lobbying of the Institute of Communication Studies (ICS) and the Advocacy
- Human rights journalists with the support of the British Embassy, within the project "Change Climate Change", who [organized a competition](#) for the best work of art – drawing on the same topic.
- The Institute of Communication Studies (ICS) organized [three-month journalism training](#) as part of the project "Connect the Dots: Better Policies through Civic Participation", supported by the British Embassy in Skopje, focusing on the environment, biodiversity protection, etc.

- The Investigative Reporting Lab often works on researches covering the topic of climate change, including: [Coat story](#), [The market of oil derivatives](#), [Editorial – Conspiracy against the air](#).

During this year's United Nations Climate Change Conference COP26 in Glasgow, the national media coverage for provision of information to the public was significantly increased. Apart from the regular [posts](#) on [klimatskipromeni.mk](#), other media also regularly reported about the conference. Some of the published news are on [RadioMOE](#), [DW Macedonian](#), [MIA](#), [META.MK](#), [Telma](#), [Radio Free Europe](#), [MKD](#), etc. The world media put the Republic of North Macedonia in focus, as a small developing country with ambitious climate action: [Ambition from the Frontlines: Recognizing Champions with the Climate Promise](#), 2021 NDC Outlook Report: [The State of Climate Ambition](#), UNDP Climate Promise 2021 [Exposure piece](#), etc.

The portal and the news agency [The Climate Herald](#) write in general on the issue of climate change in Macedonian and English language.



## 8. Using the EMI information software

In accordance with the changes in the MoEPP policy to integrate all software tools into one national information system on the environment, the [Environmental Information System \(EMI\)](#) software will be part of the new system. This integration has lasted for several years and will be completed in 2022. The communication related to this activity will be additionally conducted.

## 9. Education

The realized activities in the field of education, published on the web portal klimatskipromeni.mk include the following:

- Prof. Dr. Radmil Polenakovikj, Professor at the Faculty of Mechanical Engineering, University Ss. Cyril and Methodius, Skopje, has prepared a detailed report to analyze the inclusion of climate change in education. In addition, in order to present the report, an online presentation was organized 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](#)
- The Association for Climate and Social Justice “Kolektiv Z” organized workshops and a forum for creating [a national Green Agreement](#), by forming the Coalition of the Future - a group of organizations, activists and citizens.
- A series of trainings on various topics related to climate change, conducted by the MoEPP and UNDP, in cooperation with citizens’ associations and the academic community.
- A series of trainings in accordance with the annual plans for transparency in the climate policies [for 2020](#) and [for 2021](#).
- 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.
- “Kolektiv Z” organized 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.
- [Replacement of plastic bottles with aluminum thermoses](#) - Student company “ALTER” - SUGS “Vlado Tasevski” - Skopje.
- [“School for Sustainable Development”](#) organized by the Citizens’ Association “Eco Logic”, which have 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.
- 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.



Other relevant activities, brochures, articles and events:

- Series of 8 trainings for young people by the civil society organization “Eco Justice” on the topic of [Monitoring and influencing climate policies](#)

- A brochure has been prepared titled [Tools and practices for monitoring and influencing climate policies at the local, national and international level](#), and
- Articles on [Monitoring and influencing climate policies at the local, national](#) and international level

- An educational event and a discussion by the initiative “Prohibition of plastic bags” – [EU prohibits plastics, do we?](#)

- Motivating the citizens [#Take Climate Action](#) to get involved in the fight against climate change - a campaign of the Center for Climate Change, in order to raise awareness of the need of immediate response and change of behaviour in the use of resources, greater care for the environment and the need for reducing the effects of climate change.

- “[Dialogue with the civil society organizations](#) – Platform for Structural Participation in EU Integrations” held an online sectoral consultation on the topic “The effects of the work of the Sector Working Group for Environment and Climate Action and the future challenges for improving cooperation between civil society organizations and institutions.”

- [Action to raise the awareness](#) of farmers about the impact of climate change on agricultural production, organized by the Rural Coalition.

- Creative actions for provision of information and raising awareness regarding the threat of climate change “[Climate Justice for Marginalized Citizens](#)”, organized by the Association for Legal Education and Transparency STATION P.E.T. from Prilep in cooperation with the Open Society Foundation, in the Municipalities of Krivogashtani and Prilep.

- EDUINO - the collective portal for education held a webinar titled “[Interdisciplinary approach in teaching about climate change](#)”, realized by SmartUp - Social Innovation Lab, Skopje.

- SUCCESSFUL EU PRACTICES - INSPIRATION FOR APPLICATION OF SUSTAINABLE DEVELOPMENT GOALS with the conference “[GLOBAL GOALS FOR LOCAL SUSTAINABILITY](#)”. The conference showed positive international examples for the implementation of the Sustainable Development Goals and ways to apply those good practices that improve the lives of citizens, in our country, organized by the Association “Connect” in partnership with “Agora” and the Global Compact Network Bulgaria from the project “Building Cross-Sectoral Partnerships for Sustainable Development” funded by the European Union.

The Ministry of Environment and Physical Planning regularly announces a competition for allocation of funds for financing and implementation of programs, projects and other activities in the field of environment. The announced competition is available [at the following link](#), as well as [the results](#) of its implementation.



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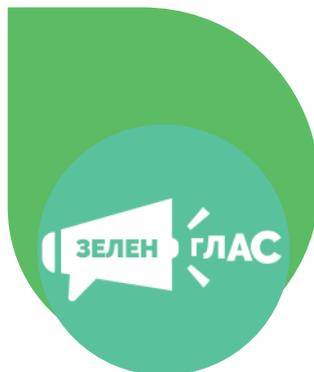
# GOOD EXAMPLES of climate action in the country



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## 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. It represents the voice of thousands of young people across the country as a result of their involvement in previous consultative initiatives such as [“Youth Participation for Climate Action and More Ambitious Nationally Determined Contributions”](#), [“Reimagine the Future”](#) and [“U-report”](#).



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**Green Voice** is [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.



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The first [simulation of COP26 in the country](#) was realized by the association “Go Green”, where 20 young climate ambassadors took part, who were previously trained through the online course on climate diplomacy. [The simulation](#) was broadcast [live on the profile](#) of “Go Green”.



**Challenger** is [an application](#) that motivates people to do something good for our society, and also for planet Earth. The application generates challenges that users join, and with each fulfilled challenge, it provides data that aids in visualization, 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.



**Velo schools** is a program 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.

The platform **HOME** – educational environmental online platform of the Institute of Communication Studies, creates important contents for communication on climate change in our country, including the [documentary](#) “Small solutions to big problems”.

**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](#).



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# STRATEGIC GOAL 2

*Knowledge and awareness, capacity and proactive attitude towards the impact and the vulnerability of climate change on the CITY*

## 1. Development of an interactive map for greenhouse gas emissions for all municipalities

Greenhouse gas inventories are prepared with the technical support of the [UN Development Program](#) and [Milieukontakt Macedonia](#) (USAID Municipal Climate Change Strategies Project) in cooperation with the municipalities and the City of Skopje. The map is available at the link <http://unfccc.org.mk/UNDP/undp-mapa/mapa.htm>, however it has not been updated because the municipalities do not update their inventories. This activity is realized only by the City of Skopje continuously for several years.

Conclusion: The municipal map is not functional and does not need to be maintained. Therefore, it will be deleted.

## 2. Targeted municipal capacity building

The trainings on [gender and climate change](#) are part of the series of trainings that highlight the challenges and opportunities of different sectors related to climate change. These trainings are very beneficial for policy makers, researchers and all current and future actors in processes related to mitigating the effects of climate change as well as consideration of gender equality in the process of adapting to climate change, including the network of people who work in the field of gender equality and climate change at the administrative level, which consists of 319 local and national representatives (61% of which are women).

In 2020 and 2021, a series of **trainings on gender and climate change** was held, intended for all municipalities and public enterprises in the country. In addition, mentoring sessions were conducted, so that the municipalities can plan gender-related climate actions for 2022, which will be financed from the municipal budget.

**Eight workshops were organized with the municipalities in each planning region** on the topic of climate change, which covered questions related to the climate change that we can expect in the coming decades, what does the country do in this regard, who finances the fight against climate change and what tools are available for a municipality to become the next climate champion. These workshops provided an open discussion on topics that were intensively elaborated in the past period with representatives of the Macedonian institutions, the business sector, the academic (scientific) community and the civil society.

Within the project, a [Training Manual - Gender Equality and Climate Change](#) was developed, which is based on the results conducted in the survey of the public opinion from November 2019, for the inclusion of gender aspects in the main courses of the national policies related to climate change.

The trainings were carried out within the project “Strengthening institutional and technical capacities to enhance transparency of climate change in the framework of the Paris Agreement”, which is implemented with the financial and technical support of the GEF and UNDP and is implemented by the Center for Research and Policy Making (CRPM) Consulting.

### 3. Systematic collection of information on climate action by filling out a questionnaire every 6 months

The United Nations Development Program and the Ministry of Environment and Physical Planning of the Republic of North Macedonia, in the framework of the preparation of the Third Biennial Climate Change Report, in October 2019, conducted [electronic research](#) to obtain data on the perception and level of public awareness of climate change. Following this survey, in order to obtain the latest data, within the Fourth Biennial Climate Change Report, the Climate Change Opinion Survey was conducted again in November 2021.

According to the new strategy, a decision was made to conduct these surveys every 2 years. The report from the survey in 2019 is available [at the following link](#), and the 2021 survey is available at the [following link](#).

The surveys provided data on the level of public awareness of climate change, they included the gender aspect of the topic, they provided information on how clearly the citizens understand the similarity and difference of air pollution and climate change, how the public identifies the capacities and holders of #ClimateAction, but also on the main sources of information on climate change, the visibility of this topic in the media and the visibility of various campaigns and projects on climate change.

In addition to the regular survey by the ministry, in July 2021 a survey was conducted by [UReport](#), specifically for the target group of young people in the country in order to survey their opinion on the topic of climate change.

### 4. Continuing the climate challenge #ItDependsOnYou for the other target groups

According to the adopted [Long-term Climate Change Strategy and Action Plan](#), **the challenge #ItDependsOnYou** adapts to fostering and recognizing climate action, with numerous challenges and competitions on the issue of climate change.

- The non-profit organization **“Konekt”** awarded the awards [“Leaders for Sustainable Development Goals”](#) to companies, individuals and young business leaders from the companies, for their contribution to the Sustainable Development Goals. The sustainable development awards were awarded by “Konekt”, in partnership with the Global Compact Network of this country, within the project “Building Cross-sectoral Partnerships for Sustainable Development” funded by the European Union.

- [UPSHIFT](#) – a social entrepreneurship program developed by UNICEF, whereby by solving specific social problems and challenges in their immediate environment, young people are encouraged to offer innovative solutions in the form of products or services. Many of the inspiring stories and innovative solutions are shared on [their web-platform](#).

- [Green ideas](#) is an annual competition that supports the development of small, local, green business ideas in our country organized by the ARNO Association, and regionally the competition is held in Albania, Kosovo, Montenegro, Bosnia and Herzegovina, Serbia and Greece. In the past years we have achieved great success with winners from our country in 2021, 2020, 2019 and 2017.

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# GOOD EXAMPLES of climate action in the city



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**Reverse vending machines** [in the Municipality of Centar](#) 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, in November 2020. [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.



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**Bostanie** is [the first urban garden in Skopje](#), implemented by the [Green Arc](#). The garden is located in the park in Novo Lisiche, realized 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.



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The three open [Go Green Eco 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. 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.

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# STRATEGIC GOAL 3

*Knowledge and awareness, capacity and proactive attitude about the impact and vulnerability of climate change in the workplace*

## **1. Cooperation with the start-up community and organizing hackathons for starting “climate businesses”**

The Fund for Innovations and Technology Development in cooperation with the Ministry of Environment and Physical Planning and the United Nations Development Program (UNDP) is organizing an **“O2 challenge”** in order to raise the level of innovation by providing financial support for activities that contribute to the reduction of greenhouse gas emissions or contribute to improving **resilience to climate change**.

The first announced Public Call for financing projects for reduction of air pollution in urban areas in the Republic of Macedonia “O2 Challenge” resulted in financing 5 companies with their creative projects and solutions.

The second call on the topic of “Tackling Climate Change” was conducted last year to help and motivate start-ups within their applications for the challenge. The challenge covered the following areas: energy, industry, transport, agriculture, forestry, healthcare, water resources, tourism, cultural heritage, biodiversity, reduction of risk of natural and industrial disasters. The second “O2 Challenge” funded 3 companies with their innovative ideas for tackling climate change.

The call is available [in Macedonian](#) and in [English](#) language, and [the MoEPP constantly informed](#) about the challenge on their channels, as well as with [posts on the web portal klimatskipromeni.mk](#).

In addition to the “O2 Challenges”, in recent years the Fund for Innovations and Technology Development has supported [innovations in the field of climate change](#) through various programs such as: Commercialization of Innovations, “Challenge for Young Researchers”, Instrument for Co-financing Small Grants for Green Technologies, Investment Fund for Green and Digital Start-ups, and European Green Fund in the private sector.

These programs also resulted in the [presentation of nine pollution reduction projects supported by the Fund for Innovations and Technology Development](#). This presentation was part of the project of “Metalotehnika” from Prilep, which provides energy savings for home heating of at least 30% with nanotechnology, technology made from local materials.

## **2. Creating an accelerator program for social entrepreneurship and climate change**

The Macedonian delegation led by CEFE Macedonia, in November 2021, participated in the [International Forum for Social Entrepreneurship](#) in Baku, Azerbaijan. The forum was realized within the project [“Start it Up, Keep It Up”](#), which aims to create mentors who will cooperate with social entrepreneurs in North Macedonia, Europe and the Caucasus Region.

The contributors to the social entrepreneurship ecosystem include ARNO, Public, the Ministry of Labour and Social Policy, the Red Cross, Mladi.info, Impact hub and other organizations that are active in their promotion.

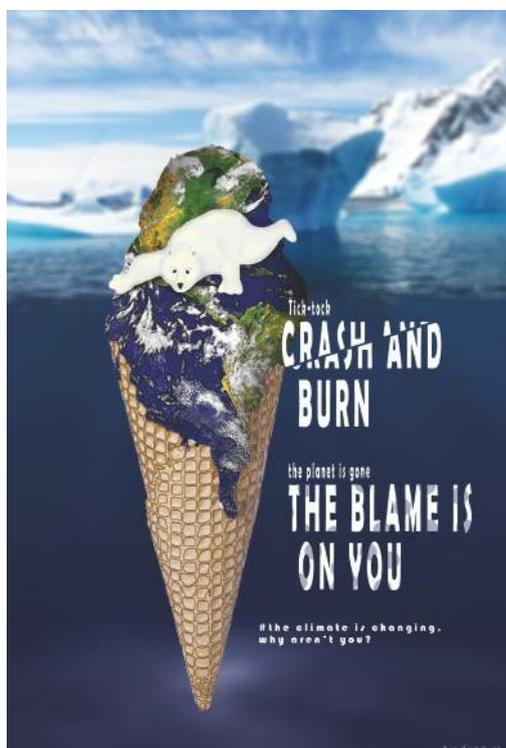
One such activity, in terms of social entrepreneurship and climate change, is [RISE](#) (Regional Incubator for Social Entrepreneurs), a project for motivated and committed young people, ready to learn and change things, aimed at supporting social business ideas, ideas that will make the region a better place. From this project, 2 selected teams from each country receive financial and expert support for further development of their social business. It is being implemented by six local incubators, including ARNO.

Other success stories are the mobile application "Air care", which promotes social innovation, the café "Ulaf Ste" in Bitola, which is run by people with hearing and speech impairment, and other stories that help the community understand that in addition to business, the cause is very important.

### 3. Implementation/support of campaigns for developing environmentally-friendly and climate-friendly workplace behaviours

Under the motto "[Climate is changing, why not you](#)", the UN Development Program (UNDP), the Ministry of Environment and Physical Planning (MoEPP) and the Global Environment Facility (GEF) launched a campaign to encourage #ClimateAction – [Facebook post for campaign communication](#).

During this campaign, more than **16 interviews** and conversations with people were published on the web portal klimatskipromeni.mk, calling for a change in our actions in accordance with climate change. As part of the campaign, a competition was announced titled [#DesignInspire](#), for which **36 poster design solutions** arrived, through which young people, with a high degree of creativity, sent great messages calling for **#ClimateAction**. Andrea Koleva, a student from Shtip, had the most likes in the competition that took place through the Facebook page of klimatskipromeni.mk. Her poster with a melting cornet sends a very vivid message that the time for climate action is running out and the planet is "melting". The conversation with her is available [at the following link](#).



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# GOOD EXAMPLES

## of climate action in the workplace



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### 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](#).



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**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](#).

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# STRATEGIC GOAL 4

*Knowledge and awareness, capacity and proactive attitude about the impact and vulnerability of climate change on households*

## **1. Implementation/support of campaigns for mitigating the impact of climate change in households**

According to the Program for subsidizing the citizens for the procurement of **highly efficient inverter air-conditioners** for heating for 2021, the City of Skopje announced a PUBLIC CALL for subsidizing the citizens for the procurement of highly efficient inverter air-conditioners for heating for 2021 available at the link: [Public call for subsidies for inverter air-conditioners](#). This call was also conducted [in 2020 and 2019](#).

More information about the call is available at the announcement: [SUBSIDIES FOR INVERTER AIR-CONDITIONERS – City of Skopje – Environmental Protection](#).

Subsidies for inverter air-conditioners were also provided by several [municipalities](#) in this country, as well as [the Government](#) in 2019 with an amount of 10 million euros. The measure as a pilot project was implemented in the four most polluted cities in the country: Skopje, Kichevo, Bitola and Tetovo. The Ministry of Economy regularly conducts a public notice for reimbursing part of the costs for purchasing pellet stoves in the households in 2018, 2019, [2020](#) and [2021](#), one call for households and another for vulnerable categories of citizens with low income.

## **2. Online promotion of existing campaigns or initiatives for developing habits aimed at climate change mitigation/reduction**

In order to maintain the city of Skopje clean and orderly, as one of the prerequisites for pollution reduction and life in a healthy environment, the City of Skopje offered subsidies for cleaning the chimneys of homes. The public call is available at the following link: [Subsidies for chimney cleaning 2021 - City of Skopje - Environmental Protection](#), and the call was conducted consecutively in 2020 and 2021.

## **3. Support of policies for energy-efficient homes**

Actions for the support of policies for energy-efficient homes have been implemented in the city of Skopje, and they include the following:

- [A public call](#) for **subsidies and support of residential buildings** for collective housing was conducted in the Municipality of Kisela Voda with the project “energy-efficient homes”. The subsidies and support were provided with funds from the Budget of the Municipality of Kisela Voda for 2021 from the Program G1 - Local Economic Development, sub-program GDO - Energy Efficiency Project, intended for investments in energy efficiency of [residential buildings for collective housing](#), and based on the terms and criteria from the public call. The project was implemented by the Municipality and the Association for Human Housing “Habitat Macedonia”.

- [Energy efficiency in dormitories](#)

- Within the project “Strengthening Institutional and Technical Capacities to Enhance Climate Change Transparency in the framework of the Paris Agreement”, which is implemented with the financial and technical support of the GEF and UNDP, brochures were prepared, titled [“Integration of climate change in the energy sector”](#) and [“Assessment of potential climate - favourable cooling solutions”](#).

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# GOOD EXAMPLES

## of climate action of households



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 organized 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.



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# GOOD EXAMPLES AT THE INTERNATIONAL LEVEL

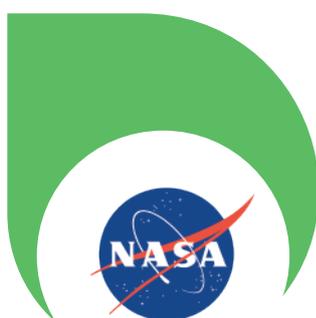
In the previously explained strategic goals, we pay attention to what has been achieved so far in terms of the defined target groups: at the national level, at the level of the city, workplace and households and GOOD EXAMPLES for communication on climate change in these areas.

In this part we provide an overview of the good examples abroad, in recent years, which are worth noting in this report.



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Countdown is [a global initiative](#) organized by [TED](#) to champion and accelerate solutions to the climate crisis, turning ideas into action. This initiative sent clear messages and inspiration to the world to build a better future by cutting greenhouse gas emissions in half by 2030 in the race to a zero-carbon world – a world that is safer, cleaner and fairer for everyone. They have brought together scientists, activists, entrepreneurs, urban planners, farmers, investors, artists, government officials and others, to find the most effective ideas and bold solutions to tackle the challenge of climate change.



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NASA has created a [an excellent information](#) tool, which contains evidence, causes, effects, indicators and questions about climate change. On this portal, visitors can ask additional questions about education in the field, they can access information about the myths of climate change, such as the equalization of climate change and [global warming](#), etc. Other tools that NASA uses include the [Goddard Scientific Visualization Studio](#) – with an extensive collection of animated visualizations of climate change and Earth science, as well as the [Sea Level Change Portal](#) and NASA's portal for an in-depth look at the science behind sea level change.



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Greta Thunberg is the leader of the international movement [Fridays for Future](#), and despite the corona pandemic, she continued to act loudly and send messages. She is one of the main communicators of a large audience of citizens, especially young people, in regard to [the climate crisis](#), especially in the climate policies of [the climate summits](#) with [loud messages to the decision makers](#), together with the whole international movement. Thunberg has been nominated for the Nobel Peace Prize after her viral speeches to politicians around the world.



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“Guardian” is a recognized foreign media, which recently has been publishing an increasing number of articles on the issue of [climate crisis](#). They cover the latest news from politics, activists, scientists and actions taking place worldwide, prompting urgent climate action.



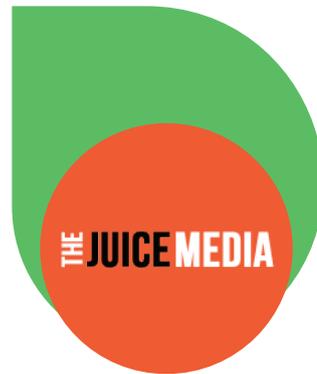
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Climate Time Machine – [a series of visualizations](#) that shows how some of Earth’s key climate indicators are changing over time.



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All of the above - an interesting and challenging [show](#) that uses humour to answer the most pressing questions nowadays, related to climate change and social justice.



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[The Juice Media](#) – a media platform with satire, depicting the situation with the global climate crisis.

# CONCLUSIONS

The report on the progress in the implementation of the Climate Change Communication Strategy and Action Plan, showed visible results and a strong enhancement of the communication in this field. If we were still talking about the term climate change at the beginning, in the reporting period one can observe a strong shift of the focus of interest towards **#ClimateAction**.

Although there has been an observable active work on the implementation of the communication action plan for all four strategic goals, **most efforts are still made to upgrade the general communication framework**. However, this is understandable because the very communication platform ([klimatskipromeni.mk](http://klimatskipromeni.mk)) had to be improved and enriched with new contents and tools in order to be recognized **as a national database**. It was intensively filled with a series of documents and materials that emerged from the intensified activities in the field of climate change, whereby new ways of gathering information on the activities of different target groups were created, as well as more attractive contents and content representations.

The introduction of the tool **“enter climate action”** enabled the collection of information about implemented actions from different target groups, which is positive on the one hand, but on the other hand it suggested the need for enhanced promotion and provision of greater recognition of the tool, in order to use it with more self-initiative as much as possible. Much progress has been made because households have expressed their interest in **publishing individual climate action**, a part that is considered to be the most critical in collecting information.

However, despite the fact that different actors take measures and activities in the field of climate change, there is still a **lack of mutual provision of information and coordination**. This especially refers to the horizontal and vertical communication on the topic #ClimateAction between the central and the local government.

Furthermore, the Progress Report of the Communication Strategy showed that human and technical communication capacities need to be strengthened at both the national and local level, that the system for monitoring and data collection from the monitored implementation of the communication activities needs to be improved and that more intensive networking is required of persons in charge of communication from different social actors (municipalities, the business community, etc.).

Moreover, there is a need for **greater recognition and use of the communication platform klimatskipromeni.mk** and recognition of the importance of sharing information in one place for greater insight and creating complementary and non-repetitive communications.

In addition, **significantly increased interest and engagement in regard to climate action have been identified** in recent years, the number of actions has risen, the concerns have grown, and an increasing number of actors, organizations, and affected **informal initiatives have been working more intensively with a focus on climate and social justice**.

The overcoming of the abovementioned challenges can be noticed in the adoption of two important strategic documents in the field of climate change, the Revised Nationally Determined Contribution for climate change for the period up to 2030 and the long-term Climate Action Strategy of the Republic of North Macedonia for the period up to 2050, which set out **specific strategic goals for the next 10/30 years**, with specific actors and a time frame. These two strategic documents of the country should be and will be the basis of the new Climate Change Communication Strategy.

Specifically, the analyses of the progress pointed out the need to revise the initial framework for the Communication Strategy and to adapt it to the specific strategic goals and the specific actions set at the national level in order to achieve the ambitious goals set in the Revised Nationally Determined Contribution to the Paris Agreement.

The improved Communication Strategy, taking into consideration the results of:

1. The electronic survey of the public awareness on climate change perception 2021,
2. The Progress Report in the implementation of the framework Communication Strategy with Action Plan 2017-2021, and
3. The workshop on identifying goals and ways of communication for climate action (December 2021),

will enable to overcome the detected deficiencies in the provision of the communication tools, it will define specific target groups to reach the wider public and will introduce **inclusive, innovative approaches to raising awareness of climate action**.

We note that the report includes only part of the relevant information and data, in order to show the contribution of climate action communication to the achievement of the national and global goals for greenhouse gas emissions reduction.



