

**Aim #1**

**Raising awareness for climate action, changing mindsets and patterns of behaviour, and enhancing motivation for achieving the national goals for climate adaptation and mitigation.**

<b>Activity</b>	<b>Supporting action</b>	<b>Action type</b>	<b>Period</b>	<b>Channels</b>
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
	Study visits in other countries that have "good practice" in climate communication PR practices by government institutions	Partnerships and Engagement	Yearly	Study visits
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
To educate, inform, and motivate by implementing national awareness campaigns on climate solutions and best practices	Positive climate action stories	Project	Quarterly	Integrated communication campaign
	Educational campaigns on climate action	Project	Quarterly	Integrated communication campaign
Newsletter base and developing a monthly newsletter on NDCs goals	Contact database with all stakeholders	Activity	Once, updated annually	Email marketing

Monthly newsletter on NDC's goals, challenges and achievements	Newsletter on climate change achievements and results	Partnerships and Engagement	1 per month	Email marketing
Promote NDC's goals	Qualified visits	Partnerships and Engagement	Once or twice per year	Thematic meetings
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
Celebrate the days of environment	Digital campaigns	Project	N/A	Social media webinars

Celebrate the days of environment and climate change	Events	Activity	N/A	Ceremonies, community actions, seminars and conferences, concerts, marathons, and other sporting events
Conduct national awareness campaigns "Climate Change and me" and actions how to connect national goals with the life of Macedonian citizens	National awareness campaign on youth and climate change	Project	Biannually	Integrated communication campaign
	Youth Champions organised a visit "week with the Minister of MOEPP"	Project	Weekly	Event
	National awareness campaign on climate change and households	Project	Biannually	Integrated communication campaign
	National awareness campaign on transport and climate change	Project	Biannually	Integrated communication campaign

	National awareness campaign on energy efficiency	Project	Biannually	Integrated communication campaign
Strengthen communication strengthening collaboration and networking in the environment and climate change communication between academia, government	Training sessions on FR and climate	Activity	Yearly	Event
	Consultations	Activity	Yearly	Workshops
	Coordination meetings	Activity	Every third month	Meetings
	Briefings	Activity	1 per month	Events Emails
Promote policies, regulations, and promote the benefits of energy communities and ESKOs etc.	Sustainability champions	Project	1 per month	Event
	Sustainability champions	Activity	3 per year	Events Emails
Support education of the business sector and establish an understanding of their role in knowledge sharing on the role of business in the implementation of NDC goals. Share and inform about activities and goals that they achieve.	Promotion of industry guidelines	Project	Biannually	Publications
	Success stories promotion	Activity	1 per month	Video
	Events	Partnerships and	Biannually	Conferences Seminars
	Success stories promotion	Project	1 per month	Publication
	PR texts		N/A	Paid media
Inform about achieved results and best practices	Mapping of journalists	Activity	Once, updated	Digital
	Media events	Partnerships and	Quarterly	briefings Media lunch
Enhance interest and actualise the topic in the public	Call for investigative journalism stories	Project	Yearly	National contest
	Photo contest	Project	Yearly	National contest
Educate the public about innovative solutions and growing climate	Reportage	Project	Yearly	National programme

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or taking up coordinated activities by all societal actors

Responsible for	Additional stakeholders
National Government (MOEPP)	Qualified (expert) public, businesses, local government
National Government (MOEPP)	Qualified (expert) public, businesses, other government institutions, media
MOEPP	Other government institutions on national and local level, media, general public
National Government (MOEPP) Qualified (expert) public	Qualified (expert) public, businesses
National Government (MOEPP) Qualified (expert) public	Qualified (expert) public, businesses
National Government (MOEPP)	Qualified (expert) public, businesses, general public, media

National Government (MOEPP)	Qualified (expert) public, businesses, general public, media
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.)
MOEPP City of Skopje and academic institutions	Qualified (expert) public, general public, media

Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions)	The national government, interested parties, businesses, the general public, media
MOEPP	

<p>Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions)</p> <p>MOEPP</p>	<p>The national government, interested parties, businesses, the general public, media</p>
<p>Qualified (expert) public (incl. civil society organisations, international organisations, academic institutions, centres for development of the planning regions)</p> <p>MOEPP</p>	<p>The national government, interested parties, businesses, the general public, media</p>
<p>Qualified (expert) public; Civil society organizations that are actively working on projects about environment and climate change; Educational institutions</p>	<p>The national government, interested parties, businesses, the general public, media</p>
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Local government	MOEPP, the national government, qualified
Local government	MOEPP, the national government, qualified

Businesses	Qualified (expert) public, the Government
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media	Qualified (expert) public, MOEPP
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media, Qualified (expert)	Qualified (expert) public, MOEPP
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