

Environmental Awareness Strategy

Technical Report





Strengthening the Capacity of the Ministry of Environment and Physical Planning

An EU – funded project managed by the European Agency for Reconstruction

Technical Report:

Environmental Awareness Strategy

Project result 14
14 November 2003

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Acknowledgement:

The project team wishes to express its gratitude to all resource persons and experts from all institutions and stakeholders involved in the collation of data and information and to all decision-making bodies that have supported the development of the Environmental Awareness Strategy. Special thanks are extended to the MEPP and its technical staff as well as the political decision-makers involved.

Project Facts:

Sector of activity:	Environment	Partner Institution / Beneficiary:	Ministry of Environment and Physical Planning
Project ref no:	112680/D/SV/MK	Contract no:	99/MAC01/04/005
Project start date:	10th June 2002	Contracted amount	€2,425,013.53
Expected end date:	08th July 2004 (Legal duration of 25 months)	Contractor	GOPA-Consultants Hindenburgring 18, D-61248 Bag Homburg
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List of Abbreviations

AD	Akcionersko Drustvo
CMEPP	Strengthening Capacity for the Ministry of Environment and Physical Planning” project
DEM	Ecologist’s Movement of Macedonia
EAR	European Agency for Reconstruction
EBRD	European Bank for Reconstruction and Development
ESM	Elektrostopanstvo na Makedonija
EPC	Ecological Press Center
EU	European Union
GTZ	Deutsche Gesellschaft für Technische Zusammenarbeit
LEAPs	Local Environmental Action Plans
MAFWE	Ministry of Agriculture, Forestry and Water Economy
MEIC	Macedonian Environmental Information Center
MEPP	Ministry of Environment and Physical Planning
MTV	Macedonian Television
NEAP	National Environmental Action Plan
NEHAP	NEHAP National Environmental Health Action Plan
NGO	Non-governmental organization
PAC	Public Awareness Campaign
PRO	Public Relation Office
REC	The Regional Environmental Center for Central and Eastern Europe
REReP	Regional Environmental Reconstruction Programme
SEE	South Eastern Europe
TV	Television
UNDP	United Nations Development Programme



Chapter 1 EXECUTIVE SUMMARY

Background

The awareness strategies have been part of component 2 of the project. Component 2 comprised next to data management and monitoring a communication strategy for improvement of the horizontal and vertical communication of the MEPP as well as the selection of topics, the design of awareness strategies and the implementation of these strategies. In particular the following tasks were given:

- Preparation of a short and medium term strategy as to how structure and improve the ministries performance in raising environmental awareness of the relevant target groups, decision makers in industry and the general public.
- Preparation of a short term and medium term communication strategy with the aim of improving communication between all stakeholders in the field of environmental management with a focus on EU-MEPP, inter-ministerial communications and communications with the ministry itself.

Both tasks have been designed to contribute to the following results:

- Raising environmental awareness and improving environmental communication
- Increasing the environmental public awareness
- Improve the level of functioning and efficiency and enhance the MEPPs performance
- Strengthen the ministries position vis á vis the other ministries
- Improve communication between the stakeholders in the field of environmental management
- Reinforce institutions in charge of environmental awareness raising

Given this background the project made an assessment of the situation with the following key results:

Strengths:

- The overall design of the CMEPP project allowed a comprehensive approach for improving the communicative capacities of MEPP and introducing a state of the art policy marketing concept (Combination of Communication strategy plus institutional development plus content development)
- Wide parts of the public including the media are open for information



- The Ministry of Environment and Physical Planning is a 'young', dynamic ministry. Due to its staff and its well-developed practices of internal and external informal communication, the MEPP is flexible compared to other government institutions.
- The MEPP enjoys the public image of being a positive force in the country.
- The MEPP has a good international reputation and receives significant international political and financial support
- Wide range of very open and cooperative stakeholders from NGOs to private business
- General high support for awareness activities within the responsible MEPP staff

Weaknesses

- Rather isolated "hoc-activities" of the MEPP with no coherent communication strategy
- Lack of clear and placeable content due to lack of coherent policy strategy
- There are numerous non representative polls on environmental status of environmental awareness, yet a more comprehensive analysis was not available
- Insufficient coordination and communication between media and pr departments and decision making level
- Intermediation of cotre pr unit (PRO) through MEIC, resulting in a lack of communication between top political levels and the executers of awareness activities
- Low technical knowledge of implementing awareness activities
- Low knowledge in forming alliances in terms of sponsoring as well as general communication and coordination of projects dealing with environmental topics
- Poor coordination between stakeholders in the field
- Lack of coordination of awareness activities
- No linking of awareness activities to environmental policy and/ or development of legal framework
- No coherent visual identity of the Ministry

Implications

In accordance with the Terms of Reference, the strategies strengthening the communicative capacities of the Ministry and for raising awareness have been developed in parallel with the Environmental Communication Strategy. In technical terms the CMEPP project applied a holistic approach by developing in parallel and internal as well as an external communication strategy. This resulted in two different strategy papers:



Strategy 1: Basic mid term strategy (Mother Strategy)

This plan has been designed as a basic and comprehensive communication and public relations strategy for the ex- and internal MEPP communication, including definition of mission statement, styles of communication and guidelines for policy marketing. This strategy is the mid-term fundament for the MEPP, named "Vision 2008 Communication Strategy". All strategic issues addressed in this document are supposed to be the basic layer or the fundament of all awareness and promotion activities of the Ministry in a five year period. A yearly update of this strategy according to monitoring and implementation progress will be necessary.

This strategy in particular was related to the impacts of designing policies and communicating policies at the same time. This model of a high involvement of stakeholders from the NGO and from the private sector was already and implicit constituent of the working styles selected by component 1 (Working groups and core groups including public hearings and presentations).

This strategy was visually materialized through the development of a comprehensive new visual identity (Book of design standards) of the Ministry with a new logo and a new slogan: "Do you know how green you are?" (Znaeshli kolku si zelen?)

Strategy 2: Awareness strategies (Daughter Strategies)

Strategy 2 (composed from 3 topical strategies) again has been split into three topical campaigns all of them taking on the communication and pr management styles defined in the Strategy 1. After indebt discussion with stakeholders from the concerned areas three campaigns have been selected out of 4 possible areas:

- Topic 1: Nature protection
- Topic 2: Phasing out lead in petrol
- Topic 3: Promotion of the use of bicycles as alternative transport means

A fourth topic on Waste management ("Home Composting") has been discussed, a draft strategy designed, but the implementation has been cancelled because of insufficient preparation of the regulatory system. These strategies put particular emphasis making clear the necessity of closely linking any kind of awareness activity with an overall or comprehensive basic concept. These approach has been chosen in order top overcome the significant weakness of MEPP awareness activities being fairly loose bind ad hoc activities depending on donor interests or interest of the various and not always well coordinating and communicating project activities in the MEPP : (island mentality - compare communication strategy)

Together these four strategies constitute a comprehensive and integrated approach towards a sustained improvement of the communication capacity of the Ministry of Environment and Physical Planning. The result is an integrated communication model.



Proposed strategy

This integrated communication model projects a two-way dialogue between the *design* of policy and the *communication* of policy. (Component 1 and general MEPP policy design = communication content design.) The model incorporates flexibility into a continuously evolving system which both acts and reacts. In short, the model embodies a view of policy-making as dialogue.

The requirements of the Acquis Communautaire have been established as the basis of policy design. These requirements thus constitute the **content guideline** for the medium-term approach. These requirements have been incorporated in a policy paper that serves both as an internal guideline for policy design as well as an external communication tool. In line with the medium-term orientation of the selected approach, this paper is called 'Vision 2008'. *Vision 2008* serves three core functions:

- as a medium-term policy paper (*answering the question: 'What do they do what they do?'*)
- as a basic tool of external communication (*answering the question: 'Why do they do what they do?'*)
- as a management tool for personnel management (*answering the question: 'How do they do what they do?'*)

Vision 2008 was developed jointly with the management of the MEPP to provide the basis for all communication and short-term awareness-raising interventions until 2008. Whenever a topic for short-term awareness-raising activities arises, this topic should be linked to the requirements and activities stipulated in *Vision 2008*.

The methodology used in the framing of *Vision 2008* followed the three CIP principles:

- C Communication/Coordination,
- I Information
- P Participation

These principles were put into practice through the involvement of NGOs and representatives of the private business sector and the municipalities in the design, implementation and financing of the selected activities.

EAR policy guidelines did not permit higher spending on incidentals arising in the allocated projects. In particular, the policy of reducing the use of printed material resulted in a considerable cut in the CMEPP project's proposed spending budget. However, this constraint has been more than compensated for by the strategic approach taken by the CMEPP project. All campaigns have been designed to include stakeholders from both the public and the private sectors. The project managed to raise contributions from private sponsors amounting to a market value of almost 250.000 Euro. The greater part of this contribution originates from companies participating in the campaign for phasing out lead in petrol. This amount represents more than the total, just financial contribution (incidentals) of the CMEPP project.

Upon this basis, the project—together with the MEPP—identified the said three fields of awareness-raising:

- nature protection and the new law



- phasing out lead in petrol
- cycling in Skopje

These three topics were selected through a preliminary screening process analysing the current situation and opportunities for practical progress in environmental affairs and taking into account factors such as visibility and those activities already underway. The selection process further considered the interests and concerns of NGOs and the private sector. All topics were considered in the light of the requirements of Macedonia's EU adaptation process.

The process of developing this strategy was not consecutive. Many activities were planned and implemented as part of a mutually related process. The strategic decision to involve NGOs and the private sector, for example, proved to be especially time-consuming.

The early involvement of these stakeholders in the phase of the initial medium-term programme, however, proved not just strategically coherent but also provided a sound basis for further implementation. Most of the important stakeholders are consequently aware of the procedures and policy guidelines. This may result in far greater acceptance of future activities of this kind.

Further distinct feature of the adopted strategy is the targeting and addressing particularly young audiences. The campaigns employed a broad combination of 'show' elements and information. This combination serves two goals:

- to make the information and promotion more emotional and therefore impacting;
- to promote a youthful and colourful image of the MEPP (dynamic, future oriented). (depending internally on the structure and culture of the organization – organizational compliance with Vision 2008 stipulations . On the external side it depends on successfully communicating with the public and stakeholders.)

The topical focus (communication content) of all internal and external communication activities will be the Aquis Communautaire as described with its various political and managerial implications described in Vision 2008.

For implementing the basic strategic requirements (cooperation, information participation) the CMEPP project designed and refurbished an Eco Truck. The Eco Truck is a mobile information office, that is technically fully equipped for transferring information to all target groups in focus. It is a visible symbol for a proactive information policy designed to be used by various stakeholders for all kind of environmental information and campaign purposes.

On the basis of the "mother campaign" the Ministry is suggested to select three topical campaigns each year. This is appropriate and feasible taking into consideration the limited personal capacities for implementing. Given the project experience the Ministry should allocate for fulfilling the defined communicative targets some 140.000 Euro incidentals in the state budget. This means some 30.000 Euro per campaign/year plus some 20.000 for Eco Truck operations.

At the same time the ministry, in that case represented by the PRO, should make sure that international donor project funding (as far as public relations are concerned) will support the promotion of the focus topics selected each year. (Coordination!)



Impact

Mother Campaign

- A medium term concept has been developed including definition of mission statement and integrated and holistic policy content guideline, named "Vision 2008"
- Close cooperation between Ministries technical experts and the promotional team have been fully respected through the introduction of so called anchorperson
- The "Visual Identity" of the MEPP has been completely redesigned, resulting in a comprehensive book of standards
- The refurbishment of the PRO has started
- The reorganisation of the PRO has started with the goal to improve the coordination with the top political level and promotional activities. It is planned to make the PRO part of the cabinet of ministry.
- Strategic alliances have been formed involving media, private sector and NGOs in the field of phasing out petrol, nature protection and biking
- A Draft for Vision 2008 have been jointly designed and are in the process of finalisation.
- Communication with stakeholders in all project areas of component 1 (vertical and horizontal flow of information) has been substantially improved (core groups and working groups in component 1). It will be crucial that the Ministry sustains this participatory approach after the termination of the CMEPP project
- The whole concept is still a fragile construction. It will be necessary to concentrate in the extension phase of CMEPP on further communication this structure and changing mentalities in particular with respect to exchanging and sharing information (Information! Participation!). In any institution in the world it is a time consuming management task to apply changes of such far reaching impact. (Change of working style, change of content, change of organisation)

Topical Campaigns (daughter campaign)

Home composting

An initial campaign concept has been developed. The implementation was stopped, because of an appropriate waste management concept was not yet developed. It has been decided to make use of that work later once the regulatory requirements (waste management) are in force. This is expected to happen in 2005.



Biking in Skopje

The Biking campaign was supposed to be embedded in the development of a master plan for biking in Skopje. Because of a lack of cooperation with the municipality officials the implementation the master plan could not be finalized. Accordingly the implementation of the activities of the campaign concept have been substantially reduced, resulting in a major and strongly promoted event during the car free day (September). The focus of that event was to improve the partnership between partners in traffic in particular car drivers and bikers and to increase and improve the visibility of the ministry (image). Some thousand people participated in the main event on the occasion of the Tour de Skopje. Wide media coverage was achieved through cooperation with private TV channels and the Macedonian National Television.

The attempts to jointly finalize the Bicycle master plan for Skopje will be continued in the extension phase.

Impacts of the campaign will be measured through an opinion research foreseen for the extension phase

Nature protection

The campaign on nature protection concentrated on promoting eco tourism and nature compliant behaviour of visitors in the national park of Galicica and promoting core features of the new law on nature protection designed under component 1.

Core activities have been journalist training programmes and park ranger training programmes in Galichica and a public event in Shtip on general awareness issues concerning nature protection.

The campaign included targeted editorial cooperation with public and private TV stations as well as promotional activities through Radio in the city of Skopje.

Impacts of the campaign will be measured through an opinion research foreseen for the extension phase.

Phasing out lead in petrol

A campaign concept for promoting the phasing out of led in petrol was developed in line with the master plan for phasing out led in petrol. Already the development of the master plan resulted in a substantially improved communication between the Ministry of finance the Ministry of Economy, stakeholders from the private business as well as NGOs. The principal strategic patterns were applied exactly, resulting not just in well coordinated awareness activities but moreover in acquiring a substantial increase of the allocated budget from private sponsors (almost 250.000 Euro) Since in this field there was a clear defined political contract this topical campaign was given special emphasis resulting in a comprehensive campaign including broadcasting of info spots, billboards publications as well as intensive media cooperation. The CMEPP project managed to gain substantial support through the forming of a public alliance including the leading petrol producers, the national car associations, petrol distributor and NGOs.

Impacts of the campaign will be measured through an opinion research foreseen for the extension phase

During all campaign the Eco Caravan has been used as a major supporting tool. All events have been supported by extensive media cooperation.



Chapter 2 INTRODUCTION

2.1 WORKING GROUP 5 IN THE GENERAL CONTEXT OF THE PROJECT

The European Union (EU) has funded an 18 month project entitled 'Strengthening the Capacity of the Ministry of Environment and Physical Planning'. The goals of the project have been: to adapt Macedonian environmental legislation to the Acquis Communautaire (the existing body of EU legislation); to raise environmental awareness; to improve communication; to develop environmental monitoring and data management; and to provide environmental training programmes.

The objectives of the project have been:

- To improve the quality of current environmental legislation and draft other subordinate acts which will supplement the Act on Environment, thereby supporting the Ministry's efforts to adapt its current legislation to the Acquis Communautaire
- To establish an adequate permit and enforcement structure
- To improve the level of functioning and efficiency of the MEPP and thus enhance the MEPP's overall performance
- To strengthen the Ministry's position vis-à-vis other Ministries
- To improve communication between stakeholders in the field of environmental management
- To reinforce institutions responsible for environmental-awareness raising
- To streamline the MEPP's tasks in the field of environmental monitoring

In order to achieve these objectives, the project has been organised in three components:

Component 1 has encompassed the approximation of legislation in four areas: horizontal legislation; water resources management, including wastewater issues; waste management, including hazardous waste management; and nature conservation. Accordingly, responsibility for work on these four areas has been assigned to four interdisciplinary and inter-ministerial Working Groups (WGs). The work of the four WGs has been allocated as follows:

WG1 'environmental horizontal legislation', including subgroup WG1/2 'the master plan on phasing out leaded petrol'

WG2 'water framework legislation'

WG3 'waste and hazardous waste legislation'

**WG4** 'nature conservation'

Component 2 has encompassed environmental awareness raising; improvement of environmental communication; environmental monitoring; and data management.

This work was organised in two Working Groups:

WG5 'awareness raising strategies and environmental communication'

WG6 'environmental monitoring and data management'

Component 3 has encompassed a variety of training and training-related activities arising from project components 1 and 2, and formal training interventions.

The CMEPP project is managed, coordinated and implemented by the Project Managing Office in Skopje.

The outcomes of Component 2 of the CMEPP project according the Logical Framework of the project are:

Component 2

- Result 12:** Short-term and Medium-term Environmental Awareness Strategy developed (2003-2008)
- Result 13:** Short-term strategies for improvement of public awareness implemented in 2003
- Result 14:** Horizontal and Vertical Environmental Communication Strategy developed
- Result 15:** Environmental Monitoring Strategy developed
- Result 16:** Environmental Data Management Strategy developed

This report constitutes Result 12: Short-term and Medium-term Environmental Awareness Strategy (2003-2006) and Result 13: Short-term strategies for improvement of public awareness, included as Annexes 2, 3 and 4. This report has been produced in the framework of Working Group 5.

2.2 SCOPE OF WORK OF WG 5

The task assigned to Working group 5, under Component 2 of the project, was that of raising environmental awareness and improving communication between stakeholders in the environmental sector. In the course of the project it was further agreed that support to the institutional development of MEPP should be provided through advice on the organizational restructuring of MEPP and on meeting the needs of human resources. This support was provided in close coordination with Component 1.

Working Group 5 was tasked to produce the following three project results:

- Result 12:** Short-term and Medium-term Environmental Awareness Strategy developed (2003-2006)
- Result 13:** Short-term strategies for improvement of public awareness



implemented in 2003

Result 14: Horizontal and Vertical Environmental Communication Strategy developed

These three results have been realised through the adoption of two strategies: the Environmental Awareness Raising Strategy (this report) and the Environmental Communication Strategy, as well as through several supporting studies and documents and the implementation of communication and awareness-raising activities. By adopting this approach, communication and awareness-raising has already been improved during the lifetime of the Project through cross-component activities involving representatives from a wide range of stakeholders from each Working Group. Moreover, this approach has benefited the development and finalisation of formal strategies formulated in the later stages of the project, thus taking into account the hands-on experience gained through activities already implemented.

2.3 WG MEMBERSHIP AND RULES OF PROCEDURE

The Working Groups were established as the main working methods of the project in order to ensure broad stakeholder participation and dialogue. Such broad participation and dialogue was seen as essential in ensuring that the development of a legal drafts and strategies would correspond to the particular circumstances prevailing in Macedonia and that the results would later be implemented. Each Working Group consisted of a *core* group and a larger *advisory* group.

The objective assigned to the core group was that of performing the Project activities on a continuous basis in accordance with the Work Plan, i.e. the assembly of materials, the review of drafts, etc.

The composition of the core group has included staff members of the MEPP and representatives—as required—from other governmental institutions. The core group has also included international and local senior and junior experts.

The objective assigned to the larger, advisory group within each Working Group was that of providing commentary and advice pertaining to the work of the core group. The composition of the advisory group has included staff of the MEPP and other governmental institutions as well as representatives from non-governmental institutions and organisations. The Working Group members were nominated by the Project Management, the MEPP and other Ministries concerned, as well as by governmental institutions or other organizations. They were appointed with the official approval of the MEPP. A list of the members of the larger Working Group 5 is presented in Annex 1.

No remuneration has been paid to members of Working Group 5 on the grounds that these members served the Working Group in the capacity of official representatives of the respective institutions from which they were drawn. The reimbursement of travel expenses for those members travelling from outside of the city of Skopje has been granted by the Project, however, in cases where the institutions from which such members were drawn proved unable to bear the travel costs.



In accordance with the Rules of Procedure as presented in Annex 2, the core group has held meetings on a weekly basis, while meetings of the larger Working Group have been held per milestone of the project.

The composition of the Secretariat of the Working Group has consisted of senior and junior technical experts employed by the Project. It has been the task of the secretariat to organize meetings of the core group and the larger Working Group: preparing agenda, producing minutes of meetings and ensuring communication within and between the core group and the advisory group. The Secretariat has also been charged with responsibility for keeping the records and documentation of the Working Group. Minutes of all meetings have been drafted, finalised, and made available to the group members.

The Working Group has been assisted by international experts in accordance with their respective Terms of Reference and in line with the Project Work Plan and Schedules. International experts have provided advice based on their knowledge and experience of relevant communication, monitoring and data management techniques in EU member states and other accession candidate countries.

The language of everyday communication of the Working Group has been Macedonian, with translation provided in English for the international experts. Important documents that were not originally produced in Macedonian have been translated into Macedonian to the extent that translation resources have allowed. Working documents reflecting the progress of the core groups have been made available to the members of the larger group. The core group has presented a report on the progress of the project in each meeting with the larger group.

2.4 METHODOLOGY AND PROCESS

In accordance with the TOR, the project addressed a complex set of awareness and communications issues of local and national importance in Macedonia.

Through short-term interventions, the Awareness Raising Campaign has contributed to fulfilling two central requirements of the project:

- The preparation of a short- and medium-term strategy to strengthen the structure and improve the Ministry's performance in raising environmental awareness amongst relevant target groups: decision-makers, industry, the general public

The Awareness Raising Campaign contributes to the following objectives of the project:

- Raising environmental awareness and improving environment-related communication
- Improving the level of functioning, efficiency and performance of the MEPP
- Strengthening the Ministry's position vis-à-vis other ministries
- Improving communication between stakeholders in the field of environmental management
- Reinforcing institutions responsible for raising environmental awareness

This approach is based upon the assumption that further campaigns from various donors (and in other fields) will arise. Both awareness-raising and the



development of a communication strategy will benefit as a result of experience with the short-term activities of the Campaign. In this sense, the following two aspects have been developed:

- **The organisation** of the public and internal relations activities of the MEPP and its subordinate authorities
- **The methods** of designing and selecting general or specifically-targeted campaigns. (In this case, the short-term interventions for raising awareness with a focus on three topics)

The selection of topics was based on the results of the CMEPP Short-term intervention and Awareness assessment report of 2003.

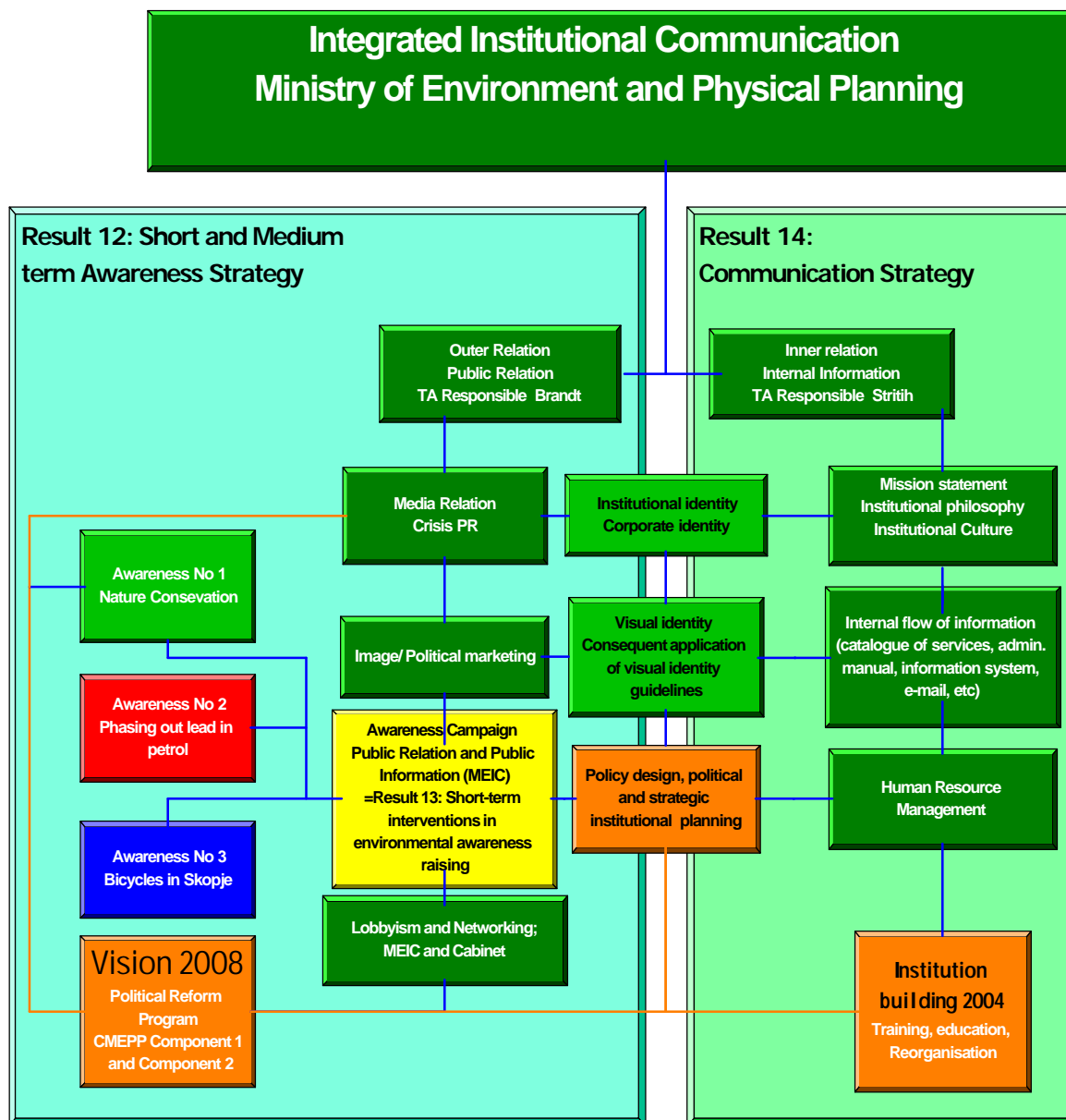


Figure 1: Vision 2008 & applied strategy (in one view)



The methodology applied derives from a state-of-the-art communication model employed in many corporations, both public and private. The model relies in principle on the assumption that communication can only take effect if the following main requirements are granted:

- Long or at least medium-term plan available with clear communication goals and target groups
- The planned performances are in accordance with discussion
- Dialogue (two-way communication, including regular evaluation of achievements and shortcomings)

Figure 1 shows the principal model applied. This model integrates communication design as well as awareness activities.



Chapter 3 ANALYSIS OF THE SITUATION

3.1 ENVIRONMENTAL AWARENESS

No comprehensive, representative and updated information on the current status of environmental awareness in Macedonia was available at the outset of this project. As a basis for planning, the CMEPP project performed a systematic analysis of all environmental awareness activities. For details of this analysis, please see the report: *Awareness Assessment and Short-Term Interventions Report 2003*. According to this analysis, one major opinion poll had been conducted:

In December 1999 the Regional Environmental Centre for Central and Eastern Europe (REC) conducted an opinion poll in Macedonia in an attempt to provide a source for information on awareness of environmental problems, environmental behaviour, assessment of national environmental policies, attitudes towards EU accession and perceived environmental consequences of EU accession (compare awareness assessment and short-term intervention report, CMEPP 2003,) For detailed analysis, see: [Annex 1: Awareness assessment.doc](#)

3.1.1 STRONG POINTS

- Observers noticed a growth in awareness raising.¹
- People from industrial areas and elderly people are more aware of environmental problems in the country.
- There is a good appreciation of nature (nature parks) among the people of Macedonia and good awareness of environmental issues in areas where there is already access to a good level of general education.²
- Respondents strongly favoured—in principle—the idea of preserving the environment for their children, even if this would entail a lowering of current living standards.
- 18% of respondents asserted the view that citizens themselves are responsible for environmental protection.
- Every third person knows that they have a responsibility towards the state of the environment.
- 33% of respondents attributed negative environmental impact on low public awareness, people's disorganization and a prevalent attitude of 'leaving it to someone else' to care about their problems.
- Most citizens cited low public awareness as the central environmental problem

¹ Compare *Terms of Reference, Europe Aid 112680/D/SV/MK (= TOR)* p. 42

² CMEPP, *Awareness Assessment and Short Interventions Report 2003*, p. 8



- In general, people have a positive attitude towards improvements in the minimization of waste (if proper management is in place).

3.1.2 WEAK POINTS

- There is a 'lack of environmental awareness' in the country in general and an even lower level of good environmental understanding.
- There is a low level of good environmental behaviour.
- There is level of trust in community and government actions related to the environment.
- There is a low level of public participation in the decision-making process regarding environmental issues.
- There is a lack of understanding of the causes and status of the environmental pollution and degradation in the country.
- Most people are not even aware of how they can individually affect and contribute to the environmental aspects of their lives.
- People from industrialized areas are only aware of problems regarding water use, waste production and nature conservation. They are not very familiar with processes whereby they might use their rights more actively to gain information and achieve greater public participation in decision-making processes regarding these environmental problems.

Table 1: What people want to do for their environment

Topic	Total	Percentage
(1) Save energy	88	35.2%
(2) Take part in cleaning actions	60	24.0%
(3) No pesticides	58	23.2%
(4) No mineral fertiliser	58	23.2%
(5) Shop with bag or basket	54	21.6%
(6) Sort out waste	50	20.0%
(7) Use deposit bottles	50	20.0%
(8) Use public transport	34	13.6%
(9) Recycle paper	16	6.4%



Sources of Information

- The most important source of information on environmental matters is TV, followed by newspapers, radio and discussions with other citizens or stakeholders.
- 87% of respondents stated that they lack information about environmental issues, suggesting that a weekly TV programme debating these concerns would be highly appreciated.³

3.1.3 TOP TEN ENVIRONMENTAL PROBLEMS⁴

Table 2. Top Ten Environmental Problems about which people express concern

Topic	Total	Percentage
(1) Air Pollution	120	48,0%
(2) Poor quality of drinking water	110	44,0%
(3) Waste problems	92	36,8%
(4) River & Lake Pollution	90	36,0%
(5) Chemical Industry	84	33,6%
(6) Soil Pollution	82	32,8%
(7) Deforestation	79	31,6%
(8) Socialist Era/Army Pollution	72	28,8%
(9) Loss in Biodiversity	60	24,0%
(10) Nuclear Energy	58	23,2%

3.1.4 PUBLIC IMAGE OF THE MEPP⁵

- 21% of respondents believe that the Government (MEPP) is responsible for the unsatisfactory state of the environment.
- 41% of respondents complain that government efforts to improve the state of the environment are insufficient to make them feel safe.
- 52% of respondents do not believe that those in government sincerely care about the environment.
- 5% of respondents believe that the government is doing all it can to protect the environment.

3.2 SELECTION OF SHORT-TERM ACTIVITIES

Awareness-raising activities should build on the generally positive attitude that exists towards the environment in Macedonia. A successful campaign may be achieved through a combination of new practical opportunities for improvement in

³ Opinion poll of *Macedonian Environmental Association* 1998

⁴ CMEPP: *Awareness Assessment and Short Interventions Report 2003*, page 9

⁵ CMEPP: *Awareness Assessment and Short Interventions Report 2003*, page 10 and 11



behaviour (investments, offering alternatives) and the provision and use of proper tools for informing and educating the target group (awareness-raising). Accordingly, future interventions should:

- be targeted in line with genuine environmental priorities for the people and the country
- be designed and launched in coordination with regulatory action and the provision of services and/or logistics required to accommodate new attitudes or behaviour
- be designed on a scale whereby practical results can be obtained and demonstrated to the public with a positive message of success
- be targeted at clearly defined groups
- be planned in a realistic way so that all planned activities may be realized
- be planned so as to provide opportunities to demonstrate success which can then be amplified by appropriate communication in the media

Organizing once-only actions in communities is not enough to improve the status of environment. Actions should be planned and organized in such a way that they generate a permanent, consistent and participatory process or institutional framework that will secure sustainable results. When designing public awareness campaigns by the government, it will be important to design specific messages and campaigning methods that will explicitly demonstrate government commitment and efforts to the promotion of the environment to the public. Awareness-raising activities should incorporate procedures for evaluating success and subsequent recommendations for improvements.

Based on the analysis of policy objectives and opportunities for achieving results through awareness-raising activities, the following environmental themes are recommended for implementation in the framework of the awareness-raising campaigns:

- Promotion of unleaded petrol
- Promotion of bicycle use in Skopje (and bicycle paths)
- Promotion of home composting
- Nature conservation, protected areas
- Promotion of public transport
- Drinking water quality and quantity
- Collection of aluminium cans in schools
- Disposal of construction waste
- Economic impact of environmental policies
- LEAPS, LA 21

For the period of the CMEPP project, it was proposed that activities should focus on the promotion of unleaded petrol, bicycle use in Skopje and bicycle paths, home composting and nature conservation. At the meeting of Working Group 5 on January 23, 2003, it was agreed that Daughter Campaigns for 2003 will cover:

- Promotion of unleaded petrol,
- Bicycle use in Skopje and bicycle paths
- Nature conservation

Other themes may be adopted in future phases of the campaign.



Chapter 4 STRATEGY VISION 2008

4.1 SHORT & MEDIUM-TERM ENVIRONMENTAL AWARENESS STRATEGY

4.1.1 THE APPROACH: INTEGRATED COMMUNICATIONS

As stipulated in the Terms of Reference, a holistic approach has been adopted. This approach is referred to as 'Integrated Communication'.

This holistic or integrated approach rests on the premise derived from international experience that successful communication arises from the synergy of corresponding external and internal communications. Specifically, this entails the integration of external communication (public relations) with internal communication (inner relations). Integrating internal and external communications are closely-related tasks within the larger goal of developing a modern institution that is able to interact successfully in a permanently changing political and social context. Accordingly, close links were maintained between the insitutional development of the MEPP and the communication module of the project.

Analysis of the internal and external relations of the MEPP revealed clearly that the MEPP had not yet developed a coherent medium-term strategy or action plan that might serve as a guideline for a strategically-binding and long-term roadmap.

Numerous MEPP policy papers were in circulation, but most were found to be either insufficiently linked to the true performance capacity of the MEPP or out of line with the most urgent requirements. This had reulted—depsite substantial efforts by the Ministry—in a lack of coordination of policy planning initiatives and implementation.

4.1.1.1 *Element 1: Vision 2008 (Public Relations)*

The 'Vision 2008, Medium-Term Reform Programme for Improving Macedonia's Environment' is a 'brand' employed in the political marketing of the work of Component 1 of the CMEPP project. It is *also* to be used as an umbrella-term under which the MEPP may group further political, legal and administrative reforms.

Vision 2008 is a comprehensive political action programme in accordance with both the basic stipulations of the 6th European Environmental Action Programme and the political priorities for improving the environment in Macedonia.

Vision 2008 is the core element and “red ribbon” of the public relations and awareness programme communicated through Component 2 of the CMEPP project. The basic idea is that the results of Component 1 of the CMEPP project, together with the new guidelines for monitoring and data management, should also become an integral part of political activities over the next 5 years.



4.1.1.2 Element 2: Akcija - Efektivna Administracija (Internal Relations)

The second core element of Component 2 is proposed to be named 'Akcija-Efektivna Administracija'. This core element will basically aim at improving the communicative skills of the MEPP. 'Akcija-Efektivna Administracija' constitutes 'Brand No. 2' for the communication concept.

This element contains a comprehensive, tailored and targeted approach towards changing the institution to meet its future objectives and tasks. These tasks showed up as necessities from the suggestions and work of Component 1 of the CMEPP project.

4.1.2 MASTER PLAN: 'POLICY IS DIALOGUE'

The proposed strategy aims at a sustained improvement in the Ministry's competence to lead pro-actively and participate in public dialogue.

The proposed strategy implies the design and implementation of a five-year policy plan in line with the guiding principles of the 'Acquis Communautaire'. The 'Acquis Communautaire' is supported by all major political forces and therefore resistant to potential changes in the political composition of the country (through elections, for example).

A timeframe of five years seems to be realistically sufficient to put into force a comprehensive political programme (*Vision 2008*) and to develop the necessary institutional and administrative skills and tools to implement and monitor policies. A vital component of this implementation involves information and communication and the creation and maintenance of public environmental awareness.

The requirements of the 'Acquis Communautaire' with regard to environmental legislation will in many instances generate tension and conflict between affected target groups—such as industries and administrations—which are not yet sufficiently prepared.

The timely provision of information and the consideration of different problems and viewpoints of target groups that are expected to change their behavioural and management practises in line with the new laws thus becomes crucial in this context for the successful implementation of the requirements of the 'Acquis Communautaire'.

This strategy concentrates on the design of an initial programme—*Vision 2008*—with very broad principles. *Vision 2008* will be the backbone of the communication strategy. It will need constant updating in accordance with the progress of political reforms, but should remain the 'red ribbon' of the political work of the MEPP.

It is recommended that investments be concentrated in public information programmes (short-term interventions and topical awareness campaigns) that are part of this Vision.

While external information (public relations) will be branded under 'Vision 2008', we recommend the establishment of a corresponding programme for preparing the Ministry and its staff to adapt this policy internally as well as externally. The



adaptation of the country to the 'Acquis Communautaire' will bring about numerous changes in the institution and management in basically all fields of environmental policies. This will bring about a considerable demand for internal communications.

This change has been supported by the CMEPP project under the brand name 'Akcija - Efektivna Administracija 2008'.

The involvement of key topic experts from the Ministry in the conduct of the awareness-raising campaigns ensured the partial involvement of the administration in public dialogue, thus setting the pace for future activities that may be conducted in a similar manner.

This strategy concept gives an example on how to draft short-term action plans on the basis of a medium-term strategy. This exercise of updating long-term strategy (Vision 2008) and designing and implementing short-term activities (12 month operation plans) should be repeated every year in a four step approach:

The Short-term actions should always support one of the topics on the reform agenda.

- Evaluation of results and progress of *Vision 2008*
- Evaluation and decision on political short-term priorities on the basis of *Vision 2008*
- Design of communication concepts tailored to the needs of the selected topic
- Involvement of key stakeholders (forming alliances)

4.1.3 CAMPAIGN TOPICS

In the framework of the CMEPP project in year 2003, three thematic daughter campaigns (short-term interventions) were planned and partially implemented:

- *Vision 2008* Area: Air pollution.
Campaign Topic: Promotion of unleaded petrol
- *Vision 2008* Area: Mobility and Air pollution.
Campaign topic: Promotion of bicycle use in Skopje/bicycle paths
- *Vision 2008* Area: Nature conservation, protected areas and law on Nature parks
Campaign topic: Nature parks and biodiversity

On the basis of the Master Plan 'Policy is Dialogue', the following topics are suggested for the 2004 campaigns:

- *Vision 2008* area: Waste Management
- *Vision 2008* area: Water preservation and lakes
- *Vision 2008* area: Cooperation with municipalities

The final selection of these campaigns should be made by the Ministry in accordance with political priorities. The Ministry should conduct no more than three topical campaigns per year.

A successful campaign should be ensured through the provision of a combination of new practical opportunities for improvement of behaviour (investments,



alternatives) and proper tools for the information and education of the target group (awareness raising).

Future interventions should:

- Create networks and alliances (compare examples of short-term interventions)
- Target genuine environmental priorities for the people and the country
- Be designed and launched in coordination with regulatory action and provision of services and/or logistics required to accommodate new attitudes or behaviour
- Be designed on a scale whereby practical results can be obtained and demonstrated to the public with a positive message of success
- Have clearly defined target groups
- Be planned in a realistic way so that all planned activities are actually achieved
- Provide opportunity to demonstrate success that can be amplified by appropriate communication in the media

4.1.4 EXPECTED YEARLY INCIDENTALS

For the purposes of conducting the campaigns and maintaining a high level of dialogue with the public, the MEPP should try to earmark the following budgets in its medium-term financial planning:

- Eco Caravan: operating costs including driver, insurance and maintenance..... **7,000 Euro**
- Yearly budget for up to 3 topical campaigns: 40,000 Euro per campaign including production of new materials, films, etc. according to needs identified for the MEIC**120,000 Euro in total**
- Update and maintenance of information tools of MEPP, organisation of hearings, newsletter, etc..... **17.000 Euro**
-

4.1.5 ORGANISATION, VISION 2008

It is recommended that the future organizational structure for conducting campaigns and communication with national and international stakeholders be built upon the existing organizational scheme. This scheme has two central pillars: the Spokesperson of the Ministry and the PR-office of the Macedonian Environmental Information Centre. (MEIC)

The plan of the Ministry to establish a **Press Department** is strongly supported. The press department should have one spokesperson and one assistant/secretary. This small team must be technically supported by all the technical experts of the Ministry (heads of departments).

The Macedonian Environmental Information Centre has established a **Public Relations Office** with a clear mandate. This mandate is comprehensive and



does not require amendment. The ability of the PR-office to pro-actively fulfil this mandate, however, must be further improved and strengthened.

In this respect, the project will contribute in terms of terms of transferring know-how and increasing the stock of communication tools as well as the technical ability of the staff.

(See attachment: Annex 5)

4.1.5.1 Pool of Experts/Anchorperson

The principal goal of direct involvement of the 'anchorperson' is to make use of the technical capacities of the MEPP and to encourage decision-makers and policy-designers talk to target groups and explain laws and reforms. This involvement of technical specialists is a crucial and vital element for producing results and impacts through dialogue. If policy-designers from the Ministry understand the concerns of target groups, and if target groups better understand the ideas and purposes of laws and regulations, it is expected that both sides will gain benefit. This model should always be employed in future activity in order to combine the implementation and design level of policies with communication.

This kind of anchorperson amongst the high-level staff of the MEPP should become an integral part of all future awareness activities.

Public dialogue should not be solely the task of specialists. This direct involvement of technical specialists in media activities should become an integral part of an open dialogue policy of the MEPP.

4.1.5.2 Press Department

The MEPP press department will be responsible for the following:

- Political marketing and direct reporting to the Minister
- Establishment and maintenance of a database for journalists and stakeholders (assisted by the MEIC)
- Organisation of monthly briefing sessions on politically sensitive activities of the departments (What's new? What can be marketed? Where are threats and conflicts arising? Etc.)
- Creating and design of political dialogue (*Vision 2008*)
- Analysis of political discussion and monitoring of results through media monitoring and opinion research
- Media relations
- Defining of the topical campaigns according to political priorities
- Communication and information on political programme (*Vision 2008*) through public hearings and roundtable discussions
- Overall coordination of campaigns
- Organising and hosting of press briefings and press conferences
- Publishing and editing of monthly newsletter



- Supervising of the implementation of visual identity guidelines
- Publication of selected media (Newsletter, publications etc)
- Web-Page (maintenance)
- Steering and constant improvement of internal communication

Required Staffing:

- One (1) spokesperson
- One (1) assistant/secretary

This core team will be technically supported by specialists on demand.

**4.1.5.3 Macedonian Environmental Information Centre/
Public Relations Office**

The PR Office of the Macedonian Environmental Information Centre has been established to raise awareness and to improve information about environmental issues with the following mandate:

- Provision of transparency and public accessibility to information on various aspects of the environment
- Promotion of education in the area of the environment, aimed at better understanding thereof through participation in different scientific and environmental educational programmes
- Provision of accurate and timely information to the public for actions and activities undertaken by citizens, non-governmental organizations and governmental institutions in the domain of environmental issues, including successful environmental initiatives
- Increase of public awareness and understanding of major environmental problems and possible alternative solutions aimed at improving environmental conditions
- Receiving useful information by citizens and organizations possessing personal and specialized knowledge on the resources and problems of the environment that cannot be otherwise obtained
- Information on decisions made with regard to environmental priorities and solutions reflecting public opinion
- Development of a network of individuals to be involved actively in the settlement of environmental problems
- Raising support for specific environmental programmes or policies

This mandate is comprehensive and comprises all important and relevant tasks, but must be better fulfilled. For performing the abovementioned tasks concerning the campaign, the MEIC—through the PR Office—will be responsible for:

- Evaluation, design and update of annual work plans
- Design and Implementation of topical campaigns
- Management and operation of Eco-Caravan



- Update of equipment of Eco caravan
- Update of informative tools, preparation and printing (brochures, leaflets, audio visual media, posters etc.)
- Publication
- Organisation and implementation of sub-campaigns
- Organisation of steering group (core group)
- Web-page maintenance

Required staffing:

- Three (3) experts for planning and implementation of PR campaigns
- Driver for the Eco-Caravan

The PR Office may sub-contract external assistance for special tasks, such as PR experts, who may be hired locally (PR agencies, freelancers, etc.).

4.1.5.4 Overview: Average Estimated Inputs

Responsible unit	Activity	Setup		Operation		Exist in this unit	Exist in other units	Additional persons needed
		mm	EUR	mm/year	EUR	mm/year	mm/ year	
Cabinet of the Minister	Political marketing and direct reporting to the Minister	0	0 €	1,5	0 €			
	Establishment and maintenance of database for journalists and stakeholders (assisted by MEIC)	1,5	0 €	2	0 €			
	Organisation of monthly briefing sessions on politically sensitive activities of the departments (What's new? What can be marketed? Where are threats and conflicts arising? Etc.)	1,5	0 €	2	1.000 €			
	Concepts and design of political dialogue (Vision 2008)	1	0 €	1	0 €			
	Analysis of political discussion and monitoring of results through media monitoring and opinion research	0	0 €	1	0 €			
	Media relations	0	0 €	4	0 €			
	Concept of topical campaigns according to political priorities	1	0 €	2	0 €			
	Communication and information on political programme (Vision 2008) Hearings and roundtables	0	0 €	2	10.000 €			
	Overall coordination of campaigns	1	0 €	1	0 €			



Responsible unit	Activity	Setup		Operation		Exist in this unit	Exist in other units	Additional persons needed
		mm	EUR	mm/year	EUR	mm/year	mm/ year	
	Publishing and editing of monthly newsletter	1	0 €	3	6.000 €			
	Supervising of the implementation of visual identity guidelines	1	0 €	1	0 €			
	Web-Page (maintaining)	0	0 €	2	0 €			
	Refurbishment of media and communication room	2	15.000 €	0,5	1.000 €			
	Steering and constant improving of internal communication	0	0 €	1	0 €			
Total 1		10	15.000 €	24	18.000 €	12	0	1
MEIC	Management and operation of ECO-Caravan	1	0 €	10	7.000 €	6	0	0
	Evaluate, design and update annual work plans	1,5	0 €	1,5	0 €	1,5	0	0
	Opinion research	1			5.000 €			
	Update of equipment of Eco caravan	0,5	0 €	0,5		0,5	0	0
	Update of informative tools, preparation and printing (brochures, leaflets, audio visual media, posters, stationary, etc.)	8	0 €	6	30.000 €	6	0	0
	Publication and management of library and PR – office	0	0 €	10	0 €	24	0	0
	Design, organisation and implementation of 3 topical campaigns, including fees for external relations and marketing mix	4	0 €	18	80.000 €	2	0	
	Public and private fund raising (Networks)	6	0 €	6	0 €	6	0	
	Selection and management of external assistance, agencies donors, etc. (only PR)	0	0 €	6	0 €	0	0	
	Organisation of steering group (network meetings)	0	0 €	2	3.000 €	2	0	
Web-page maintenance	2	0 €		5.000 €	0	2	1	
Total 2		24,0	0,0	60,0	130.000 €	48,0	2,0	1,0
Total 1 plus 2		34,0	15.000,0	84,0	148.000 €	60,0	2,0	2,0



4.2 SHORT-TERM AWARENESS ACTIVITIES

4.2.1 GENERAL BACKGROUND/SELECTION OF TOPICS

Analysis of the current situation revealed a lack of a coherent and practically-oriented environmental policy planning. There proved to be numerous activities in the field of environmental awareness, but a coherent concept was missing. The Ministry performed mostly *ad hoc* activities for general awareness-raising on the occasion of international environmental days based on international programmes.

In order to achieve broad participation, the CMEPP project also conducted a public call for proposals for environmental awareness activities. In the course of planning and implementing these short-term activities, the failure to link practical political activities (laws, administrative reforms, etc.) with awareness activities proved to be a major weakness. The project therefore applied the following approach of selecting those topics where practical progress seemed to be achievable in a short time (18-month period).

The topics initially selected were:

- Waste disposal: Home Composting
- Air: Phasing Out Lead in Petrol
- Nature Protection: Biodiversity and National Parks
- Mobility: Cycling in Skopje

4.2.2 VISION 2008 WASTE MANAGEMENT - HOME COMPOSTING

As a concept for waste disposal involving activities performable by households, the CMEPP project developed a plan for initiating pilot projects in selected cities to generate greater participation in home composting projects. Some of these projects were already under implementation in the framework of local environmental action plans. On the basis of numerous working group and core group meetings, an initial short-term communication concept has been developed. After consultation with leading international experts, these proposals has been skipped—primarily for the following reasons:

- Administrative and legal procedures are not sufficiently clear
- Home composting in the Macedonian climate bears risks that are not yet sufficiently calculable

Discussion is underway regarding an EU-funded project on the horizon which will include scientific research. The results of these discussions should be awaited.



4.2.3 VISION 2008 AIR: PHASING OUT LEAD IN PETROL

4.2.3.1 Background

No national strategy or clear policy previously existed for reducing automobile emissions in the Republic of Macedonia through better monitoring and phasing out of lead in gasoline. In accordance with the National Environmental Action Plan (NEAP) from 1996, one of the short-term targeted interventions mentioned in the Action Plan to prevent air pollution was the phasing out lead in petrol.

The initiative for the preparation of the national strategy dated from 1996 and several steps were taken with the aim of combining the regional and international environmental programmes for phasing out lead in petrol. One of these environmental programmes has been performed under the auspices of several Ministerial Conferences. 'Environment for Europe' focused on the general improvement of local air quality in Central and Eastern Europe, including the phasing out of lead in petrol (SILAQ initiative).

The Pan-European Strategy to phase out lead in petrol was adopted at the fourth 'Environment for Europe' Ministerial Conference held in June 1998 in Aarhus, Denmark. The Strategy has been signed by a total of 33 signatories. The Strategy recommends to the signatories that:

- leaded petrol be no longer marketed in European countries by January 2005
- unleaded petrol obtain a market share of at least 80% by 1 January, 2002 at the latest
- a limit be set on the content of lead in leaded petrol at max. 0,15 gr/l by 1 January 2000 at the latest, while the lead content of unleaded petrol should not exceed 0,0013 g/l.

The Republic of Macedonia has not signed the Pan-European Strategy. A verbal commitment was given for the planned ban and phase-out of lead in petrol by 2008.

On 17 November 1991, Macedonia ratified the Convention on Long-Range Trans-boundary Air Pollution (Geneva, 1979) with the Law on Ratification ('Official Gazette of SFRJ' No.11/86). However, the Macedonian delegation did not sign the The Aarhus Protocol on Heavy Metals which was proposed in Aarhus in 1998 and which requires signatories to phase out lead in petrol.

By signing the Agreement for Stabilisation and Association between the Republic of Macedonia and the European Union and its member countries in Luxemburg on April 9, 2001—an Agreement which will entered into force in June 2001—the Government of the Republic of Macedonia has undertaken activities for approximation of national legislation to EU legislation.

The EU Directive 98/70 obligates Member States to phase out added lead in petrol in 2000 and 2005 at the latest. The content of the lead in leaded petrol shall not exceed 0,15 g/l and the benzene content shall not exceed 1 % v/v.

The active Law on Air Quality in Macedonia (dated 1974) and all legal regulations accompanying this Act, as well as fuel quality standards, should be harmonized with the Air Quality Framework Directive (96/62/EC) together with the daughter directives regarding lead content in petrol. The first step has been taken, beginning with the preparation of the new Law on Air Quality in Macedonia.



Many countries have started with realisation of their international commitments related to the phasing out leaded petrol through the preparation of national strategies and plans.

The Preparation of the Master Plan for Phasing Out Lead In Petrol in Macedonia has been notified in the National Programme under the activity which has been anticipated within the framework of Project SOP 99 'Strengthening the Capacity of the Ministry of Environment and Physical Planning'.

Annex 2: Campaign for Phasing out lead in Petrol.doc

Transport is one of the main mobile sources that causes air pollution with SO₂, NO_x, CO, CO₂, dust and lead in organic and inorganic form.

According to the NEAP data, automobile emissions in 1993 amounted to a total of 393 tons of lead, of which 310 tons of lead in Skopje and 83 tons of the lead in the rest of Macedonia. Statistical data shows that lead emissions from vehicles is 35,73 gr/capita; one of the highest rates amongst countries in CEE and NIST. (This amount has been decreased to 25 g/per capita over the past few years due to the fact that the content of the lead in petrol distributed in Macedonia has been decreased from 0,6g/l to 0,3-0,4 g/l).

- According to the National Environmental and Health Action Plan (NEHAP) published in March 1999, the use of leaded petrol constitutes a serious health risk for the population.
- According to the Statistical Book, the total number of registered vehicles in 2001 was 342, 468
- Approximately 90% of the total number of vehicles use petrol (gasoline) and 10% use diesel fuel. 33% of the total of vehicles using petrol run on unleaded petrol.
- Approximately 68% of the total of registered vehicles in 1999 were produced before 1989. 57% are over 15 years old.
- The price of leaded petrol (RON 98) is 55 den/l (0.89 EUR/l) and the price of unleaded petrol (RON 95) is 52 den/l (0.84 EUR/l). (March 2003)

The petrol specifications which are currently in force are the standards of ex-Yugoslavia specifying a max. lead content of 0,6 g/l. On the Macedonian fuel market, there are two types of leaded petrol and one type of unleaded:

- leaded Regular (RON 86) and Premium (RON 98)
- unleaded Premium (RON 95)

New Macedonian standards (MKS B.H2.220) have been prepared and cited in the law (Official Gazette No. 32 on 26 May 1999 (32/99). These standards were expected to enter into force as of 1 January 2001. Three months later, however, with the amendment to the aforementioned law (Official Gazette No. 44, 16.07.1999(44/99) the date of entry into force was changed from 1 January 2001 to 1 January 2005.

The new standards reduce the lead content from 0,6 g/l to 0,3 g/l up to 31/12/2004 and to 0,15 g/l after 1/1/2005. With the new standards, the following fuels will be introduced on the fuel market by 1 September 2003:

- leaded petrol Premium (RON 96) with 0,15 g/l lead content;
- unleaded Regular (RON 90) and Premium (RON 95)



The OKTA Refinery expressed its readiness to introduce the leaded petrol Premium (RON 96) with 0,15 g Pb/l instead of the currently 0,6 g Pb/l. immediately after the entering into force of the new standards.

The Ministry of Economy is the competent government body authorized to adopt the Book of Regulations on national liquid fuel standards and fuel quality and to put the new standards into force.

Formal correspondence between the OKTA Refinery and the Ministry of Economy has been conducted in order to start the process of changing the Book of Regulations. The main political and administrative tool for phasing out the lead in petrol will be the Master Plan.

Formal meetings have been initiated by the WG between the Minister of Economy, the Minister of the Environment and Physical Planning, the main petrol distributors— OKTA Refinery and AD Makpetrol— and the Workgroup members who prepared the Master Plan. The central issues for the experts are as follows:

- Is it feasible for all old vehicles to run on unleaded petrol?
- What about the other environmental issues appearing with the introduction of unleaded petrol in old vehicles (increase of oxygenates and benzene contents)?

The Master Plan for Phasing Out Lead in Petrol is the national plan setting forth the various types of measures and activities needed to stimulate production and distribution of unleaded petrol:

- regulatory measures, including policy and legal framework
- economic measures, including tax incentives
- Financial incentives and policy to support the feasibility studies for the new refinery investments.

4.2.3.2 Campaign Tasks and Targets

- To increase level of knowledge about the environmental and health risks of using leaded petrol
- To inform public of the preparation of the Master Plan for Phasing Out Lead in Petrol; introducing unleaded petrol smoothly and cost-effectively into the fuel market
- To maximize car owners' confidence in the quality of the fuel on the market and its suitability for their vehicle
- To inform the car owners running their vehicles on leaded petrol about the technical possibility of using unleaded petrol with/without any technical interventions
- To promote the widespread use of unleaded petrol in the light of two aspects:
 - Environmental and health benefits
 - Financial benefits (unleaded petrol is cheaper)
- To address the potential public health concerns over oxygenated components and benzene in the early stage.
- To reduce the lead emitted in Macedonia by some 60 tons



- To reduce the number of cars using leaded petrol by at least 10 percent by the end of 2003
- To increase the market share of unleaded petrol in the total annual consumption from 45 percent in 2002 to 60 percent by the end of 2003 (*Indicator data from Ministry of Economy*)
- To ensure that by October, 2003, 80 percent of interviewed people know about complete phasing out of leaded petrol by 2006
- To ensure that 80 percent of car drivers know where they can obtain information concerning leaded petrol by October, 2003
- To ensure that 90 percent of 'leaded petrol car drivers' know whether their car can take unleaded petrol by the end of 2003

For a more detailed explication, please see:

Annex 2: Campaign Concept for Unleaded Petrol

4.2.4 VISION 2008 NATURE: NATURE PARKS AND BIODIVERSITY

4.2.4.1 Background

The Law on Nature Conservation is currently under preparation. Up to now, there have been several Acts regulating the protection of nature in Macedonia: the Law on Protection of Natural Rarities and the Law on Protection of National Parks. The new Law on Nature Conservation will replace these laws and regulations. In accordance with EU directives, the new Law aims at regulating the following:

- Protection of biodiversity, biological diversity
- Protection of natural heritage, protected areas (International Union for Conservation of Nature (IUCN)), such as
 - National parks
 - Strict nature reserves
 - Biosphere reserves
 - Natural Monuments
- Protection of landscape
- Protection of rare minerals and fossils
- Regulation and support of scientific and expert research for nature conservation
- Record-keeping and monitoring
- Public awareness
- Access to information

The National parks are currently managed by a 'working unit' National park administration. The basic organisation of associated work is organized according to the terminology of the previous system and is considered outdated. There are three basic organisations of associated labour, each of them responsible for one of the parks.

In accordance with the new Law, these 'basic organisations' of associated labour will be transformed into 'Public Institutions-National Parks' under the supervision



of an 'Administration for Nature Protection' within the Ministry of Environment and Physical Planning. These institutions will be controlled by this administration and the Government.

According to leading scientists in the field of nature conservation, Macedonian people are generally quite well aware of the National Parks and their importance for Macedonia's environment.

The common understanding of national parks, however, is that they are tantamount to large protected forests. The perception is fairly narrow. In addition, the following perceptions and problems prevail:

- People collect endangered species and plants for economic reasons. For many people, this collecting of plants or little animals (snails) is an important source of income. Experts estimate the revenues created just from collecting of snails to amount to 3 million Euro
- Awareness of the value of endangered species is fairly low, even amongst authorities
- People are quite aware of the necessity of protecting mammals, but do not know the importance of protecting plants and insects
- Lack of trained staff in the National Parks Administrations
- Visitors lack the opportunity of getting to know the flora and fauna in the National Parks and the important places in these parks. There are no paths or tracks.
- Due to the insufficient knowledge of their real value, people still think that they can gather medicinal herbs in unlimited quantities in whatever manner they choose.
- People cut trees without a permit
- People throw litter everywhere in the belief that their litter alone will not result in a significant disaster
- People hunt animals in violation of the regulations of the National Parks
- Illegal construction activities may jeopardize the economic basis of the area in the long-term (tourism)

4.2.4.2 Campaign Tasks and Targets

The campaign should concentrate, therefore, on the following tasks:

- Communication and awareness-raising amongst target groups of the requirements of the new law
- Promotion of National Parks as a commonly held natural wealth within the country
- Awareness-raising of opportunities for visiting, enjoying and learning about the Parks
- Provision of support for the introduction and marketing of new income-generating activities of the Parks, such as guided tours
- Building the capacity of Park Rangers and guides to communicate with visitors and the local population
- Increasing acceptance of the code of conduct by the visitors and the local population



- Motivation of local population to comply more closely with the requirements of nature protection
- Information on key features for the necessity of modern nature protection in general with the example of the National Park of Galichica
- Information on new features of the new nature protection law in accordance with EU standards

The following targets have been defined.

- At least 50 percent of local target groups will have heard about the campaign
- 50% of local target groups and 25% of the nation will have heard about the new nature conservation law.
- 50% of local target groups will have heard about campaign indicator opinion research
- Network between main stakeholders (MEPP, NGO, Local Waste Companies, Mayors and Ministry of Education) will have been created by July 2003 (Parameter: Description of precise stakeholders involved until end of October)

For a more detailed explication, see:

Annex 3: Campaign Nature Conservation

4.2.5 VISION 2008: MOBILITY—CYCLING IN SKOPJE

4.2.5.1 Background

In respect of the national environmental objectives to improve environmental, social and physical living conditions in settlements, to improve air quality in the breathing zone and to reduce health risks from noise pollution, this project constitutes part of a general strategy to reduce emissions caused by traffic.

The bicycle, as a transportation system without emissions, can be used as a short distance means of transport in cities. The use of bicycles in Skopje today is at a low level.

A leading Macedonian manufacturer (Sobim - Kumanovo) estimates that there are some 20.000 bikes in use in Skopje. Sobim produces 400 bikes per day; mostly for export. The company, which has a factory outlet in Skopje, reports that cycling is becoming more and more popular. One of the most important constraints on wider use is the poor behaviour of car drivers who make no allowances for bikers.

Experts such as LEAP and the cycling industry see considerable potential for improving the use of bicycles by motivating different target groups. The desired change of perception also depends on the opportunities for cycling. In some parts of Skopje, bicycle paths have been constructed but are not connected to one another. A general concept is missing. The CMEPP project, therefore, has drafted a tender for designing a Master Plan for Skopje. This Master Plan will provide the major content (technical foundation) of the short-term intervention.



Like the other activities proposed in this context, the awareness campaign will be designed as a model for application in other cities in Macedonia. The City of Skopje will support the elaboration of the bicycle plan; delivering information material and giving support during the realisation phase for a pilot section.

The current situation with regard to cycling in Skopje may be summarised as follows:

- There is no reliable statistical data concerning the use of bicycles in Skopje. Experts reckon that 1–3 (less than 5 percent) out of a hundred inhabitants of all ages and professions use bicycles as a more or less regular means of transport
- Most people use public buses, taxis and private cars for transportation in the city.
- Separate bicycle paths exist (unofficially estimates at c.25 km) These are not connected, however, and are poorly maintained. In some parts of Skopje, sections of bicycle paths have been constructed especially beside the main roads.
- Some existing sections of bicycle paths cannot be used because they are occupied by parking cars.
- Cycling through Skopje is dangerous
- Official European Commission bulletins have identified a phenomenon whereby the car has become a social status symbol in all ex-communistic countries from 1990 onwards. People feel a need to own their own car and to own a make of car that will be seen and recognised by others.
- There is currently no guide or map for bicycle riders
- There is no Master Plan for the development of a bicycle path network

Skopje suffers from severe and constantly increasing traffic problems. The reduction of car traffic is most important in Skopje. The campaign for bicycle promotion may serve as an example for other cities in Macedonia. Skopje is the largest and most dynamic city in Macedonia. About 600,000 citizens live in Skopje. It is the capital and industrial centre of Macedonia and for this reason the need for good means of transport is evident.

- Cars block sidewalks for pedestrians and block bicycle paths.
- In Skopje, there are 375.500 cars registered. Of these a considerable number use leaded petrol
- Noise and air pollution caused by cars is considerable.
- The micro climate of Skopje makes exchange of air difficult, thus deteriorating the general situation. Young and elderly people suffer in particular
- The political environment is favourable and supportive towards the promotion of greater use of bicycles.
- Public authorities, including the police, do not have the right capacities to fight illegal car parking. In particular, existing rules and regulations are not sufficiently respected and implemented.
- The traffic police in Skopje are willing in principle to provide support, yet they need an official request from the MINISTRY of INTERNAL AFFAIRS



The Macedonian Government has signed the following international agreements:

- Ministerial declaration "towards Sustainable Transport in the CEI countries" (since 1997)
- Promotion of a car free day (since 2001)

The elaboration of a General Master Plan for Bicycles will be blended in the general development of settlements and traffic system in Skopje. The implementation and realisation of such a General Bicycle Master Plan is a task for a medium-term strategy of traffic development in the city of Skopje

Concerning the main attitudes and perceptions on this topic, the following situation has been identified by CMEPP:

- People are aware of the positive aspects of using bicycles (i.e. environmentally-friendly, silent, free of charge)
- People are aware of the real conditions for using bicycles as a transport solution (situation with the infrastructure)
- Car drivers make no allowances for bikers
- Cycling is becoming increasingly popular
- Many people see cycling as a good alternative to travelling by car or public transport
- Cycling is popular among people of all ages and social status

4.2.5.2 Tasks and Targets of Campaign

- Raise interest in the importance of reducing unnecessary use of the car
- Increase number of cyclists in Skopje
- Educate car drivers to show more considerations for cyclists
- Increase understanding concerning techniques and opportunities of reducing noise, air pollution
- Support design development and implementation of Master Plan
- Inform people about the advantage of riding bicycles
- Raise awareness of activities of the Ministry of Environment and Physical Planning
- Increase the number of bicycle users by 10 percent by summer 2004 (indicator: bikes sold in Skopje)
- Improve behaviour and awareness of car drivers concerning the impacts of right and wrong behaviour towards cyclists (Opinion research). At least 50 percent of car drivers should say they are more aware than they had been before the campaign. 15 percent should state that they have changed their behaviour and now respect better the rights of bikers
- Make 50 percent of randomly selected people in Skopje aware that there is a discussion on a Master Plan (indicator Opinion research October 2003)
- Make at least 30 percent of interviewed people in Skopje support the idea of having a master plan by October 2003

For a more detailed explication, see: **Annex 4: Promotion of Bicycle use**



Chapter 5 IMPLEMENTATION RESULTS

5.1 GENERAL PROMOTION AND CROSSOVER

5.1.1 CALL FOR IDEAS AND PROPOSALS FOR ACTIVITIES

5.1.1.1 *Background*

In order to achieve broad participation in line with its general methodological approach, the CMEPP project conducted a public call for proposals. The overall objectives of the call for ideas for activities of the awareness-raising campaign corporate identity were:

- To provide an overview of environmental stakeholders and their awareness-raising activities in Macedonia
- To register these activities with the Awareness Raising Campaign and provide recognition to those implementing them
- To include and support the relevant activities in the framework of the Campaign
- To identify priority Campaign activities that can serve as a common denominator for promoting public participation across the country, strengthening the responsibility of individuals, groups and organizations for the country and its environment, increasing public understanding of environmental protection and facilitating the development of environmental initiatives
- To motivate and reward action by individuals, groups and organizations
- To establish and maintain communication with active individuals, groups and organizations

All citizens of the Republic of Macedonia and legal persons registered in Macedonia were invited to participate in the contest. The contest was evaluated according to the following criteria:

- The environmental problem that is being addressed, its severity in terms of impact on human health, nature, natural resources, economic activities and quality of life.
- What specifically would be achieved with the proposed activity?
- How broad are the target groups and number of participants?
- How can awareness raising contribute to achieving the objectives?
- How will the proposed activity contribute to the objectives of the Awareness Raising Campaign and how can it benefit from being part of it?
- Realistic plan of activities.



5.1.1.2 Submitted Proposals on the Call for Ideas for Activities,

	Name of the organization	Name of the project	Approximate Budget
1	Novina	From waste to compost	2000 euros
2	Petrushevska Ljubica Peeva Liljana	Reducing/phase out of lead from fuel	81.000 MKD
3	Citizens association DKM'Kojnicki sredbi' Economical- development centre, Veles	Essau for the awareness rasing campaign	
4	Eco-S'Natura'	If we protect the environment we will have a safe future	219.950,00 MKD
5	Eco -S 'Natura'	Eco education in our schools	584.000,00 MKD
6	Children's parliament for Macedonia	Schoolyard- Green environmental classroom	209.680 MKD
7	ES 'Kladenec' Pehchevo	Let's make the waste useful	1.134,000 MKD
8	Agency for publishing and marketing	Campaign for the promotion of unleaded petrol	62.000 euros
9	Association for Protection of the Environment	- Printing of a brochure for the National Park Galichica	174.000,00MKD 135.000,00 MKD
		- Printing of a poster for endemic, rare and endangered plants in Macedonia	131.000,00 MKD 524.000,00 MKD
		- Printing of a brochure 'Protection of the edible snale species'	55.000,00 MKD
		- Preparing a CD rom about the country's natural wealth	
		- Printing a poster 'Biological biodiversity of the terrestrial snales in Macedonia'	
10	Local media RTV Berovo	Environmental situation and needs	194.000,00MKD
11.	Movement of the Environmentalists of Macedonia	Title: Friends from the neighborhood Sub-title: Children- Eco ambassadors of the woods	2.360,250MKD



	Name of the organization	Name of the project	Approximate Budget
12.	Hunting and fishing society	Let's protect the birds - they are protecting us'	90.000,00MKD
13.	EA 'Molika' - Bitola	Bicycle paths - healthy future The future of composting in the rural areas	167.800,000MKD 157.000,00MKD
14.	EA 'Vinozito' - Shtip	Eco- quiz	100.000 MKD
15.	Regional Environmental Centre, Skopje	Preparing a model for interactive environmental education	1.160,00 MKD
16.	EA 'Vila Zora' Veles	Riding a bicycle for a healthier and cleaner world	134.050,00 MKD
17.	Naum Popeski	Eco booklet for children's behaviour	1500 euros
18.	Pharmahem - Company for trade and consulting	Use of detergents without phosphates in Macedonia	
19.	Romani bah	The Roma have a right for a healthy environment	182.700,00 MKD
20.	EA 'Brica', Berovo	Different approach to eco-education	

5.1.2 VISUAL IDENTITY AND DESIGN GUIDELINES

5.1.2.1 Public Creativity Contest

In line with the overall strategic approach of optimising the involvement of stakeholders, CMEPP organised a public contest to create a new visual identity. The objectives of this contest were as follows:

- to provide a unique identity for the campaign which will be instantly recognizable amongst all sections of the public in Macedonia
- to provide a common denominator for promoting public participation across the country
- to make individuals, groups and organizations aware for everyone's (their) responsibility towards the environment
- to increase public understanding of environmental protection
- to facilitate the development of environmental initiatives
- to motivate and reward the positive actions of individuals, groups and organizations

The campaign identity should be distinctive from, but compatible with the identity of the Ministry of Environment and Physical Planning. It will be designed in order



to support awareness-raising activities, both on a general level and at the level of various environmental themes. At a later stage, the logo should also be employable for the purpose of Eco-labelling.

The core group eventually selected a modified version of the logo in combination with one of the submitted slogans. The logo and the slogan have distinct strategic features. They are:

- colourful and young
- optimistic
- slightly provocative (e.g. “Do you know how green (immature) you are?”)

This consistent tone of institutional communication is also reflected in the mission statement that was developed together with Vision 2008.

5.1.2.2 Design Guidelines

On the basis of this logo, a comprehensive 'look' for Vision 2008 has been developed. (See attachment, **Annex 6: Book of Standards**)

5.1.3 MEDIA RELATIONS

5.1.3.1 Promotion of Environmental Logo and Slogan

- 21.03.2003 MIA, Macedonian Information Agency (21.03.2003 and 22.03.2003)
- *Dnevnik*, daily newspaper (22.03.2003)
- *Utrinski Vesnik*, daily newspaper (22.03.2003)
- *Vest*, daily newspaper (22.03.2003)
- *Fakti*, daily newspaper (22.03.2003)
- *Nova Makedonija*, daily newspaper (22.03.2003)
- *Vecer*, daily newspaper (22.03.2003)
- *Makedonija Denes*, daily newspaper (22.03.2003)
- A1, TV Station (21.03.2003)
- MTV, TV Station (21.03.2003)
- Sitel, TV Station (21.03.2003)
- Telma, TV Station (21.03.2003)
- Sky Net, TV Station (21.03.2003)
- Macedonian National Radio (21.03.2003)
- Ecology Review, monthly newspaper



5.1.3.2 WG5 Second Meeting, 03.07.2003

- MIA, Macedonian Information Agency (03.07.2003)
- Macedonian National Radio (03.07.2003, 09.07.2003)
- Ecology Review

5.1.3.3 Stakeholder Meeting Master Plan for Phasing Out Lead from Petrol

- 24.07.2003 MIA, Macedonian Information Agency(24.07.2003 and 25.07.2003)
- Mak faks, agency, 24.07.2003 *Dnevnik*, daily newspaper (25.07.2003)
- *Utrinski Vesnik*, daily newspaper (22.07.2003 and 25.07.2003)
- *Vest*, daily newspaper (25.07.2003)
- *Nova Makedonija*, daily newspaper (25.07.2003)
- *Vecer*, daily newspaper (25.07.2003)
- A1, TV Station (24.07.2003)
- MTV 1, National TV Station (24.07.2003)
- Sitel, TV Station (24.07.2003)
- Telma, TV Station (24.07.2003)
- Channel 5, TV station (24.07.2003)
- Macedonian National Radio 1st and 2nd programme (24.07.2003)
- Ecology Review, monthly newspaper
- Eko Net

5.1.3.4 Communication Training for National Park Rangers (Nature Conservation Campaign)

- 11.08 – 14.08.2003 Local Radio Station, Ohrid (14.08.2003)
- Macedonian National Radio (07.08.2003 and 14.08.2003)

5.1.3.5 Educational Training Excursion for Journalists (Nature Conservation Campaign)

- 15.08.2003 *Dnevnik*, daily newspaper (16.08.2003 and 20.08.2003)
- *Utrinski Vesnik*, daily newspaper (18.08.2003)
- *Vest*, daily newspaper (19.08.2003)
- *Nova Makedonija*, daily newspaper (19.08.2003)
- A1, TV Station (15.08.2003)
- MTV 1, TV Station (14.08.2003 and 18.08.2003)
- Super Radio, local radio station, Ohrid
- NTV, TV station Ohrid (15.08.2003)
- Radio Free Europe (16.08.2003)
- Macedonian National Radio (15.08.2003)
- *Macedonian Sun*, weekly newspaper



5.1.3.6 Regional Training for Multipliers (Unleaded Petrol Campaign)

- 27.08.2003 Local radio, Shtip (26.08.2003)
- TV IRIS station, Shtip, 26.08.2003
- Local radio, Bitola (27.08.2003)
- TV TERA, Bitola (27.08.2003)
- MTV TV station, (27.08.2003)

5.1.3.7 Promotion and Tour of Eco Caravan 28.08.2003

- MIA, Macedonian Information Agency (28.08.2003 and 29.08.2003)
- Dnevnik, daily newspaper (29.08.2003), (12.09.2003), (16.09.2003)
- Utrinski Vesnik, daily newspaper (21.08.2003),(27.08.2003),(29.08.2003), (08.10.2003)
- Vest, daily newspaper (29.08.2003),(12.09.2003)
- Nova Makedonija, daily newspaper (28.08.2003) (29.08.2003), (05.09.2003), (13.09 and 14.09.2003),(08.10.2003)
- Vecer, daily newspaper (29.08.2003), (05.09.2003), (12.09.2003) (22.09.2003)
- A1, TV Station (28.08.2003)
- MTV 1, TV Station (26.08.2003 ,27.08.2003,28.08.2003,31.08.2003), 4.09.2003), (23.09.2003), (11.10.2003), (08.10.2003)
- Sitel, TV Station (28.08.2003), (03.09.2003)
- Telma, TV Station (28.08.2003), (14.09.2003)
- Macedonian National Radio 1st programme (27.08.2003, 28.08.2003) and 2nd programme (27.08.2003, 28.08.2003)
- Sky Net, TV Station (27.08.2003),(14.09.2003)
- Ecology Review, monthly newspaper
- Macedonian Sun, weekly newspaper
- MTV – Svon National TV Station (27.08.2003), (10.09.2003)
- MTV – Macedonian National radio (28.08.2003)
- MTV – 'Eko-svest'; Macedonian National TV Station (03.09.2003)
- MTV – 'Matine' National TV Station (07.09.2003), (24.09.2003)
- Kanal 5, TV Station (12.09.2003),(14.09.2003)
- Makedonija denes, daily newspaper (13.09. and 14.09.2003), (16.09.2003) (24.09.2003),(29.09.2003),(06.10.2003)
- Local radio, Ohrid (05.09.2003)
- TV station Ohrid (05.09.2003)
- Super radio, local radio station, Ohrid (05.09.2003)
- Local radio, Shtip, (23.09.2003),(11.10.2003)
- TV IRIS station, Shtip (23.09.2003), (11.10.2003)



- Kanal 77 (23.09.2003),(11.10.2003)
- Local radio, Bitola (25.09 and 26 09.2003)
- TV Tera station, Bitola (25.09 and 26 09.2003)
- TV Orbis station, Bitola (25.09 and 26 09.2003)
- Local radio,Kumanovo (06.10.2003)
- TV station Kumanovo (06.10.2003)
- TV Nova station, Kumanovo (06.10.2003)
- TV ART station, Tetovo (08.10.2003)
- Lokal radio, Forte (08.10.2003)
- TV station Kocani (14.10.2003)
- Local radio, Strumica (15.10.2003)
- TV VIS station, Strumica
- Local radio, Prilep (17.10.2003)

5.1.3.8 Cycling Event 'Tour de Skopje'

- Car-free day 29.09.2003 MTV, 'Matine', 29.09.2003
- MIA, Macedonian information agency, 27.09.2003
- Macedonian National Radio 1st and 2nd programme (27.09.2003; 28.09.2003, 29.09.2003)
- City radio (26 – 29.09.2003)
- Sitel (29.09.2003)
- Telma (29.09.2003)
- A1 TV station (29.09.2003)
- Vest (27.09.2003, 28.09.2003, 30.09.2003)
- Dnevnik (27.09.2003; 30.09.2003)
- Utrinski Vesnik (28.09.2003, 30.09.2003)
- Makedonija Denes (30.09.2003) - two articles
- Nova Makedonija (30.09.2003)
- Vecer (30.09.2003)
- Ecology Review

5.1.3.9 Nature Event 'Green Gold Party' *International Day of Nature Destruction Reduction', Stip,*

- Sitel TV Station (08.10.2003 –main news)
- Sitel, TV station (11.10.2003 –two features)
- MTV, main news on 11.10.2003
- MTV, Matine, 12.10.2003;
- MTV, "Svon", 15.10.2003
- MTV interview with the Minister, 11.10.2003
- MIA, Macedonian information agency (09.10.2003)
- Channel 77, national radio, 09.10.11.2003



- Antenna 5 radio (07.10.2003 until 11.10.2003)
- Macedonian national radio 1st and 2nd programme (09.10.2003, 10.10.2003)
- City radio (07.10.2003 until 11.10.2003)
- Utrinski Vesnik (12.10.2003)
- Dnevnik (10.10.2003, 12.10.2003)
- Vest (12.10.2003)
- Ecology Review

5.1.3.10 Stakeholder Meeting of WG5

- Promotion of Vision 2008 14.10.2003, Vest (14.10.2003)
- Utrinski Vesnik (14.10.2003)
- Nova Makedonija (14.10.2003)
- Macedonian radio 1st programme (14.10.2003)
- MTV station 1st programme (14.10.2003)
- MIA, Macedonian information agency, (14.10.2003)
- Radio Ravel (15.10.2003)

5.1.4 ECO CARAVAN

5.1.4.1 Eco Caravan Concept

The Eco Caravan has been completely refurbished, including four laptops, multimedia equipment and furniture for mobile promotional activities. The Eco Caravan was repainted in line with the MEPP visual design guidelines. The caravan reflects a major strategic feature of the awareness concept: *'Policy is Dialogue'*. The CMEPP project has developed detailed checklists for the use of the Caravan. **Photos of Eco Caravan, see Annex 8**

5.1.4.2 Programme performed in 2003

Eco Caravan Tour		
Location	Partner/NGO	Date of performance
Eco-Caravan promotion H. Continental, Skopje	CMEPP&MEPP	28.08.2003
Ohrid city square	Makmontana/Biosfera	05-07.09.2003
Second-hand car market	Fersped&Proaktiva	14.09.2003
Filling Station (Avtokom.)Sk.	Makpetrol&Proaktiva	19.09.2003
Filling Station (Lisice) Sk.	Makpetrol&Proaktiva	15.09.2003
Fueling Station (Karpos 3)	Makpetrol&Proaktiva	17.09.2003



Eco Caravan Tour		
Location	Partner/NGO	Date of performance
Sk.		
Shtip	Makpetrol&Vinozito,	22.09.2003
Strumica	Makpetrol&Vinozito,	23.09.2003
Bitola	Makpetrol&Biosfera	25-26.09.2003
City park, Tour de Skopje	Skopje	28.09.2003
Makpetrol, Kumanovo	Proaktiva	01.10.2003
Skopje Fair	Proaktiva	02.10.2003
Kumanovo	Makpetrol&Proaktiva	06.10.2003
Army base, Gjorche Petrov	Proaktiva	08.10.2003
Filling station, Tetovo	Makpetrol&Proaktiva	08.10.2003
Shtip, Green Gold Party event	Vinozito, City of Shtip	11.10.2003
Kochani	Makpetrol&Vinozito,	14.10.2003
Strumica	Makpetrol&Vinozito,	15.10.2003
Prilep	Makpetrol&Biosfera	17.10.2003
Army base, Ilinden, Skopje	Proaktiva	20.10.2003

5.1.4.3 Draft Programme of activities of the Eco Caravan for the Environmental Days in 2004

Date	Title of the Activity	Location and participants	Description and Partners
21-28.03.2004	The best developed urban park	Towns throughout the country: Gostivar, Tetovo, Skopje, Veles, Negotino, Gevgelija, Ohrid, Struga, Bitola, Prilep. Kochani, Stip, Delchevo, Kavadarci, Kriva Palanka	Selection of the cleanest and best developed urban park Partners: Local self-government, NGO, Public company for urban parks and green areas, 'Floraskop', Media, business sector, primary and secondary schools, volunteers. Awarding of the winner and exhibition of photos of the city parks at the end of the week
22.04.2004	National park Mavrovo	The territory of the national park and some other important localities	Promotion of the national park Partners: Local self-government, the administration of the national park,



Date	Title of the Activity	Location and participants	Description and Partners
			business sector, tourist agencies, 'MEM', primary and secondary schools
05.06.2004	<ul style="list-style-type: none"> • Eco festival • Flora and fauna, international exhibition • Eco camp 	<ul style="list-style-type: none"> • Town of Ohrid • 12 participatory countries, library 'Drugarche' • Primary and secondary schools involved in the 'GLOBE' programme, Ohrid or Oteshevo 	<p>Holding of the 5th International film festival</p> <p>Partners: MRTV, Ministry of Culture, NGO, local self government, and media</p> <p>Holding of the 3rd international exhibition of children's drawings</p> <p>Partners: Ministry of Education – Children's Drawing Center, Min. of Culture, Ministry of Foreign Affairs, foreign embassies, Theatre for Children And Youth, media</p> <p>Holding of an educational eco camp</p> <p>Partners: local self-government, Ministry of Education, schools, NGO, Eco-Art, media</p>
22.09.2004	Car-free day	<p>Larger towns throughout the country</p> <p>Skopje, Bitola, Ohrid, Veles, Prilep, K. Palanka, Strumica, Kumanovo, Stip, Kocani</p>	<p>Campaign for promotion of alternative means of transport</p> <p>Partners: Cycling association of Macedonia, local self-government, Min. of Interior, NGO, 'City bike', public transport company, business sector, media</p>
08.10.2004	Campaign for removal of construction waste from the riverbeds	<p>Black spots along the Vardar river:</p> <p>Gostivar, Tetovo, Skopje, Veles, Negotino, Demir Kapija and Gevgelija</p>	<p>Campaign for waste removal, cleaning and development of the Vardar riverbed</p> <p>Partners: public communal enterprises, local self-government, NGO, Fishing Association of Macedonia, media, volunteers</p>

^{*} Movement of Ecologists of Macedonia



5.1.4.4 Draft Programme of activities of the Eco Caravan for the Environmental Days in 2005

Date	Title of the Activity	Location and participants	Description and Partners
21-28.03.2004	Best developed embankment	16 towns throughout the country Gostivar, Tetovo, Skopje, Veles, Negotino, Gevgelija, Ohrid, Struga, Bitola, Prilep, Kochani, Stip, Delchevo, Kavadarci, Kriva Palanka	Selection of the cleanest and best developed urban embankment Partners: Local self-government, NGO, Public company for urban parks and green areas, public communal enterprise, media, business sector, primary and secondary schools, volunteers. Awarding of the winner and exhibition of photos of the embankments at the end of the week
22.04.2004	National park Pelister	The territory of the national park and some other important localities	Promotion of the national park Partners: Local self-government, the administration of the national park, business sector, tourist agencies, "MEM", primary school
05.06.2004	Eco festival	Town of Ohrid	Holding of the 6th International film festival Partners: MRTV, Ministry of Culture, NGO, local self government, and media
	Flora and fauna, international exhibition	12 participatory countries, library "Drugarche"	Holding of the 4th international exhibition of child's drawings Partners: Ministry of Education – Children's drawing center, Ministry of Culture, Ministry of Foreign Affairs, foreign embassies, Theatre for children and youth, media
	Eco camp	Primary and secondary schools involved in the "GLOBE" programme and the Green package Struga or Berovo	Holding of an educational eco camp Partners: local self-government, Ministry of Education, schools, NGO, Eco-Art, media
22.09.2004	Car free week	Larger towns throughout the country Skopje, Bitola, Ohrid, Veles, Prilep, K. Palanka, Strumica, Kumanovo, Stip, Kocani	Campaign for promotion of alternative means of transport Partners: Cycling Association of Macedonia, local self-government, Min. of Interior, NGO, "City bike", public transport company, business sector, media
08.10.2004	Waste management	Larger towns	Campaign for collection, selection, and



Date	Title of the Activity	Location and participants	Description and Partners
	campaign	throughout the country	recycling of the municipal waste Partners: Public communal enterprises, local self-government, NGO, business sector, experts in this field, Min. of Transport and Communications, Min. of Agriculture, Min. of Local Self-Government

5.1.4.5 Draft Programme of activities of the Eco Caravan for the Environmental Days in 2006

Date	Title of the Activity	Location and participants	Description and Partners
21-28.03.2004	Sidewalks without cars	Towns throughout the country: Skopje, Veles, Ohrid, Struga, Bitola, Prilep, Kochani, Stip, Tetovo, Kumanovo, Gevgelija, Strumica, Sveti Nikole, Debar, Negotino, Kavadarci, Kriva Palanka, Kicevo	Selection of a town with free sidewalks for pedestrians and bikers Partners: Local self-government, NGO, public enterprises, media, business sector, Ministry of Interior, volunteers. Awarding of the winning town and exhibition of photos
22.04.2004	Strict natural reserve Tikvesh or Ezerani	The territory of the strict natural reserve	Promotion of the strict natural reserve Partners: Local self-government, the administration of the natural reserve, business sector, tourist agencies, "MEM", primary school
05.06.2004	Eco festival	Town of Ohrid	Holding of the 7th International film festival Partners: MRTV, Ministry of Culture, NGO, local self government, and media Holding of the 5th international exhibition of child's drawings Partners: Ministry of Education – Children's drawing center, Ministry of Culture, Ministry of Foreign Affairs, foreign embassies, Theatre for children and youth, media
	Flora and fauna, international exhibition	12 participatory countries, library "Drugarche"	Holding of an educational eco camp Partners: local self-government, Ministry of Education, schools, NGO, Eco-Art, media
	Eco camp	International eco camp for primary and secondary schools involved in Pelister or Krushevo	
22.09.2004	Cycling marathon	Highway Skopje - Stobi	Campaign for promotion of alternative



Date	Title of the Activity	Location and participants	Description and Partners
	Skopje - Stobi		means of transport Partners: Cycling Association of Macedonia, local self-government, Min. of Interior, NGO, "City bike", public transport company, business sector, media
08.10.2004	Composting campaign	Pilot project for home and centralized composting	Campaign for waste reduction Partners: Public communal enterprises, local self-government, NGO, media, volunteers and experts in this field

5.1.4.6 Draft Programme of activities of the Eco Caravan for the Environmental Days in 2007

Date	Strategic Goals	Title of the Activity	Location and participants	Description and Partners
21-28.03. 2004	Campaigns for improvement of the quality of environment	Making the industrial complexes greener and cleaner	Towns throughout the country Covering all major industrial polluters	Selection of the most massive and the most successful campaign Partners: Local self-government, business sector, NGO, public enterprises, media, Ministry of Interior, students, volunteers. Awarding of the winner and exhibition of photos of the campaigns at the specific localities
22.04.2004	Protection and promotion of the natural wealth and lakes in the Republic of Macedonia	Monuments of nature – locality "Matka"	Locality "Matka"	Promotion of the locality with all of its potentials Partners: Local self-government, Speleological association "Peoni", Mountaineering association of Macedonia, Ministry of Interior, Tourist association of the city of Skopje, NGO, Kayak association, Association for the protection of birds
05.06.2004	Environmental education	Eco festival	Town of Ohrid	Holding of the 8th International film festival Partners: MRTV, Ministry of Culture, NGO, local self government, and media Holding of the 6th international exhibition of child's



Date	Strategic Goals	Title of the Activity	Location and participants	Description and Partners
		<ul style="list-style-type: none"> • Flora and fauna, international exhibition • Eco camp 	20 participatory countries, library "Drugarche" Primary and secondary schools involved in the "Globe" program	drawings Partners: Ministry of Education – Children's drawing center, Ministry of Culture, Ministry of Foreign Affairs, foreign embassies, Theatre for children and youth, media Holding of an educational eco camp Partners: local self-government, Ministry of Education, schools, NGO, Eco-Art, media
22.09.2004	Joining the global European and world's campaigns	Car free day	Organization of campaigns according to the global recommendations of the EU in the larger towns throughout the country: Skopje, Bitola, Ohrid, Veles, Prilep, Kriva Palanka, Strumica, Kumanovo, Stip, Kocani	Campaign for promotion of alternative means of transport Partners: Cycling Association of Macedonia, local self-government, Min. of Interior, NGO, "City bike", public transport company, business sector, media
08.10.2004	Nature recognizes no waste	Cleaning and arrangement of the natural lakes' shores	Ohrid Lake, Prespa Lake, Dojran Lake	Carrying out campaigns through a public call to all parties interested in joining the campaign Partners: Local self-government, NGO, business sector, volunteers and other associations

5.1.4.7 Draft Programme of activities of the Eco Caravan for the Environmental Days in 2008

Date	Strategic goals	Title of the activity	Location and participants	Description and partners
21-28. 03. 2008	Campaigns for improvement of the quality of environment	The most successfully regulated pedestrian zones in towns throughout the country	Towns throughout the country Skopje, Sveti Nikole, Radovish, Veles, Kumanovo, Kavadarci, Gevgelija, Strumica, Kocani, Stip, Tetovo,	Selection of the most successfully regulated pedestrian zone Partners: Local self-government, business sector, NGO, public enterprises, media, Ministry of Interior, students, volunteers. Awarding of the winner and exhibition of photos of the campaigns at the specific localities
22.04.2008	Protection and promotion of the	Promoting and developing picnic	The most popular picnic sites in the	The most popular picnic sites in the vicinity of towns



Date	Strategic goals	Title of the activity	Location and participants	Description and partners
	natural wealth and lakes in the Republic of Macedonia	sites	vicinity of towns throughout the country Skopje – Markov Manastir, Vodno, Katlanovo; Veles – lake “Mladost”; Bitola; Kocani; Tetovo; Sveti Nikole; Kriva Palanka	throughout the country Skopje – Markov Manastir, Vodno, Katlanovo; Veles – lake “Mladost”; Bitola; Kocani; Tetovo; Sveti Nikole; Kriva Palanka ...
05.06.2008	Environmental education	<ul style="list-style-type: none"> • Eco festival • Flora and fauna, international exhibition Eco camp 	Town of Ohrid 20 participatory countries, library “Drugarche” International educational camp for primary and secondary schools	Holding of the 9th International film festival Partners: MRTV, Ministry of Culture, NGO, local self government, and media Holding of the the international exhibition of child’s drawings Partners: Ministry of Education – Children’s drawing center, Ministry of Culture, Ministry of Foreign Affairs, foreign embassies, Theatre for children and youth, media Holding of an educational eco camp Partners: local self-government, Ministry of Education, schools, NGO, Eco-Art, media
22.09.2008	Joining the global European and world’s campaigns	Car free week	Organization of campaigns according to the global recommendations of the EU	Campaign for promotion of alternative means of transport Partners: Cycling Association of Macedonia, local self-government, Min. of Interior, NGO, “City bike”, public transport company, business sector, media
08.10.2008	Nature recognizes no waste	Cleaning and developing the natural lakes’ shores	Berovo Lake, Mavrovo Lake, Strezevo Lake, Debar Lake	Carrying out campaigns through a public call to all parties interested in joining the campaign Partners: Local self-government, NGO, business sector, volunteers and other associations



5.2 SHORT-TERM AWARENESS ACTIVITIES

5.2.1 BACKGROUND

The campaigns for Cycling in Skopje and Nature Protection have been conducted on a smaller scale than initially planned. The scale of these campaigns was reduced primarily on account of the following factors:

The new Law on Nature Protection that was planned to be one of the major contents of the campaign has not yet been approved. Therefore the campaign concentrated on specialists rather than on mass communication. It was assumed that some of the targets set up in the communication concepts were not reachable.

A similar problem was encountered by the cycling campaign. A major pillar of the campaign was the design of a cycling path network in Skopje. Owing to internal problems, however, the city of Skopje did not manage to provide the project with the necessary documents and consequently the project could not draft the master plan. Accordingly, CMEPP decided to reduce the activities from those proposed in the plan (communication concept).

5.2.2 PHASING OUT LEAD IN PETROL

Phasing out lead in petrol has been given by far the highest priority. This is because a comprehensive policy plan was available at an early stage and political discussion was already fairly advanced when the project commenced.

The CMEPP project performed a comprehensive campaign that included the drafting of a master plan and the involvement of the private sector as well as powerful NGOs, such as drivers associations.

For full reports, please see:

Annex 7: Report on the results of Unleaded Petrol Campaign

5.2.3 NATURE PROTECTION

5.2.3.1 Publications

- Publication of 2 editorials in *Dnevnik*
- Production of 2,000 leaflets on the new Law on Nature Protection.
- Production of press kits and press release on Park Rangers' Training

5.2.3.2 Events

One major show event was organised on the occasion of the International Day of Nature Destruction Reduction 08.10.2003

- 8th of October, International Day of Nature Destruction Reduction; Central News at 21.00, 3 Min. Interview with the Minister of Environment and Physical Planning (activities and future plans of MEPP)



- 11th of October, news 21.00 pm. 3 min. feature from the 'Green Gold Party' event in Shtip, organized by CMEPP and MEPP
- 11th of October, show 'Life' 16.10 pm, 15 min feature with representatives from the three National Parks in Macedonia. A short presentation of the Nature Conservation Campaign
- 8th of October, show 'Life' 16.10 pm.
Two features:
 - 10 min. Ms. Jadranka Ivanova, MEPP – new Law on Nature Conservation and Mr. Sasho Jordanovski, anchorperson of MEPP for the Nature Conservation campaign
 - 15 min – Eco Tourism in Macedonia with Mr. Andon Bojadzi, National Park Galichica and Mr. Goran Janevski from TA 'KOMPAS'.
- One promo trailer produced with the Environmental logo 'An initiative of the Ministry of Environment and Physical Planning, 'Strengthening the Capacity of the MEPP: an EU-funded project managed by the European Agency for Reconstruction.
- Video material of all broadcasts provided and delivered to CMEPP.
- Production and airings of 70 spots on Antenna 5
- Organization of an air competition on radio Antenna 5 with gifts: CD's from Mak fest 2003.
- Live broadcasting of the event (duration 120 minutes live on radio ANTENA 5 NETWORK)
- Provision of ISDN line for live broadcasting provided by Macedonian Telecommunications
- Organization of show (selection of artists, travelling and logistic)
- Subcontracting of 8 artists
- Provision of technical equipment, show-truck, management, dismantling and cleaning up the show area
- Provision of show moderation for Green Gold Party
- Coordination of event
- Preparation of VHS and Video CD documentation of show event
- AUDIO CD documentation of show event- live broadcast prepared

5.2.3.3 Editorial Co-operation/Audiovisual media

- one info spot as an announcement for the Green Gold party event (broadcast 45 times, period 7-11.10.2003)
- second info spots produced about the 'Golden Rules of the National Parks' and a live show with a prize game intended to be broadcast on Friday, 10.10.2003 (13.00-14.00 pm); show person, Zivkica Gurchinovska (broadcast 28 times, period 7-10.10.2003)
- Live broadcast of the prize game (weekend for two in hotel Desaret, provided by CMEPP project) in the show 'SEAT radio drive' and constant announcement of the Golden Rules of the Galichica National Park during the show with an expert on nature, i.e. the Campaign Manager of the



Campaign for Nature Conservation, Mr. Andreja Stojkovski.
Friday, 10.10.2003 (13.00 – 14.00 pm)

- Shtip Green Gold Party advertised in the main newspapers

5.2.4 MOBILITY: CYCLING IN SKOPJE

5.2.4.1 Publications

Approximately 5.000 Flyers have been produced and distributed during Tour de Skopje

5.2.4.2 Events

Terms of reference for phasing out lead in petrol have been drafted and a local company subcontracted. The City of Skopje proved unable to deliver on time the requested map material on the updated urban planning. Therefore, the contract could not be complied with. This also resulted in substantially reduced campaign activities. These activities basically concentrated on the organisation of a "Tour de Skopje" in cooperation with various NGOs and the City of Skopje. The following activities have been performed:

The obligations of the agency regarding the "Tour around Skopje" project were as follows:

- Contracting of artists
- Provision of technical equipment, including construction, management, dismantling and cleaning up the show area
- Provision of show moderation
- Coordination of event
- Coordination with MEPP and the contracting authority
- Moderation of the lottery game

All the artists were contracted as previously agreed with the Contracting Authority and they had a program of 4 and a half-hours' duration:

- | | |
|--|---------------|
| ▪ DJ program | 10.00 – 11.45 |
| ▪ Mama band | 11.45 -12.30 |
| ▪ Opening of the event with the moderator and guests | 12.30 – 12.45 |
| ▪ Various interpreters: Kristina Arnaudova, Tamara Todevska, Maja Grozdanovska-Panceva, Dule & Koki, Biba Dodeva | 12.30 – 14.30 |

The technical equipment was assembled on time, managed properly and secured appropriately. The area was cleaned within 30 minutes after the event in two phases with a total of 22 people: first the hard litter was collected in bags and than the grass was cleaned with appropriate tools, the litter baskets were emptied and taken away.

Regarding the coordination of the event, the following aspects should be taken into consideration:



- The route for cycling should be longer (comments from participants)
- The event should have a longer campaign to inform more people (if applicable)
- All participants should wear T-shirts with the motto of the campaign (if applicable)

The general impression can be seen on the VHS material provided with this report. The whole event was prepared together with the contracting authority, and in coordination with MEPP.

Moderation of the lottery game was conducted under the coordination of the Contracting Authority and the MEPP. There were 3 rounds of lottery (ref. VHS material). In the first round, 3 bikes were given away by Kristina Arnaudova. In the second round, another 3 bikes were given away by Maja Grozdanovska - Panceva and the prizes from the contest organized by City radio were given away by Biba Dodeva.

5.2.4.3 Advertising

Promotion of Tour de Skopje (28th of September, 2003) in leading newspapers (dailies):

- Daily newspaper 'Vest'; 26th of September
- Daily newspaper 'Utrinski Vesnik'; 26th of September
- Daily newspaper 'Vest'; 27th of September
- Daily newspaper ' Vest'; 27th of September

5.2.4.4 Editorial Co-operation/Audiovisual media

Under the coordination of the CMEPP project, 'Tour de Skopje', and in cooperation with City Radio,

- one announcement was produced and broadcast from 24-27 September 2003.

18 people sent SMS to City radio and three of them received an award (bicycle).

- 28th of September, MTV, Sunday morning show 'Matine'; 10 min feature with Mr. Trajce Donev, the Campaign Manager of the Campaign for the Promotion of Bicycle use in Skopje.



Chapter 6 ANNEXES

Annex 1: Awareness Assessment

Annex 2: Campaign Concept for Unleaded Petrol

Annex 3: Campaign Nature Conservation

Annex 4: Campaign Cycling

Annex 5: Vision 2008

Annex 6: Book of Design Standards

Annex 7: Results of Unleaded Petrol Campaign

Annex 8: Photo Documentation

Annex 9: Press Clipping