

# Together FOR nature: Guide for Eco Activists

Skopje, 2021



CIP – Каталогизација во публикација

Национална и универзитетска библиотека “Св. Климент Охридски”, Скопје

502/504(036)

TOGETHER FOR nature [Електронски извор] : guide for eco activists / [authors Aleksandra Cvetkovska-Gjorgjievska ... [и др.] ; translator

Gordan Tanaskov (translated from Macedonian language)]. – Skopje : Institute for Communication Studies, 2021

Начин на пристапување (URL): <https://respublica.edu.mk/mk/resursi-menu>. – Превод на делото: Заедно ЗА природата : водич за екоактивисти. – Текст во PDF формат, содржи 55 стр., илустр. – Наслов преземен од екранот. – Опис на изворот на ден 06.10.2021. – Фусноти кон текстот. – Други

автори: Evgenija Krstevska, Arianit Xhaferi, Slavica Biljarska-Mircheski. – Библиографија: стр. 51-53

ISBN 978-608-4805-17-5

1. Cvetkovska-Gjorgjievska, Aleksandra [автор] 2. Krstevska, Evgenija [автор] 3. Xhaferi, Arianit [автор] 4. Biljarska-Mircheski, Slavica [автор]

а) Заштита на животната средина -- Екоактивисти -- Водичи

COBISS.MK-ID 55135493



**Institute of  
communication  
studies**



Published by: Institute for Communication Studies  
Yuri Gagarin Street No.17-1/1, Skopje

About the publisher: Assoc. prof. Zhaneta Trajkoska Ph.D.

Editor: prof. Vesna Shopar Ph.D.

Authors: Assoc. prof. Aleksandra Cvetkovska-Gjorgjievska Ph.D.

M.Sc. Evgenija Krstevska

Arianit Xhaferi

Slavica Biljarska-Mircheski, MA

Proofreading: Prof.Tatiana B. Eftimoska

Layout: Monica M. Delova

This publication was produced within the project "Local Action for Better Environmental Protection Policies" implemented by the Institute for Communication Studies in partnership with the Macedonian Environmental Society and with financial support from the European Instrument for Democracy and Human Rights (EIDHR)



The project is funded  
by the European Union



The contents of this publication is sole responsibility of the authors and can in no way be taken to reflect the views of the European Union.

# Contents

<b>INTRODUCTION</b>	<b>4</b>
<b>THE ECOLOGICAL LAW</b>	<b>7</b>
WHY IS IT IMPORTANT TO PROTECT NATURE BY LAW?	7
WHAT IS ENVIRONMENTAL JUSTICE?	8
HOW TO PROTECT THE ENVIRONMENT AND NATURE WITH THE HELP OF THE MACEDONIAN LAW?	12
THE ACTIVISM IS OBLIGATION OF EVERY CITIZEN	18
<b>ECO-ACTIVISM</b>	<b>20</b>
TYPES AND FORMS OF ECO-ACTIVISM	23
WHAT CAN I DO AS AN INDIVIDUAL?	25
<b>CREATING AND LEADING A PUBLIC INTEREST CAMPAIGN</b>	<b>29</b>
WHAT IS A CAMPAIGN?	29
CAMPAIGN PLANNING	31
Step 1: Determine the objectives of the campaign	32
Step 2: Identifying stakeholders and target audiences	33
Step 3: Define messages and a slogan	34
Step 4: Strategies, tactics and tools for conveying the messages	35
Step 5: Time frame and plan of activities	41
Step 6: Resources for implementation of a campaign	42
Step 7: Monitor and measure the campaign success	43
<b>COMMUNICATION ON SOCIAL MEDIA</b>	<b>44</b>
Rules for successful communication on social media	44
Parameters that can be measured on social media	45
Social media analytics tools	46
Creating and running a social media campaign	46
Where is your target audience?	47
<b>REFERENCES</b>	<b>49</b>

# INTRODUCTION

**Assoc. prof. Aleksandra  
Cvetkovska-Gjorgjievska Ph.D.**

In the course of its long history of over 3.5 billion years, life has evolved into an incredible variety of organisms and life forms that exist on the planet, and it is well known fact that the most valuable benefit of nature is the great diversity of species and ecosystems. It is estimated that there are about 5 to 10 million different species living on Earth today, which carry out their living activities in various ways. Regardless of the origin, all living organisms (viruses, microorganisms, fungi, plants, animals) have essentially a similar structure and function according to the same principles in the environment they inhabit.

For an environment to be a “living environment”, it must work as an ecosystem that continuously provides the living conditions for the organisms and contains all natural resources: soil, water, air, solar energy, organisms, forests, solid material...

The environment, as a space in which the organisms live, must provide the minimum living conditions, which means having enough food. Therefore, the presence of inorganic matter, energy, producers, consumers and decomposers is necessary. In order for there to always be enough food in the environment, that food must be constantly created and consumed, and the energy, matter and all living organisms must be functionally connected in a dynamic system that exists on the principle of food production and decomposition, that is, on the food relations from which the most important part of the process of circulation of matter and the flow and transformation of energy in the biosphere arises.

The environment inhabited by the organism includes all abiotic factors, but also all other organisms as well (biotic factors) with which that organism shares its habitat. Ecology is a scientific discipline that studies the distribution and density of living organisms, their behavior and their interactions. As a multidisciplinary science, it seeks to study the higher levels of organization of life on Earth and the interrelationships between organisms and their environment. The term ecology was first introduced in 1866 by the German biologist Ernst Haeckel and is often used interchangeably with “natural environment” and, less commonly, “environmentalism”.

According to the ecological understanding, a well-preserved environment maintains the balance of processes in nature and helps in the growth and development of all living organisms on Earth.

But nowadays, due to the excessive use of natural resources, or as a result of the accelerated pace of urbanization and industrialization, we witness a permanent disorder of the equilibrium processes in the nature. Some of the most important ones are: over-exploitation, climate change, changes in the landscape, organic loading and introduction (settlement) of invasive species.

In many parts of the world, the survival of a large number plant and animal species is under threat, and the level of pollution has reached such a high level that has become a threat even

for the human survival. Therefore, the activity of the humans must be subordinated to the capacities of the nature. In that regard, one of the tasks of the ecology as a science, is to study the topics and problems related to the violation and maintenance of the natural laws.

In recent times, and as a result of the negative impact of the humans on the environment, ecology is one of the most important natural sciences. Basic ecological knowledge of the laws that govern the space in which life takes place, as well as knowledge of how organisms adapt and survive, are a necessary scientific basis for the contemporary environmental protection. Hence the importance of the ecology as a science, because the degree of knowledge of the basic ecological principles depends on the efficiency of the environmental protection and the future of the modern civilization and the quality of life of the future generations. In that regard, the environmental protection can be understood as a discipline the activities of which must be primarily based on fundamental knowledge the ecology has identified as a science (Lakušić et al. 2015).

The “ecological knowledge” of nature requires studying of natural processes in a situation of intense human influence. There are several ecological subdisciplines, such as applied ecology, landscape ecology, conservation ecology, ecotoxicology, agroecology, etc. It is not surprising that the activities of environmentalists (to be discussed later) are based on the findings of ecology as a science.

Fortunately, the awareness of the mankind about the environmental protection and nature conservation has increased. However, in addition to the awareness of the existing problems, what is needed is active involvement in the implementation of protection measures. This means greater valuation of natural resources and their economical and sustainable use, reduction of the negative impact on the environment through improved treatments of the waste by recycling it, protection against degradation, reduction of pollution and littering of waste in the environment, introduction of cost-efficient models of production and consumption etc.

The environmental planning includes protection of that environment, realized through sustainable use of natural resources and ecosystem services, but also through conservation of biodiversity. The use of plant and animal species as bioindicators can provide an answer about the impact of a series of harmful effects, with spatial and temporal monitoring of their reaction, presence, absence or reduced number, that is, by monitoring changes in the environmental quality.

This is how the ecologism develops as a way of thinking. In fact, the ecologism is a philosophy in a broader sense, or more specifically, a social (civil) associating aimed at improving the environment. It exists in many forms – from local households undertaking local activities, to associations operating nationally or internationally. The reasons for these movements are most often related to health problems (pollution prevention), economic (establishing sustainable use of natural resources) or aesthetic problems.

Through activist movements, environmentalists and ecologists encourage the politicians and decision-makers to act and, more importantly, to make decisions and adopt laws related to environmental protection.

The Law on Environment, on the other hand, sets out a number of rules related to environmental protection, covering a number of bylaws - agreements, articles, regulations, conventions, policies and common law relating to protection of the natural heritage.

In that sense, the environmentalists and ecologists are, in most cases, complementary in their actions. Many environmentalists can get involved in the ecological movement, applying their scientific knowledge to processes for ecological improvement. Such “partnerships” between environmentalists and ecologists are one of the most effective activities for environmental protection.

The young generations have a large role to play. With their actions they can accelerate the process of restoring the biological balance, but also vice

versa, to contribute to its accelerated disruption. As present and future citizens, young people are also affected by environmental decision-making and have the right to be involved in the process. They have the right to live in a clean environment, and their attitudes, thoughts, ideas, creative solutions and enthusiasm for action are a driving force for further development of programs that integrate

sustainability and governance policies at the local and national levels. The younger the age at which they are interested in preserving the environment, the higher the likelihood to support the public projects for ecological welfare in the future and to become citizens with a right to vote when it comes to improvement of the environment and for resolution of the ecological problems.

**THE  
ENVIRONMENTAL  
PROTECTION  
STARTS WITH  
YOU!**

# THE ECOLOGICAL LAW

■ M.Sc. Evgenija Krstevska

## WHY IS IT IMPORTANT TO PROTECT NATURE BY LAW?

Reconsidering our position and role as people in the natural world is the greatest challenge of the 21st century. Alarming reports of [United Nations](#) are telling us that, if we do not take action now, we are leading the Earth's ecosystems and species towards mass extinction.



The same is also true of indigenous peoples and cultures living in certain ecosystems, such as the Amazon rainforest and other tropical forests, including the sea nomads in the Indian Ocean and the Inuit people and others living in the Arctic. The humans, with their harmful actions, have brought the Earth and the species that live in it to the point of global exhaustion and extinction. Numerous studies warn of inadequate protection of nature around the world.

Legal protection of ecosystems would mean that we see nature as a legal entity. However, the decisions made by public or private entities (individuals, institutions, the state) for conversion of particular land or other use of nature, do not consider nature as a stakeholder in the decision-making.

Thus, governments, companies and other institutions decide what will happen to a river, lake, forest, mountain, or to what extent a certain part of nature can be used. Nature can tell us nothing about the significance of those decisions.

Indeed, there are many international treaties and national laws aimed at protecting natural areas and vulnerable species. However, the current situation reveals that, although these legal norms are really important in terms of protection, they are not effective enough in their implementation. The fact is that the economic interest usually prevail over the environmental interest, even in areas designated as national parks or UNESCO World Heritage Sites



Three hundred and sixty nine initiatives aimed at granting rights to the nature have been launched worldwide. Most of them were successful: subjects of nature or specific species of animals (blue whale, panda, orangutan [and others](#)) currently have legal rights. This clearly shows that it about time to show respect for the environment. It is the destruction of the environment and the extinction of species are some of the many motives for which the people claim that the nature has rights<sup>1</sup>.

1 <https://www.openaccessgovernment.org/protect-biodiversity/102506/>  
<https://earth.org/should-nature-have-legal-rights/>

## WHAT IS ENVIRONMENTAL JUSTICE?

“Environmental justice” is the fair treatment and significant inclusion of all people regardless of race, color, national origin or income in relation to the development and enforcement of environmental laws, regulations and policies.

But what does that really mean? Let’s separate the terms and see:



**Environment** refers to everything around you. It is your home, your school, the place where you work or play. It includes the homes of your relatives, friends, neighbors, the lake where you swim, the places where your food is grown or prepared, even the places where drinking water travels to your home, and so on.

**Justice** means fair treatment - fair treatment for all!

Environmental justice is a new concept which is about making sure that everyone has a fair chance to live as healthily as possible.

Being able to live a healthy life often depends on where you live, work and play! So, it is important that ALL environments are free of harmful substances. These substances can endanger human health and sometimes even cause death. Environmental justice is particularly concerned with ensuring that everyone has a fair chance of finding a home, employment and a good education – all in a safe and secure environment (Picture 1).



**Picture 1:** Environmental activists

## Where are the unhealthy environments?

They can be anywhere where no steps have been taken to eliminate the hazards. For example, there are people who still live in places with dangerous levels of lead. Many years ago, lead was used in paints, but also in petroleum products, so these harmful substances may still be present in some homes, that is, in the paint used on the walls and even on the old painted furniture.

Another unhealthy environment could be a playground located near a chemical plant, or a waste storage and recycling site, or a land that used to be a gas station. In such places you may come into contact with hazardous substances that are still stored in that area or have entered the soil or water. Or you could be exposed to toxic (poisonous) gases released into the air from local factories. You have probably heard of the dangers of spilling chemicals or chemical waste in some area thus exposing the people living nearby to hazards and environmental pollution.

## How can we change such phenomena?

The international community, but also the countries in which we live, have developed several legal mechanisms that help us whenever it is necessary to protect nature and environment. The next section will explain the most important legal mechanisms that every young activist should know



## Sustainable development goals

On 25 September 2015, 193 world leaders expressed the commitment of their countries to achieve the sustainable development goals of the United Nations, which include three emergency goals: ending poverty, combating inequality and tackling climate change by 2030. The seventeen goals (Picture 2) of sustainable development cover various topics related



to eradication of poverty and hunger, sustainable consumption and environmental protection.



With such development, which includes protecting the planet, fostering peace, ensuring prosperity and engaging in collaborative partnerships, the goals provide a comprehensive overview of the complexity of our global challenges to provide an optimistic framework for building a future that is inclusive, equitable and sustainable for all people. This is the future we want to have<sup>2</sup>.



**Picture 2:** Sustainable development goals

### Climate change and the Paris Agreement

The Paris Agreement (Picture 3) is the first real global commitment to combat the climate crisis. In 2015, 195 countries and the European Union ([each member state of the European Union](#) is an individual signatory to this agreement, but also the Union of the countries as a separate legal entity) signed a single, comprehensive agreement that aims to keep

global warming below 2°C (3.6°F) and make every effort not to exceed 1.5°C (2.7°F).



**Picture 3:** Paris Agreement

Limiting the warming to 1.5 degrees Celsius will improve the living conditions of people living in regions that are often exposed to extreme heat and weather changes, significantly reduce the likelihood of droughts or floods, reduce the risks associated with availability of water in some regions and will reduce the harmful impact on biodiversity<sup>3</sup>.

National governments cannot respond to this global challenge on their own. In that regard, the Paris Agreement clearly emphasizes the role of local governments, businesses, investors, civil society, trade unions, religious and academic institutions as key stakeholders to meeting the 1.5°C target.



<sup>2</sup> [http://cdn.worldslargestlesson.globalgoals.org/2018/09/SDG-Action-Kit\\_Final.pdf](http://cdn.worldslargestlesson.globalgoals.org/2018/09/SDG-Action-Kit_Final.pdf)

<sup>3</sup> <https://climate.nasa.gov/news/2865/a-degree-of-concern-why-global-temperatures-matter/>

## Why do we need a global agreement to tackle climate change?

Man-made global warming will affect people, wildlife and habitats everywhere. We need to unite immediately and aggressively reduce greenhouse gas emissions in order to save the Earth.

Recent reports by international climate scientists and the US federal government have highlighted the serious risks of not taking active measures to protect the planet Earth. The risk of heat waves, floods, summers on the Arctic without ice and loss of habitats will be increasing every moment if we do not act<sup>4</sup>.

Stopping the climate crisis is crucial to our collective well-being, but no country can stop the damage on its own. The unprecedented Paris Agreement is the best way to ensure the global cooperation needed in order to tackle climate change<sup>5</sup>.

### The Green Agenda for the Western Balkans

The six countries of the Western Balkans (Albania, Kosovo, Serbia, Montenegro, North Macedonia and Bosnia and Herzegovina) are at different levels on their path towards the European Union. Before joining the Union, they need to harmonize and implement their legislation with the legislation of the European Union (legal acts and court decisions that make up this body of the European Union law).

One of the obligations for accession to the European family is transposition, adoption and implementation of the European Union environmental law. The priority is to reduce emissions of air pollutants and greenhouse gases, which is strongly related to energy, transport and health policies. The successful implementation of European Union air quality legislation in the Western Balkans will help the neighboring countries reach their limit values for some air pollutants<sup>6</sup>.

### Convention for Conservation of Wildlife and Natural Habitats (Berne Convention)

The Convention on Conservation of Wildlife and Natural Habitats (Berne Convention, Picture 4) was adopted in Berne, Switzerland, in 1979 and entered into force in 1982.



**Picture 4:** The Berne Convention

This Convention is a binding international legal instrument in the field of nature protection, which covers the natural heritage of the European continent, as well as the heritage in some African countries.

### The main objectives of the Convention are:

- Conservation of wild flora and fauna and their natural habitats and protection of endangered migratory species and;
- Increase of cooperation between the signatory countries in order to protect biodiversity.

To this end, the Convention imposes legal requirements on the contracting parties (the signatory countries), protecting more than 500

4 <https://www.unclearn.org/wp-content/uploads/library/pdf.pdf>

5 <https://www.worldwildlife.org/pages/paris-climate-agreement>

6 <https://ec.europa.eu/jrc/en/science-update/eu-support-decarbonising-western-balkans>

species of plants and more than 1,000 species of animals<sup>7</sup>.



### The Aarhus Convention

The Convention on Access to Information, Public Participation in Decision-Making and Access to Justice in Environmental Matters, known as the Aarhus Convention, was signed on 25 June 1998 in the Danish city of Aarhus and entered into force in 2001.

It consists of three pillars: 1) Access to environmental information; 2) Involvement of the public in decision making and 3) Access to justice (Graph 1).

This Convention enables the strengthening of the position of the public through its involvement in the decision-making process, leading to environmentally responsible societies.



The Convention provides access for the public, based on the right of everyone to live in a healthy environment<sup>8</sup>.



#### The access to information

guarantees the right of every citizen to obtain comprehensive and easily-available access to environmental information.

#### The public authorities

must provide all the necessary information in timely and transparent manner. The authorities can refuse to do that in some situations such as, for example, in case of national defense.



#### The public participation in decision-making

stipulates that the public must be informed of all relevant projects and should be allowed to participate in the decision-making process.

#### This strengthens the capacities

of decision makers, improves the quality of environmental decisions, but also the procedural legitimacy of the procedures used in their adoption.



#### Access to justice.

The public has the right to court and administrative proceedings in cases where the government violates or does not comply with environmental law and the principles of the Convention.

**Graph 1** - Pillars of the Aarhus Convention

7 [https://en.wikipedia.org/wiki/Berne\\_Convention\\_on\\_the\\_Conservation\\_of\\_European\\_Wildlife\\_and\\_Natural\\_Habitats](https://en.wikipedia.org/wiki/Berne_Convention_on_the_Conservation_of_European_Wildlife_and_Natural_Habitats)

8 <http://florozon.org.mk/downloads/publications/Komparativna-analiza-Pristap-do-pravda.pdf>  
<http://florozon.org.mk/downloads/publications/Kratka-broshura-za-dobri-praktiki.pdf>  
<http://www.florozon.org.mk/downloads/publications/Manual%20ARHUS.pdf>

## HOW TO PROTECT THE ENVIRONMENT AND NATURE WITH THE HELP OF THE MACEDONIAN LAW?

Our country has protected the right to a healthy environment with the Constitution. Article 43 of the Macedonian Constitution of states that:

**Everyone has the right to a healthy environment. Everyone is obliged to promote and protect the environment and nature. The Republic provides conditions for exercising the right of the citizens to a healthy environment.<sup>9</sup>**

The responsibility of the country arises from this constitutional provision, and it should provide conditions for a healthy environment to the citizens.

But what if this right is violated? How to act and use the right for the benefit of the citizens?

**First of all, let us get acquainted with the essential laws that protect the environment and nature in our country<sup>10</sup>.**

The official website of the Ministry of Environment and Physical Planning<sup>11</sup> (Picture 5) is the place where you can find all the laws, bylaws and ratified international agreements that apply in our country. This is a legal but also an international obligation in accordance with the Aarhus Convention, the use of which we will discuss further below in this section. Certain specific laws that are under the jurisdiction of other state institutions (Ministry of Agriculture, Forestry and Water Economy, local self-government units, etc.) can be found on their official websites. Before go deeper into the law, it should be determined whether that law is currently in force in order to avoid further possible misconceptions.



Picture 5: MoEPP website

9 <https://sobranie.mk/content/Odluki%20USTAV/UstavSRSM.pdf>

10 <https://www.academia.edu/2076889>

11 [https://www.moepp.gov.mk/?page\\_id=901](https://www.moepp.gov.mk/?page_id=901)

If we want to initiate a procedure before a competent institution or before the courts in the country, it is also necessary to check the procedural laws that refer to the work of those institutions. These are laws that regulate the procedures before the institutions (for example: Law on General Administrative Procedure, Law on Criminal Procedure, Law on Misdemeanor Procedure, etc.)

As an example – if we initiate a procedure before a Ministry, we must also consult the Law on General Administrative Procedure; if we initiate an administrative dispute, the Law on Administrative Disputes. If we file a lawsuit for environmental damage, we should consult the Law on Obligations, but also the Law on Criminal Procedure.

We will continue to focus on the essential Law on the Environment and the Aarhus Convention, as a tool for exercising environmental rights that you will need in your future activities.



## Environmental justice is achieved through the three pillars of the Aarhus Convention, and refers to the following:

- Access to environmental information;
- Involvement of the public in decision making; and
- Access to justice.

The Law on Environment transposes the solutions of the Aarhus Convention, so this Law is used as a basic law for environmental protection. It is best to first check the provisions of this Law in order to be sufficiently familiar with the procedures and legal requirements set out there. The Law can be found on the following [link](#).

## Access to environmental information

The public has the right to access complete, accurate and up-to-date information. Public authorities have an obligation to provide access to information, but also to share environmental information. This right is exercised in accordance with the Law on Environment and the [Law on Free Access to Public Character Information](#).



It is important to know which entities are considered public authorities:



### Government

Ministries, municipalities, agencies, institutions, departments, bodies and other entities that have political influence (at national, regional and other level)



### Individuals or legal entities

who have public administrative functions in accordance with national law, including specific duties, activities or services related to the environment (eg. public enterprise for national park management);



### Others

entities are other persons who have public responsibilities or functions, or who provide public services related to the environment, under the control of other categories of public bodies (eg public utility for water supply).

## Graph 2 - Entities

The public (individual, civil society organization, entity, etc.) can exercise its right to obtain environmental information from public authorities without stating the reason for that. This right is exercised by submitting a **request** for access to public character information to the entities that

possess the information. The application form and more information can be found at the following [link](#).

For an explanation of how to prepare and submit a Request for Free Access to Public Information, see the following video.



Environmental information includes information on: The state of the elements of the environment; Particular factors; The state of human health and safety (Graph 3).



#### State of the elements of the environment

such as air and atmosphere, water, soil, land, landscape and natural sites, biodiversity and its components;



#### Particular factors

such as substances, energy, noise and radiation, activities or measures, including administrative measures, agreements, policies, legislation, economic analysis and assumptions used in environmental decision-making;



#### State of human health and safety

such as the living conditions of the people, cultural sites and objects, the environment, to the extent that they would be affected by the elements, factors, activities or measures

**Graph 3** - Environmental information

The public authority must provide the information in the required format (paper, electronic, etc.) as soon as possible, and no later than one month after the submission of the request. If the requested information is extensive and complex, there is a possibility to extend this period for a maximum of two months, accompanied by an explanation of the reason for such delay. If the deadline is extended,

the public authority must notify you and indicate the reasons for the extension.



**You or your organization do not have to be a citizen or resident of the country that holds the requested information, nor do you have to be close to the area where they are located.**

For example, a CSO from Albania may request environmental information regarding a hydropower project from the public authorities of the Republic of N Macedonia (as long as the concerned country has ratified the Convention).

In general, there are two ways to submit your request for information:

- in writing by post or email, and
- verbally i.e. directly in the office of the public authority.

The responsibilities of information holders are described in the following [video](#).



#### Public participation

The public participation in the decision-making process allows the public concerned to contribute to making important decisions that affect their lives. These decisions may relate to the following:

**Activities (projects):** public participation in activities/ projects if the public is affected by them, or if the public is interested in participating in the decision-making process for a specific activity;<sup>12</sup>

**Development plans:** public participation in the development of plans, programs and policies related to environment<sup>13</sup>; and

**Legislation:** public participation in drafting of laws, rules and legally binding norms<sup>14</sup>.

The participation of the public (Graph 4) in the procedures is realized in the following manner:



**Submission of comments**

information, analysis or opinions that the public deems relevant, in writing or orally at the public hearing.



**The results of public participation**

should be taken into account when making the decision



**The public should be informed**

in a timely manner about the final decision after it is adopted



**The public should participate**

in the revision or in the changes that may occur in the decision-making, e.g. when the public authority reviews or upgrades the existing conditions per particular activity

**Graph 4:** Public participation

## What are the necessary conditions that need to be met regarding the manner of informing of the public concerned?

This aspect is quite important, because it enables the proper identification of the public that should be informed about the proposed activities or changes and is the one that can contribute to the decision-making and towards protection of the environment and the nature that surrounds it.

First, the public concerned should be identified and then recorded.

“**Concerned or affected public**” is defined as “a public that is concerned, may be concerned, or has an interest in participating in the decision-making process on environmental issues, policy-making and legislation”. “Concerned public” includes organizations that promote environmental protection and at the same time meet the requirements in accordance with the national law. The public must be informed at an early stage of the process (as early as possible).

The Convention distinguishes between two methods of informing the public - public and individual reporting.

Public participation must not be just for the sake of it and to be carried out only to justify the decision that was “already adopted”, but there must be a real opportunity for the public to be involved in decision making. Public authorities should also encourage the exchange of information between investors, businesses, etc., and the public.

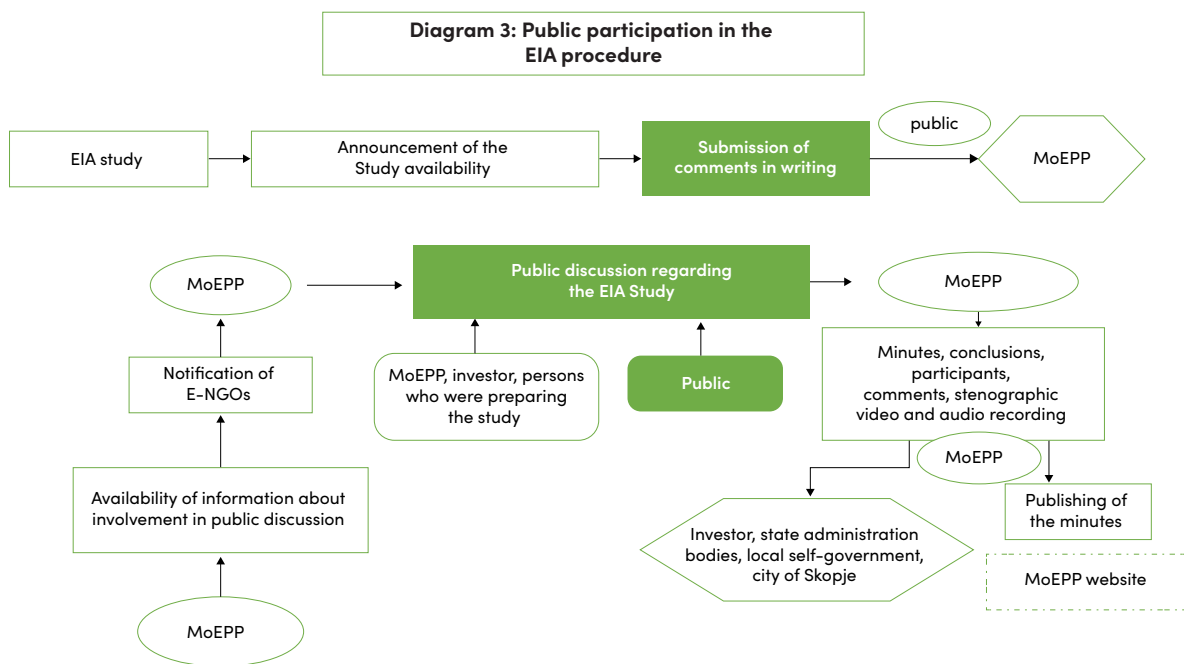
13 [http://www.arh.ukim.edu.mk/images/Predmeti/UrbanistickoPlaniranjeII/UP2\\_2019-20/Predavan\\_je\\_22\\_2020.pdf](http://www.arh.ukim.edu.mk/images/Predmeti/UrbanistickoPlaniranjeII/UP2_2019-20/Predavan_je_22_2020.pdf)

14 <https://dejure.mk/zakon/uredba-za-uchestvo-na-javnosta-vo-tekot-na-izrabotkata-na-propisi-i-drugi-akti-kako-i-planovi-i-programi-od-oblasta-na-zhivotnata-sredina>

The concerned public should also have access to all information relevant to the decision-making process in order to be actively involved in the decision-making. The picture below shows an example of when the public must be involved in environmental impact assessment procedures (Picture 6). If the order of the procedure is maintained and if the public is actively involved, harmful activities can be prevented in a timely manner<sup>15</sup>.



Article 9 of the Convention gives special status to civil society organizations involved in protection of the environment. It justifies their interest in cases of access to justice and their right to participate in decision-making and to be able to bring cases to these instances.



**Picture 6:** Example of public participation

### Access to justice


The access to justice is a basic human right and allows for administrative or judicial proceedings to be instituted (initiated) when rights are violated (Chart 5)<sup>16</sup>.

Access to an appeal procedure is usually achieved through an administrative appeal to the decision-making bodies (for example, the State Commission for Second Instance Decision-Making) and through the courts (for example, the Administrative Court).

15 [http://www.zeleni.org.mk/uploads/media/Ucestvo\\_na\\_javnost\\_-\\_LOT3.pdf](http://www.zeleni.org.mk/uploads/media/Ucestvo_na_javnost_-_LOT3.pdf)

16 <https://drive.google.com/file/d/1VnT4Ctz9YB37PrHMkh0vB4QIZpCkde0V/view>



 <p>The right to access to information is violated if:</p>	 <p>The right to participation is violated if:</p>	 <p>The environmental laws are violated if:</p>
The information is provided, but it is incomplete and/ or irrelevant in relation to the submitted request;	No notification was given about the decision-making procedure;	There acts and omissions were challenged by individuals who violate environmental laws;
Access to information is denied;	The means of notifying are not effective in reporting to stakeholders;	Acts and omissions by public authorities that violate environmental laws can be challenged.
No answer is given within the specified deadline (eg. 1 (+1) month).	The notification is given at a late stage of the procedure;	
	The notification does not contain even the minimum of the information required;	
	More detailed information about the project, program or plan is not available;	
	The procedure does not allow submission of comments	

**Graph 5:** Access to justice

In certain cases where any of the means for access to justice cannot be used, there are several procedures that can be implemented internationally, including the Convention Compliance Mechanism (Aarhus Convention Compliance Mechanism)<sup>17</sup>, and in some cases, the European Court of Human Rights<sup>18</sup>.

This simply means that if you are not satisfied with the decision of the official, you can always go to a higher instance in the hierarchy. According to the Law on General Administrative Procedure, the resolutions issued in first instance are subject to appeal to a higher authority in accordance with the law (for example, resolution adopted by the Ministry of Environment is subject to appeal to the

State Commission for Deciding in Administrative Procedures and in Labor Relation Procedures in Second Instance).

A procedure (complaint, objection or initiative for inspection supervision) may be initiated to the higher authority if the public authority has not acted at the request of the party within the specified time period or by the specified date (for example, within 30 days of the request for access to information).

The appeal should be submitted within 15 days from the day of receiving the resolution on the decision, unless otherwise determined by a special law. The deadline for submitting an appeal is considered

17 [https://unece.org/DAM/env/pp/Publications/Guide\\_to\\_the\\_Compliance\\_Committee\\_\\_second\\_edition\\_\\_2019\\_/English/Guide\\_to\\_the\\_Aarhus\\_Convention\\_Compliance\\_Committee\\_\\_2019.pdf](https://unece.org/DAM/env/pp/Publications/Guide_to_the_Compliance_Committee__second_edition__2019_/English/Guide_to_the_Aarhus_Convention_Compliance_Committee__2019.pdf)

18 <https://www.echr.coe.int/Pages/home.aspx?p=home>

from the date of receipt of the resolution/ decision. Macedonia has a special court that decides on lawsuits against administrative acts – the Administrative Court. Initiating an administrative dispute begins with filing a lawsuit. The lawsuit can be filed within 30 days from the day of receipt, or from the day when the person is informed about the administrative act.

### Restitution (compensation) of environmental damage

A legal or natural person, as well as an association of citizens established for protection of the environment which is directly concerned or suffers the consequences of the environmental damage, has the right, before a competent court, to request from the entity that caused the damage:

- restitution (return) to the initial state of the environment, if possible; or
- compensation for the environmental damage, in accordance with the general regulations for compensation of damage, if it is impossible to return to the initial state of the environment.

**The constitutionally guaranteed right is also the basis for legal regulation of the environmental protection in specific pieces of legislation.**

There is a crime, and a certain person can initiate court proceedings for compensation if he thinks that his health is disrupted for those reasons and by some polluting entity.

In fact, the case law shows that such proceedings exist, as was the case with the city of Veles. On 30 May 2008, a lawsuit was filed with the Basic Court in Veles by the Municipality of Veles, the Environmental Association “Vila Zora” and other plaintiffs against the Republic of Macedonia – Ministry of Environment, with aim to eliminate the danger of environmental damage. However, what

should be pointed out is that these procedures are delicate in the context of proving, that is, valid evidence is needed to support such a claim.

### The liability for environmental damage occurs due to:

- Immediate threat of ecological damage or ecological damage that occurred as a consequence of performing professional activities;
- Immediate threat of damage to protected species and natural habitats or damage to protected species and natural habitats, which occurred as a consequence of performing professional activities, if the damage occurred because of fault or negligence of the operator.

Responsible for the damage caused to the environment is the operator who performs a professional activity and who, by performing that activity, caused environmental damage i.e. immediate threat of environmental damage<sup>19</sup>.

Impaired health caused by a polluted environment can be proven in court



## THE ACTIVISM IS OBLIGATION OF EVERY CITIZEN

Success activist stories show that, if properly directed, civic activism leads to real change. There are many activists in Macedonia who work on environmental protection and over the years this number is increasing, which is to be welcomed. In order to motivate you to actively participate in some of these organizations or to establish your own organization, we will point out two examples that show that activism and law have managed to bring about a positive change.

## Mavrovo National Park - Boshkov Most and Lukovo Pole

---

In 2013, the international civil society organizations Riverwatch and Euronatur launched the international campaign “Save the Blue Heart of Europe”, in cooperation with several national partner organizations (Macedonian Environmental Society, [EKO-SVEST](#) and [FRONT 21/42](#)), in order to prevent the destruction of the most important rivers and riverbeds in Southeast Europe due to uncontrolled construction of hydropower projects. One of the key areas of interest is the Mavrovo National Park. Starting in 2013, the campaign is supporting the Macedonian civil society organizations in their fight against the construction of hydropower projects. Using legal tools, they managed to stop the construction of the “Crn Kamen” hydropower plant, the “Lukovo Pole” water reservoir (also known as the “Lukovo Pole” hydropower plant) and the “Boshkov Most” hydropower plant.

Read more about their work and how they managed to protect the nature by using the law on the following [link](#).

## The smelting facility in Veles

---

The people of Veles fought a strong ecological struggle<sup>20</sup> with the polluter – Smelting Facility, after the World Health Organization declared the city a dangerous place to live in in the year of 2000 due to sulfur dioxide pollution. The smelting facility was closed in May 2005, and then, for the first time in Macedonia, the town of Veles, the environmental association “Vila Zora” and other plaintiffs filed a lawsuit<sup>21</sup> against the Republic of Macedonia to the Basic Court Veles because the Government allowed the city and its inhabitants to be continuously poisoned for a continuous period of 30 years.

On 9 November 2011, the largest environmental protest in the country took place, when 20 thousand people from Veles took to the streets and said NO<sup>22</sup> after the new owner “Metrudhem” announced that it plans to restart the facility. For that purpose, the documentary film “Veles is dead” was made, which talks about the struggle of the activists (VIDEOS [1](#), [2](#) and [3](#)). That struggle continues to this day, with requests to the competent institutions for remediation and cleaning of the soil which is used for food production in the Veles region<sup>23</sup>.

20 [http://florozone.org.mk/downloads/publications/Sluchaevi\\_final-NA.pdf](http://florozone.org.mk/downloads/publications/Sluchaevi_final-NA.pdf)

21 <https://www.svedok.org.mk/mk/record.php?id=1275>

22 <https://focus.org.mk/mislenja/66-ne-topilnica-vo-veles>

23 <https://greencivil.mk/2020/10/zelenata-revolutsija-na-veles-od-eko-teroristi-do-dvigateli-na-zelenata-idnina/>

# ECO-ACTIVISM

## ■ Arianit Xhaferi

Civic activism means involvement of individuals or groups in public life and public affairs through various activities (Picture 7) (protests, petitions, lobbying, campaigns, etc.) in order to bring about reforms that will contribute to positive changes in the society. The human rights (inequality, discrimination, etc.), social issues and, of course, the environment are some of the topics where greater civic engagement can be seen ([READ MORE ABOUT CIVIC ACTIVISM](#)).

There are several forms of civic activism, but in this part of the Handbook we will focus on eco-activism as a way of social engagement of citizens in order to promote and prevent any degradation of the environment. Environmental activists are accepted and recognized as human rights activists, because the right to a clean environment, in addition to being a human right, is also a constitutional right in our country ([Article 43 of the Constitution of the Republic of North Macedonia](#)).



**Picture 7:** Protests as a form of civic activism

## THE ROLE OF ECOACTIVISM

Eco-activism has an important role in society because the participation of citizens in environmental issues remains one of the main tools for putting pressure on institutions to adopt and implement laws that will promote and protect the environment, but also contribute to a better life of citizens. Eco-activism is also important for the following reasons:

### Raising citizens' awareness of environmental issues

Few are citizens who are aware of how much the environmental problems have negative effect on people's health and quality of life. For many years, the environmental awareness in Macedonia was at a very low level, but in recent years, with the emergence of eco-activism, this has changed and today it is common for these topics to be on the agenda of traditional and digital media. It is not uncommon for citizens to raise alerts on the social media about problems with air, water, soil pollution, to report polluters, etc. The terminology and jargon used in the environmental literature are not always comprehensible to the average citizen. Another role of the eco-activists is to "translate" or interpret such content into a language that everyone can understand.

### Public character information

Everyone has the right to be informed and that right is inviolable, even when it comes to environmental issues. In contrast, a number of important environmental information are not always published or they are skillfully "hidden" between the lines of a document. Here, too, environmental activists have a significant contribution. Today, the activists take such information from the competent institutions, process them and share them with the citizens in a simplified form. A good example of this is the [AirCare](#) application, developed by Gorjan Jovanovski, programmer and environmental activist. AirCare collects official information from the Ministry of Environment and Physical Planning received from the air quality measuring stations

and shares them with citizens in a simple and understandable way (visually and graphically).

### Intervention in the laws

There are many laws, international agreements, conventions, protocols for environmental protection, but how much are they applied in our country? In terms of legislation, the eco-activism also has an important role to play in protecting and promoting the environment. Their commitment has led legislators and the executive to consult with them on any law regulating various environmental issues. Until recently, environmental protection was a topic that was rarely mentioned in the election platforms of the political parties. The growing awareness and the voice of activists has put environmental protection high on the political agenda. It is now common for candidates and political parties to pay more attention to the environment, at least declaratively, in each election cycle.

### Education of the citizens

The environmental activists are continuously working on educating citizens about the importance of this topic using various programs and projects. In recent years, ecology and environmental protection was introduced as an optional teaching subject, but also as a compulsory subject in many primary and secondary schools in our country.

### Impact on industry

The industrial facilities in Macedonia have production processes that still use obsolete technology, and these are mainly production facilities from the metallurgical industry that have existed since the time of the former Yugoslavia – and they are the biggest polluters of the environment. While the Government carefully calculates whether the requirements for standardization and modernization of the industry are imposing obstacles to economic development and employment, environmental activists put the health of the citizens and the environmental protection at the top of the list of priorities. As a result of the pressure from eco-activists, many companies

were forced to modernize their production facilities and some of them that failed to meet the standards foreseen by the national legislation and international conventions were shut down. Such was the case with the Veles smelter facility, closed as a result of [the constant pressure from the civil organization “Vila Zora”](#). There is also a more recent of [closure of the metallurgical plant “Jugohrom”](#), as a result of [the enormous pressure from the civic association “Eco Guerrilla”](#). Environmental activists should communicate with industry and encourage them to take appropriate measures to minimize the negative impact on the environment, by introducing the possibility of reuse and recycling, by modernizing the facilities and by retaining jobs in a situation of poor economy.

### Advanced technologies and renewable energy sources

---

Attempts to put pressure on institutions to introduce more advanced technologies in production processes, as well as the rational use of renewable energy sources, is also one of the activities of the eco-activists. In our country, electricity is still largely produced using obsolete technology. “REK Bitola” is the largest thermal power plant in the country and operates on coal, but it is also the largest polluter in our country, and the second largest in Europe. The situation is similar with “REK Oslomej”. In contrast, the country has excellent potential for use of solar technologies for the purpose of energy production, but, unfortunately, very little attention is paid to this technology. [Over 70% of the funds allocated for generation of electricity from renewable sources are dedicated to projects for so-called small hydropower plants](#), which have a major negative impact on ecosystems and biodiversity.

### Environmental protection programs

---

Many environmental organizations and environmental activists are “advocates” and promoters of the protected areas in our country, such as the national parks, which are the wealth of our country and they must be protected at all costs. On the other hand, projects are being developed, primarily construction of dams and hydropower

plants, which have a negative impact on the environment. An example of this is Mavrovo, where construction of a dam was planned, which would threaten the very existence of the endangered Balkan lynx. The battle for “salvation” of Mavrovo and of its ecosystem was led by activist Ana Colovic-Leshoska, biologist and founder of the “Eco Svest” organization, known for its loud and effective campaigns. For her tireless struggle and success in preventing the construction of the dam, [in 2019 she was awarded the “Goldman” environmental award](#). In addition, the pressure and advocacy from environmental activists prompted the institutions to conduct studies and declare Sharr Mountain a National Park and the Osogovo Mountains a protected area.

### The 3R campaigns

---

“[The Three Rs](#)” are a well-known Code of environmental activists in the world, through which they promote the principle of waste **reduction**, **reuse** and **recycling** of various resources and products.

**Reduction, including also prevention of waste generation** is one of the most preferred approaches to waste management. Our country has only one legal landfill, and that is [Drisla](#) with standards only on paper (with permit how to manage hazardous waste and with an operational plan how not to pollute), [but in practice the situation is different, because these standards are not applied properly](#). Waste reduction can also be achieved by avoiding unnecessary packaging of some products that mainly use plastic or cardboard packaging.

**Reuse of waste** i.e. the use of some components of what is commonly considered waste. Quite often, plastic or paper packaging can be reused for the same or different purposes. For example, plastic bottles can be reused to create improvised flower pots, decorations or other functional tools.

**Recycling (transformation) or remodeling of waste** into new materials or items. It is a modern approach to waste management that reduces the use of energy and resources for the production of

various items. Recycling as such offers many benefits because it reduces the amount of waste, preserves natural resources such as trees, water, minerals, prevents pollution from waste incineration, etc.

## TYPES AND FORMS OF ECO-ACTIVISM

There are different types of eco-activism, which are mainly divided and classified according to their approach. They may be driven by a desire to offer solutions, work to achieve certain changes, or take a revolutionary approach.

### Environmental movements

Environmental movements aim to protect and improve the environment. They usually involve associating individuals, groups of citizens, organizations, media, etc. which aim to put pressure, through joint action, on the competent institutions to solve environmental problems. We will mention several environmental movements from our country, such as: “[Vila Zora](#)” from Veles, who waged a battle against the Veles smelter facility, “[Za nas se raboti](#)” from Bitola, who advocated against air pollution in Bitola, “[Eco Guerrilla](#)” from Tetovo, which was against air pollution originating from the metallurgical plant “Jugohrom” and for closure of the illegal landfill located at the entrance to the city of Tetovo, etc. Environmental movements start as civic initiatives, but over time take on a more sophisticated form and content.

### Political action

Many organizations in our country are engaged in drafting environmental laws. These laws are presented to the legislature (Government or legislators) before being adopted. But there are also organizations try to repeal or change certain laws that through political pressure that they consider harmful to the lives of citizens, biodiversity and the environment in general. Not everything in the law is good for people and the environment. The way they act is through political influence on the legislators,

in order to make certain changes in the adoption or implementation of laws.

### Conservation activity (protection)

The usual objective of eco-activists is preservation and protection of natural resources, plants and animals. The activists use various tools to promote and advocate for rational and sustainable use of natural resources, protection of biodiversity and conservation of wildlife. Integral part of this type of eco-activism is the commitment to designate certain areas as protected areas or national parks.

### Environmental justice activism

Environmental justice means fair and equal treatment and distribution of benefits, but also of the burden of environmental problems, among all people equally, regardless of their differences (race, ethnicity, educational background...). Everyone has the right to benefit from the environment in a rational, wise and sustainable way, but also everyone has a duty to protect the environment. In our country, the environmental justice is not at the required level. Most of the poorest and underdeveloped parts of the country are “hosts” of illegal landfills, but even the legal landfills do not meet the standards required by the national law. On the other hand, most of the funds for environmental protection are allocated to the City of Skopje, while most other cities receive little or no funding at all for environmental protection and improvement. At the same time, natural resources (water, soil, minerals, etc.) are used in many parts of the country. For example, Bitola and Kichevo have to pay the highest environmental price for the generation of electricity from coal in “REK Bitola” and “REK Oslomej”, and this benefit is used by the entire country. In addition, both cities, as well as other cities in country, are discriminated in the allocation of funds intended for environmental protection.

### Environmental modernization as a form of activism

Many eco-activists or environmental organizations are convinced that economic growth will be

beneficial only if it serves the protection, development and promotion of the environment. The constant struggle between financial gain and environmental protection (commonly known as the battle between the economy and ecology) does not necessarily have to have an absolute winner. The idea and philosophy of the scholars who accept this form of eco-activism is that the economy and the environmental protection should go hand in hand and be combined through environmental productivity. Such a spirit has spread to many European countries, but also to the countries across the Atlantic and Pacific Oceans, where in recent decades social businesses have developed that aim at triple influence, meaning simultaneous social, financial and environmental influence.

### Grassroot eco-activism

---

“Grassroot” is the most authentic form of eco-activism, which is usually about different groups of people and individuals who use freedom of expression and freedom of speech to advocate for environmental change. These activists have no political objectives and act independently. As an example of such movements in our country we can mention: [“Za nas se raboti”](#), which aims to improve the air quality in Bitola, [“Ne bidi gjubre”](#), which is active at a national level is committed to clean environment, [Ohrid SOS](#) for the salvation of Lake Ohrid, [“Spas za Vodno”](#) which aims to save Vodno from the violent urbanization, etc.

Grassroot eco-activists are deeply convinced that this kind of activism can bring about the necessary change. In this context, it is important to note that there are also so-called “astroturfing” or “fake grassroot” organizations, which are founded by certain companies or polluting institutions in order to “dampen” the real movements and the citizens who are concerned about the existing problems. The “astroturfing” organizations operate under the instructions of their founders, and the way they act is by causing a crisis, stifling the real reaction that should exist, negotiating with the party that caused the problem, etc.

### Eco-terrorism

---

In order to achieve their objectives related to environmental protection, or to serve the environmental causes, some individuals and certain organizations go beyond democratic and conventional means i.e. take more radical methods of action, thus committing acts of violence against people or their property. In many countries around the world, eco-terrorism is sometimes used in response to non-recognition and non-acceptance of environmental crime as an ecological genocide or ecocide. Unfortunately, eco-terrorism remained the only tool used in many countries around the world. Here are some examples of eco-terrorism:

The Earth Liberation Front, a global movement that has used armed attacks and carried out economic sabotage of companies that use ELF natural resources, has originated in the United Kingdom and has spread to many other parts of the world, including the Netherlands, Germany, Russia, Scandinavian countries, New Zealand, Italy, Spain, France, Canada, USA, Argentina, Mexico, etc.

**Tree spiking** (Tree pruning) is an eco-terrorism tactic used mainly in the United States and New Zealand, in which eco-activists insert a nail or a thin metal rod into a tree in order to cause material damage to the companies that cut the trees.

### Local activism

---

This form of eco-activism refers to mobilization and organization of inhabitants of a certain place, in order to oppose various policies or activities that are harmful to the environment in their immediate vicinity. A good example of local eco-activism in our region comes from the small town of Vitez in Bosnia and Herzegovina, more precisely from [“The brave women from Krushchica”](#) who stood on the bridge for more than 500 days, and with their physical presence and risking their lives, protected the river where the Bosnian authorities planned to build two small hydropower plants. Special police forces also used violence against these brave women, but



they did not give up and managed to achieve their objective. This courageous action sparked many similar movements throughout the Western Balkans.

## WHAT CAN I DO AS AN INDIVIDUAL?

The first important step of an eco-activist is to recognize the courage and importance of the personal engagement in activities aimed at protecting the environment. Eco-activists, and activists in general, are often faced with questions such as: “What do you think you will achieve?”, “Do you know that you will not do anything?”, or even discouraging messages such as “Nothing is being done in this country”, “They are very powerful”, “They have connections with the Government”, “They have a lot of money, what do you have?” etc. Remember that everyone can do something and as long as everyone focuses on the mission and the objective you have set for yourself, many things can be achieved.

Before carrying out any action, a few steps should be taken:

### Identify and define the problem

Identifying and defining the problem goes can be done by asking ourselves and others some questions.

#### What do we think is the problem?

We have information that something is wrong. We can see, feel, hear or experience. In this case, we need to identify as much information as possible about the problem. Brainstorming sessions are needed to find out as much as possible. It is a good idea to create a list of the information provided.

#### Where to look for information?

Information is everywhere. The Internet remains the most accessible source of information, but it is not always sufficient, sometimes it is necessary to dig in deeper, for example go through old newspapers and magazines, official documents but also talk to people we think could have more information.

#### Who should we ask?

There are always people who have more knowledge about the problem. Do not hesitate to contact experts and people with knowledge of the question that concerns you. You may find it difficult to understand them due to the expert language, jargon, but try to extract as much information as possible, ask questions, seek further clarification, etc. The journalists, especially those working on environmental issues, can also help.

#### What else do we need to know?

You should never think that you know everything. Dig deeper, do not be satisfied with just the information you have had so far. Look for other organizations or activists who have had similar experiences, as that is where you can find the answer you are looking for.

#### Can we clearly define the problem?

Once you have gathered enough information, you need to clearly define the problem. It is preferable to define the problem in a simple sentence, but it includes as many essential aspects of the problem as possible.

### Why does this problem occur?

The next step is to focus on the origin of the problem. Something that is not normal should not happen, but it still happens. Ask some of the following questions.

#### Is it legal?

Sometimes laws can allow activities that could be harmful to the environment or human health. It is important to prove the legality of the action. Consult the Constitution, laws, international conventions. The easiest way is to find a lawyer or environmental lawyer who can provide free consultations and services. Such assistance is provided by the [Macedonian Association of Young Lawyers](#).

#### Why does this happen?

Whether the law allows it or not, the question that needs to be asked further is why such things happen.

### Who should resolve it?

It is important to find out who is in charge of solving this problem, because you will need to know (later) which institution or body you should address with your requests, which we will discuss below.

### What has been done so far?

Sometimes a problem that has been around for a long time may have been in the public eye or in the media for some time or may have been silenced (by “astroturfing” organizations). It is good to be aware of what steps have been taken before, to learn what you need to do to achieve the desired success.

### What can and should be done more?

Even if something is done, if the problem is not solved, it does not mean that we should stop here. It is important to talk to your group, supporters, experts, journalists (and others) about what more can be done.

## How to involve others?

---

Sometimes the eco-activists can feel frustrated and upset because other people are not involved and engaged in solving the problem. Maybe they are not worried? Do they not care about the lives and health of their children? Many questions can discourage or deter you from your objective, but you should not allow that. You should know that others may not be well informed about the problem or they may not have information that something like this is happening and that someone is trying to solve it as a problem. To get more involved in solving the problem, follow these steps:

#### Assess the damage

The problem causes some damage, that is why are addressing it and want to solve it. It is good to try to assess the damage and clearly explain the consequences of such action. You need this in order to inform and encourage others to join you.

#### Build a good narrative (story)

It takes a good story to inspire emotions and reactions in others. You can choose the way you “pack” the information, but at no point should you try to change the truth. It is good for the story to be

short, clear and for everyone involved in organizing the event to know it and to be able to convey it to those who are little or not involved at all.

### Identify actors who have ideas similar to yours

An easy way to spread information, to build a sense into others, is to spread it through other people who are not directly related to your organization or initiative. You need to identify people who share your opinions, beliefs and ideas. You can find these people by following the comments and reactions on social media that are related to the problem you want to solve.

### Cooperation with journalists and influential people

Journalists are very important in your agenda. You need to communicate with them regularly, find a time whenever they ask you for a statement, and insist that they write or report as much as possible about the problem. Movie, theater or TV actors, athletes, singers or other influential people are equally important in this objective, because they usually have a large number of followers on the social media and can help you popularize your action or inform the citizens about the problem you want to solve.

## What is advocacy and how can you advocate?

---

Advocacy is a process of providing support or a voice for a particular issue of interest to citizens that will attract public attention and direct pressure on institutions to address it. It can be also the commitment of an individual or group of citizens to advocate a particular cause or idea in order to achieve positive change in the society by creating an environment that will support that cause or idea.

In that regard, the role of an advocate is to raise his voice, to talk about a particular problem in the society, to attract the attention of the media, decision-makers, the international community, and so on. You can advocate for a variety of issues, such as clean environment, domestic violence,

gender equality, health care, etc. Some of the more important advocacy activities are the following:

### Creating leadership

Groups and supporters need to identify a leader who will lead the mission. He should be convincing, cooperative, open to receiving opinions, assessments and especially criticism. Charisma is one of the most necessary characteristics of a leader, which can be further developed with a little work and practice.

### Building coalitions

Coalitions are built so that more people, groups, organizations can work on achieving a common objective. Building coalitions is not so easy and simple because different individuals, groups, organizations may have different objectives, approaches and methods of action, but it is important to find motivation and desire for cooperation between all actors involved in a coalition.

### Networking

Networking means the connection that individuals, groups or organizations make with each other to exchange ideas, information, knowledge and influence, in order to facilitate and more effectively implement the planned activities.

### Press conferences

Press conferences are organized with aim to inform the general public when you have important information that is not known to the public and that can influence the reaction of citizens, if you want to send a message to stakeholders (whether they are your partners, opponents or decision makers), but also to announce good news about your activity. Create a database with journalists and media that will contain information such as: e-mail address, telephone number, the medium for which the journalist works, the address of the medium, etc. Inform the media a few days before the press conference and do not forget to remind them again the day before the event to make sure they are present. Prepare well, write the speech you will read. It is a good idea to have a press release that you will give to the journalists immediately after the event, but also a ready-made electronic version, which you

will share with the journalists and their newsrooms together with photos. This facilitates the work of journalists, and you will avoid the danger of being misinterpreted or quoted. Make sure that the press conference does not take place on an important day such as national holiday, or when the country is visited by some important person, etc., because in that case, your event will not have the necessary attention or will not be news at all in the media.

## Identify the parties in the advocacy process

---

During the advocacy process, you will deal with four different categories of audiences: beneficiaries, partners and allies, opponents and decision makers.

**Beneficiaries** are those who will benefit from your activity. They can be residents of a contaminated area, victims of domestic violence, etc. It is good to define as many subgroups as possible in this category so that you can better understand for whom your advocacy is intended. You need to inform this audience and mobilize them to work with you towards achieving the objective.

**Partners and allies** are part of the coalition or network you have created before. Similar like the users, the partners and allies need to be informed and mobilized in order to best serve the cause at hand.

**Opponents** are an audience that it would be better not to have, but, unfortunately, they are always out there. They may have different interests from yours or they may not be well informed, so it is important to inform them about your mission and objectives because you might even convert them into your supporters. It is necessary to open a process of dialogue and debate with them, in order to find a common language and, where possible, to bring the views closer so that they can support you. If nothing else, they can at least be convinced not to activate thus avoiding creating bigger problems and obstacles in the process.

**Decision makers** are probably the most important category in advocacy because they will decide what and how to do it. These can be MPs, Ministers,

municipal councilors, etc. You need to identify who they are and what their positions are on the issue at hand. They should also be informed about the problem and about your views and thoughts on why and how it should be addressed. It is necessary to establish a dialogue with them, to negotiate, but if that is not enough, then we should start **lobbying** and putting pressure on the competent institutions in order to solve the problem. **Lobbying** is a form of advocacy aimed at influencing the process of defining and adopting laws that are not in the interest of individuals, groups or the wider community. Lobbying can be **direct**, by communicating with representatives of the legislature or the Government, and **generally** by seeking public support from the citizens (petitions, protests, rallies, etc.). In short, lobbying means communicating with decision makers in order to adopt laws that are in the interest of the citizens.

### Other (efficient) forms of eco-activism

**Petition** means collecting citizens' signatures in order to send a message to decision makers that a number of citizens are not satisfied with the situation and demand change.

**Articles in electronic and digital media** are a good way to reach a larger audience and gain new supporters. These texts should be short, clear and concise and at the same time explain the problem, the positions of the various stakeholders and seek the support of the citizens in order to resolve the issue.

**The protests** are one of the most popular forms of pressure and they are usually organized by certain groups and organizations. Mass protests are important to decision-makers because they do not want a public that is not satisfied. We are witnessing

such protests in our country as well – [the protest in 2015 against the air pollution in Skopje](#), [the protest of the people of Struga in 2017 due to the failure to solve the problem with the illegal landfill](#), etc.

**Guerrilla actions** are a creative and innovative form of protest that do not require a large number of people. Guerrilla action can be done by one person. The element of surprise is the strongest weapon of this form of action. Guerrilla actions can sometimes serve to publicly embarrass politicians, decision-makers, or institutions that are blamed for the problem or responsible for solving it. We will point out it as an example of guerrilla action [the classical music concert organized in the illegal landfill in Tetovo](#).



**Picture 8:** Guerrilla action aimed at freeing the trees

Source: [reagiraj.mk](http://reagiraj.mk)

**The campaigns** are a set of planned activities aimed at changing the public awareness, perception, thinking and behavior on various social topics (ecology, health, education, economy, etc.). You can read more about the campaigns in the section creating and running campaigns of public interest.

# CREATING AND LEADING A PUBLIC INTEREST CAMPAIGN

■ Slavica Biljarska-Mircheski, MA

## WHAT IS A CAMPAIGN?

A campaign is a set of planned activities, techniques and tactics that are aimed at achieving a certain goal, for a certain group of people, in a predefined period of time. Most campaigns are conducted to put an issue in the focus of a predetermined group of people, in order to change the opinion or behavior of that group of people in relation to a specific issue. In the literature, these campaigns are known as **public awareness campaigns**. Thus, many organizations and groups of activists, wanting to point out to people that they need to care more about the areas (nature, waste, noise, vibration, ionizing and non-ionizing radiation, climate, odor and all other elements that are an integral part of the environment ) and about the media (water, air and soil) of the environment, start various activities such as: [zero waste](#), [reducing pollution of the seas and oceans with plastic](#), [salvation for planet Earth](#), etc. The purpose of the campaigns can be informing and educating the public, persuading and motivating, mobilizing public opinion for a certain idea or activity, etc.

|| **A public interest campaign is a set of activities aimed at changing the awareness, perception, thinking and behavior of citizens in various areas of the society (health, education, ecology, healthy living, etc.).**

Public interest - welfare or well-being of the general public.

Such campaigns include a number of activities, such as organizing a competition for the best poster on a given topic, guest appearances in media shows, organizing debates, communication on social media and similar. However, it should be borne in mind that creating and implementing campaigns for raising public awareness and education requires, above all, a lot of planning.

## What is public awareness raising?

Public awareness is a term used to indicate the knowledge of the public that something exists (usually a problem or unresolved issue), or an understanding of a particular situation, as a result of available information or experience gained. In order to raise (the level of) public awareness, people need to be informed and educated about a given issue (for example, environmental protection) with the intention of changing their habits, behavior or beliefs. Consequently, awareness-raising is a process of providing information and educating people, with the ultimate objective of achieving change.

Raising public awareness is based on communication – both internal and external. It is much more than just sending emails, posting on a website or holding a meeting. It requires continuous, frequent, detailed, timely and relevant communication that covers **what** needs to change, **why** change is needed, **who** is affected and **how** that change can occur.

Activity: Take a look this video and find the answers to the questions above!



### Proper approach

The planning process should begin following the decision to launch a public awareness campaign. Without a plan, you simply will not know where you are going and where you actually need to go. And that is a perfect recipe to fail in reaching your objective.

The plan will guide you through the implementation of the activity and will increase the responsibility. A clearly defined plan will allow you to monitor the implementation of activities and anticipate the next steps. In the campaign planning process you have the opportunity to actively involve the community so it can feel it is a part of the process and to create a sense of responsibility.

If you still think planning is “just a waste of time”, take a look at this video!



The planning process contains several logical steps. In it you should find the answers to the following questions:

- What do we want to achieve? (What are the objectives)
- Who do we want to communicate with? (Who are the stakeholders and target audiences)
- What information do we want to convey? (What are the messages and what should be the result of the communication)
- How will we achieve the objective? (Strategies and tactics that will help convey the message and achieve the objective)
- How do we know if we have succeeded? (Who and how will measure the result)

Each subsequent step in the planning process is closely related to the previous one. In for order to have logical campaign plan, steps should not be skipped.

The following characteristics should be taken into account when planning a public awareness campaign:

The task of the campaign	Things to pay attention to
To attract the attention of the right audience	Defining a target audience, choosing channels so the message can reach the desired audience, attracting attention
To convey an understandable and credible message	Message source credibility, message clarity, message matching the level of knowledge of the audience, time and exposure of the message
To convey a message that will affect the beliefs and convictions of the audience	Providing information, directing attention, setting norms, changing core values and preferences
To create a social context that will lead to expected changes	Understanding the pressures that come as a result of behavior of interest

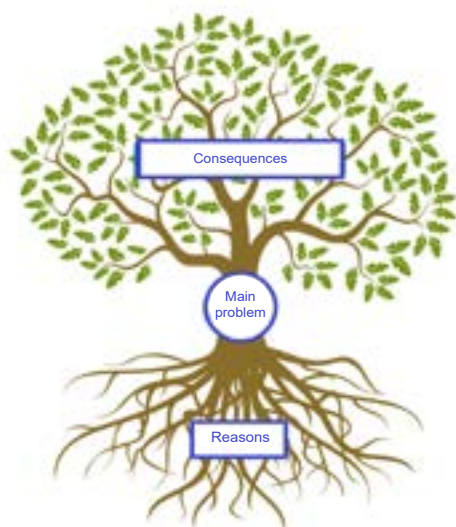
## Prerequisites for planning

Before you start planning, you need to gather and interpret all available data. It is impossible to know where the problem starts, how it develops and what the outcome may be if you do not gather the information that best describe what is happening right now. Therefore, start the planning with research. Gather all the available information that you can find in books, magazines, on the Internet, in databases, etc. If necessary, collect primary data i.e. through public opinion polls, interviews, focus groups, etc., collect data that is not available or is not previously known.

The data collected will help you define and analyze the situation, audiences, etc. From here you can further set logical and achievable objectives and make an evaluation plan.

## Defining the problem

A problem can be a specific situation, person or phenomenon that needs to be addressed and a way needs to be found in order to deal with it or resolve it. The success of your activity will depend on whether you have defined the real problem and whether it is well defined. Start with what you know and determine what information is missing. The method most often used to define a problem is the “[problems tree](#)” (Picture 9), and other tools are also available to guide you through the process.



**Picture 9:** Problem tree

Once you understand what the problem is, define a problem statement. The problem statement is a concise description of the issue that needs to be addressed or of the condition that needs to be improved. It identifies the gap between the current state (problem) and the desired state (objective) of a process or product. You will use this statement as an integral part of the communication, so try to define it as precisely as possible. The statement should identify the target public and state the problem and the reason for it.

Remember that a public awareness campaign is a communication campaign – meaning that the problem should be possible to be resolved using communication tactics and tools (communication problem).

Activity: List three environmental issues faced by the community in which you live. Try to prioritize them (starting with the highest priority) in order to improve the community life.

## Analyzing the situation

A detailed analysis of the situation will help you discover strengths and weaknesses, opportunities and threats that will help you realize the campaign or will prevent you from realizing it. The most commonly used tool for this analysis is [SWOT](#).

Other factors to consider in this analysis are:

- Demographic factors - age and sex of the population, ethnicity, language, culture, traditions, beliefs, standard of living, etc.
- Regulatory factors - laws and bylaws, international standards, mechanisms, etc.

## CAMPAIGN PLANNING

The success of the campaign will largely depend on good and thorough planning. This process includes several steps: determining the objectives of the campaign and the expected results, determining the target groups, designing the message, determining

the strategy and tactics that will be used and the time period in which it will be implemented, and so on. Planning should help us find the simplest, and at the same time the most efficient way, to achieve the set objectives in the shortest possible time.

**IMPORTANT:** Every campaign requires not only a particular amount of time but also sufficient resources (finances and people) in order to be successfully implemented!

### Step 1: Determine the objectives of the campaign

The objectives of the campaign are determined by answering the following question: What do we want to achieve with this campaign?

If the problem is well defined in advance, setting an objective will not be a challenge. One or more statements that will be the outcome of solving the initially defined problem will be the objective of the campaign.

To raise public awareness of rural residents about the consequences of improper waste disposal.

Once you have determined exactly what you want to achieve with the campaign, it will be much easier for you to decide who the communication will be aimed at, what tools you will choose to convey the message, what language and tone you will use, and so on.

The general objective of the campaign is immeasurable i.e. in the end it is difficult to prove whether the campaign was successful or not. In order to be able to measure the result, it is necessary to break down this objectives into specific objectives which are called **smart** objectives or **SMART**.

To define these objective, answer the following questions:

- **What** - identify the desired (measurable) result;

<b>Specific</b>	The objective should clearly define the expected outcome and should answer questions such as - who is involved, what will be achieved and where. The specific objective will help define the activities.
<b>Measurable</b>	The objective should include an indicator of progress and should answer questions such as - how often or how much. This will determine if the objective has been achieved.
<b>Achievable</b>	The expected change defined in the objective should be realistic in the given time frame and with the available resources.
<b>Relevant</b>	The objective should contribute to achieving the main objective of the campaign. This will support the development of activities that are relevant to the campaign.
<b>Time-bound</b>	The objective should include a time frame for achieving the desired change.

For example, if the defined problem is the following:

Residents of the rural part of the municipality do not dispose of the waste in the bins but in the river, thus polluting the river and littering the riverbed, which often leads to floods.

The aim of the campaign will be:

- **Who** - identify the target group;
- **How much** - identify how big should be the desired change;
- **When** - set a time frame in which this should be achieved.



Example:

Increase the amount of waste disposed in bins by 30% in the rural part of the municipality, by the end of the campaign;

At least 1,000 inhabitants from the rural part of the municipality to be educated about the consequences of improper waste management in the first 3 months of the campaign, etc.

### Tip for proper defining of the objectives

The defined objective should include:

- Intention - "YES"
- Active verb

The verb should refer to the outcome, not the action. With the verb you should not promise that some activity will be carried out (distributing flyers); it should promise that something will be achieved (To raise the level of public awareness). A well-defined objective promises to accomplish just one thing!

Elements for setting specific objective:

- Intention - "YES";
- Active verb;
- Measurable indicator;
- Relevant target audience;
- Expected change;
- Time frame.

Possible outcomes of a public interest campaign:

- Change (raising of the) awareness;
- Change in perception;
- Change in thinking; and
- Behavior change.

## Step 2: Identifying stakeholders and target audiences

The next question to be answered is: Who do we want to communicate with? Because the right message needs to reach the right people, in order to create the preconditions for change, it is necessary to make a detailed segmentation of the public and to identify the groups that have common characteristics and to which the messages should be addressed.

If you have previously carried out research on who can be affected by the problem and how it can be resolved, in this step you should first divide them into three groups:

- **Supporters** - those who will work to solve the problem, just like you,;
- **Neutrals** - those who will not support you, but will not be against solving the problem;
- **Opponents** - those who will oppose and can prevent you from achieving a solution to the problem.

This analysis will help you find allies (for example, other organizations and groups working in the same area, local government representatives, influential people, etc.) that you can include in the planning and implementation of the campaign. At the same time, you will identify groups that oppose and may sabotage your campaign, so you can find an appropriate strategy to neutralize them. The purpose of communication during the campaign should be to strengthen the attitudes of supporters, to encourage neutrals to become supporters, and to neutralize opponents.

**IMPORTANT:** When defining messages, always keep in mind the purpose of the communication!

What comes next in this step is to define the groups you will communicate with so the messages can reach them - the target groups (audience). These groups will emerge as a result of further segmentation of the stakeholders.

For example: The affected party in the above case will be households living in a rural part of the municipality. The task of the research should be to find out who in those households is responsible for disposal of the waste: is the women? Men? Young people? And who among them has the greatest influence to help solve the problem?

The target group should be clearly described with all their characteristics: gender (male or female), age, place of residence (city, village, our neighborhood, settlement), education, job position, social status, etc.

Defining the characteristics of the target group will help us to more easily define the messages and find the channels through which communication will be taking place. This is especially important to make sure the message reaches the right people.

In order to have effective campaign we should prioritize the defined target groups (primary, secondary, etc.). What is the target group that will have the greatest impact on solving the problem? That is, what is the group whose behavior needs to change? Most often, it is necessary to communicate with different target groups and for each of the identified groups to develop an appropriate message.

#### Most common mistakes that can happen

- Inadequate target audience in relation to the purpose of the problem - poor communication; message not received; poor dissemination and application of results
- Poor or incomplete identification of key stakeholders - poor communication; conflict/opposition; lack of involvement; inefficient design of actions; not finding solutions
- Confusion between stakeholders and target audiences - the appropriate means for their involvement cannot be identified
- Poor planning - poorly designed activities.

### Step 3: Define messages and a slogan

---

The campaign should have understandable and clear messages that support the achievement of the objectives and these messages should refer to a specific target audience. The message should convey information about the problem, its solution, and direct the target audience to think, feel, or act.

#### The messages should:

- Show the importance, urgency and magnitude of the problem;
- Show the relevance of the problem to the target audience;
- Give a “face” to the problem;
- Be related to specific values, beliefs or interests of the target audience;
- Reflect an understanding of what motivates the target audience to think, feel or act;
- Be striking and easy to remember.

In short, the target group needs to be convinced that what you are communicating is important to their lives. The message should get their attention, should give them a solution to the problem and convince them that they should believe in what you are telling them. When creating messages, keep in mind their aim:

- **Audience:** What does the target audience need? What is it most worried about?
- **Incentive:** What is the benefit for the target audience? How will the support of the campaign change their lives, or the lives of those they care about?
- **Message:** Is the message credible? Will it succeed in convincing them?

Important: The key message contains the information you want the audience to hear, understand and remember. Effective messages attract attention, are easy to remember, and require no further explanation.

The messages you develop can be used in a variety of ways. They will not contain all the information and data you have on the topic – those you can put in the printed materials or use in public and media appearances. A few short messages, which are constantly repeated, have a much greater impact and are easier to understand and accept by the public. The message should be the key part of all the documents and activities you will carry out. You can develop slogans based on them.

Key message = problem + solution you propose (through the purpose of the campaign) + call to action (what do you expect the target audience to do in order to help solve the problem)

One of possible effective messages for the case included in this handbook is the following:

**Due to the blockage of the riverbed, the river flooded into the gardens and homes of (many) families from this part of the municipality. Be better than your neighbor. Throw the waste in the bin, not in the river!**

Slogan that can be used for this campaign: The river is not a rubbish bin!

If you need inspiration for creative slogans, take a look at this video.



### Factors that affect the effectiveness of the message

**Clarity** - the message must clearly convey the information, confirm the public interest and not cause misunderstanding or wrong actions;

**Consistency** - all performances, materials and all communication should “speak in the same voice”;

**Consistency** - the message should be repeated enough times to be noticed and accepted by the target audience;

**Tone and level** - they need to be adapted to the target audience in order to be understandable, accurate, honest and to provoke interest;

**Credibility** - the source of the information (the one who will do the communication) should be someone who can be trusted;

**Public interest** - The public interest in solving the problem should be large, so that the message can burst to the surface in a sea of information.

Communication is made up of rational and emotional content. Rational content includes: facts, evidence, values, legal provisions, etc. The emotional content is the one that causes positive or negative emotions in the audience: humor, love, fear, prestige, etc.

The most effective are the messages based on emotions and supported by rational content!

## Step 4: Strategies, tactics and tools for conveying the messages

In this step, a decision should be made on how the campaign will be conducted i.e. how will you convey the message to the target audience. Is that going to be in a form of “face to face” with field activities, or media (traditional and social) be used as intermediaries? Will “traditional” tactics be used, such as flyers, brochures, posters, etc., or will guerrilla actions be taken? The decision for this will largely depend on the target groups and their characteristics and habits, but also on the objective to be achieved and the message to be conveyed. If the target group does not use the Internet and is not present on the social media, then you certainly will not run the campaign there, right?

Important: Within a campaign, combinations of strategies and tactics can be used for different target groups.

The following are some of the possible strategies, tactics and tools used:

### Strategy 1 – “Face to face”/ field activities

Some of the tactics that can be used within this strategy are:

- **Handing out brochures and leaflets** – printed materials that may contain text, image and graphics. The difference between them is their size. The leaflets usually have two to four pages. A brochure is multi-page document and may contain more information. A well-thought-out leaflet, with an unusual shape and design, can attract a lot of attention. They can be shared in the square, in the mall, in front of the school, at some events, dropped in a mailbox or inserted in the daily newspaper.

Important: You can also prepare brochures and leaflets by yourself. You need some creativity, paper and a printer, and you can use free design tools like [Canva](#).

- **Putting posters** - printed material that enables visual presentation of the message. It can be made in different sizes and placed in common rooms and places where there is a movement of people. For example, a poster can be placed on a school bulletin board, at front doors, at the entrances to apartment buildings, in designated places, etc.
- **Organizing forums/ lectures/ events** – This is an opportunity to convey the message to a larger group in one place and at the same, and also to obtain their feedback. You can invite a celebrity or a person the community trusts (coming from the group of supporters), which will further enhance the message.
- **Organizing an exhibition** - this is one of the ways to involve the community in the activities

of the campaign. In addition to the visitors, direct participants can be also members of the community with their works on a specific topic.

- **Guerrilla tactics** - stickers, graffiti, striking [props placed in public places](#), with the help of which you will convey the message of the campaign.

Activity: List three other tactics that can be used as part of this strategy.

### Strategy 2 – Traditional media

- **Broadcasting videos** - material recorded using a written script. Making a professional video is expensive and requires a lot of financial resources – a pre-prepared “story”, actors, selected locations where the video will be recorded, editing, synchronization, etc. The duration of the video should be from 45 seconds to 1 minute and 30 seconds. The broadcast can be paid or free of charge - if the medium recognizes the public interest of the campaign.
- **Broadcasting of radio commercial (jingle)** - a short voice message, usually lasting between 20 and 30 seconds. It is recorded in a professional studio, and the text, which is prepared in advance, is read by a speaker. To make it sound better, in addition to voice, radio commercials often contain background music. Same like the video recording, the broadcast of the radio commercial can be free of charge or paid. This medium costs much less than television, but the group of people who will hear the message is also smaller. Examples of radio commercials can be heard [here](#).
- **Advertisements in print media** - designed space in a newspaper, magazine or other medium. Advertisements can be published in national or in local print media, depending on the target group. It is important to attract attention so the ad should be creative. The price for one advertisement depends on the size, color, type of the newspaper or magazine and how many times it will be published.

- **Publishing comics** - pictures and short text that together tell a story. The comic can be an integral part of the print media or it can be distributed separately. Great for conveying messages using humor and satire.



Source: <https://reagiraj.mk/informacii/infografikoni-poednostaveno>

### Strategy 3 – Public Relations/ Communication via media

Various definitions of public relations can be found in the literature. Sublimately, “public relations is a planned and deliberate, two-way communication that builds a mutually beneficial relationship between the organization and its target audience”. Public relations usually refers to a form of communication that is unpaid. The essence of public relations is communication, which can be direct or indirect. Examples of direct communication: meetings, phone calls, informal meetings, emails, etc. Indirect communication includes use of websites, bulletin boards, publications, reports, brochures, flyers, etc. One of the ways of indirect communication between the organization and the

target public can be the media. The organization can use tools for communication with the media, such as: press releases, press conferences, briefings, interviews, statements, guest appearances, etc. They, in turn, convey the message, through their content, to the viewers and readers. Communication through the media can be one of the tactics that will be used in the realization of the campaign. Some of the tools that can be used are:

- **Press release** - one of the most commonly used forms of communication with the media, and, through them, with the general public. The purpose of the release is, by sending information to the media and by airing that information, the message to reach the target group and the general public. A good press release contains facts, statistics and quotes, but above all it should contain a story that can be told. The press release is especially useful for the print and online media, because it is already written information for them, which could eventually use some small interventions and can be published immediately. For publishing in electronic media, the release lacks audio-visual support (sound and image), so either the journalists will contact you for a statement, or they will use only some part of it.

**It is best for the release to be short, clear, understandable and to refer to one topic or one problem, and not to contain more than one or two messages.**

With a press release you can:

- Announce something that will happen soon;
- Inform the media about a beginning or end of the campaign, about an event, etc.;
- Promote outcomes or important data;
- Communicate the information important for the public to know.

The press release should answer the following questions:

- **Who?** - Who sends or who organizes the activity;
- **What?** - What is happening/ what is the information;
- **When?** - The time period of implementation or organization;
- **Why?** - The reason why that information is important;
- **Where?** - Location where the event or activity takes place;
- **Contacts** - Who can be contacted by journalists if they need more information?

The press release should contain a title, a body (text) and should contain contact information.

Example: Press release announcing the start of the campaign

## PRESS RELEASE

20.05.2021, Skopje

### The river is not a rubbish bin!

#### Awareness raising campaign for proper waste disposal

The most common cause of pollution and spillage of rivers is the reckless dumping of waste by residents. The latest data show that in the river Elenica alone, located in the municipality of Zhdrelo, there are about five (5) tons of waste. To contribute to solving this problem, the “Eco Club” association is launching a campaign through which it wants to point out the consequences of the reckless waste disposal.

“Due to the blockage of the riverbed, as a result of dumping of waste, the river Elenica flooded the gardens and homes of twenty families from this part of the municipality during the most recent torrential rain. We encourage the residents to show that they are better than the neighbors and that they can dispose the waste in the bin instead of in the river” - said Nikola Nikolovski, president of the organization.

The campaign will be realized in the next three months, and will include of a series of events, such as clearing the riverbed, discussions, guerrilla actions and the like. Raising awareness for proper waste disposal will contribute to the preservation of the river, as well as a cleaner environment.

**For more information, please contact:**

Nikola Nikolovski, President of “Eco Club”, on tel. 075 222 551 or by e-mail: [ekoklub@gmail.com](mailto:ekoklub@gmail.com)

**Press conference** - an event for direct communication with journalists, which is about a pre-determined topic. Before you decide to organize a press conference, consider whether there is a real need or whether the message could be sent through a press release or otherwise. Organizing a press conference requires good preparation. The conference should last 15-20 minutes and should be addressed by speakers who have good skills, master the data well and have all the information. The press conference is preceded by site selection, writing speeches, sending messages (one to two days before the event), providing sound equipment and translation, if necessary, etc.

- **Introduction** - in this part the moderator welcomes the attendees and introduces the people who will speak;
- **Statements** - the part in which speakers say what they have to say;
- **Questions** - if journalists have additional questions and want something clarified about the topic being discussed;
- **End** - the moderator thanks the audience and closes the press conference.

The press conference should have the following structure:

Example: Invitation for media to announce the start of the campaign

## INVITATION FOR MEDIA

18.5.2021

The beginning of the campaign that will be realized by the “Eco Club” association, which aims to raise public awareness for proper disposal of waste - “The river is not a rubbish bin”, will be announced at a press conference to be held on

**20 May 2021, at 10 o’clock, in the building of the Municipality of Zhdrelo**

The conference will be addressed by the Mayor of the Municipality of Zhdrelo, Stojko Stojkovski, and the President of the organization, Nikola Nikolovski.

We invite a team from your media to attend the event.

**For more information, please contact:**

Nikola Nikolovski, President of “Eco Club”

tel. 075 222 551


Email: [ekoklub@gmail.com](mailto:ekoklub@gmail.com)

Important: Keep records of which journalists attended the conference and follow the reporting from the conference. This will help you analyze whether you communicated the message well and how the media conveyed it to the public.

#### Strategy 4 - Social Media


The use of social media to communicate with the public is generally accepted, and many organizations already have profiles on some of the social media. The difference between these, so-called new and traditional media is that social media offer the opportunity for two-way communication. Users can be both consumers and creators of content. Because of the “listening” capabilities offered by these media, you will immediately know if the message and content you have created is understood and accepted by the target audience or not. They are constantly evolving (new features are being added and algorithms are being improved), so in addition to the basic function – communication – they can also be used as fundraising platforms or to recruit volunteers for your campaign.

Some of the most famous and most used in our country are Facebook, Twitter, Instagram, YouTube, although the situation is constantly changing and new ones appear. Each of the social media has its own characteristics that you need to know before you start using it. Here are some of them:


 **Facebook** is the most popular platform for connecting and sharing content in the world. Different types of content can be published on this platform, such as text, image (and multiple images at once), video, etc. You can create a page for the campaign or use the page of the organization, and there is also the possibility to create groups or events. It is also appropriate for long announcements that refer to a certain audience. It provides the possibility to stream ‘live’ video by sending a notification to everyone who follows the site.

- **Maximum post length:** 63,206 characters.
- **Ideal post length:** 40 - 80 characters.


- **Ideal video length:** 30 - 45 seconds.

 **Twitter** is a connection and microblogging platform. It has a simple layout for quick sharing and retrieving information. Users can create their own account, obtain followers or follow other accounts on the platform. Within 280 characters, the length of a tweet, users can share text, links, images and videos. Using a hashtag (#) allows you to publish and use categorized content. Users can bookmark content they like, republish content or reply to it.

- **Ideal length of a tweet:** 100 characters without link; 120 with link.
- **Ideal length of #:** less than 11 characters; the shorter the better. Use 1–2 per tweet.
- **Video length per tweet:** Up to 30 seconds

 **Instagram** is a microblog for sharing pictures and videos, with unique dynamics aimed at sharing visual content. The application itself has built-in image editing tools. Content can be categorized by adding a hashtag (#). Instagram Stories are a great way to share pictures and short videos that can tell a whole story over a period of time. These stories are automatically deleted after 24 hours.

- **Profile:** 150 characters maximum.
- **Image description:** 2,200 characters maximum, but is cut into 3 lines.

 **YouTube** is a leading video sharing website. It offers users the opportunity to browse videos with almost any content, produced by both professional studios and amateurs. Organizations can open their own channel on the platform, similar to profile page on other social media. They can upload their own video content to the channel or ‘subscribe’ to follow other existing channels. Uploading videos is easy, and the platform offers the ability to use built-in video editing tools. YouTube videos that have already been uploaded can be easily shared



on other social media or embedded on other online platforms such as websites or blogs.

### **How to select the strategy, tactics and tools?**

The decision on which strategy or combination of strategies and which tactics and tools to use should be made taking into account two factors: effectiveness and efficiency.

Effectiveness is the degree to which something is successful - getting the desired outcome. Efficiency is the ability to achieve something with the least amount of time, money and effort or competence in performance. In the case of a campaign, effectiveness will be measured by whether the right message is sent to the target audience, and effectiveness by how much time, people and finances it was needed for that to happen.

Strategies that cost less money are communication through the media outlets and the use of social media, for some of the field activities you may need more money, and the most expensive will be the use of traditional media by broadcasting videos, commercials and the like. However, if it allows you to reach the majority of your target audience in a shorter period of time, then that strategy may be the most effective and efficient.

Important: Make a good analysis before choosing a strategy. During the implementation of the campaign you can change the tactics, include a new tool or not to use the one that you have planned. However, a change in strategy will entail a change in the whole campaign!

### **Step 5: Time frame and plan of activities**

---

The next step in planning is to determine the time frame i.e. answer the following questions: When will the campaign start? When will it end? How intense will the activities be?

It is best to present it visually, using software, or simply in a spreadsheet, broken down by days,

weeks, months - depending on the duration of the campaign. The planned activities should be well broken down, so that the period required for preparatory activities is included in the time frame.

For example, if the tool you have chosen is a press conference, you should start the preparations ten days earlier - to find a location and equipment, to decide who the speakers will be, to prepare the speeches, to write an invitation and send it, to prepare documents to share at the conference, etc.

Detailed planning is especially important if more people are involved in the process (content writers, translators, designers, printing press, etc.) so that everyone can adjust the time needed and deliver the result on time. The better the activities are planned in advance, the less surprises, unnecessary tensions and mistakes will occur during the implementation.

The plan of activities should be as detailed as possible. It contains information about the target group and its characteristics, the message, channels and tools for communication, the frequency of communication, the required resources, the expected results and products, the time period, the persons responsible for performing the activities and so on.

### **How much implementation period is sufficient?**

As the definition says, campaigns are a set of activities that are implemented with a specific purpose and last for a certain period of time. It can be a few weeks - intensive campaigns for celebrating important dates (Earth Day, for example) or a few months.

Public awareness campaigns are the simplest in the process leading to change. For a change to occur, people first need to have enough information to understand the need for change, then there is a change in beliefs - they understand the magnitude of the problem and accept that they need to behave differently, and finally a change in behavior or the practice of such behavior. Consequently, raising

public awareness will take a shorter period of time, and changing behavior - a longer period of time. Given that it is a period of intense communication, it is most appropriate for the public awareness campaign to last between three and six months. Shorter time will reduce the chances of sufficient repetition of the message, and longer periods of time can lead to “dilution” of communication. In both cases, the campaign will not be effective and efficient.

Important: If you are planning a longer campaign, it is best to do it in several consecutive steps/ phases and cover a broader topic, so that you have enough content to communicate.

## Step 6: Resources for implementation of a campaign

---

Adequate resources are necessary for effective implementation of the campaign. Usually, resources are divided into three groups: human resources, costs of carrying out activities or materials (finances) and equipment.

### Human resources

The more complex and lengthy the campaign, the more human resources will be required to implement it and the greater the level of skill and experience required. Raising public awareness is about connecting and creating relationships. The more partners involved in the implementation, the better the chances of success. Organizations do not always have enough staff, or people with the right skills, to be able to carry out a campaign. Therefore, it would help if there is thinking in the planning process about engaging certain people and their profiles, to help in the implementation of activities. Surely there are people in your community who would like to join the team voluntarily, or for a small fee. Take another look at the stakeholders you put in the “supporters” group. Talk to individuals, organizations or institutions that you would like to contribute. For example, the local school may be involved in the outreach activities you plan for free. The students can create works that you will show at the exhibition and so on.

### Funding opportunities

Public interest campaigns (including environmental campaigns) are a good opportunity for community involvement. Locate companies or individuals who would like to see the problem you have identified resolved and contact them for financial assistance. You also have many opportunities to raise funds by applying for grants or donations in various programs and mechanisms nationwide or through open calls for funding from foreign embassies, organizations or entities. However, to qualify for third-party funding, you need to perfect your campaign plan.

### “Free” resources

You have many ways to reduce the budget or the financial resources needed to carry out the activities. Some of them are the following:

- Cooperation with communication professionals, artists, designers, photographers
- Engaging school theater groups
- Partnership with radio and TV stations
- Using municipal venues to hold event meetings, etc.

## Preparing the campaign budget

---

A budget is a visualized representation of projected costs, based on forecasts and objectives. Once you have planned all the activities, you should show in a table the amount of funds needed to achieve the objective that has been set. The amounts shown in the budget should correspond to market prices.

An important step in creating a campaign is the budget or the means and resources we need to carry out the planned activities. Depending on the resources we have and the people we work with, we will have to choose the tools for the campaign, and the duration of the campaign will largely depend on that.

The budget is divided into categories and budget items:

- **Staff costs** - this includes staff salaries, fees, overtime pay, etc.

- **Activity costs** - funds needed to create content, publish, print, organize events, etc.
- **Administrative costs** - office, telephone, utilities, taxes and duties, etc.

Important: Include in the budget those activities that you plan to implement voluntarily or activities you have agreed that will be free of charge. Indicate the market value and subtract it from the total amount needed to carry out the activities. This will show that you have a responsible approach to planning of funds.

### How much money is needed to run a campaign?

---

Depending on the length and complexity of the campaign, more or less funding will be required. A short campaign based on field (outreach) activities, for example, will be realized with far less funds than a longer campaign in which the strategy is to use traditional media (videos, jingles, ads, etc.). The most effective approach is to choose a combination of two or more strategies and use tactics that do not require large financial resources. Such a combination can be composed of field activities (events, discussions, meetings), combined with the use of social media and communication through the media.

Important: Choose a strategy (or combination of strategies) based on the characteristics of the target group (how they receive the information) and the intended objectives. Remember, in addition to being effective, the campaign should also be efficient!

## Step 7: Monitor and measure the campaign success

---

Campaign monitoring is a systematic activity that should show whether the activities are being carried out as planned. Campaign monitoring will provide information on how you are progressing and whether you are on the right track towards achieving your objectives. It should start from the first day of realization of the activities and last until the very end.

Performance measurement (evaluation) is the assessment of whether the campaign was relevant, effective, efficient, and evaluation of the performance of the organization that implements it. For short campaigns, the evaluation should be carried out after the activities are completed. If the campaign is long and divided into phases, an evaluation can be done at the end of each phase.

In the process of campaign planning you should also make a framework for monitoring and measuring the success of the campaign. It should contain the data to be collected, when to collect it, by what methods, how it will be analyzed and who will be responsible for collection and analysis.

The performance monitoring will show you what you have done well and help you learn from your mistakes. It is an opportunity to confirm your participation in solving the problem through documented data.

# COMMUNICATION ON SOCIAL MEDIA

## Rules for successful communication on social media

Whether you use social media for everyday communication, as part of a campaign, or run your entire campaign on social media, there are a few rules that will help you succeed:

### Put the audience first - direct the messages to the audience

Before you decide to post something to anyone, from any profile, ask yourself “what is here for your audience?” Or, better yet, “if I am not part of the organization, would this information be of interest to me?” It is not important what you want to tell the audience, but what they want to read. Listen to the audience, their concerns and needs and respond to them.

### People want to communicate with people and hear about people

Use names, pictures and testimonials from real people to increase the importance of the cause you represent. There are people in your organization as well - employees, volunteers and the like. Tell their stories too. Give a human face to the organization or problem you are communicating with in order to make it easier for you to reach out to your audience.

Here is one [example](#) how the Australian Red Cross communicated after the great fires of 2020: using the portrait of Sherrie Nye - a woman, mother, artist and environmental ranger - whose hometown was hit by the fire, they convey the courage of the community and the strength to move on.



Source: [Social Media for Nonprofits: How to Make an Impact with Little Budget \(sendible.com\)](#)

### Post content that encourages interaction

The essence of the social media, as the name implies, is socialization/ interaction/ networking. Social media algorithms are designed to give preference to content that people want to read, comment on, or share. The best way to do this is through storytelling, where quality is more important than quantity.

### Content that encourages interaction:

- content that evokes emotions (usually positive emotions);
- images or video (visual content);

- content that answers questions: “how to ...”, “why ...”, etc.
- infographics and interesting statistics;
- live broadcasts;
- testimonials or quotes from users;
- entertaining content;
- facts and statistics, etc.

### **Help is welcome - avoid promotion**

Everyone wants to read useful information or find a solution to the problem. Your role should be to provide useful information and resources that will help your audience. This means that you need to strategically plan the content that you will publish in such a way that a certain part of the posts will offer help or will be of some benefit to the audience, and the rest will be content that informs or promotes the activities of the organization.

### **Build relationships and involve people who have an influence on social media**

Follow the social media profiles of people who have a large number of followers or friends. Engage in discussion and offer your opinion or answer to open-ended questions, especially if they are relevant to the scope of work or the theme of the campaign. This will allow you to introduce yourself to their followers and attract them to start following you.

### **Be consistent**

The decision on which social media you will communicate should be made based on an analysis of what are the characteristics of each social media and which audience is present there. Once you have started, do not stop the communication. Plan the dynamics of the post and the content you will share and stick to the plan. Regular publishing is the key to maintaining and deepening relationships with your target audience.

### **Use language that others understand**

NGOs often remain trapped in their own “bubble” and use language that is not understood by the

general public. Exit that matrix using colloquial language and address the others with “you”. Communication takes place between the sender and the recipient of the message - in this case the poster and the reader.

### **Do not forget to monitor the success of the communication**

The way you will measure the success of the communication should be foreseen in the planning process (see Monitor and measure the campaign success). Based on the measurable objectives that have been set and with the help of monitoring tools, you can easily evaluate the success of the communication.

## **Parameters that can be measured on social media**

---

### **Community growth - increasing the number of the profile followers**

In theory, the more followers you have, the greater the reach of the message you are sending. Increasing the social media community will help make the created content more visible. It also gives a kind of social confirmation that the profile (the organization/ campaign) is acceptable and people like it. But do not fall into the trap of buying followers. What you really need is to build a community that follows you because of the quality of the content and the importance of the work.

### **Impressions and reach**

Reach means the number of people who have seen the post, while impressions express how many times the post has been seen. These two parameters provide information about the quality of the posted content. Social media algorithms dictate who will see what content. A rapid decline in these two parameters indicates that people are not responding to your content.

### **Audience involvement**

How much and whether the audience interacts with your posts can be measured by the number of likes, shares, comments and clicks. The involvement of the audience contributes to a greater reach of the

post, and thus more people who will receive the message that has been sent. Informative posts that do not include any call to action usually have a very low level of audience involvement.

Here is an overview of what can be measured on the most commonly used social media platforms:

Facebook	Instagram	Twitter	YouTube
Impressions	Impressions	Impressions	Time (minutes) spent watching the video
Page likes/ followers	Reach	Involvement	Involvement
Involvement	Interactions	Top tweets	Views
Reach	Discoveries <sup>24</sup>	New followers	Increase in the number of subscribers

## Social media analytics tools

Almost all platforms offer a built-in social media analytics tool. Depending on which platform you interact with, useful analytical information can be found at:

- Instagram Insights
- Facebook Insights
- Twitter Analytics
- YouTube Analytics

You can find all these parameters on your account. In some cases, the social media place restrictions on who can access the analytics.

There are also many third-party tools that you can use to do social media analysis for free or for a certain fee. Some of them offer additional analytics or present the data in an easier way than the official tools of the platforms. Here are some of those tools:

**Falcon.io** - social media management and marketing platform. Includes the ability to “listen” on the

social media, which can help you get in touch with your audience. Additionally, it provides significant information about the audience (demographic, geographic, etc.) as well as analytics to measure and track performance between platforms.

**Audiense** - a tool that helps identify a relevant audience, discover information you did not know and to make an effective strategy. With this tool you can make effective visual segmentation of the audience.

**Fanpage Karma** - offers the opportunity to analyze your and other accounts on Facebook, Twitter, Google+, Instagram, YouTube and Pinterest. The analysis provides data on the engagement, growth, most used content and keywords, best posts, type of posts and supporters, etc.

**Socialbakers** - A collection of analytics tools that include all the basic resources you may need - multi-profile tracking, key indicators, competition tracking and automated reporting. In addition to analytics tools, it also offers tools for publishing and optimizing content, identifying influential people on social media, digital mapping and more.

<sup>24</sup> This feature allows users to find new, relevant content on accounts that they do not follow. The number of users who do not follow you, and who reached your post with the help of this post can be seen in the Instagram insights.

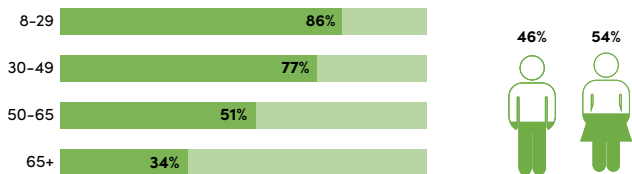
## Creating and running a social media campaign

Social media offer a great opportunity for implementation of public awareness campaigns. It is primarily because the social media have a reach to a wide audience, but also because they provides an opportunity for precise targeting of the target audience. To successfully run a social media campaign, you must first know your audience well. Having data on the characteristics of the people you want to interact with is crucial to creating an experience that relates directly to them.

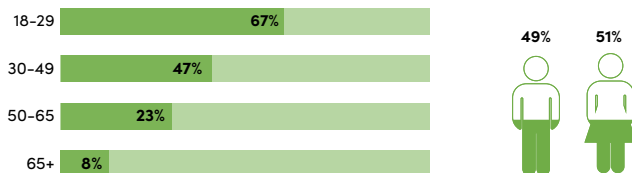
## Where is your target audience?

### Facebook

\* Age \*\* Gender



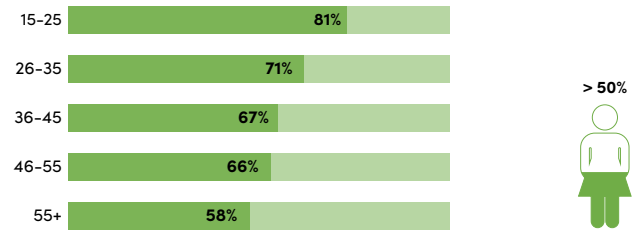
### Instagram



### Twitter



### YouTube



\* age of internet users using the platform

\*\* from the total number of users of the platform

Извор: [The 2021 Social Media Demographics Guide \(https://khoros.com/resources/social-media-demographics-guide\)](https://khoros.com/resources/social-media-demographics-guide/)

Once you have identified the wider audience, the next step is segmentation. The more you segment the audience, the more you can tailor your message to the specific priorities of a given group. Although you will want to reach as many people as possible, choosing which audience to prioritize will increase your relevance and use your resources in the best possible way. For this purpose, it is best to create a profile of an ideal user (ideal representative of the target audience), for each of the groups you want to target. This profile development will help you set the tone, style and delivery strategies of your message.

How to create an ideal user profile: watch video.





### Examples of online content for inspiration:

- [Interactive infographics](#)
- [A love song for the Earth](#)
- [Documentary - Caring for the Environment](#)
- [Instagram posts on the topic of environment](#)
- [Website for showing the problem](#)
- [Educational games on environmental issues](#)
- [Interactive quizzes](#)
- [Data visualization](#)



### Check list!

- Did you set the objectives for the campaign?
- Have you defined the stakeholders and target groups for which the campaign is intended?
- Did you create key messages for the campaign?
- Have you chosen the strategy and tools through which you will realize the campaign?
- Have you established a timeframe and plan of activities?
- Do you know how much money is needed to run the campaign?
- Have you made a plan to monitor and measure the success of the campaign?



# REFERENCES

- Brenner, C., 2018. *15 Most Popular Social Media Networks and Sites*. [online] Learn.g2.com. Available at: <https://learn.g2.com/social-media> (accessed on 04.05.2021).
- Bump, P., 2020. *The 5 Types of Social Media and Pros & Cons of Each*. [online] Blog.hubspot.com. Available at: <https://blog.hubspot.com/marketing/which-social-networks-should-you-focus-on> (accessed on 10.04.2021).
- Dopson, E., 2020. *Social Media for Nonprofits: How to Make an Impact with Little Budget*. [online] Sendible.com Available at: <https://www.sendible.com/insights/social-media-for-nonprofits> (accessed on 10 05.2021).
- En.wikipedia.org. 2021. *SWOT analysis - Wikipedia*. [online] Available at: [https://en.wikipedia.org/wiki/SWOT\\_analysis](https://en.wikipedia.org/wiki/SWOT_analysis) (accessed on 06.05.2021).
- Gregory A., 2010. *Planning and Managing Public Relations Campaigns: A strategic approach*, 3rd edition, Kogan page.
- <http://komspi.mk/wp-content/uploads/2017/09/%D0%97%D0%90%D0%9A%D0%9E%D0%9D-%D0%97%D0%90-%D0%A1%D0%9F%D0%98-%D0%9F%D0%94%D0%A4.pdf> (accessed on 01.04.2021 )
- <https://www.epa.gov/recycle> (accessed on 10.05.2021)
- [https://www.youtube.com/results?search\\_query=Hrabre+%C5%BEene+Kru%C5%A1%C4%8Dice](https://www.youtube.com/results?search_query=Hrabre+%C5%BEene+Kru%C5%A1%C4%8Dice) (accessed on 10.05.2021)
- Laagan, P., 2014. *Importance of planning and implementation*. [video] Available at: <https://www.youtube.com/watch?v=4B4blUrQavU> (accessed on 08.05.2021).
- Lakušić, D., Šinžar-Sekulić, J., Rakić, T., M. Sabovljević 2015. *Osnovi ekologije*. Univerzitet u Beogradu, Biološki fakultet, Beograd.
- Marnel M., D., 2020. *Environmental Issues Awareness Campaign*. [video] Available at: <https://www.youtube.com/watch?v=8s2XM0UAx7k> (accessed on 11.05.2021).
- Panika.be. 2015. *Ајкули во Вардар, кајачиџе прејлашени*. [online] Available at: <https://panika.be/articles/34686/ajkuli-vo-vardar-kapachite-preplasheni> (accessed on 11.04.2021).
- Reagiraj.mk. 2019. *Не иѓнорирај- реагирај! За љодобра живојна средина*. [online] Available at: <https://reagiraj.mk/informacii/slusni> (accessed on 10.05.2021).

- Redcross.org.au. n.d. "That's the way communities are supposed to be". [online] Available at: <https://www.redcross.org.au/news-and-media/news/that-s-the-way-communities-are-supposed-to-be> (accessed on 10.05.2021).
- Rice, R. and Atkin, C., 2013. *Public communication campaigns*. 4th ed. USA: SAGE Publications.
- TheBrandBoy- Small Business Blog, 2019. *Great Environment Awareness Campaign Slogans*. [video] Available at: [https://www.youtube.com/watch?v=CrsH\\_ENnDVg](https://www.youtube.com/watch?v=CrsH_ENnDVg) (accessed on 03.05.2021).
- Youngs. R., 2019., *What Sets a New Generation of Civic Activists Apart?*, 2019, Carnegie Europe Available at: <https://carnegieeurope.eu/2019/02/07/what-sets-new-generation-of-civic-activists-apart-pub-78292> (accessed on 01.05.2021)
- Zero Waste Europe. n.d. The Zero Waste Case Studies. [online] Available at: <https://zerowasteurope.eu/case-studies/> (accessed on 10.05.2021).
- Aksentievaska, M. and Shaban, L., 2018. *How to communicate more efficiently with the citizens via the digital media: Handbook for Civil Society Organizations*. [ebook] Skopje: Institute for Communication Studies. Available at: <https://respublica.edu.mk/attach/Priracnik-za-gragjanskite-organizacii.pdf> (accessed on 05.04.2021).
- Amdiju, H. et.al., 2019. *Publication on assessment of the access to environmental justice for the citizens*. Ebook. Available at: [http://florozon.org.mk/downloads/publications/Sluchaevi\\_final-NA.pdf](http://florozon.org.mk/downloads/publications/Sluchaevi_final-NA.pdf) (accessed on 01.04.2021)
- Bujarsoka, A. et.al. (2019) *USE THE LEGAL TOOLS AND MECHANISMS FOR PROTECTION OF THE ENVIRONMENT Get inspired from the story about the National Park Mavrovo and preserve the last wild and free rivers in Europe*. Ebook. Available at: <https://drive.google.com/file/d/1VnT4Ctz9YB37PrHMkh0vB4Q1ZpCkde0V/view> (accessed on 01.04.2021)
- Bujarsoka, A.et.al., 2012. *Guide in the environmental law of the Republic of Macedonia* Ebook. Available at: <https://www.academia.edu/20768891> (accessed on 01.04.2021)
- Law on Environment. Available at <https://www.moep.gov.mk/wp-content/uploads/2014> (accessed on 01.04.2021 )
- Law on Obligations. Available at: <https://dejure.mk/zakon/zakon-za-obligacionite-odnosi> (accessed on 01.04.2021 )
- Law on General Administrative Procedure. Available at: <https://dejure.mk/zakon/zakon-za-opshtata-upravna-postapka-1> (accessed on 01.04.2021 )
- Law on Free Access to Public Character Information. Available at <http://komspi.mk/wp-content/uploads/2017/09/%D0%97%D0%90%D0%9A%D0%9E%D0%9D-%D0%97%D0%90-%D0%A1%D0%9F%D0%98-%D0%9F%D0%94%D0%A4.pdf> (accessed on 01.04.2021 )
- Law on Administrative Disputes. Available at: <https://dejure.mk/zakon/zakon-za-upravni-sporovi> (accessed on 01.04.2021 )

- Inovativnost.mk 2019. *Ana Colovic-Leshoska from Eco-Svest was awarded with prestigious “Goldman” environmental award.* Available at: <https://inovativnost.mk/2019/04/30/%D0%B0%D0%BD%D0%B0-%D1%87%D0%BE%D0%BB%D0%BE%D0%B2%D0%B8%D1%9C-%D0%BB%D0%B5%D1%88%D0%BE%D1%81%D0%BA%D0%B0-%D0%BE%D0%B4-%D0%B5%D0%BA%D0%BE-%D1%81%D0%B2%D0%B5%D1%81%D1%82-%D1%98%D0%B0/> (accessed on 07.05.2021)
- Jordanovska. M., 2021. *It is a secret how much money is paid to the owners of small hydro power plants,* Skopje: Institute for Communication Studies. Available at: <https://doma.edu.mk/pod-lupa/tajna-e-kolku-pari-im-se-isplakjaat-na-sopstvenicite-na-mali-hidrocentrali> (accessed on 01.05.2021)
- Macedonian Green Center (2019) *Analysis of access to information and public participation, Aarhus Convention in Macedonia. Ebook.* Available at: [http://www.zeleni.org.mk/uploads/media/Ucestvo\\_na\\_javnost\\_-\\_LOT3.pdf](http://www.zeleni.org.mk/uploads/media/Ucestvo_na_javnost_-_LOT3.pdf) (accessed on 01.04.2021)
- Radio Free Europe 2015. *Protest against the air pollution in Skopje.* Available at: <https://www.slobodnaevropa.mk/a/26824334.html> (accessed on 07.05.2021)
- Tuneva, M., Biljarska-Mircheski, S. and Steinberg, L., 2020. *The civil society sector as an effective communicator - strategic performance and influence techniques.* [ebook] Skopje: Macedonian Institute for Media. Available at: <https://mim.org.mk/attachments/article/1198/Priracnik-GO-kako%20efikasen%20komunikator.pdf> (accessed on 08.05.2021).
- Constitution of RN Macedonia. Available at: <https://sobranie.mk/content/Odluki%20USTAV/UstavSRSM.pdf> (accessed on 01.04.2021 )
- Florozon (2020) *BRIEF BROCHURE ON GOOD PRACTICES FOR ACCESS TO ENVIRONMENTAL JUSTICE.* Ebook. Available at: <http://florozon.org.mk/downloads/publications/Kratka-broshura-za-dobri-praktiki.pdf> (accessed on 01.04.2021)
- Florozon (2010) *Aarhus Convention – Main Principles and Fundamentals.* Ebook. Available at: <http://www.florozon.org.mk/downloads/publications/Manual%20ARHUS.pdf> (accessed on 01.04.2021)
- Shashevski. B., 2019. *Warning protest and blockade of “Drisla” on Friday.* Radio MOF. Available at: <https://www.radiomof.mk/predupreduvachki-protest-i-blokada-na-drishla-vo-petok/> (accessed on 07.05.2021)





The project is funded  
by the European  
Union



St. Jurij Gagarin No. 17-1/1, Skopje  
e-mail: [info@iks.edu.mk](mailto:info@iks.edu.mk)  
[www.iks.edu.mk](http://www.iks.edu.mk)



Archimedova No. 5, Skopje  
e-mail: [contact@mes.org.mk](mailto:contact@mes.org.mk)  
[www.mes.org.mk](http://www.mes.org.mk)