



**Association of professional
consultants –
READINESS FOR EUROPE 2020**

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Annual report



Annual report for 2014

This report covers the work of the association for the period January – December 2014. It covers the activities realized in 2014 and presents activities that are planned to be implemented in 2015.

1. About the Association

Profile

Readiness for Europe 2020 is an Association of professional consultants established in March 2012, with the purpose to support and strengthen the capacities of organizations in Macedonia for achieving the objectives of the Strategy Europe 2020, as well as international cooperation.

The Association, where currently there are 9(nine) professional members, is open to all other interested legal entities and individuals who have expertise appropriate to the goals and work of the Association.

Strategic objectives of the Association

1. **Increase awareness of Macedonian society** on the importance of the Strategy Europe 2020 and productive participation in achieving its strategic goals.
2. **Representing the interests of the Macedonian organizations** in national and European institutions associated with the strategy Europe 2020.
3. **Digital Society:** Speeding up broadband deployment and utilization of the benefits of digital single market for households and firms.
4. **Innovation:** Improving the basic conditions and access to finance for research and innovation, aiming to strengthen the innovation chain and increase the investment in all countries of the Union.
5. **Education:** Increasing the performance of the education system and strengthening its attractiveness to international students.
6. **Competitiveness:** Industrial policy in an era of globalization, especially for SMEs, as well as support the development of strong and sustainable industrial base capable of competing globally.
7. **Climate, Energy and Mobility:** Help with the separation of economic growth from resource use through decarbonization of the economy, increased use of renewable energy sources and modernization of the transport sector and energy efficiency promotion.
8. **Employment and Skills:** Modernization of the labor market by facilitating labor mobility and skills development throughout the life cycle with a view to increasing participation in the workforce, and better coupling of supply and demand of labor.
9. **Fighting Poverty:** Provision of social and territorial cohesion so that the benefits of growth and employment will expand widely and people experiencing poverty and social exclusion can live with dignity and take active participation in society.

Readiness for Europe 2020 (RE2020) is achieving its strategic goals by:

- Professional work, expertise, impartiality and neutrality, independence, voluntariness and solidarity as fundamental principles in action for responsible work in the NGO sector.
- Cooperation with other NGOs and citizens associations who have the same or related programmes.
- Active participation in various national and international projects, participation and organization of workshops, seminars, research activities, transfer of knowledge and so on.
- Transparency and accountability in cooperation with donors, foundations and beneficiaries.

Organizational structure in 2014

President of the Association

- Viktorija Sazdova

Assembly

- Viktorija Sazdova, donceva@gmail.com
- Sofija Bogeva, General secretary, sofijabogeva@gmail.com
- Jasmina Trajkovski, jtrajkov@gmail.com
- Ana Meskovska anameskovska@gmail.com
- Ljubomir Trajkovski, Ljubomir.trajkovski@t-home.com.mk
- Blagica Michova b.micova@gmail.com

Associates in 2014

NGOs

- ISLAA (Ivanov School of Leaders Alumni Association), Skopje
- Foundation Metamorphosis, Skopje
- Foundation for Local and IT Development (FLORIT), Gevgelija
- Roma Resource Center (RRC), Shuto Orizari
- Association for multiethnic society and human rights, Stip

International organizations

- CESIE – European centre of studies and initiatives - Palermo, Italy
- KESAS – Turkey
- YouNET, Bologna, Italy
- Wszechnica UJ, Krakow, Poland

Private sector

- [Trajkovski & Partners Consulting](#)
- [Si Communication](#)
- [iVote](#)

2. RE2020 Vision and Mission

Vision

Successful performance of Macedonian society in the implementation of the Strategy Europe 2020, through a willingness to deal with challenges and obstacles that await us in the future

Mission

- *What: building awareness, readiness for innovation in work operations, compliance with the modern requirements of the common European single area through interoperability and security*
- *For who: Macedonian society, especially public institutions and civil society as carriers of Europe 2020 and Digital Agenda.*
- *How: Transfer of the best European practices through European, regional and national partnerships with organizations that respect and support the common development, and joining the common European area.*

3. Completed activities in 2014

During 2014, the activities of the Association Readiness for Europe 2020 were mainly focused on:

- Raising awareness of civil society about the existence of the association by participating on various events, seminars and conferences.
 - Organizing a workshop on 'Preparation of EU funded projects'- EU info Center
 - Organizing a workshop 'Are you ready for the SME instrument?'-EU Info Center
 - Continuous update of the information on the Association's portal, as well as on the social networks LinkedIn and Facebook
- Capacity building of RE2020 members aimed at successful operation and achievement of the Associations' objectives through workshops, trainings and study visits on various topics.
 - Participation in a training for social entrepreneurship and social innovations in organization of the Center for Institutional Development (CIRa) and EUCLID Network of social innovators (EUCLID)
 - Participation in training for advocacy and policy building in organization of CIRa and EUCLID
 - Participation in training for organization transparency and accountability in organization of CIRa and EUCLID
 - Training in a public 'Debate on entrepreneurship'
 - Participation in a seminar for 'Transformational leadership'

- Participation in a one week 'Training for video activism' in organization of USAID
 - Participation in a study visit training on the subject "European Projects design, management and funding: from shaping the idea, to selecting the right European programme and its funding'.
- Promotional activities through publication of materials on various topics for the public and private sector
 - Publishing a document of interest for organizations – The report 'Towards regional development' of the Regional Council for cooperation of Southeast Europe 2020
 - Publication of research papers of Miss Elizabeta Nikoloska – a member of the Association on the following topics:
 - 'Implications of the Eurozone crisis on the unemployment in countries of South East Europe'
 - 'Analysis on the progress of R. Macedonia in meeting the economic criteria on the road to EU for the period 2009-2013'
 - Publishing Government documents for better legislation
 - Publishing the European Commission's 'Guide on EU funding for the tourism sector'
 - Preparing draft proposals for open calls for grants and tenders for procurement of services

4. Completed projects in 2014

5.1. Regional Business Center

Time of realization: December 2013 – April 2014

Description: The association RE2020 in partnership with the company Si Communication (the project leader) worked as a consulting service provider to support the implementation of the Project 'Regional Business Center' in the period December 2013 – April 2014.

The Project was funded by the Program for balanced regional development, and was implemented by the Center for Development of the Southeast Region in partnership with the municipalities Gevgelija and Bogdanci.

The aim of this project was to improve the economic development and to create more work places in the Southeast Region through education and establishment of partnerships and communication between SMEs, entrepreneurs, farmers and other stakeholders.

Results achieved after completion of the project:

- Prepared study for analyzing the entrepreneurship characteristics in the Southeast planning region (SEPR).

- Established an electronic database of legal entities from SEPR.
- Implemented trainings on several subjects for potential entrepreneurs from the region.
- Prepared promotional materials for the project.
- Implemented two work meetings in SEPR for introducing the public with the project.

Readiness for Europe 2020, as a consulting service provider to support the implementation of the project, was engaged in implementing the following activities:

- Developing a study to analyze the entrepreneurship characteristics in the Southeast Region (SEPR)
- Establishing an electronic database of legal entities from SEPR

5. Capacity building of the RE2020 members

5.1. Members of RE2020 participated on a Training for video activism

Two members of RE2020 took participation in 'Training for video activism'. The training was held in Skopje from June 2nd to June 6th 2014 having Ms. Annie Escobar, founder of Awake Storytelling as trainer.

The participants of the training were mainly local NGO leaders and youth activists with the will to learn how to amplify their messages and stories to the broader community through the medium of film. The participants were given instructions on the whole process, starting from how to write a story, shooting it, assembling the content and getting the end result. The end result of the training was 6 videos on topics that promote social causes.

The training was organized by the Youth Educational Forum, with the support of the U.S. Embassy Macedonia, along with the USAID Civil Society Project and Foundation Open Society – Macedonia.

5.2. Active participation in the In-Service Training course on 'European Projects design, management and funding'

Ms. Sofija Bogeveva as a General secretary and member of the Association RE2020 attended a course on the topic: 'European Projects design, management and funding: from shaping the idea, to selecting the right European programme and its funding', which took place from 13th until 19th of April 2014 in Palermo, Italy.

The In-Service Training course was part of the Grundtvig program, financed by the European Union within the Lifelong Learning Programme.

As a participant in the training, Ms. Bogeveva acquired knowledge and practical information about EU policies and funding opportunities through specific and project-oriented learning sessions; improved her practical skills related to management and implementation of project ideas through cooperative compilation of application forms and analysis of successful

projects; received guidance on the preparation and management of the financial, budgeting and contractual aspects through examples and direct evidence; learned from best practices related to the planning and implementation of the preparatory, visibility, dissemination and follow-up phases through concrete case studies and successful projects; networked with individuals and organizations interested in developing European projects through everyday cooperation and specific activities.

5.3. Participating in a 'Debate on entrepreneurship'

Members of RE2020 participated in a public debate entitled 'Debate on entrepreneurship', which was organized by the Foundation Business Start-up Center Bitola and the Municipality of Bitola. The debate was held on February 11th (Tuesday) from 13.00 to 15.00 in the Cultural Centre hall in Bitola.

The purpose of the debate was to encourage entrepreneurship and entrepreneurial thinking as one of the main drivers of the economic development. There was a discussion about the current measures undertaken by the Government in order to support the entrepreneurial spirit and self-initiative. Speakers on the debate were: the Mayor of the city of Bitola, representatives from CEED Macedonia, the European Bank for Reconstruction and Development (EBRD), Agency for Employment of RM (AVRM), Business Academy Smilevski and representatives from the Business Start-up Center Bitola.

5.4. ISLAA seminar on Transformational leadership

On the 6th of April 2014, in the Museum of Macedonian Struggle in Skopje the Ivanov School of Leaders – Alumni Association organized a seminar entitled 'Transformational Leadership'. Two members of RE2020 attended the seminar.

On the seminar, the participants could hear about 'Leading cultural change in organizations', lectured by the consultant Jorge Diener, an international consultant and trainer with rich experience.

The purpose of this seminar was to equip participants with more knowledge about the features of transformational leadership and its impact on organizational change. Further, to challenge them to undertake specific steps that lead to cultural change in their organizations, and put them into thinking how they can improve company performance through systematic change; as well as how to successfully manage the communication inside and outside of company in order to achieve highest returns for the company.

Among the participants, there were representatives for many eminent companies such as banks, telecommunication companies, as well as many companies from the industrial sector.

6. Promotion of the association in 2014

In the past 2014, the Association dedicated large portion of its activities on promotion. For that purpose, the members took participation on various seminars, conferences and events on subjects of interest for their further progress and achievement of the objectives for which

the association has been established. The events are listed in point 3 of this report. Another type of promotion the Association achieved by being present on the social networks [Facebook](#) and [LinkedIn](#).

Additionally, the Association registered in the TACSO database, which is an online listing of diverse CSOs in the IPA region. The database serves as a reference resource to existing and active CSOs as well as a basis for networking and building partnerships among them.. In addition, information on the legislation and government institutions relevant for regional CSOs are also published.

Below follows a description of workshops organized by RE2020 on topics of interest to the general public, Association's partners and potential members.

6.1. Workshop on 'Preparation of EU funded projects'

In February 2014, RE2020 organised a workshop for Ivanov School of Leaders Alumni Association (ISLAA), on the topic 'Preparation of EU-funded projects.'

ISLAA supports the School of Leaders under the patronage of the President of R.M., H.E. PhD. Gjorge Ivanov, that promotes and motivates leadership in every function and work position in every field and area. In this regard, the Association organized this workshop to introduce young leaders with the available EU grants. The purpose was to get motivated and initiative people introduced to the opportunities these grants offer.

The objectives of this workshop were: introduction to the EU grant programs and the types of projects they support, increasing awareness of the benefits of using available EU funds, introduction to application procedures for EU grants, introduction to evaluation procedures for EU grants and preparing participants to apply for EU funded projects.

Facilitators on the workshop were MSc. Ana Meskovska and Msc. Ljubomir Trajkovski.

6.2. Organized event on the subject 'Are you ready for the SME Instrument?'

RE2020 organized an event on the subject 'Are you ready for the SME Instrument?' at the premises of EU Info Center, Skopje on 27.11.2014. The event was attended by many representatives from various institutions and private organizations. The idea, concept and purposes of the SME Instrument were presented by the members of the Association. The event was opened by Mr. Ljubomir Trajkovski, a consultant with more than a 20 years-experience in Innovation Management. Special guest on the training was Phd. Prof. Mijalce Santa, who is National Contact Point for the program, and he presented rules and procedures that are part of the program. Ana Meskovska and Magdalena Stamkova, consultants and RE2020 members gave detail description for writing Project Proposal. After the presentations, the participants showed interest for discussion and asked questions answered by the Association's experts.

7. Partnerships with other organizations

7.1. Continuation of cooperation with LL – C (Certification) from Czech Republic

In 2014, the Association continued its partnership with the certification body LL – C (Certification) from Czech Republic. Through this collaboration, RE2020 facilitates the access to information of interest for all stakeholders from the public and private sector by providing detailed information and certification proposals. This cooperation is of great benefit for the association in strengthening the relations with institutions, as well as for the public and private sector, as the access to required information regarding certification procedure and the certification itself is made prompt and easy.

7.2. Cooperation with ISLAA

The Association regularly cooperates with the Ivanov School of Leaders alumni association (ISLAA). RE2020's members are regularly taking participation in the trainings within ISLAA's organization. ISLAA is an organization that fosters long-term relations with current and future Ivanov school for young leaders' alumni, provides support for them and is a dedicated partner under the patronage of the President of R. Macedonia, H.E. PhD Gjorge Ivanov. ISLAA supports the School for young leaders and promotes leadership in every function and work position in every field and area.

In this regard, the cooperation with ISLAA is about developing the skills and education of initiative and motivated young people with leadership potential, as the main driver of a society that aspires to successfully implement and fulfill the objectives of the Strategy Europe 2020.

8. Financial statement

Readiness for Europe 2020 is registered in the Trade Registry and the Registry of legal entities with a decision from 09.04.2012.

- **ID No** 6776434
- **VAT No** 30120120011753

The financial work is organized in a way that complies with fundamental principles of transparency, accountability and filing. The accountancy work is in accordance with the Law for accounting for non-profit organizations, while the administrative work is in compliance with the Law for archive operations.

Due to the project 'Regional business center' that began in 2013 and ended in 2014, the Association's budget was increased by the funds provided by the project. The remaining income of the association was realized through the annual membership fees and through the

grant for study visit assigned by the National Agency for European Educational Programmes and Mobility.

Beside the annual reports, the association prepares other relevant reports requested by donors.

9. Planned activities for 2015

1. Promoting the Association with the aim to raise public awareness for the Association by participating in public events and conferences and promotion through social media
2. Searching for opportunities for financing (calls, tenders etc.)
3. Submitting at least 5 project applications
4. Organizing an event for promotion of RE2020 and the Strategy for South-East Europe 2020 (SEE2020) and EU trends and policies
5. Participating in trainings and study visits on various topics for building the capacities of RE2020 members.
6. Promoting the concept of energy management through established partnership with LL-C (Certification) according to ISO 50001
7. Promotion and participation in the Erasmus+ programs
8. Establishing partnerships with national and international NGOs for joint participation in projects and organizing events, workshops and trainings at a national level