



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

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# Annual statement



## Annual statement for 2013

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This report covers the work of the association for the period January – December 2013. It covers the activities realized in 2013 and presents activities that are planned to be implemented in 2014.

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## 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, in which currently there are several professional members, is open to all other interested legal entities and individuals who have expertise appropriate to the aims and work of the Association.

### Strategic objectives of the Association

1. **Increased 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:** Innovative Union - Improving the basic conditions and access to finance for research and innovation, 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 of 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:** An agenda for new skills and jobs - 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:** European platform against 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.

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**Readiness for Europe 2020 (RE2020) is accomplishing 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 Associations of citizens who have the same or related purposes.
- 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 service users

## Organizational structure in 2013

### President of the Association

- Viktorija Sazdova

### Parliament

- Viktorija Sazdova, [donceva@gmail.com](mailto:donceva@gmail.com)
- Sofija Bogeva, General secretary, [sofijabogeva@gmail.com](mailto:sofijabogeva@gmail.com)
- Jasmina Trajkovski, [jtrajkov@gmail.com](mailto:jtrajkov@gmail.com)
- Ana Meskovksa [anameskovska@gmail.com](mailto:anameskovska@gmail.com)
- Ljubomir Trajkovski, [Ljubomir.trajkovski@t-home.com.mk](mailto:Ljubomir.trajkovski@t-home.com.mk)

## Associates in 2013

### NGOs

- MCA 2000
- MASIT
- Career Counselor Association
- Internal Auditors Association
- Metamorphosis Foundation

### 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 2013

During 2013, 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 in various events, seminars and conferences
  - Participation in the workshop 'European privacy seal' organized by TAIEX
  - Participation in the event for promotion of the project 'Technical Assistance for strengthening the organizational and institutional capacities for personal data protection'
  - Active participation in the ['Conference on E -Government & SEEITA open days'](#)
  - Participation in events to promote Erasmus+ and Creative Europe
  - Active participation in 'NATO Advanced Training Course - NATO regional summer school for cyber defense' and a presentation on the subject 'Managing the challenges of cyber security through organizational measures' by an association member

- Publishing of a paper on 'Risk management in SMEs' in the international journal [IJHCITP](#) by an association member
- Participation in Info Day on 'IEE (Intelligent Energy for Europe) and opportunities for participation in internationally funded projects in the energy sector'
- Continuous update of the information on the Association's portal
- Establishing the presence on social networks
  - LinkedIn
  - Facebook
- Capacity building of the members of RE 2020 aimed at successful operation and achievement of the association' objectives through workshops, training and study tours in several areas:
  - Participation in TAIEX workshop on '*Protection of personal data at biometric data processing*'
  - Participation in Regional Workshop: '*Energy efficiency and renewable energy in public buildings in SEE Countries*'
  - Participation in study visit on the subject: '*From trainer to consultant*'
- Preparation of proposals for open calls for grants and tenders for the services supply
- Building partnership relations with different types of organizations
- Promotional activities for raising the awareness among the public and private sector for personal data and privacy protection
  - Publishing a document of interest to organizations - Analysis on '*Personal data Management System for public institutions*'
  - Monthly reports (Newsletters) provided to more than 200 organizations from the public and private sector with information and news about personal data and privacy protection

## 4. Realized projects in 2013

### 4.1 Regional Business Center

**Time of realization:** December 2013 – April 2014

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

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

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

#### **Results expected after completion of the project:**

- Prepared study for analyzing the characteristics of the entrepreneurship in the Southeast planning region (SEPR).
- Established an electronic database of legal entities from SEPR.
- Implemented trainings on several topics 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, is going to implement the following activities:

- Develop a study to analyze the characteristics of the entrepreneurship in the Southeast Region (SEPR)
- Establish an electronic database of legal entities from SEPR
- Take participation in the two working meeting in SEPR for promotion of the project

## 5. Capacity building of the RE2020 members

### 5.1. Participation in study visit on subject 'From trainer to consultant'

In order to improve the capacity of association members, in September 2013 one of the members of the association took part in a study visit in Krakow, Poland on topic: **From trainer to consultant**, which was organized by the Jagiellonian University Extension.

Funds for the study visit were awarded by the National Agency for European Educational Programs and Mobility by CEDEFOP (European Centre for the Development of Vocational Training) within the first deadline for awarding study visit grants.

By participating in such study visits designed for specialists in the field of educational and vocational training as a key action of the transversal program of lifelong learning, the association aims to provide facilities to support the political development in the country and its cooperation at European level. Through participation in study visits, RE2020 contributes to improving the quality of training systems in the country through the exchange of innovative ideas and practices in the participating countries.

## 5.2. Participation in the conference for promotion of the new Erasmus+ Program of the European Union

In order to increase the capacity of the members in Readiness for Europe 2020 for the preparation of European projects, association members attended the conference of the new Erasmus+ Program of the European Union.

The new Erasmus+ Program of the EU which is a combination of all current EU schemes for education, training, young and sport, including the Lifelong Learning (Erasmus, Leonardo da Vinci, Comenius, Grundtvig), Young people in Action, and five international cooperation programs (Erasmus Mundus, Tempus, Alfa, Edulink and the program for cooperation with industrialized countries) allows association members to easily identify areas of work of interest and also to understand the opportunities for funding projects in those areas.

## 5.3. Training to improve the performance of organizations

As a newly founded association RE2020 in 2013 received the opportunity to participate in the project for improving the effectiveness of organizations on subject '**Internet Security**' realized by the organization Metamorphosis. The project will provide capacity building for the RE2020 for safe use of the Internet for multiple purposes.

Topics that will be covered during the project are:

- Network security
- Social engineering and handling the social networking (risk of misuse of personal data)
- Safe browsing and firewalls
- Protection of personal data
- E-mail and instant messaging security - online conversations

In 2013 the first training for network security was organized through the project, which was attended by two members of RE2020, while the realization of other topics is planned for 2014.

The greatest benefit to society of this project is the compliance of training objectives with the work of the association, which will allow maximum usage of the knowledge in future work.

## 6. Promotion of the association in 2013

In the past 2013, the Association dedicated most of its activities on promotion. Therefore, members of the association dedicated some time for visits and participation in various seminars, conferences and events on topics of interest for further progress and achievement of the objectives for which the association has been established. The events at which members of the association participated were listed in point 3 of this report.

Another type of promotion the Association achieved is by establishing a presence on social networks such as:

- [Facebook](#)
- [LinkedIn](#)

In order to establish presence on European level, the Association opened its own account on the web portal of the European Union for the *Program Horizon 2020*.

## 7. Promotional activities for raising the awareness of Macedonian organizations on the importance for personal data and privacy protection

The protection of personal data and privacy of citizens as a very important aspect of life became particularly essential, especially in the business environment. In Macedonia, there is legislation for protection of personal data from a long time ago, but the awareness of organizations and also citizens of the importance of protection of personal data is still on a very low level. For this purpose, the Association in 2013 was actively dedicated on raising the awareness of organizations and citizens in the country about the importance of proper management of personal data, its protection and their privacy as a broader concept.

The Association began to accomplish this objective by:

- Publishing documents of interest for organizations
  - Analysis on subject 'System for managing personal information in public institutions' and
- Monthly reports (Newsletters) with information and news relating to the protection of personal data and privacy in 2013 that were presented in more than 200 organizations from the public and private sector

The association will continue its efforts to raise the awareness of citizens and organizations to protect personal privacy data through implementation of even more activities in 2014.



## 8.

### Building partnership relations with other organizations

#### 8.1. Establishing cooperation with LL – C (Certification) from Czech Republic

Considering the importance and interest of organizations in the public and private sector to align their work with international standards such as ISO 9001 (Quality Management), ISO 27001 (Information Security Management), ISO 50001 (Energy Management), ISO 14001 (Environment Protection) etc, the Association Readiness for Europe 2020 established cooperation with [LL - C \(Certification\)](#) from the Czech Republic.

Through this collaboration, RE2020 will facilitate the access to information on the topic of all interested organizations from the public and private sectors by providing complete information and certification offers. The members of the Association have extensive experience as consultants with international standards (implementation and audit) and this cooperation is of great benefit for the association in strengthening relations with institutions as well as for the public and private sector which can have an easy access to the required information in regarding the certification procedure and the certification itself.

## 9.

### 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.

The revenue of the association RE2020 for 2013 was realized through the annual membership fees that members pay and through the grant for study visit assigned by the National Agency for European Educational Programmes and Mobility.

Taking into consideration the launch of the project “Regional Business Center” in 2014, the budget of the association will be increased through funding provided by the project. Besides the standard statements, the association prepares other relevant reports needed by the various donors.

## 10. Planned activities for 2014

1. Continued promotion of the association, its goals and priorities by participating in events, conferences, seminars, as well as maintaining the website of the association and continued activity on social networks
2. Implementation of activities to raise the awareness of citizens and organizations about the importance of data protection and privacy
3. Implementation of new projects in the program Horizon 2020 and Erasmus+
4. Preparation and implementation of projects of interest of other funds
5. Capacity building of members through trainings, workshops, study visits
6. Establishing partnerships with other related organizations
7. Implementation of activities from the already initiated projects in 2013
8. Organization of Info Day to promote the new strategy for Southeast Europe ' Strategy 2020 for Southeast Europe' in EU Info Center