Prepared by: Go Green Skopje 12.07.2010

Project: Go Green – Bidi Zelen
Realization period: 25th May until 12th June 2010

# Final report











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This report aims to present the most important information about the Bidi Zelen project. Here, you can also find the most relevant internet links that relate to the "BidiZelen" project.

* *Upon request, you can also receive a financial report from the project*

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## 1. Project description

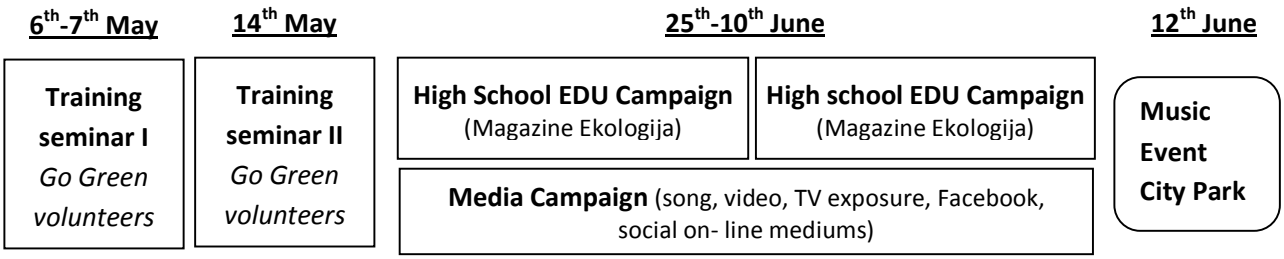
The main goal of the project/campaign "Bidi Zelen" was to raise public awareness about the consequences of climate change and global warming and to introduce the concept of sustainable development and environmental sustainability among Macedonian youth. The main target group was high schools students, young people aged 14 to 20. By realizing this campaign, we wanted to establish the first stepping stone for a broader green youth movement in Macedonia.

The central idea that served as an essential guideline throughout the project was aligned with the development of the 6 key habits of a "green" conscious person. Those are:

1) Respect all life and renew your bond with nature and its biodiversity (Self)
2) Improve your environmental awareness and knowledge (Self)
3) Practice the 3 "Rs" - Reduce, Reuse, Recycle (Self)
4) Spread the environmental message and influence others (Family/Friends/School/Work/Group)
5) Support local environmental initiatives and groups (Community/Local Environment)
6) Use your rights as citizens and consumers (Community/Local Environment)

The most important focus of the project was on the first four habits.

The project was composed from several processes, preparation phase, educational, media campaign and a culmination with a music event on the 12th June in the city park Skopje.




The **preparation phase** took place from 15th March until 15th May and was focused on the creation of the volunteering team and the delivery of two training seminars to high-school students (you can find the training seminar agenda in Apendix I), establishment of the magazine "Ekologija i Odrzliv razvoj (Ecology and Sustainable Development)" and development of the "Bidi Zelen" song and video.

The **educational phase** consisted from a two-week high school campaign where the volunteers delivered 20-minute presentations and distributed the magazine to the students.

The **media campaign** consisted from "Bidi Zelen" song, video, TV exposure, internet marketing tools (Facebook, YouTube, Portals and website interaction).
The **final part** of the project was the music-educational event in the city park on the 12th June. The event was a six-hour show where educational videos were projected in the background on a LED display. You can see the videos and read more about the event below in this doc.

## 2. Results achieved ("Bidi Zelen" in numbers)

The success of the objective to "increase awareness and education" can be measured through 2 key indicators. One, the number of young people the project reached (physically or virtually) and two, the media attention that the project activities got (TV shows, radio, internet portals, newspapers). The following paragraph represents the numbers/success related with each process of the project.

### 1. Educational campaign

The educational campaign was delivered by the 25 active volunteers under the management and coordination of the Go Green team. The volunteers attended two training seminars that prepared them to successfully execute the educational campaign in the high schools.
The results from the educational campaign are the following:

- 9 high schools were visited
- 6855 students attended the 20 minutes presentation
- 3394 students gave their contact e-mail (interested to receive more info from Go Green)
- 7415 magazines were delivered to the interested students and professors in the visited high schools. Additional 4105 magazines were distributed in other primary and secondary schools, as well as in the municipalities and national institutions (Ministry of Education, Ministry of Environment etc.)

You can see more detailed information about the high schools, number of presentations per high school etc. in the Appendix II.

### 2. Media campaign

Having in mind the target group of the project, we engaged the two most popular hip hop artists, Toni Petkovski aka Toni Zen and Marko Marinkovik aka Slatkaristika, to create a song and a video that would successfully transmit the message and raise awareness about the issues at hand. The text of the song was tailored to the needs of our target audience-the high school

students. The two artists together with Marko Novevski, the TV host of the show "Trotoar", were the official celebrity supporters of the Go Green campaign.
The numbers of YouTube views, Facebook members etc. increase every day and the results presented in this report are related to the date 12.07. The results achieved with the media campaign are the following:

1. *Facebook*

The group and the fun page was one of the most important tools for promotion and communication throughout the project. You can see the group at: http://www.facebook.com/photo.php?pid=1401192&id=1146112907#!/group.php?gid=11052095649155&ref=ts and you can see the fun page at: http://www.facebook.com/pages/Go-Green-Bidi-Zelen/112918412063005?ref=ts
There are 3.657 members on the group and 2.753 people that like the page. In the Appendix IV, you can see the increase of fans and interaction on the page on a weekly basis (starting from 25th May).
We also incorporated a Facebook advertisement to air for 5 days before the event. The total impressions that were made to people aged 12 and up was 861,897. This face-book report can be viewed as well in the Appendix IV.

2. *YouTube*

Next to the videos uploaded by our team, many other fans uploaded their own versions of the song and video.
The top 5 most viewed videos are:

- 174.276 views http://www.youtube.com/watch?v=tIsUCZkO5Wg
- 42.372 views http://www.youtube.com/watch?v=UZv40ufg34o&feature=related
- 20.183 views http://www.youtube.com/watch?v=_RdW_2hYAGo&feature=related
- 13.051 views http://www.youtube.com/watch?v=i6KHyVruTNo&feature=related
- 9.093 views http://www.youtube.com/watch?v=b8EjEGs4xE8&feature=related

There are other accounts that have fewer views (around 4.000) and it is also important to mention that the number of views increases every day approximately for 3.000 on different accounts. Despite the video "Bidi Zelen", there are other related video's to the campaign that attracted a lot of attention (ex. "the making of the video" by JungleTV etc).

3. *Number of TV shows where "Go Green" was present*

"Trotoar show" was the official TV supporter of the campaign and along the way the Go Green team was invited to be guests in several TV shows. The results are the following:

- "Trotoar show" – Kanal 5 TV appearance 5 times. The guests were as follows: Toni Zen and Slatkar, Antonio Jovanovski, Martina Tevceva and Boris Manev. There are only two videos online and you can watch them at:

http://www.youtube.com/watch?v=i7U3lfQMPFw&feature=related Antonio Jovanovski
http://www.youtube.com/watch?v=081tDuchwfw&feature=related Martina Tevceva

- "Ekskluziv" – A1 TV, guests: Antonio Jovanovski and Toni Zen
- "Backstage" – Sitel TV, guests: Antonio Jovanovski and Marko-Slatkaristika
- "Morning show" – Sitel TV, guests: Antonio Jovanovski and Boris Manev
- "MTM", guests: Frane Jovanovski and Iva Jovanovic
- Alfa TV "Portig", guest: Antonio Jovanovski + 3 days "Prilozi" about the organization and the whole campaign.
- "Jungle TV" – "making of the video" played 48 times. 7 days bonus track video "Bidi Zelen", played 84 times. Filming the music event on 12th June with two cameras.

4. *Number of publications on internet news portals*

There were 24 articles published on internet news portals about the campaign or the event and you can see them all in the Appendix V "bidi zelen pojavuvanje na portali". In addition, there were many portals that only published the Bidi Zelen song as part of the Go Green Campaign.

5. *Website views (Google analytics)*

The number of times the web page content was viewed, as well as the number of visitors that were active on the web site, can be viewed in the "Apendix VI -web page views and web page visits"

6. *Number of interested people in becoming "green" volunteers (website database)*

On the BidiZelen web site, we created a database for generating information from people who are interested in becoming "Green Volunteers". Until today we have a total number of 226 interested volunteers with full information which is a solid platform of young ambitious people that are interested in joining Go Green future projects.

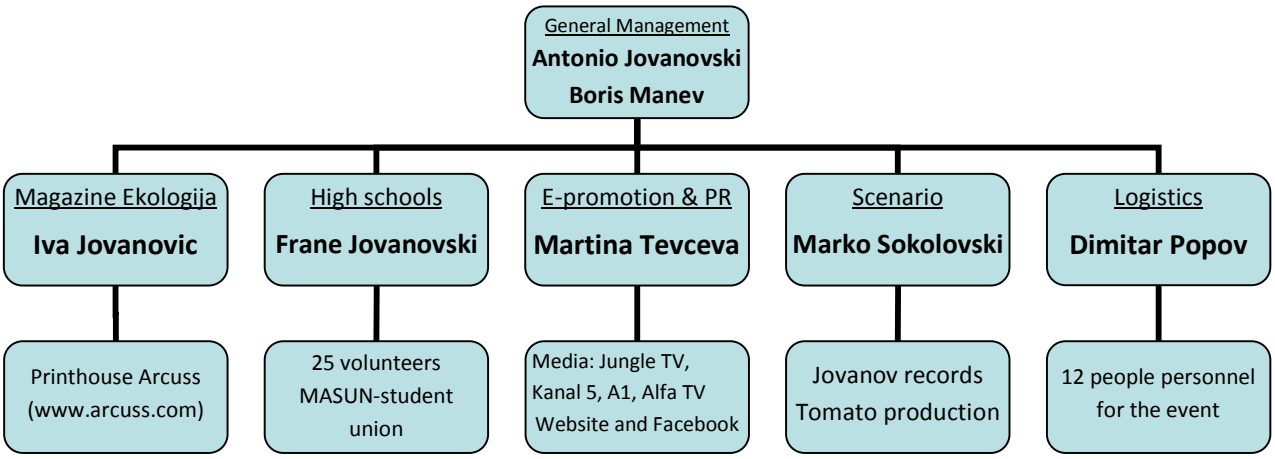
3. Music-educational event 12th June

The success of our campaign can be concluded from the number of visitors that were confirmed on the virtual Facebook event and on the actual number of people that showed up on the event on the 12th of June in the city park. The Facebook event had a total of 3.468 confirmed guests and 2784 "might attending" guests. You can see the Facebook event on the following link: http://www.facebook.com/pages/Go-Green-Bidi-Zelen/112918412063005?v=app_2344061033&ref=ts#!/event.php?eid=100997383283404&ind

ex=1. Since the event was free of charge we couldn't exactly know the number of visitors, but approximate number that we feel is realistic is around 8 000-9.000 people. JungleTV made short videos of the six hours event and you can judge by yourself the attendance and the atmosphere. You can see the video's from the music event here: http://www.youtube.com/watch?v=SQl-uZy5JFY&feature=player_embedded and http://www.youtube.com/watch?v=hmyk1lO8ClQ&feature=related. The educational videos that were projected during the six hours show can be found on the Facebook group as well as on BidiZelen YouTube account: http://www.youtube.com/user/bidizelen.

## 3. The Go Green Team

The organizational structure of the project was the following:




## 4. Supporters

We would like to express our gratitude to the organizations that supported us in the realization of the project. Without their support we wouldn't be able to deliver such results and realize the project successfully. Enormous appreciation to:

The Royal Norwegian Embassy in Skopje - http://www.norway.org.mk
EVN Macedonia - http://www.evn.com.mk/
Zito Marketi - http://www.zito.com.mk/
Rider - https://www.ridersandals.com/
Tomato Production - http://www.tomato.com.mk/

Grad Skopje - http://www.skopje.gov.mk/
International Environment Forum - http://www.bcca.org/ief/home.htm

Media supporters:
Tomato production – Trotoar show - http://www.tomato.com.mk/
Jungle TV - http://www.jungletv.com.mk/
Radio Buba Mara - http://www.radiobubamara.com.mk/
CrnoBelo.com – internet portal - http://www.crnobelo.com/

You can see our supporters with their logo's on our website:
http://www.bidizelen.org/en/supporters.html

## 5. Future projects

### 5.1. Magazine "Ekologija"

"Ecology" has existed for 15 years, which makes it the oldest magazine in Macedonia that covers topics in the field of ecology. The Go Green team took over this magazine in order to modernize it, and make it attractive and acceptable to young people.

The Go Green team recognizes the value of this journal; therefore this activity stands out as a separate project which aims to ensure sustainable operation of the same. The name of the new magazine will be somewhat modified by adding the term Sustainable development to the old name "Ecology". The new name "Ecology and Sustainable Development" will emphasize the importance of the sustainable thinking, and will provide space for covering wider topics like climate change, global warming, energy efficiency and the use of renewable sources of energy.

Go Green is in the process of developing a unique business model for the magazine. The magazine will enable high-school students to create, fund and manage locally relevant projects in the area of ecology and sustainable development.

### 5.2. E- Waste

Go Green is one of the NGOs that will be part of a national advocacy network for managing electronic waste. The project aims to improve the legal and institutional framework that will contribute to proper management of e-waste in Macedonia, Serbia, Croatia and Bulgaria. The project starts in September 2010 and will last for 24 months.

The action is aimed at solving these specific problems:

- Low capacity of NGOs to manage e-waste.
- Citizens and decision makers have a low awareness of the consequences of improper disposal of e-waste.
- Lack of statistics on e-waste.
- Lack of network structures at national and regional levels aimed at tackling problems in the area of e-waste.

Go Green will have the role of raising awareness and educating the population about the proper management of electronic waste (old computers and discarded electronic devices).

The entire project will be under the coordination of the NGO Metamorphosis, which appears as one of the regional partners to deliver the project. More about the NGO Metamorphosis and the project can be found at: http://metamorphosis.org.mk/aktivnosti/izbrani-organizaciite-od-nacionalnata-mrezha-za-zastapuvanje-pri-upravuvanje-so-elektronski-otpad.html

### 5.3. Regional Conference

The Skopje and Brussels offices of Go Green are jointly applying for a regional project conference aimed at educating, and in addition networking with NGOs from the Balkan region, and delegation from Western Europe (Belgium, Netherlands, France etc.)..

The idea is to organize a 7 day conference in Ohrid, where the major conversation topic would be: The role of Southeastern Europe in achieving the European Union objectives by 2020 20/20/20. The 20/20/20 objectives apply to all European countries and their meaning is 20% reduction of CO2, achieving 20% in energy efficiency and 20% increase in the use of renewable energy sources at a national level for each European country.

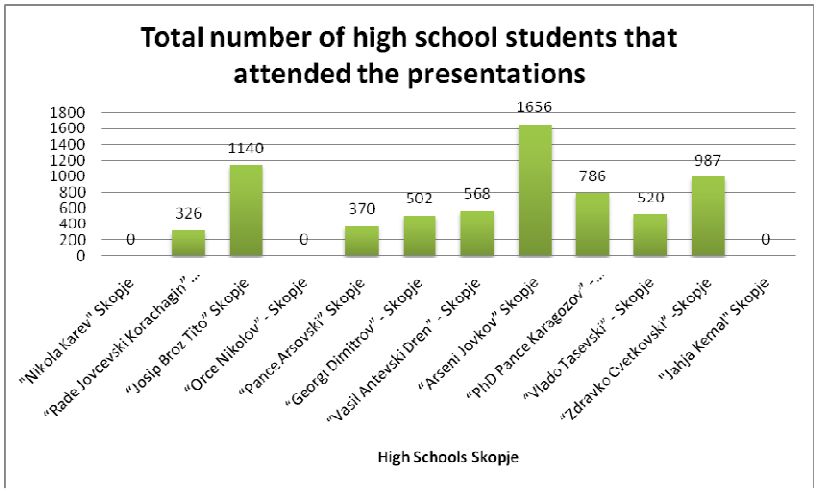
The Go Green team is working on the project preparation, which will be realized in the second half of 2011. Updates will be posted in the news field on the website.

6. Appendices

## i. Appendix I (Training seminar agenda jpeg)

| | Day 1 | Day 2 | |
|---|---|---|---|
| 9:30 - 10:00 | *pristignuvanje MKC..* | *pristignuvanje MKC..* | 9:30 - 10:00 |
| 10:00 - 10:30 | Introduction | Introduction | 10:00 - 10:15 |
| 10:30 - 11:00 | the NGO + Bidi Zelen kampanja | Obnovlivi izvori na energija | 10:15 - 11:00 |
| 11:00 - 11:30 | GTKE games | wrap up knowledge base + test :) | 11:00 - 11:30 |
| 11:30 - 12:00 | *pauza (kafe,voda,gricki)* | *pauza (kafe,voda,gricki)* | 11:30 - 12:15 |
| 12:00 - 12:30 | Globalno Zatopluvanje | BidiZelen strategija, progres i celi | 12:15 - 12:30 |
| 12:30 - 13:00 | Klimatski promeni | Kreiranje timovi i odgovornosti | 12:30 - 13:00 |
| 13:00 - 13:30 | Odrzliv razvoj | Presentation skills | 13:00 - 13:15 |
| 13:30 - 14:00 | *pauza (kafe,voda,gricki)* | *pauza (kafe,voda,gricki)* | 13:15 - 14:00 |
| 14:00 - 14:30 | Energetska Efikasnost | Simulacija na prezentacija | 14:00 - 14:30 |
| 14:30 - 15:00 | | Wrap up i next steps | 14:30 - 15:00 |
| 15:00 - 15:30 | *cao cao.. :)* | *cao cao.. :)* | 15:00 - 15:15 |

## ii. Apprendix II "presentations in High Schools"

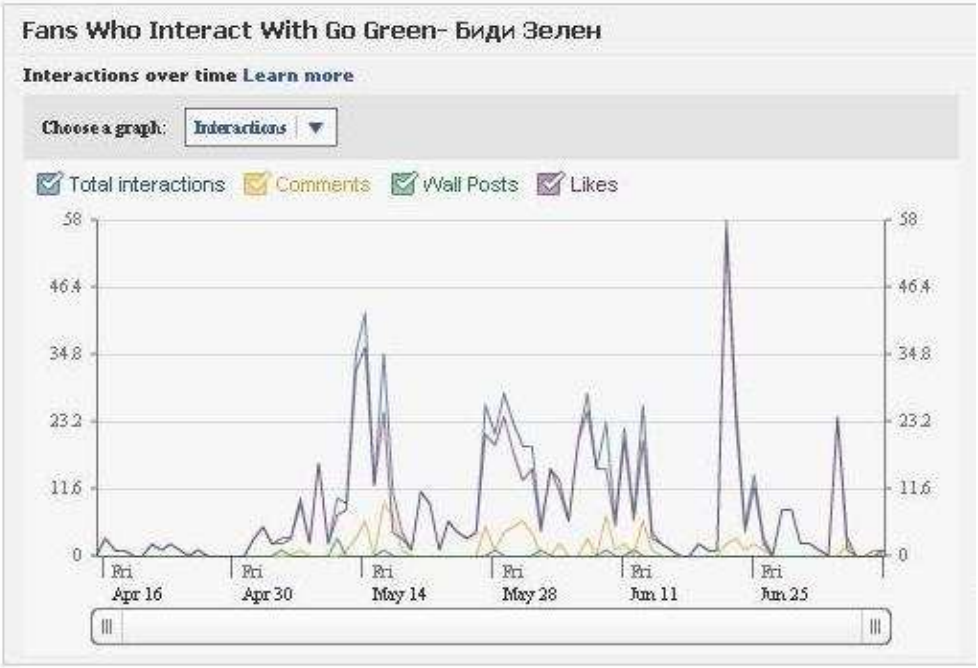


iii. **Appendix III** (Facebook fans, supporters and face-book add report)

Total Fans of Go Green v.s. unsubscribed fans




Total Fans that interacted with Go Green



Face book advertisement review – Total impressions and clicks through the add

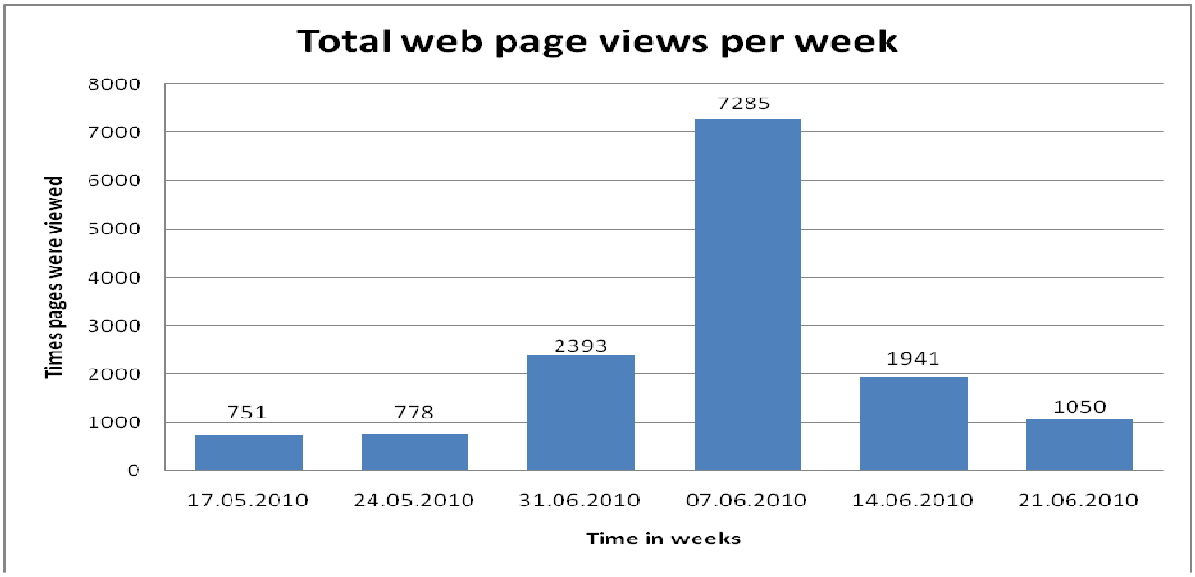



**iv. Appendix IV "bidi zelen pojavuvanje na portali".**

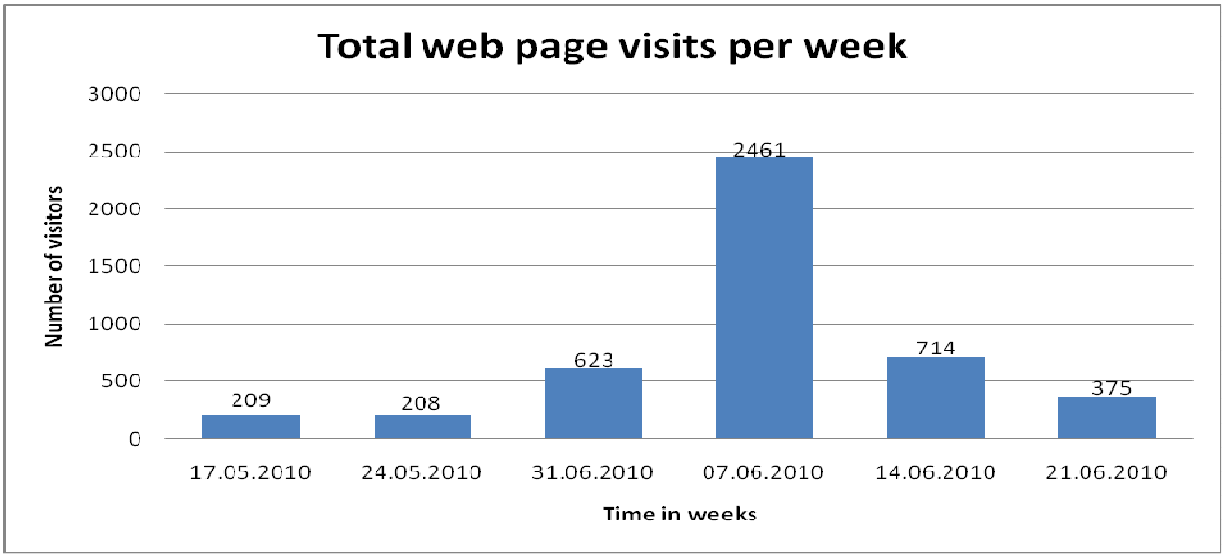
1. http://www.kantar.mk/showbiz/muzika/3122-saltkaristika-i-toni-zen-protiv-klimatskite-promeni.html
2. http://www.vecer.com.mk/default.asp?ItemID=0B189AC585E8F141A6D72C56DF03756A-
3. http://www.mmm.com.mk/default.asp?ItemID=EBCD74D216CEC7499634ED59EC9842A3
4. http://novamakedonija.com.mk/NewsDetal.asp?vest=6710155651&id=48&prilog=0&setIzdanie=22002-
5. http://www.kirilica.com.mk/vest.asp?id=49932
6. http://www.kadevecer.com.mk/index.php?view=details&id=4411:bidi-zelen-so-slatkaristika-i-toni-zen&option=com_eventlist&Itemid=121
7. http://www.taratur.com/node/15945
8. http://www.radiomk.com/index.php?categoryid=1&p2_articleid=2185
9. http://www.svastarnik.com/interesno/klipovi/3526--feat-----
10. www.makfax.com.mk/109439
11. http://www.time.mk/read/e8a80bdb72/15de4d6b5c/index.html
12. http://www.time.mk/read/e8a80bdb72/2c89856577/index.html
13. http://www.dnevnik.com.mk/default.asp?ItemID=0D73D5513BD62D48B249571583FD9F5B
14. http://daily.mk/cluster/bad3e737636a64e8f6f83f9cc2ef5ccd
15. http://www.tocka.com.mk/index19.php?ID=11380

16. http://forum.com.mk/24407
17. http://www.vecer.com.mk/default.asp?ItemID=3A95B91FE65BFB45B03001A15FCAEA30
18. http://www.mrt.com.mk/index.php?option=com_content&task=view&id=29921&Itemid=27
19. http://www.vest.com.mk/?ItemID=C15C513DDE14084FB7D3B581CFDC9D1E
20. http://www.svastarnik.com/interesno/klipovi/3526--feat-----
21. http://www.crnobelo.com/vesti/domasni/kampanja-bidi-zelen.html
22. http://www.kulone.com/ALL/Event/387224-%D0%91%D0%B8%D0%B4%D0%B8-%D0%97%D0%B5%D0%BB%D0%B5%D0%BD-%D0%96%D0%A3%D0%A0%D0%9A%D0%90!
23. http://novamakedonija.com.mk/NewsDetal.asp?vest=69101542457&id=48&setIzdanie=22004
24. http://weather4all.com.mk/index.php?option=com_content&view=article&id=70:2010-06-12-12-22-53&catid=36:2010-06-06-19-35-48&Itemid=57

### v. Apendix V "web page views and web page visits"




- Web Page Views refers to the number of times different content on the web page was viewed by the new or returning visitors.




- Web Page visits refers to the number of visitors that landed to the web page.