European Union
Sustainable Energy Week

FINAL REPORT

EU Sustainable Energy Week (EUSEW) Macedonia
April 10 – 16, 2011

Association for Sustainable Development and Environmental Protection
Go Green

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Skopje, May 2011

Acknowledgments

Go Green would like to express most sincere gratitude to the Royal Norwegian Embassy in Skopje for continues support of Go Green in implementation of our vision and mission.

Furthermore, Go Green would also like to acknowledge the hard work and dedication by the members of the Go Green clubs in Skopje, Tetovo, and Kumanovo without whom the project would not have achieved the current results.

We would also like to express our gratitude to Makpetrol AD Skopje - Division of Biofules, ELEM (Macedonian Power Plants), EU Info Centre, and Rexus Technology for their support.

Finally, we would like to express our gratitude to all media and journalists who covered the EUSEW Macedonia, and whose professionalism has helped the information and knowledge to arrive to the final destination.

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1. Introduction

The EU Sustainable Energy Week (EUSEW) is Europe's key event for a more sustainable energy future. The EUSEW is the reference event for sustainable energy issues in Europe and beyond.
The Association for Sustainable Development and Environmental Protection – Go Green, as the official partner of Sustainable Energy Europe, for the first time organized an integrated EU Sustainable Energy Week. The main objective of the campaign was to increase public knowledge and awareness about sustainable production and consumption of energy. The campaign covered three topics of sustainable energy, i.e. energy efficiency, renewable sources of energy, and alternative/sustainable transport. The topics were covered in context with the current Macedonian situation in comparison with the EU's 20/20/20 goals. The events and discussions lead throughout the week discussed the topic *Macedonia's Rode to a Sustainable Energy Future*.
As a continuation of the Bidi Zelen/Go Green awareness raising campaign (May-June 2010) whose main message reached to more than 800,000 people, Go Green will continue with series of activities to educate, inspire and involve young people to take concrete and firm action in the fight against climate change and environmental degradation.

2. Project Description

In order to achieve the main objective, i.e. effectively raise public awareness among different age populations about sustainable energy production and the urgent need for each citizen to start sustainably using energy sources, the project was executed in three different sections: debate, action, and art.

Targeted group of the project were mainly young people aged (13-25) but also representatives from the Government, Macedonian Parliament, University Professors, Non-governmental activists, and the Macedonian citizens in general.

For branding purposes of the event, Go Green used the EUSEW official logo; Sustainable Energy Europe's official logo; and Go Green's official logo portrayed on posters created for the events. The used logos can be found in Appendix 1 of this report.

In the further text of this paragraph each section of the project is briefly described.

<u>Debate</u>

- *Panel Discussion "Macedonia's road to a sustainable energy future"* organized at the EU Info Centre in Skopje. Panelists at the discussion were: H.E. Kjetial Paulsen, Norwegian Ambassador to Macedonia; Ms. Liljana Popovska, MP and President of the Macedonian Green Party, DOM; Ilija Sazdovski, Energy Efficiency in the Building Sector Project Manager,

UNDP; Boris Manev, Co-founder of Go Green). Moderator of the event was Antonio Jovanovski, President of Go Green.

- *Debate "The sun – our source of energy"* organized by the Go Green club "Pance Karagozov". The debate took place in the ceremonial room of the High School Pance Karagozov in Skopje. Five young leaders from different Go Green clubs from Skopje debated their understanding of sustainable energy and "green" energy sources.
- *Sustainable Energy Info stand at the Skopje Fair: Days of Education and Career in Skopje*.
  Go Green organized a Sustainable Energy Info Stand at the national fair for education and career where Go Green's activists informed young people about choosing a higher education in environmental and energy management and about possibilities for pursing their career in this field.
- *Primary School and Kinder Garden Educational Service*
  Youth activists from the Go Green clubs in Kumanovo and Tetovo went to primary schools and one kinder garden with the purpose to introduce young children about the concept of sustainable energy and environmental preservation.

Action

- *Outdoor Marsh "Tetovo's youth for alternative transport"* organized by Go Green club Tetovo.
- *No CO2 Day – Day for Alternative Transport (На шмо се помиш?)*

The idea of both events was to demonstrate the need for more environmental use of the transport and to mobilize the youth of Macedonia to use alternative ways of transport and in that way decrease their CO_2 footprint.

Art

- Art Exhibition "Sun, Wind, Water, Earth" organized in the Museum of Macedonia.

The idea behind the exhibition was to stimulate young people and artist to express their views on the natural sources of energy in a creative and imaginative way and in that way to stimualte their vision of sustainable use of natural resources. Prior to the exhebition, a best photo competition and voting took place on EUSEW Macedonia facebook fan page. Around 90 people, mostly from Macedonia, but also from other parts of the world submited their photos to Go Green. The photos were portrayed on the fan page and visitors could vote for the photo they find most appealing by cliking the "like" button. In that way the 20 photos that received the most votes were exhibited in the Museum of Macedonia together with some additional 30 paintings painted from elementary and high school students from Macedonia.

3. Achieved Results

The success of the campaign whose main objective was to increase public awareness and education about sustainable energy, i.e. energy efficiency, renewable sources of energy, and sustainable transport, can be measured by 2 key indicators. First indicator is the number of people that the project reached (physically or virtually), and second indicator is the media coverage that the project activities received (TV coverage, radio broadcasting, internet portals, newspapers, and facebook traffic).

3.1 Event attendance

Panel Discussion "Macedonia's Rode to a Sustainable Energy Future"
April 11, EU Info Centre, Skopje
Totally 108 participants coming from different institutions and backgrounds attended the panel discussion. Among the attendees there were Ambassadors, members of Parliament, Governmental Workers, University Professors, Members from the Business Sector, and Environmental Activists. Three national TV stations – "Sitel", "MTV", and "24Vesti", covered the event. The final conclusions from the conference were emphasized in the evening news, and on the official TV websites.

Outdoor marsh "Tetovo's Youth for Alternative Transport"
April 10, City Square - Tetovo
The outdoor marsh was organized by Go Green club Tetovo with a purpose to promote alternative means of transport. The event took place at the city square in Tetovo. Approximately 50 young activists from BZK Tetovo supported the event coming with alternative means of transport and banners promoting environmental ideas. The event was cover by Tetovo's main TV station "Kiss" and the even was broadcasted in the evening news.

Art exhibition – "Sun, Wind, Water, and Earth"
April 12, Museum of Macedonia, Skopje
The art exhibition consisted of photos and paintings created mostly by people coming from Macedonia, but also from other places of the Globe. There were 55 exhibited art works. The exhibition was described by some critics to be one of the biggest, and most attended youth exhibition in the decade. There were more than 600 people who attended the opening of the exhibition. Prior to the exhibition, 90 photos were put for competition on the EUSEW Macedonia's facebook fan page, and the 20 who received the most votes, i.e. "likes", from the viewers were exhibited. The paintings were drawn by elementary and high school students in Macedonia who were encouraged to express their understanding and vision of the sun, wind, water, and earth, and their relationship to renewable energy.

Debate "The sun – our source of energy"
April 13, Public High School "Pance Karagozov", Skopje
The debate was hosted and organized by Go Green club Pance Karagozov. In Pance Karagozov's ceremonial room, five young environmental activists from

several Go Green clubs in Skopje took a part in a debate over the existent knowledge and awareness about sustainable energy among the Macedonian youth. The debate started with introduction of the concept of sustainable energy, energy efficiency, renewable energy sources, and alternative transport. The introduction was followed by a debate and a Q&A session from the audience. Total number of 65 students attended the event, mostly students from Pance Karagozov, but also high school students from Kumanovo and Tetovo.

Informative stand "Sustainable Energy"
April 13 – 15, Skopje Fair, Skopje
The Fair "Days of Education and Career" was the biggest national event for young people to explore institutions for higher education, as well as, possible career paths. The event lasted for three days and Go Green had its own stand where it promoted the environmental and sustainable energy ideas, as well as, encouraged young people to study this field and pursue their careers in the field of sustainability. An approximate estimation is that around 2600 people visited the Go Green's stand and took a copy of the magazine Ecology and Sustainable Development, which is being published and distributed by Go Green.

Marathon NO CO_2 Day – Alternative Transport Day
April 16, starting point City Square, Skopje
The marathon had a purpose to promote alternative transport and in that way decrease the amount of fossil fuels burned for transportation purposes. Some 200 people equipped with bicycles, rollers, and also running, attended the event.

Photos from the events can be found in Appendix 4. Photos from the NO CO_2 Day – Day for Alternative Transport are missing.

Primary School Educational Campaign – Kumanovo
April 11 – 15
Youth members from Go Green club Kumanovo attended four primary schools and one kinder garden and educated the children and pupils about renewable energy sources, energy efficiency and alternative transport. The following educational institutions were covered.

- State Primary Schools:
  Vuk Karadzikj, Brakja Miladinovci, Hristijan Karposh and Magdalena.
- Kindergarden: Bubamara

Photos from the school campaign can be found on the following link:
http://www.facebook.com/media/set/?set=a.1745440474311.2090559.1187735306

Primary School Educational Campaign - Tetovo
April 11 – 15
Youth members from Go Green club Tetovo attended three primary schools and and educated 68 pupils about renewable energy sources, energy efficiency and alternative transport. The following state primary schools were covered.

- State Primary Schools
  Bratstvo Migeni, Goce Delcen, and Lirija.

Photos from the school campaign can be found on the following link:
http://www.facebook.com/media/set/?set=a.10150151594142512.297706.648872511

3.2 Media appearances

TV
During the EUSEW Macedonia members of Go Green, as well as activists from the Bidi Zelen clubs appeared and promoted the campaign on 7 national TV stations.

- 24 Vesti (www.24vesti.com.mk)
- SkyNews
- AB Canal (www.abctv.com.mk)
- Telma (www.telma.com.mk)
- Kanal 5 (www.kanal5.com.mk)
- Alfa (www.alfa.com.mk)
- Kiss (www.kiss.com.mk)

Additionally 2 national TV stations informed about the EUSEW Macedonia.

- Sitel (www.sitel.com.mk)
- MTV (www.mtv.com.mk)

The videos can be obtained by request and the web links to the broadcasted news can be found in Appendix 2.

3.3 Internet portals

More than 25 Internet portals informed about the EUSEW Macedonia covering the different events that took place during the week. The links to the articles published on the internet portals can be found in Appendix 2.

3.4 Facebook

The EU Sustainable Energy Week Macedonia facebook fan page in just one week received more than 7245 "likes", mostly from people living in Macedonia, but also from 18 other countries from every continent.
You can see the Facebook EUSEW Macedonia fan page on the following link:
https://www.facebook.com/pages/EU-Sustainable-Energy-Week-Macedonia/171432706239559
Statistics on the fan page traffic can be found in Appendix 3.

3.5 Newspapers

The four biggest Macedonian newspapers (Vecer[1], Dnevnik[2], Utrinski[3], and Nova Makedonija[4]) published an article on EUSEW Macedonia and the activities that

[1] www.vecer.com.mk
[2] www.dnevnik.com.mk
[3] www.utrinski.com.mk
[4] www.novamakedonija.com.mk

took place during the week. Links to the published articles can be found in Appendix 2.

3.6 Radio

The EUSEW Macedonia week was advertised on several radio stations among which (Bubamara, Kanal 77, MRT 1).
The Macedonian Radio Station (MRT 1) broadcasted 40 minutes of the panel discussion *"Macedonia's Road to a Sustainable Energy Future"*.

4. Future Activities

Go Green's mission is to develop values for sustainable development and enable education and practical solutions for environmental protection.
In order to accomplish its mission Go Green has set the following strategic areas of action until 2013:

- *Strategic Area 1 (Youth)* – Development of non-formal environmental education and active participation of the youth in the socio-economic life.
- *Strategic Area 2 (Infrastructure)* – Infrastructural projects for protection of the environment and mitigation of the climate change consequences.
- *Strategic Area 3 (Digitalization)* – Stimulation of digital learning.

The future activities will be centered on the three strategic areas. At the moment we are working on the WASTE issue. Despite these areas we are realizing Alternative Tourism projects with partners from foreign countries.

5. Appendixes

5.1 Appendix 1

Promotional Logos



EUSEW Macedonia Official Logo



Promotional Poster



Marathon Poster

5.2 Appendix 2

Media articles

TV

http://www.sitel.com.mk/dnevnik/makedonija/vo-makedonija-se-odbelezuva-eu-nedelata-na-odrzliva-energija
http://85.30.112.202/default.aspx?mId=36&eventId=35846
http://www.24vesti.mk/Sodrzina/
http://www.kiss.com.mk/mak/novosti1.asp?id=12379

Internet portals

http://energetskaefikasnost.info/?p=379
http://www.netpress.com.mk/vest.asp?id=85061&kategorija=1
http://www.kirilica.com.mk/vest.asp?id=64066
http://www.netpress.com.mk/vest.asp?id=85061&kategorija=1
http://www.zurnal.mk/mk/cont.asp?k=21208120405&s=27209153317&ID=1141184857
http://www.mia.mk/default.aspx?mId=5&vId=82817038&lId=1&title=%D0%9C%D0%90%D0%9A%D0%95%D0%94%D0%9E%D0%9D%D0%98%D0%88%D0%90+-+%D0%95%D0%9A%D0%9E%D0%9B%D0%9E%D0%93%D0%98%D0%88%D0%90
http://www.inpress.com.mk/default.asp?ItemID=3379A4FCB979FF4BA58699938646BD73
http://www.porta3.com.mk/index.php?option=com_content&task=view&id=2952&Itemid=125
http://www.idividi.com.mk/vesti/makedonija/676515/index.html
http://www.makfax.com.mk/_tools/article/252346/view

Newspapers

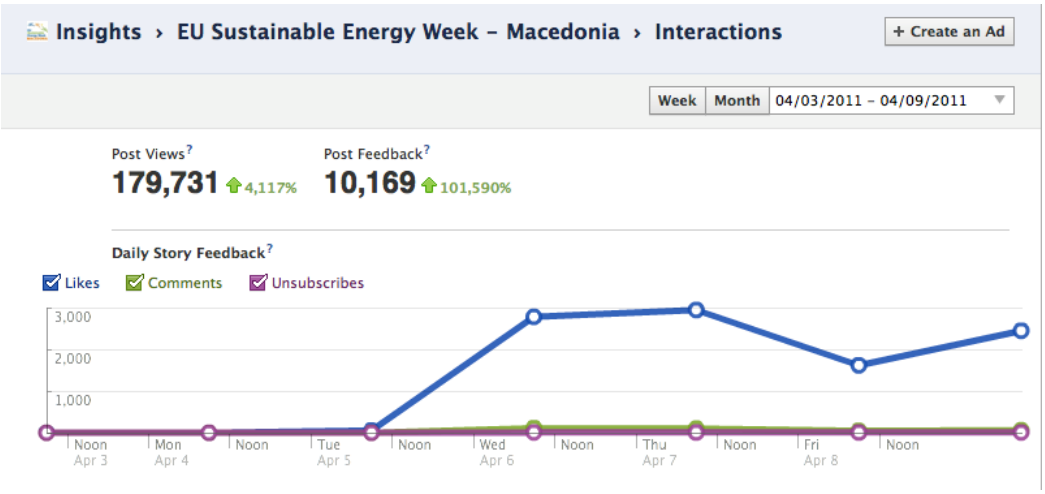
http://www.vecer.com.mk/?ItemID=CDC146066DCA8A4FB2A50920A42FA3CA
http://www.dnevnik.com.mk/default.asp?ItemID=408EF4DF51630B41B773496E4E5262F7
http://daily.mk/cluster3/536a0d4ddda3c6ae3329c0e4f1662170/682287&cached=true

5.3 Appendix 3

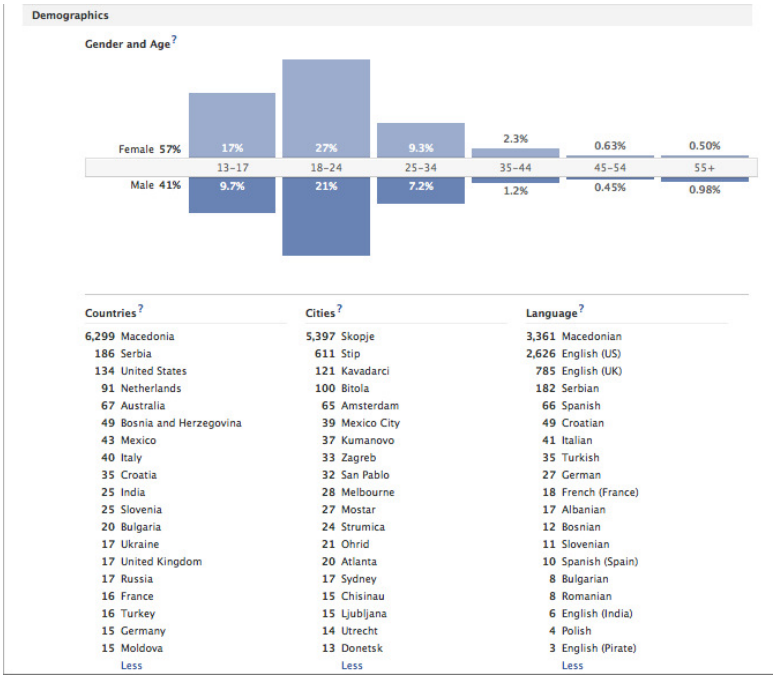
Post views on the facebook's EUSEW Macedonia fan page (10 – 16 April)



Post views on the facebook's EUSEW Macedonia fan page (03 – 09 April)



Demographics statistics



Demographics

Gender and Age

	13-17	18-24	25-34	35-44	45-54	55+
Female 57%	17%	27%	9.3%	2.3%	0.63%	0.50%
Male 41%	9.7%	21%	7.2%	1.2%	0.45%	0.98%

Countries		Cities		Language	
6,299	Macedonia	5,397	Skopje	3,361	Macedonian
186	Serbia	611	Stip	2,626	English (US)
134	United States	121	Kavadarci	785	English (UK)
91	Netherlands	100	Bitola	182	Serbian
67	Australia	65	Amsterdam	66	Spanish
49	Bosnia and Herzegovina	39	Mexico City	49	Croatian
43	Mexico	37	Kumanovo	41	Italian
40	Italy	33	Zagreb	35	Turkish
35	Croatia	32	San Pablo	27	German
25	India	28	Melbourne	18	French (France)
25	Slovenia	27	Mostar	17	Albanian
20	Bulgaria	24	Strumica	12	Bosnian
17	Ukraine	21	Ohrid	11	Slovenian
17	United Kingdom	20	Atlanta	10	Spanish (Spain)
17	Russia	17	Sydney	8	Bulgarian
16	France	15	Chisinau	8	Romanian
16	Turkey	15	Ljubljana	6	English (India)
15	Germany	14	Utrecht	4	Polish
15	Moldova	13	Donetsk	3	English (Pirate)
	Less		Less		Less

5.4 Appendix 4



Panel Discussion "The Road to a Sustainable Energy Future"



Outdoor Marsh "Tetovo's Youth for Alternative Transport"





Art Exhibition "Sun, Wind, Water, and Earth"





"Sustainable Energy Info Stand" at Days of Education and Career





Debate "The Sun - Our Source of Energy"