

July / August 2016



Our network on



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PROGRAM FOR ORGANIZATIONAL
DEVELOPMENT AND STRENGTHENING
CAPACITIES OF YAK

ID of YAK

Name of the organization:
Youth Alliance - Krusevo

Year of founding: **1999**

Headquarter: **Krusevo**

Branch Office: **Skopje**

Vision:

Active involvement of young people in all spheres of social life and their influence on decision making processes at local, national and regional levels.

Values and principles:

Involvement, democracy, equal chances, openness, solidarity, tolerance, understanding, mutual support and collaboration.

President:
Metodija Stojceski



Nita Starova

YAK is an organization with which we work successfully in the field of youth politics since 2009. In the passing years, we have developed and implemented a myriad of youth projects on the local, national and international level, including international joint efforts.

The successful long years of cooperation are based on our shared vision for the future and perspectives of youth in Macedonia and their active involvement in all spheres of life. The YAK team is made up of active and creative young individuals, always professional and dependable to work with, offering their input and ideas in every step of the projects implementation.

In short, the pleasure is all mine while working with the YAK team. ☺



Sreten Koceski

Often with colleges from other organizations and foundations, we talk about the approach and methodology used in work and how we can help our target groups to achieve and surpass their goals. This is a hard challenge and not an easy task in any way.

In those same discussion, we often take Youth Alliance Krusevo as an example of a positive and successful organization, which brings a renewed energy to the proverbial NGO table and with its approach, it's methods and activities has achieved significant results.

The successful work I've done in joint effort with YAK for more than 12 years, is hard to describe or put into words. The satisfaction I've gained from their cooperation is indeed very large and fulfilling, I hope it will continue in the future.

YAK's members are of significant integrity and morals which in this day and age have proven to be rare in the NGO sector and in Macedonian society at large. In the passing years, YAK has proven to be a secure and trusted partner insuring any future potential partners trust.

I truly believe that my colleges at YAK will continue with their successful implementation of programs and activities and that they will be a model for the rest of Macedonia for what an organization is to be like.



www.youthalliance.org.mk

1

SWITCH ON: PARTICIPATION MODE

Short educational movie and guide

In July, YAK team upon the intensive period of active work on the youth involvement issue within the project "SWITCH ON: Participation mood" has finalized this project with short educational film for youth educational manual for youth involvement that available in three languages (Macedonian, Albanian and English). The Educational short film was wrapped in twelve-minute path consisting the youth perspectives and views on their involvement in the society. Aiming at attracting and raising the public awareness YAK has decided to make the premiere of this film through social media because this is the media that young people use the most and is a channel that can spread the message fastest and most powerfully. It was conducted a social media "marathon" in order to engage the largest possible number of people and the voice of young people to be reach out to all relevant stakeholders. Furthermore, the YAK has launched its movie within all its recent events during July correspondingly the film was

shared with the media, educational institutions, municipalities and NGOs from the 6 cities in which the shooting took place and the public debates were implemented.

It was also published a manual for youth involvement that was shared with YAK's database of constituents in order to assist and give proper guidance to those who have worked, are working and planning to work in this filed. The manual can be specified as a kind of recipe for encouraging youth involvement because it was made strictly according to the needs and the problems of youth.

Although the film and the Manual were final products by YAK for the project "SWITCH ON: Participation mood" it is a direction that will further influence the following progress of the team towards active involvement of young people in the society, which is in the fact the mission of the organization.



2

ENTER SOCIAL ENTREPRENEURSHIP

Evaluating ideas

During the months of July and August, the project ENTER Social Entrepreneurship enter into the final phase, streaming, the phase evaluating ideas that emerged from the three days of educational workshops in Krusevo, Bitola and Prilep. Evaluation was done of expert committee, composed of members - experts in their dealings.

Metodija Stojceski - President of the Youth Alliance - Krusevo; Biljana Dukovska - President of Macedonian Platform against Poverty; Sreten Koceski - Executive Director of the Institute for Community Development - Tetovo; Katerina Krecheva - Adviser in the department for training programs - Fund for Innovation and Technology development and Marija Midovska - Petkoska - assistant of Faculty of Economics - Prilep are the names of the experts who supported the project ENTER Social Entrepreneurship and dedicating their time and knowledge in evaluating business ideas for social enterprises emanated from it.

“

“Once again I congratulate all participants of the seminar, who, with their constructive opinions and ideas contributed primarily for actualization of the concept of Social Entrepreneurship, but also for its future development. I must commend all the projects created by the participants and their creativity and innovation it had made it hard to evaluate their work. Starting from the fact that we hadn't had idea, it was difficult to assess which of the developed business ideas are better than others. All received business ideas have great potential for further development in our business environment and may influence the development of social entrepreneurship in our country.

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The evaluation was based on several criteria, in order to cover every important aspect of this concept. The highest percentage was given to the social impact that would have had the idea because the concept of Social Entrepreneurship is known for this characteristic.

Finally I must admit that all the ideas were great and the difference in scores was minimal. Therefore, I would like to encourage participants who developed business plans to start their implementation. I wish you great success! "- Said Marjia Midovska - Petkoska, Assistant of Faculty of Economics in Prilep.

Besides the social impact, the evaluation criteria by the Commission were sustainability, economic potential, feasibility and originality (innovation) of the idea and for the best presentations there was extra points.

СОЦИЈАЛНО ПРЕТПРИЕМНИШТВО

Бизнис план- Социјално претпријатие "Chill Pub"

Бизнис планот го изработија:

- Лилјана Илиоска
- Катерина Богданоска
- Пеце Спасески
- Маја Неданоска
- Рубин Аризанкоски



ЗАБАВЕН ПАРК "FRESH AIR"

Социјално претприемништво

Бизнис ПЛАН- Социјално претпријатије „Иднина“

Изработил

1. Давид Диме
2. Александар Ко
3. Далибор Д
4. Марија Р
5. Д

"Future - Prilep", whose idea is solving the problem of no active aging and the problem of young unemployment is a business plan for a social enterprise which took first place according to the evaluation committee, with a total of 506 points. The idea which is in the second place under the above criteria of the commission, with a total of 445 points is the "Green paradise - Bitola," the idea of social enterprise that offers funeral services, different from the standard, with biodegradable trunks and trees instead of tombstones, which would contribute to the fight for cleaner air and reduce the cost of funeral services. "Meet Prilep" is the third-ranked business idea with a total of 369 points - the idea of social business that offers promotion of cultural heritage of Prilep and the surrounding area.

The fourth, fifth and sixth are the ideas for social businesses "Amusement Park - Krusevo" (Idea for social business that will help to use local resources and would reduce unemployment and migration from the city), "Our country Cooperativa SOCIAL GARDENS - Bitola" (Production of organic food) and "Chill Pub - Prilep" (Business plan for reducing unemployment and promoting and improving the social skills of young people).

Participants who are involved in giving their ideas for social enterprises will receive special recognition for their hard work, desire and contribution to the project ENTER Social Entrepreneurship.

Наша Земја

Кооператива

ОПШТЕСТВЕНИ ГРАДИНИ

ИЗРАБОТИЛ
АЛЕКСАНДРА ПАНДЕВСКА
ТОМЕ

3

EUROPE, MY COUNTRY

Final conference in Iasi

From 29 to 31 of July 2016, members of the team of the Youth Alliance Krusevo participated in the final international conference organized by the EuroDEMOS Association in Iasi, Romania. The conference was part of the planned activities in the project «Europe, my country», organized by EuroDemos together with YAK as one of the partner organizations in the activities. Among other partners are also TDM 2000, Italy and Vision2020, UK. The project is supported by the Europe for citizens programme of the European Union.

The conference was held in the Municipality of the city of Iasi in Romania and brought together citizens, civil society representatives, senior municipal officials and one of the parliamentarians of Romania in the European Parliament. One of the topics discussed during the conference was the importance of the active citizenship in one healthy democratic society.

All the constituents in the conference had the opportunity to participate in the workshop, that was later held, and to express their views on the following topics:

- ✓ Methods for discovering their own potential and the potential of the other (the need to do it, how society impacts and possible solutions);
- ✓ Why is it important to be actively involved in society;
- ✓ What would you like to improve at a local level;
- ✓ What changes in society and considered as a threat that what should we do to adapt to the changes;
- ✓ What can we do to prevent discrimination among young people, etc.

The main goal of the project „Europe, my country!“ is raising awareness and encouraging the democratic participation and active citizenship of people by promoting a sense of responsibility and understanding of legal procedures and institutions within the EU.



4

ALO, ASK THE LOCALS

First trailer,
„The poor cousin“



Youth Alliance - Krusevo as a partner of Inter Alia for the purposes of the ALO- ASK THE LOCALS project under the Europe for Citizens programme on the first of July released the 1st trailer of "The Poor Cousin", of the upcoming documentary through "social media marathon". The trailer had a huge reach out and attracted many people firstly because the film is covering a very sensitive topic the EU resource allocation and fund mismanagement and the role of citizens in improving allocation of funds in their communities. Secondly because is showing the real civil position of the people in the small communities, daily issues and life condition. The documentary was shot in small communities in Greece, Bulgaria, Macedonia, Italy, Romania and Serbia. Th. The trailer was product of the filmmaking process which started with "casting" the main protagonists in Krusevo. Throughout the preparatory stage the working group from Youth Alliance-Krusevo identified

the most relevant and captivating stories from the locals. Selected stories were closely related to the main aim of the project such as utilize small community structure and dynamics for enhancing accessibility and effectiveness of allocation of EU resources, thus attempting to involve citizens and stakeholders who rarely have a chance to contribute in the process of building a European narrative. When the protagonists were finalized and noteworthy stories were found started the filming of the movie. The YAK's working group along with the production team from Athens of the documentary filmed 10 local citizens in Krusevo who were willing to share their stories, perspectives and experiences regarding the local storyline of funds misuse and the level of corruption in the particular region. The Screen of the film which will happen in November will reveal the rest details of the upcoming documentary "The Poor Cousin".

FORUMS



REINFORCEMENT OF THE CAPACITIES OF LOCAL YOUTH COUNCIL

Anelia Mitrova, YAK's team member, which represents the organization in the assembly of the Local Youth Council of the Municipality Center, was part of the training course conducted and supported by the OSCE for reinforcement of the capacities of Local Youth Council and the youth structures. The training took place in Berovo from July 4th to 7th, on which were participating 30 young people from 3 local youth councils from the municipalities of Bitola, Kicevo and Center. Trainers from youth organizations CID and YEF four days were working with non-formal methods in order to build the youth capacities and to increase the youth participation in decision-making processes at local and national level. This training aimed to establish networking and cooperation between the three local youth councils for further development and prosperity of the young people precisely from these three municipalities.

SHARED PAST SHARED FUTURE

Member of the YAK's team Anelia Mitrova was part of a focus group organized by the Progress Institute as part of the IPA project «Shared past Shared Future», whose key objective is to build an efficient infrastructure for reconciliation in the Western Balkans and Turkey. The focus group was diverse in order to reflect the different perspectives of representatives and experts from various sectors (small and medium enterprises, civil society, public sector, citizens) that were discussing on various issues relating to the process of reconciliation in the society and the role the different sectors about the way on which they can strengthen the process of reconciliation. The discussion was attended by 6 representatives it was held in the office of «Friedrich Ebert» Foundation in Skopje and was moderated by a researcher from the «Progress Institute». The member on behalf of YAK during the focus group spoke in terms of the young people, guided by the organization past experience representing the views, experiences and opinions of young people and how they can contribute for reconciliation in the country and in the region.

SOLVE IT! SUMMER PROGRAM FOR SOCIAL ENTREPRENEURSHIP

Biljana Stojceski – Member of the team of Youth Alliance - Krusevo participated in the closing event of the Social Entrepreneurship Summer Program, organized by Mladiinfo, on 12 July, held at the Impact Hub Skopje. On this last event, experienced youth workers on the topic “Social Entrepreneurship” aimed to support participants, who attended five weeks in the program, in developing their basic ideas of social business.



THE CRISIS OF PARTICIPATORY DEMOCRACY

On 12th of July 2016, at the Holiday Inn Hotel in Skopje, took place the first Thematic Forum in 2016, organized by the program CIVICA Mobilitas, entitled “The Crisis of participatory democracy.” On the forum participated representatives from over 30 grantees, including the Youth Alliance - Krusevo. In five thematic desks the participants exchanged opinions and ideas, they discussed about representativeness of civil society organizations in the civil dialogue in the country, the role of civil society in the political crisis and the division of society with a focus on civil society. Already we know that forums of CIVICA mobilitas are allowing space for articulating ideas, but critical and crucial for this forum was the opportunity to formulate and present common conclusions to further joint actions by civil society organizations.



INFO DAY OF LYC – KRUSEVO

Biljana Stojanoska, as a team member of the Youth Alliance - Krusevo and delegate to Local Youth Council - Krusevo, participated in the Info Day, organized by this local advisory body, in Krusevo on 12.07.2016. At this event was discussed for the functions and competences of members of the LYC, their role in the city, the way they operate and the importance of youth participation at the local level. Also, at this Info Day was presented part of their annual program, which have contributed to align their views with other young people who were present.



6

PREPARATORY PHASE OF 14TH INTERNATIONAL YOUTH CONFERENCE



Our experiences during the implementation of the International Youth Conference “European Values for the Future of SEE countries” are demonstrating that the most constructive, demanding and crazy period of this project is preparation of the conference.

Striving towards improvement of the cooperation between the active young leaders in SEE region and believing in the young people capacities for changes and innovations, they are actively involved in all phases of the development of the conference project. After the preparation meeting in Belgrade, the conference team is actively working according the agreed procedures on several levels:

Opening the call for participants and dissemination of the official invitation through different channels that are connected directly with the young people.

“Every year for over a decade now, an International Youth conference is taking place in Krusevo. When it started this initiative aimed mainly at reconciling the people coming from the different countries of the Balkans in order to be able later on to build a better future. 2016 marked the 14th edition of this conference and the work and improvements this initiative has implemented within the region is from an outsider’s perspective both visible and impressive.

I found out about the 14th International Youth Conference - European Values for the future of the SEE countries by researching future opportunities online. The online presentation of the conference, which was inviting people’s applications looked professional, complete and interesting, as well as the actual website built up for the occasion. It was clearly stating what, when, how, when and why. The overall topics were both my fields of interest. I decided to apply, answered the different questions of the application with what I believed in, submitted my application and waited.” - Said Audrey, one of the participants that are chosen to be part of 14th International Youth Conference.

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“Meeting in Belgrade was a small brick to a giant bridge of connecting young people, young leaders. We discussed topic by topic, speaker by speaker, in order to provide to youngsters of our countries one of the best experiences they ever could have in their lives. I would like to thank two people who had the courage to try and succeed in one of the most difficult missions in life, connecting people, connecting youngsters. They are Metodija and Biljana, two lovely guys, great friends with great hearts, who brought us together in Belgrade. It was an honor for me to be part of a great team, together with great people, like Omer from Turkey, Nemanja from Serbia, Iztok from Slovenia, Catalina from Romania, Dimitar from Bulgaria and many other great youngsters with a life full of experience. It was an honor for me to be there with all of them because even a small talk with them was a great piece of advice.

There is a lot to do in the coming years, a lot of improvements. Metodija knows it, Biljana does also. But their dedication to this Conference should be a great motive for future Balkan Leaders in Action to give their best, to be determined, to be a rotor of success for the Conference.” – said Avdil Gashi, member of IPG team.

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Social media campaign through the social media channels Facebook, Twitter, YouTube, Instagram

Selecting the best young leaders from 16 SEE countries. The process of selection is based on the following values – objectivity, highly demonstrated motivation for participation on the conference, applicants’ engagement in terms of societal contributions and personal/professional engagements. The application form for the conference is designed on the way to provide to the selection board a clear picture of «where/is what way/how much» each applicant is motivated, engaged, contributive and change maker. The high interest demonstrated for participation on the conference is making the process more comprehensive and demanding.



ESSAY FROM THE APPLICATION FORM OF MS. MARIE JELENKA KIRCHNER:

“When it comes to reconciliation academics are asked to find rational solutions, to provide information about the truth and the right facts and decision makers are urged to act. Often neglected in the present is the generation of the future: the young people. While I won’t argue against the importance of an academic and political approach to reconciliation I do think that a crucial problem here is as with all social changes “that the youth is too often neglected. This is reflected in the limited attention given to youth as positive actors in social change in literature on the topic of reconciliation, peace and integration. I therefore think that one crucial key to last reconciliation and therefore integration is the structural provision of a platform which enables young people to get in touch, to get around and to learn. One example for a platform like that gives the Regional Youth Cooperation Office for the Western Balkans which is special in its kind for different reasons, especially thanks to the official support from six governments. Especially in the context of the question how European values can impact the future of SEE countries, we should use platforms like this (regional, inclusive and equal approach), expand those platforms and those networks and to create a wide European generation. Only through the active involvement and empowerment of youth can not only reconciliation be guaranteed but can also disintegration and exclusive social structures be prevented.”

The project “European Values of the Future of SEE Countries” is supported by the Stability Pact for SEE sponsored by Germany and implemented in partnership with the Friedrich Ebert Foundation, office Skopje.



7

PROGRAM FOR ORGANIZATIONAL DEVELOPMENT AND STRENGTHENING CAPACITIES OF YAK

In recent months, as well as in the next period of Youth Alliance-Krusevo, through carefully designed and based on the self-esteem procedure, is working on the two-year work plan for institutional development and organizational strengthening. In particular, organizational strengthening relates to strengthening the YAKs improving the overall success in achieving its mission «Active involvement of young people in all spheres of the society.» One of our milestones for institutional and organizational development is «Strengthening the capacity of YAK through infrastructure and technical development, staffing and financial stability.»

Young people are the focus of the Youth Alliance and its overall organizational lies in strengthening the link to «YAK - constituents.» In the period between July and August, implementation commenced on numerous activities aimed at capacity building of the YAK team for a proactive, personalized and consistent approach to the constituents.

Individual learning is no longer enough. It is necessary to develop collective, organizational learning and knowledge, known as «Intangible wealth». For these reasons in the interest of management is to provide the opportunity for continuous learning and training of the staff.

The workshops were held in Youth Alliance and their primary aim was to strengthening the relationship «Youth Alliance - constituents.

“Until now were held 3 workshops for team members of the Youth Alliance. At the beginning was made self-assessment of skills currently held by team members and were set targets to whose achievement will strive in the future.”

The first workshop is titled “**Identifying the needs of the constituents of Youth Alliance**” where team members were familiar with MS methods and basic principles of the research process, which will help in further identifying the changing needs of the broad base of constituents.



ORGANIZATION DEVELOPMENT

WHOLE ORGANIZATION
KEEP IN MIND HOW IT WILL EFFECT THE
my Dept. other dept.

ORGANIZATIONS ARE MADE OF PEOPLE

INVOLVES CHANGE for the longterm

IT'S A PROCESS
THIS → THAT 4 2:00

WE WANT TO DO BETTER! WHAT CAN WE DO?
INVOLVES PEOPLE IN THE PROCESS
FOUSES ON IMPROVING



The second Workshop "Organizational Development and Values" the team of Youth Alliance gained knowledge about the process of organizational development, specific characteristics of individual stages of the organizational development, the importance of organizational values and how good relations and cooperation with constituents contributing to the overall success the organization.



The third workshop, "Managing time and emotions on building long term relationships and connections" connected the time management and the emotional intelligence, recognizing them as important knowledge and skills required of Youth Alliance team to possess and apply in all fields of work. Effective use of available time will increase the overall efficiency of the organization, but also will improve the quality of life during individual level. Emotional intelligence is one of the most attractive themes in modern management and its application multidimensional benefit is extremely important in activities related to interpersonal relationships with people. «- Said Sanja Nikolic, Professor at MIT University and member of the team of Youth Alliance – Krusevo.

Управување со времето и емоциите за градење на долгорочни односи и врски

Организациски развој и ведности

Идентификување на потребите на конституенти на Младински сојуз

