



Technical Assistance for
Civil Society Organisations
Macedonian Office



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NATIONAL TRAINING PLAN MACEDONIAN OFFICE

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INTRODUCTION

The general objective of the project Technical Assistance for Civil Society Organisations (TACSO) is to strengthen the civil society within a participative democracy, to stimulate a civil society-friendly environment and culture, as well as to strengthen the overall capacities and accountability of Civil Society Organisations (CSO) within IPA beneficiaries (Western Balkans and Turkey), to guarantee the quality of service of CSOs and a sustainable role of the CSOs in the democratic process.

An important project component is the capacity development of CSOs. This component consists of regional and national training programme. Regional training programme was implemented in the period February – May 2010. Five topics were covered with the regional training programme:

1. Fundraising;
2. Developing and Managing EU Funded Projects;
3. Civil Society Organizations (CSO) Management;
4. Advocacy and Lobbying;
5. Citizens' Participation in the Decision Making Process;

The national training program has been developed in consultation with Local Advisory Group and it reflects priority needs of CSOs identified by the Needs Assessment report. The national training programme takes into account experiences from the implementation of the regional trainings. It also integrates other country specific topics. It is planned for the national training programme to be implemented in the period June 2010-May 2011.

The list of topics to be covered with the national training programme includes:

1. Fundraising;
2. Developing and Managing EU Funded Projects;
3. Civil Society Organizations (CSO) Management;
4. Advocacy;
5. Citizens' Participation in the Decision Making Process;
6. Introduction in IPA and possibilities for CSOs;
7. Law for associations and foundations;
8. Public Relations for CSOs;
9. Social media for CSOs;
10. Strengthening analytical capacities for watch dog role of CSOs

TARGET BENEFICIARIES

The national training program is open to participation of registered Civil Society Organizations, including organizations registered according to the Law on Associations and Foundations as well as all other forms of associations registered under other respective laws (trade unions, employers associations).

The national training program covers training courses developed for CSOs on different levels of their organisational development providing basic and advanced training curricula on certain topics. CSOs coming from deprived areas will be particularly encouraged to participate in the trainings.

Macedonian TACSO Office will develop selection criteria in consultancy with the Local Advisory Group. Selection process will be based on screening CSOs and individual training candidates against general criteria (applicable to all training courses) and specific criteria developed for each particular training course.

During the selection process particular attention will be paid to provide equal gender and ethnic participation.

In total, approximately 460 participants will be covered with the National training programme.

TRAINING METHODOLOGY

Training methodology, in principle, will be based on the methodology applied to the regional training programme.

Adult learning cycle approach will be applied providing four levels of learning: acquiring knowledge, acquiring skills, changing attitudes and changing behaviour. Part of the training courses will be followed by on-line coaching and support provided by short-term experts and TA Desk to ensure that participants apply the acquired knowledge, skills and attitudes in their work.

The training modules are designed at basic and advanced level and will combine and mix theory and practice in the form of mini-lectures, group work, participative methods and practical assignments. The methods and techniques that are going to be used are interactive and stimulate communication and sharing of experiences.

The optimal number of participants per training is 20. In principle, one person per organisation will be selected.

Each training course will be delivered by two competent trainers - experts in the respective area. Participants in the regional training programme will participate in delivering part of the training courses as trainers or co-trainers.

Participants will receive training materials that will include theoretical concepts, case studies and practical examples. Training materials will be provided in Macedonian language.

Evaluation of the training will be carried out at the end of each training through evaluation questionnaires.

OVERVIEW OF TRAINING COURSES

No.	Name of activity	Date	Target group	Duration and Place	Training catalogue reference /pg. no.
Follow up of the regional trainings					
1.	Developing and Managing EU projects - Introduction training	14 June 2010	CSOs without experience in applying for EU funds	1 day Skopje	7
2.	Fundraising training workshop	21 June 2010	Middle and insufficiently developed CSOs	1 day Skopje	8
3.	Fundraising training workshop	23 June 2010	Middle and insufficiently developed CSOs	1 day Stip	8
4.	Fundraising training workshop	24 June 2010	Middle and insufficiently developed CSOs	1 day Ohrid	8
5.	CSO Management training – introductory training	17 September 2010	Insufficiently developed CSOs	1 day Skopje	11
6.	CSO Management training	22 – 24 September 2010	Middle developed CSOs and networks (management staff & board representatives)	3 days Ohrid	12
	Follow up CSO Management training	10 December 2010		1 day Skopje	
7.	Developing and Managing EU projects - Project planning training (LFA approach)	6 -8 October 2010	CSOs which applied without success for EU projects or have got maximum 2 EU projects	3 days Strumica	9
8.	Citizens' participation in decision making process training	27 – 28 October 2010	CSOs with missions to influence on public policy (insufficiently developed & middle level local CSOs)	2 days Lake Mladost - Veles	14
9.	Developing and Managing EU projects – Implementation and M&E	3 – 5 November 2010	Middle level and advanced CSOs – have got minimum 2 projects	3 days Mavrovo	10

10.	Advocacy training Follow up Advocacy training	20 – 22 November 2010 22 – 23 January 2011	CSOs with missions to influence public policy (middle level CSOs)	3 days Bitola – Pelister 2 days Kocani, Gradce	13
11.	Citizens' participation in decision making process training	16 - 17 February 2011	CSOs with missions to influence public policy (middle level CSOs)	2 days Skopje	15

National specific trainings					
12.	Introduction in IPA	July 2010	All CSOs	4x1 day	16
13.	Law for associations and foundations	20 September, 13, 14 October 2010	All CSOs	3x1 day	17
14.	Social media for civil society workshop	27 January 2011	Advanced & middle level CSOs	1 day Skopje	19
15.	Social media for civil society workshop	24 February 2011	Advanced & middle level CSOs	1 day Skopje	19
16.	Public Relations for civil society	29 – 31 March 2011	Middle and insufficiently developed CSOs	3 days Skopje	18
17.	Strengthening the analytical capacities for watch dog role	12 – 14 April 2011	Think Thank organisations – middle developed	3 days Struga	20
18.	Public Relations for civil society	18 – 20 May 2011	Middle and insufficiently developed CSOs	3 days Skopje	18

TRAINING COURSES CATALOGUE

Name of the activity: Developing and Managing EU projects - introductory training

Category: One day training

Date: 14 June 2010

Place: Skopje

Deadline for application: 10 June 2010

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost for the training including meals and refreshments, training room, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be CSOs representatives with basic practical experience in applying for EU funds.

Objectives: The objectives of the proposed training are:

- To enhance knowledge and skills of selected CSO representatives on developing and managing EU projects.

Outcomes: By the end of this training, participants will be able to:

- Understand the forthcoming possibilities for EU funding for CSOs
- Understand EU application form elements and contents

Content:

- Introduction of the EU funding possibilities
- How to apply for EU projects
- How to develop EU projects

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, sharing of experiences and participatory activities to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum group participation through the use of interactive methods, experiential activities and participatory tools. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc).

Name of the activity: Fundraising

Category: 1 day workshop (3)

Date: 21 June, 23 June, 24 June

Place: Skopje, Stip, Ohrid

Deadline for application: 17 June 2010

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost for the training including meals refreshments, training room, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the workshop.

Target group: Participants are representatives of CSOs that have basic experience with Fundraising issues. CSOs facing the challenge of financial instability and need for diversification of their financial sources will be particularly encouraged to participate (ex: when core donors are reducing their support, no experience with other fundraising methods except project proposals writing etc.).

Objectives: The objectives of the proposed workshops are:

- To enhance understanding and knowledge of selected CSO representatives about different funding opportunities for their CSOs;
- To equip participants with methods, techniques and tools for fundraising strategies preparation and planning of fundraising activities.

Outcomes: By the end of these workshops, participants will be able to:

- Identify fundraising opportunities in line with the main objectives of their CSOs needs and future working plans
- Apply in their organisation methods and tools for planning and implementation of fundraising activities

Content:

- Fundraising opportunities for CSOs (sources and forms)
- Fundraising strategies
- Fundraising activities
- Communicating with donors

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, group work, sharing of experiences and participatory activities to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum group participation through the use of interactive methods, working groups, experiential activities and participatory tools. The trainers will

develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc).

Name of the activity: Developing and Managing EU projects - Project planning training (LFA approach)

Category: 3 days training

Date: 6-8 October 2010

Place: Strumica

Deadline for application: 20 September 2010

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost for the training including accommodation, meals, training room, refreshments, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to have basic experience in applying for EU funds, to have applied for EU projects without success or to have got maximum 2 successful EU project applications.

Objectives: The objectives of the proposed training are:

- To enhance knowledge and skills of selected CSO representatives on project planning and preparation of EU project applications.

Outcomes: By the end of this training, participants will be able to:

- Understand phases of the project cycle
- Develop logical frame matrix
- Understand the EU application form and its contents
- Prepare project budget

Content:

- Project cycle management phases
- Problem analysis and objectives analysis
- LFA approach
- EU application form and its contents
- EU projects budget form

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, group work, sharing of experiences, participatory activities, and feedback, to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum group participation through the use of interactive methods, working groups, experiential activities and participatory tools. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc).

Name of the activity: Developing and Managing EU projects -Monitoring &Evaluation

Category: 3 days training

Date: 3 - 5 November 2010

Place: Mavrovo

Deadline for application: 20 October 2010

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost for the training including accomodation, meals, training room, refreshments, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be from middle level and advanced CSOs or have got implemented minimum 3 EU funded projects.

Objectives: The objectives of the proposed training are:

- To enhance knowledge and skills of selected CSO representatives in monitoring and evaluation of EU funded projects.

Outcomes: By the end of this training, participants will be able to:

- Develop and apply project monitoring systems
- Understand the concepts and tools used for EU project monitoring and evaluation

Content:

- Monitoring indicators
- Data collecting and analysis
- Tasks and responsibilities in monitoring
- Evaluation criteria
- Evaluation tools and instruments

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, group work, sharing of experiences, participatory activities, and feedback, to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum group participation through the use of interactive methods, working groups, experiential activities and participatory tools. The trainers will

develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc).

Name of the activity: CSO Management – introductory training

Category: One day training

Date: 17 September 2010

Place: Skopje

Deadline for application: 10 September 2010

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost for the training including meals, training room, refreshments, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be representatives of small and new CSOs with basic experience with CSO Management, are founders of the organisation and/or members of the management/governance structures of the organisation.

Objectives: The objectives of the proposed training are:

- To introduce the participants in the concept of CSO Management
- To improve level of understanding for management processes in CSO (vision and mission, strategic planning, dealing with people, organizing working processes etc).

Outcomes: By the end of this training, participants will be able to:

- Understand the significance of establishing appropriate internal organisation that responds to challenges of the external environment
- Apply simple tools for defining organisation vision and mission.

Content:

- Basic elements of organisation
- Defining mission and vision of organisation
- Basic processes of organizational management
- Long-term vs. project planning

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, group work, sharing of experiences and participatory activities to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum group participation through the use of interactive methods, working groups, experiential activities and participatory tools. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc).

Name of the activity: CSO Management training – advanced

Category: 3 days training + 1 day follow-up training

Date: 22 – 24 September 2010 and 10 December 2010

Place: Ohrid and Skopje

Deadline for application: 10 September 2010

Language: The working language throughout the proposed training will be Macedonian

Financial information: TACSO project will cover all cost for the training including accomodation, meals, training room, refreshments, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to have previous experience with CSO Management issues and to have management roles in their organisation (executive management role, governance board members or mid-level management). Participants should be representatives of CSOs that are on middle or advanced level of development. Two representatives of one organisation are foreseen. Accepted CSOs should take responsibility by the end of the training cycle to prepare (revise) organisational strategy.

Objectives: The objectives of the proposed training are:

- Encourage strategic and long-term thinking of CSOs
- To increase knowledge and skills of selected CSO representatives from the country on CSO Management, particularly focusing on strategic management.

Outcomes: By the end of this training, participants will be able to:

- Perform organisational analysis and identify organisational strengths and weakness and opportunities and treats;
- Develop/adjust long-term visions and missions of their organisations;
- Prepare/revise strategic plans for their organisations

Content:

- Main elements of organisation (Integrated organisation model)
- Institutional and organisational analysis
- Strategic planning (developing mission, strategic orientation)

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, group work, sharing of experiences, participatory activities and feedback, to ensure that training objectives and measurable outcomes have been achieved. Each organisation will receive practical assignment to prepare/revise its strategic plan. After the training, participants will receive on-line coaching by the trainers to finalise their practical assignments.

The trainers will facilitate maximum group participation through the use of interactive methods, working groups, experiential activities and participatory tools. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc). The trainers will also prepare concrete case studies of examples of successfully applied CSOs management tools.

Name of the activity: Advocacy training

Category: 5 days training (3+2 days follow-up)

Date: 20-22 November 2010, 22-23 January 2011

Place: Bitola, Kocani (Gradce)

Deadline for application: 10 November 2010

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost for the training including accomodation, meals, training room, refreshments, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be from CSOs with missions to influence on public policy (middle level local CSOs) and to have management roles in their organisation (executive management role, governance board members or mid-level management). Two representatives of one organisation are foreseen. Accepted CSOs should take responsibility by the end of the training cycle to prepare action plan.

Objectives: The objectives of the proposed training are:

- Understand the concepts of advocacy and the elements of the advocacy process
- Develop skills necessary to plan and carry out an effective advocacy campaign

Outcomes: By the end of this training, participants will be able to:

- Increase their knowledge and skills on advocacy and lobbying;
- Embark on develop a lobbying/advocacy campaign in line with their organisation's objectives;

Content:

- Stages in the advocacy process
- Elements of effective advocacy and lobbying campaign

- Developing advocacy and lobbying strategy
- Developing and delivering advocacy messages
- Building support and coalitions for effective advocacy
- Negotiation skills

Methodological approach:

This level of training will combine theory and practice in the form of mini-lectures, group work, sharing of experiences, participatory activities, and feedback, to ensure that training objectives and measurable outcomes have been achieved. Each organisation will receive practical assignment to prepare action plan for advocacy. After the training, participants will receive on-line coaching by the trainers to finalise their practical assignments.

The trainers will facilitate maximum group participation through the use of interactive methods, working groups, experiential activities and participatory tools. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc). The trainers will also prepare concrete case studies of examples of successfully applied tools for advocacy and lobbying.

Name of the activity: Citizens' participation in decision making process training - basic

Category: 2 days training

Date: 27 – 28 October 2010

Place: Veles – lake Mladost

Deadline for application: 15 October 2010

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost for the training including accomodation, meals, training room, refreshments, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be representatives of CSOs with missions to influence public policy working mainly on local/municipal level that are insufficiently developed or on the middle level of development

Objectives: The objectives of the proposed training are:

- To enhance knowledge and skills of selected CSO representatives from the country on citizens' participation in decision making process. The focus of this training will be to equip participants with methods, techniques, tools and approaches for better success in influencing public policy.

Outcomes: By the end of this training, participants will be able to:

- Better understand the role and importance of citizens' and CSO participation in the decision-making process
- To develop a useful and practical document such as a Strategy / Action plan for improving citizens' participation in their own context

Content:

- Citizen's participation in the decision-making process – levels of participation, their purpose, different methods, techniques, tools and approaches
- Experiences in citizens' participation in decision-making
- Challenges faced in citizens' participation on local level and options for overcoming these obstacles.

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, group work, sharing of experiences, participatory activities and feedback, to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum group participation through the use of interactive methods, working groups, experiential activities and participatory tools. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc). The trainers will also prepare concrete case studies of examples of citizens' participation in decision making process on local/municipal level.

Name of the activity: Citizens' participation in decision making process training-advanced

Category: 2 days training

Date: 16 – 17 February 2011

Place: Skopje

Deadline for application: 1 February 2011

Language: The working language throughout the proposed training will be Macedonian

Financial information: TACSO project will cover all cost for the training including accomodation, meals, training room, refreshments, training materials, travel costs (n the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be representatives of CSOs with missions to influence public policy on middle level of development.

Objectives: The objectives of the proposed training are:

- To enhance knowledge and skills of selected CSO representatives from the country on citizens' participation in decision making process. The focus of this training will

be to equip participants with methods, techniques, tools and approaches for better success in influencing public policy.

Outcomes: By the end of this training, participants will be able to:

- To develop a useful and practical document such as a Strategy / Action plan for improving citizens' participation and for overcoming obstacles to citizens' participation in their own context
- Apply good EU and IPA countries best practices on a local context

Content:

- Citizens' participation in the decision-making process – levels of participation, their purpose, different methods, techniques, tools and approaches
- Experiences in citizens' participation in decision-making, challenges faced and options for overcoming these obstacles.
- Role of CSOs and other stakeholders in developing and institutionalizing mechanisms for citizens' participation
- EU best practices in citizens' participation in the decision-making process

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, group work, sharing of experiences, participatory activities, and feedback, to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum group participation through the use of interactive methods, working groups, experiential activities and participatory tools. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc). The trainers will also prepare concrete case studies of examples of citizens' participation in decision making process.

Name of the activity: Introduction in IPA and possibilities for CSOs

Category: One day information seminar (4 seminars)

Date: July 2010

Place: to be confirmed

Deadline for application: 30 June 2010

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost for the training including meals and refreshments, training room, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be CSOs representatives

Objectives: The objectives of the proposed training are:

- To enhance knowledge of selected CSO representatives from the country on IPA funding opportunities.
- To promote approaches for better success in IPA funding opportunities of their organisations.

Outcomes: By the end of this training, participants will be able to:

- Increase the knowledge and understanding of IPA funds and possibilities for their CSOs
- Understand the priorities and application procedure for the first national IPA call for CSOs

Content:

- Introduction of IPA funding opportunities for CSOs
- Writing successful EU applications/proposals

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, sharing of experiences and participatory activities to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum group participation through the use of interactive methods, experiential activities and participatory tools. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc).

Name of the activity: Law for associations and foundations

Category: One day information seminar (3 seminars)

Date: 20 September, 13 October, 14 October 2010

Place: to be confirmed

Deadline for application: 20 August 2010

Language: The working language will be Macedonian

Financial information: TACSO project will cover all costs including meals and refreshments, training room, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be from all types of CSOs and to have management roles in their organisation (executive management role, governance board members or mid-level management).

Objectives: The objectives of the proposed training are:

- To enhance knowledge and understanding of selected CSO representatives from the country on the new Law for Associations and Foundations.

Outcomes: By the end of this training, participants will be able to:

- Understand changes introduced with the new law
- Better understand what steps they should undertake to align their organisation with the regulations and requirements of the new law.

Content:

- New Law for Associations and Foundations provisions
- Implications of the new provisions to the CSOs structure and operations (re-registration, public benefit status, etc.)

Methodological approach:

This seminar will combine presentations and discussions to ensure that training objectives and measurable outcomes have been achieved. The trainers will facilitate maximum group participation providing full understanding and reflection on the contents. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc).

Name of the activity: Public relations for CSOs

Category: 3 days training (x2)

Date: 29 – 31 March 2011 & 18 – 20 May 2011

Place: Skopje

Deadline for application: 10 March 2010

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost for the training including accomodation, meals, training room, refreshments, training materials, travel costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be from middle and insufficiently developed CSOs and to be responsible for public relations or to have management roles in their organisation (executive management role, governance board members or mid-level management).

Objectives: The objectives of the proposed training are:

- To enhance knowledge and skills of selected CSO representatives on how to increase image of their CSOs and improve public relations.

- To equip participants with methods, techniques and tools to successfully plan and implement public relations of their organisation.

Outcomes: By the end of this training, participants will be able to:

- Prepare PR strategy for their organisation
- Improve presentation of their organisation and activities to the public applying planned approach

Content:

- PR strategies design
- TV and radio interviews
- Press-release
- Press-conferences and other public events
- Presentation skills

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, group work, sharing of experiences, participatory activities, and feedback, to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum group participation through the use of interactive methods (camera), live interviews, working groups, experiential activities and participatory tools. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc).

Name of the activity: Social media for CSOs

Category: 1 day workshop (2)

Date: 27 January 2011 & 24 February 2011

Place: Skopje

Deadline for application: 10 January 2011

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost for the training including accommodation, meals, training room, refreshments, training materials, trip costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be representatives from advanced and middle level CSOs

Objectives: The objectives of the proposed training are:

- To raise awareness of the benefits and possibilities of the social media for CSOs.

- To increase the knowledge and skills for usage of social media for CSO purposes.

Outcomes: By the end of this training, participants will be able to:

- Know what are social media and what types of social media are available
- Understand the value of social media for their organisation
- Use social media as a tool for their communication strategy and building their constituency
- Campaign through use of social media

Content:

- Blogging and micro-blogging
- Presentation and publication sharing sites
- Social networking sites
- Multimedia sites (video, audio, photo)

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, sharing of experiences, practical assignments and feedback, to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum group participation through the use of interactive methods and experiential activities. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts, use of flip charts etc). The trainers will also prepare concrete case studies of examples of usage of social media for CSOs.

Name of the activity: Strengthening analytical capacities for watch dog role of CSOs

Category: 3 days training

Date: 12 - 14 April 2011

Place: Struga

Deadline for application: 1 April 2011

Language: The working language will be Macedonian

Financial information: TACSO project will cover all cost including accommodation, meals, training room, refreshments, training materials, trip costs (in the amount of a bus fare) and other costs related to the needs of the training.

Target group: Participants are expected to be representatives of CSOs having think tank profile and having experience in public policy creation.

Objectives: The objectives of the proposed training are:

- To analyze different policy processes, models that describe them and identify/familiarize with those that could be used to describe the policy processes in Macedonia.
- To encourage CSOs to engage in advocacy and watch dog role relying on sound policy analysis
- To increase knowledge and skills of selected CSO representatives to build arguments serving to their watch dog activities by producing policy papers and/or briefs

Outcomes: By the end of this training, participants will be able to:

- Understand the importance of analytical approach and use of policy papers and briefs in influencing public policy
- Structure and develop coherent policy papers and briefs
- Apply effective communication strategies for their policy products

Content:

- Purpose of policy papers and briefs as decision making tools
- Structural elements of the policy study and/or policy brief
- Effectively organising and presenting policy paper and /or policy brief

Methodological approach:

This training will combine theory and practice in the form of mini-lectures, group work, practical assignments and feedback, to ensure that training objectives and measurable outcomes have been achieved.

The trainers will facilitate maximum participation through the use of interactive methods and working groups. The trainers will develop materials necessary for the presentation/illustration of the main points of the training (power point, handouts etc).

Participants will work on practical assignments during the training. After the training they will receive on-line coaching by the trainers to finalise their policy products.