



EU TECHNICAL ASSISTANCE  
TO CIVIL SOCIETY ORGANISATIONS  
IN THE WESTERN BALKANS AND TURKEY



# COMMUNITY RESILIENCE FORUM 2021

20-21 OCTOBER, 2021

BELGRADE, SERBIA





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## Center for Change Management Skopje, North Macedonia





# Citizen-centered public services

Public services not only for citizens,  
but designed by citizens

Electronic services – offer vs  
demand/use

Bureaucracy should not be digitized

Specific needs of youth





# Advocacy on improved services

Covid made us think outside of the box

Shift in preference for digital communication

Gaps between citizens, but also between CSOs

Youth is opinionated, but do not reach out to decision-makers themselves

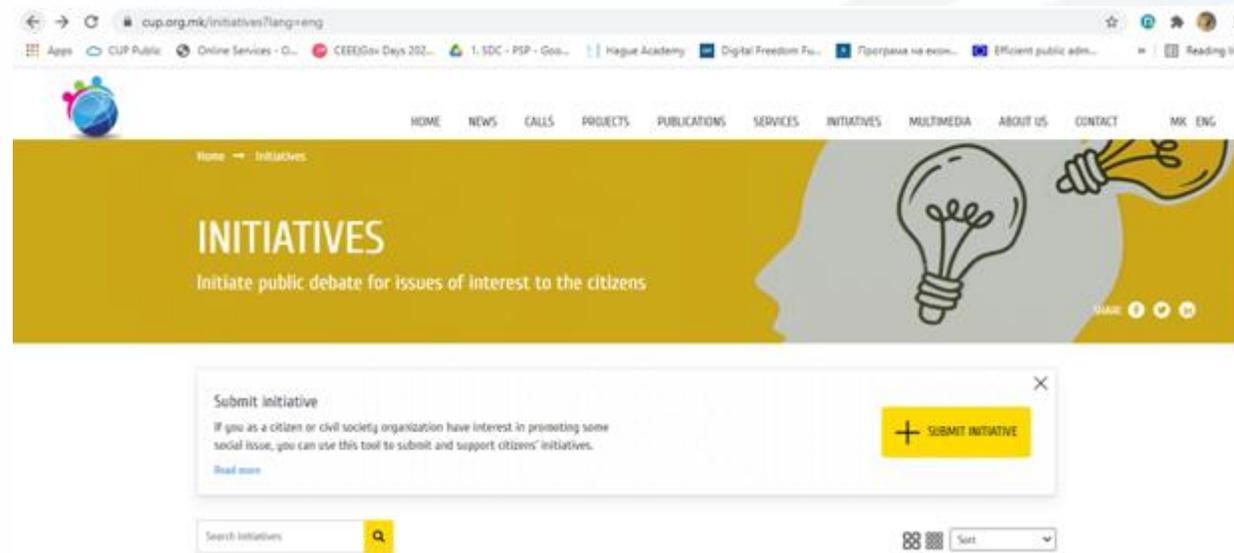
# Online advocacy tool

<https://cup.org.mk/initiatives?lang=eng>

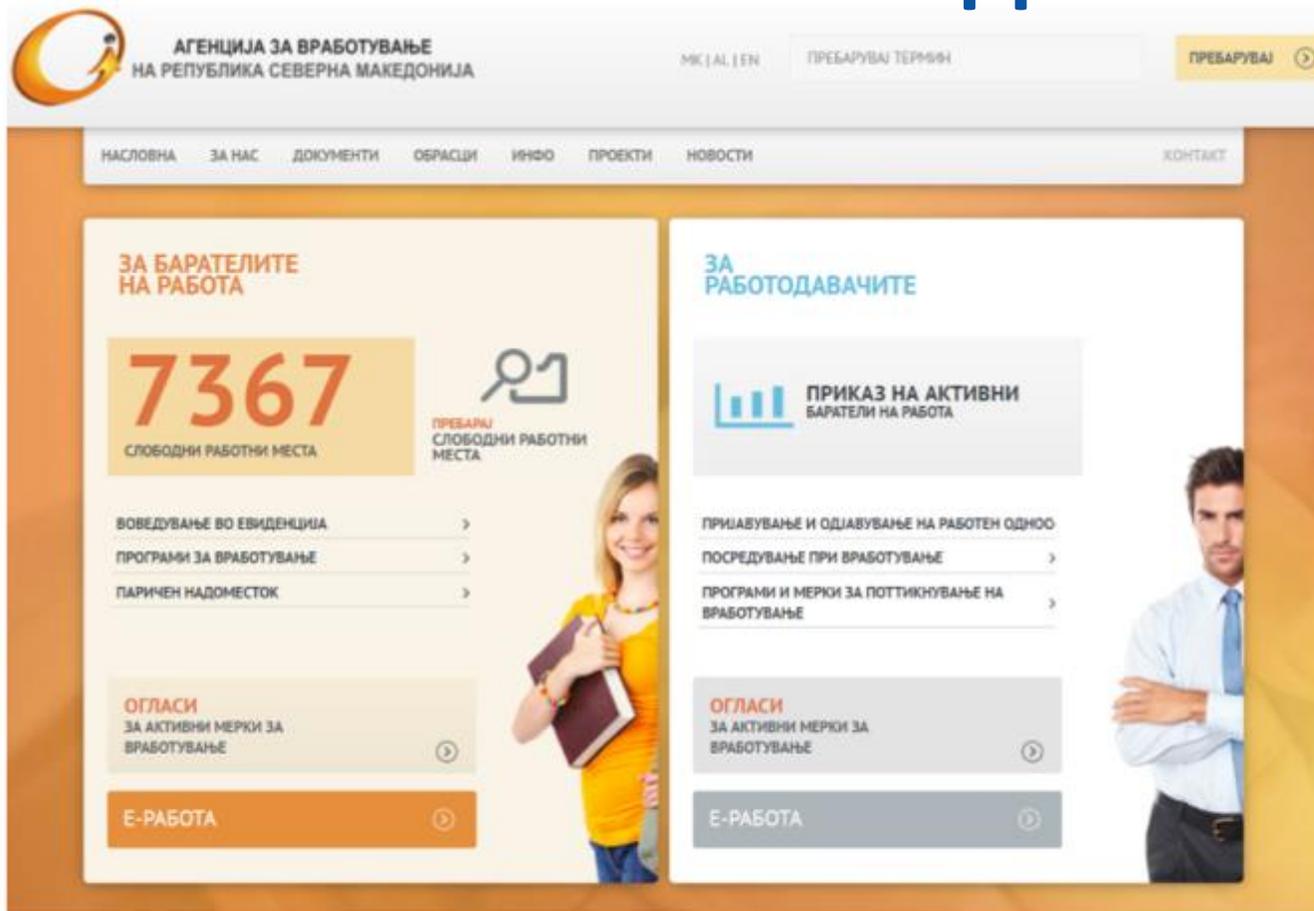
CCM enables that citizens and CSOs can submit initiatives

Targets specific decision makers (multiple contact groups)

Detailed research



# Citizens and CSOs can support initiatives



ИМЕ И ПРЕЗИМЕ:

ОРГАНИЗАЦИЈА (ОПЦИОНАЛНО):

АДРЕСА НА Е-ПОШТА:

ОПШТИНА:

Се согласувам на условите на користење

50%

250 ПОДДРЖУВАЧИ → 500 ЗА АКЦИЈА

## ДИГИТАЛИЗАЦИЈА НА ПРОЦЕСОТ НА ЕВИДЕНЦИЈА НА НЕВРАБОТЕНИТЕ ЛИЦА ВО АГЕНЦИЈАТА ЗА ВРАБОТУВАЊЕ

Подносител на иницијативата: Весна Радиновска, Национален младински совет на Македонија

ОПИС НА ПРОБЛЕМОТ

# Evidence based advocacy

Data on the issue and  
data on the supporters

Social media





# Boost

Increased demand by CSOs immediately  
after public presentation

Fully devoted organization?



## Most successful initiative??





Thank you!  
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<https://cup.org.mk/>