

MACEDONIAN ANTI POVERTY PLATFORM

www.mppps.org.mk

**Communication tools: using media and
social media in National work**

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Macedonian Anti Poverty Platform (MAPP) is an alliance of 69 voluntary, non-partisan, non-governmental organizations, informal NGOs, self-help groups, unions and individuals united in order to realize its objectives in terms of promoting equality and social justice, participatory democracy and civic solidarity.

MAPP was founded in July 2010 by the Institute for Human Rights Ludwig Boltzmann within the project Social Inclusion and Human Rights in Republic of Macedonia.

Strategic Areas in Work programme 2013-2015:

1. Monitoring and advocacy for the promotion and implementation of the legislative framework and national policies

Activities:

- Monitoring the National Plan for harmonization of legislation with European NPPA
- Monitoring changes in national policies on social inclusion (employment, health, housing, poverty, education, youth, family, labor, children's rights, elderly ...)
- Initiate amendments to the laws relating to the above topics.
- Initiating the discussion on minimum income in Macedonia
- Submission of annual reports on the conditions associated with poverty in Macedonia to all relevant institutions

2. Monitoring standards for quality and comprehensive services for social inclusion

Activities:

- Analysis of the quality and comprehensiveness of existing services and their implementation
- Improving services for social inclusion
- Promote existing services

3. Encourage active participation of citizens in creating and revising national and local policies

Activities:

- Organizing debates with vulnerable people for their active participation
- Training of vulnerable categories of citizens for active participation
- Conference of people living in poverty
- Strengthening the capacities of members of the Platform for Active Citizenship and Civic Participation
- European meeting of people living in poverty

4. Communicating with the public

Activities:

- Sending EAPN information about the activities of MAPP and its members
- Translating materials EAPN
- Monitoring of Printed and electronic media reaction to them
- Preparation of annual plans for public relations
- Review of annual reports on the activities of members of MAPP

MAPP Communication Strategy

Its **goal** is to determine the strategic priorities of communication, the key target groups, their needs and priorities in relation to the issue of MAPP and communication with them, to define messages to each of the target groups and the most appropriate and effective ways for communication

Target groups to which Platform focuses its activities:

- Governmental institutions,
- Citizens organizations and education sector,
- Media and the general public;
- Vulnerable groups affected by poverty and private sector

For each target group approach was developed, including identifying needs, developing a message, establishing communication tools and indicators to monitor progress.

For more information please visit our web side:

www.mpps.org.mk,

Link:

<http://mpps.org.mk/images/stories/dokumenti/rabotna-programa.pdf>

Communication tools:

- ✓ Press Releases
- ✓ Press conferences
- ✓ Appearances in media
- ✓ Letters to editorial (reactions to certain events or released from specific media)
- ✓ Briefings
- ✓ Direct calls
- ✓ Mailing list
- ✓ Organizing and participating in business meetings, debates, seminars, workshops
- ✓ Web side, blog, fb profile

By using communication tools it is easier to influence social change and raise awareness.

MAPP has mobilized people with its own communication tools (web side, blog and facebook profile) and with very limited financial recourses for:

- ❖ **Citizen initiative “AMAN”**- campaign and protests against constant increase of prices for electric power, gas and oil 2012/2013
- ❖ **Monitoring of the local elections in Republic of Macedonia** March 2013 (499 people)
- ❖ **Campaign: “The game continues”** December 2012

In 2013 MAPP actively works on:

- ❖ Adequate minimum income in Macedonia
- ❖ Supporting new members' initiatives about new law of abortion



Citizens initiative "AMAN"
7 months protests, petition
with 13.169 signatures

MAPP Accreditation for monitoring of local elections 2013

In the first round of the local elections in 2013 the electoral process was followed by 499 Platform observers in 20 cities throughout the country.

More information about the process and the reports please follow this link:

http://www.mpps.org.mk/index.php?option=com_content&view=article&id=222:izvestaj-nepravilnosti-lokalni-izbori&catid=40:frontpage



Campaign: The game continues...

In December 2012, MAPP organized collecting of used toys and donated them to the children who live in poverty.

The idea was proposal from the MAPP member from Skopje-Greener.

The idea is not new, but it had added the value of reuse of resources for the first time, as opposed to the usual perception of such activities as humanitarian acts of compassion or just as acts of helping the helpless.



Relevance of the action

Children in the first associations often cited the basic human need for food, clothing, housing and other rights of the deprived poor, including the right to education, **play** and health

<http://www.unicef.org/tfyrmacedonia/macedonian/Child-Poverty-Study-MKDsm1%283%29.pdf>

Impact:

1. Healthy Environment

- Reducing the amount of waste
- Preserving the environment

2. Socio - economic benefits

- Improving the quality of children's life
- Re-use of items with value
- Saving resources

3. Developing solidarity and social responsibility

- Children develop a sense of responsibility for the environment and society
- Children learn solidarity, to give and to help

How it all began?

- MAPP choose 6 local coordinators from 4 cities in Republic of Macedonia (3 from Skopje and 3 from Strumica, Tetovo and Bitola)
- Local coordinators established contacts with municipalities and schools' directors
- The municipalities gave their support. They informed another kindergartens and schools about the action.
- MAPP created event with logo on the social network Facebook
- MAPP informed the national and the local mediums
- MAPP started posting photos of donations (web side, facebook event)
- Other municipalities, organizations, kindergartens and schools organized donation days

TIME FRAME

10-14.12.2012 - preparatory activities (choosing local coordinators, making requests for support, informing the media, creating Facebook event)

14-16.2012-opening point in the Army Hall, as part of the children's creative festival: Our little festival

17-21.2012-collecting toys in primary schools and kindergartens in three municipalities in Skopje and other 3 cities

26-30.12.2012-donating toys

Media support:

The media showed interest for the action and the local coordinators participated in TV programs (local and national).

The Platform gained the support of over 15 electronic media, that contributed to the success of the action and helped in its introduction to the wider public.

Resources for implementing the activities:

- storage space for toys
- cleaning / washing / disinfection of the collected toys
- bags and decorations (from recycled or natural materials)
- promotional materials (paints, greetings)
- 10 volunteers

Partners who voluntarily helped us:

Hotel for storing and packaging toys

Private nursing home for washing and cleaning toys

Private company for donating children's backpacks

Private company for donating cardboard boxes

Private company donating cakes

Private company donating cloths



All items collected were classified according to their suitability for a particular age, were washed (or cleaned) and then packed in small backpacks and cardboard boxes for safe transport



Results:

Over 500 packages were prepared (divided by age) with toys, clothing, greeting cards for the New year and cakes

In other cities, where MAPP have members, additional donation packages were gathered (St. Nikole and Berovo)

Citizens generously donated. The donations were made by elderly people and their grandchildren, parents with children, children donated for unknown coevals.

We succeeded to attract supporters, so that other civic organizations motivated their members to donate.

We had a great cooperation between the business community, NGOs and municipalities.



Our success:

- After 6 months of the action's end, citizens who want to donate still make contacts with us. Also, we're in constant contact with families living in poverty and in need of assistance in providing toys or clothing for themselves and their children.
- The number of supporters of the social network MAPP increase
- We try to find a way to reuse the toys and make even more children happy.

Financial cost:

0 euro



The game will continue this year.

- In collaboration with the Green MAPP will start again an action of collecting used toys and donate them to children living in poverty.
- It will include several towns and villages in order to influence positively on the waste reduction, for which there is currently no recycling possibility in Macedonia.





Thank you for your attention!

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Any questions?

Working in group

Please choose one **Target group**:

- Governmental institutions,
 - Citizens organizations and education sector,
 - Media and the general public or
 - Vulnerable groups affected by poverty and private sector
- and create the main messages and communicational tools which we can send and use about adequate minimum income campaign in Macedonia.

Please share your experience !