

BUILDING CAPACITIES ON GREEN DEAL INITIATIVES FOR PARTNER ORGANISATIONS OF "SAVE THE CHILDREN " KOSOVO



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EXECUTIVE SUMMARY

Civil society can assist economic and political institutions in the process of enacting and enforcing laws. For example, civil society can act as a watchdog, provide policy input, and provide social services to citizens. CSOs also have much value to contribute to the path to European integration.

Their role is crucial in informing other interested parties, raising awareness, and building the capacity of the public for participation in the decision-making process

Capacity building is defined as the process of strengthening an organization in order to increase its effectiveness and social impact while also achieving its goals and long-term sustainability.

This report, titled "Building Capacity on Green Deal Initiatives for Partner Organizations of "Save the Children" Kosovo," focuses on preparing six partner organizations to take action to promote and include the environment, with a particular emphasis on climate change, in their future activities.



METHODOLOGY

This document was compiled using desk research as the primary method for data analysis, screening, and reviewing of official existing data from three countries (Kosovo, Serbia, and the Republic of North Macedonia) for environmental and climate change protection.

Qualitative data was gathered using two methods: surveys and interviews. The survey was designed to identify organizational needs and gaps, and interviews were used to collect information for organizational structure, audience, project development, and communication. Following the collection of all data, a short report for each Organization is prepared to be used as a guide for future purposes.

INTRODUCTION

The purpose of this document is to improve the environmental capacities of six partner organisations through bilateral environmental initiative(s). Improving environmental involvement may be accomplished through the exchange of knowledge of environmental quality management strategies, tools, information, and programs. As the most effective tool used to raise awareness and to involve more public tackling environmental issues are considered campaigns.

Interviews, surveys and two day training were conducted to support better performance of six targeted CSO`s in environment activities especially on raising awareness .

This report will improve understanding of the legal framework for the environment in three countries, as well as the capacities of targeted organizations with options for implementing activities in various environmental areas with various target audiences.

It provides a screening of six partner organizations, options for national and regional campaigns, and further recommendations based on the needs and gaps identified during the process.

LEGAL FRAMEWORK

The EU is fighting climate change through ambitious policies at home and close cooperation with international partners.¹

It is already on track to meet its greenhouse gas emissions reduction target for [2020](#), and has put forward a plan to further cut emissions by at least 55% by [2030](#). By [2050](#), Europe aims to become the world's first climate-neutral continent.

Climate action is the main focus of [European Green Deal](#) – to preserve Europe's natural environment.

First climate action initiatives under the Green Deal include:

- [European Climate Law](#) to enshrine the 2050 climate-neutrality objective into EU law
- [European Climate Pact](#) to engage citizens and all parts of society in climate action
- [2030 Climate Target Plan](#) to further reduce net greenhouse gas emissions by at least 55% by 2030
- New [EU Strategy on Climate Adaptation](#) to make Europe a climate-resilient society by 2050, fully adapted to the unavoidable impacts of climate change.

Climate policy framework of the economies in the region is created based on the obligations under the UNFCCC (United Nations Framework Convention on Climate Change) and the process of accession to the EU (except Kosovo* that, nevertheless, is motivated to respond according to the requirements of the Convention).²

All UNFCCC Parties in the region have non-Annex I status, which means they must submit National Communications (NC) and Biannual Updated Reports (BUR). The submission of the NC is a UNFCCC-defined obligation, whereas the BUR submissions introduced a new reporting obligation in 2015.

The EU's Policy framework for climate and energy in the period from 2020 to 2030 (EU 2030) and Roadmap for moving to a competitive low carbon economy in 2050 (EU 2050) are the two documents of highest importance for the upcoming decades. Legislative tools for the first policy framework are currently under development, while the Roadmap for 2050 provides long-term strategic framework

¹ [EU climate action and the European Green Deal | Climate Action \(europa.eu\)](#)

² Study on climate change in the Western Balkans region

NORTH MACEDONIA

North Macedonia became an official candidate to join the EU in 2005, and the long-term process of transposing EU legislation into North Macedonian law and harmonising environmental standards has been a government priority since then.

The law on the environment, which came into force in 2005 and was revised in 2018, provides the current basis for environmental policy and management in the country, as well as supplying the guiding principles and policy instruments for positive change. The last decade has seen the drafting and adoption of a host of laws, strategies and action plans covering most areas of environmental protection.

North Macedonia has made steady progress in harmonising its laws with the EU acquis over the last decade. The 2018 progress report by the European Commission reported progress in further aligning Policies and legislation with the acquis, in the water, nature protection and waste sectors in particular. The environmental impact assessment process has improved but needs to improve further.

The Republic of North Macedonia, a non-Annex I party to the United Nations Framework Convention on Climate Change (UNFCCC), ratified Paris Agreement in November 2017³, with the following nationally determined contribution (NDC) to the global efforts for GHG emissions reduction (initial NDC, submitted 2015): “To reduce the CO₂ emissions from fossil fuels combustion for 30%, that is, for 36% at a higher level of ambition, by 2030 compared to the business as usual (BAU) scenario.” The focus of the initial NDC is put on climate change mitigation, and particularly to CO₂ emissions from fossil fuels combustion which covers almost 80% of the total GHG emissions in the country. The following sectors are of dominant share: energy supply, buildings and transport.

On the national level North Macedonia :

- Party to the United Nations Framework Convention on Climate Change (UNFCCC) as a non-Annex I country, 1997
- Party to the Kyoto Protocol without a quantified emissions limits and reduction commitment (QELRC), 2004
- Acceded to the Copenhagen Accord by submitting a list of non-quantified mitigation actions, 2009
- Climate change issues are incorporated into the Law on Environment, 2005
- The procedure for ratification of the Paris Agreement in the Parliament of the Republic of Macedonia was started in July 2017

3

[https://www4.unfccc.int/sites/ndcstaging/PublishedDocuments/The%20Republic%20of%20North%20Macedonia%20First/Macedonian%20enhanced%20NDC%20\(002\).pdf](https://www4.unfccc.int/sites/ndcstaging/PublishedDocuments/The%20Republic%20of%20North%20Macedonia%20First/Macedonian%20enhanced%20NDC%20(002).pdf)

KOSOVO

The main basis for environmental law in Kosovo is the 2009 law on environmental protection. Kosovo is not a signatory of International conventions for Environment protection due to the process of integration in the EU.

Kosovo has conspired the legislative framework in one area of the environment and the overall level of transposition of legislation in this area in line with the *acquis* is high, the implementation of these measures is still low.

On the other hand, Kosovo has integrated most of the articles of International legislations starting from Aarhus convention in Constitution and other EU regulations on its laws and national by-laws. Main Environmental laws in Kosovo are :

- Law on Chemicals
- Law on nature protection
- Waste Law
- Law on Strategic Environmental Assessment
- Law on hydrometeorological activities
- Law on protection from non-ionizing radiation, ionizing and nuclear safety
- Law on Biocidal Products
- Law on Environmental Impact Assessment
- Law on Integrated Pollution Prevention and Control
- Law on noise protection
- Law on Environmental Protection
- Law on protection of air from pollution

Although Kosovo has not yet signed the UN Framework Convention on Climate Change (UNFCCC), nor the Kyoto Protocol, the country is still obliged to meet the requirements of the Convention and the Protocol, as it is one of the signatory countries to the Energy Community Treaty, and is committed to the EU 20-20-20 targets. For this purpose Kosovo has taken some steps in drafting Climate Change Strategy and Action Plan on Climate Change 2019-2021⁴. Due to governmental institution changes none of the above documents was approved, but as priority for Kosovo's EU approximation process the development of the Climate Change Strategy (CCS) has been urgent.

In 2014 Kosovo finalised its strategy on Climate Change 2014-2024⁵ as a document summarizing the mitigation and adaptation measures that will boost sustainable development.

⁴https://konsultimet.rks-gov.net/Storage/Consultations/14-13-59-04102018/Climate%20Change%20Strategy%20and%20Action%20Plan_sep_2018.pdf

⁵http://kepweb.org/wp-content/uploads/2020/01/E_KEP_D0.00.08-Climate_Change_Strategy-2014_2024.pdf

SERBIA

Environmental protection in Serbia is governed by the law on environmental protection⁶, which was adopted in 2004. During that same year, the Serbian Environmental Protection Agency (SEPA) was set up to establish and coordinate a network of national institutions for environmental monitoring and reporting at all levels.

- Since 2007 Serbia joined a number of global multilateral environmental agreements, including the Stockholm Convention on Persistent Organic Pollutants (POPs) in 2009, the Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade in 2009.
- Since 2007, Serbia has joined the remaining four UNECE regional multilateral environmental agreements
- Since 2007, Serbia has designated four more Ramsar sites
- Since 2007, Serbia has inscribed one more property on the World Heritage List and submitted six properties on the Tentative List.
- Progress since 2007 was noted in implementation of the Convention on Biological Diversity (CBD)
- Since 2007, Serbia has filled the gaps in the legislation with regard to the provisions of the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal
- Serbia has made progress on all the indicators with regard to the country's commitments on the Millennium Development Goal
- Serbia has no national strategy on climate change. However, climate change is listed as one environmental risk factor in the 2008 National Strategy for Sustainable Development. The 2011 National Strategy for Protection and Rescue in Emergency Situations also lists climate change as one important factor with influence on emergency situations.
- The Serbian Law on climate change was adopted on 18 March 2021, and its implementation will establish a system for reducing greenhouse gas emissions and ensure adaptation to changed climate conditions⁷. The law fulfils the obligations under the UN Framework Convention and the Paris Agreement and harmonizes domestic legislation with European Union regulation.

⁶ EEA-Western Balkans: 20 years of sharing environmental information

⁷

<https://ceelegalmatters.com/serbia/16624-serbia-the-new-law-on-climate-change-for-the-survival-of-the-living-world>

SHORT INTRODUCTION OF PARTNER ORGANISATIONS

Child Rights Centre- Serbia



Introduction

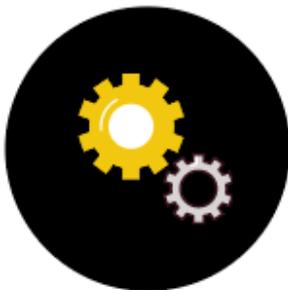
"Child Rights Centre" is a strong non-governmental organization with a clear mission and vision, cooperating at the local, national, and international levels. Well-established and structured to focus primarily on advocacy activities while incorporating a variety of actions to promote child rights.



Campaign suggestion

Campaign should be oriented toward involving children in the creation of a Declaration to the government, as Serbia recently adopted the Climate Change Law, and considering children as an important stakeholder should be mandatory.

The declaration could include five major concerns of children and should promote legal obligations from the law.



Tools & capacities

1 short report-identification of five major child concerns in the law

5+ Posts (Facebook & Instagram)

Design of declaration

To be signed by more than 100 children (e.g.electronically)

To be sent to Institutional authorities (Government,Ministries)

Human resources & Promotion -needed⁸

⁸ <https://www.unicef.org/environment-and-climate-change/climate-declaration#declaration>

Megjashi – Children’s Embassy – Macedonia



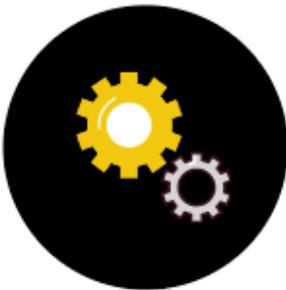
Introduction

Megjashi is a well-established NGO that is motivated by the needs of their target audience. They have supported their target groups through a variety of activities. They serve as a monitoring tool and a mechanism for promoting child rights at the national and regional levels.



Campaign suggestion

Megjashi should consider options for campaigns related to festivals or similar events. A perfect example would be children playing musical instruments while wearing face masks in front of a landfill or a similar concept⁹. To highlight the dangers that children face on a daily basis as a result of pollution.



Tools & capacities

Organising the concert (festival)- administrative and management costs
Video recording costs
Promotion to media and social media
Suggestion - The event to be on a National day (e.g.environment day)
Might include different cities and might become a tradition

⁹ https://www.youtube.com/watch?v=x-AaXy6FtFI&ab_channel=EcoGuerilla

Step by Step - Macedonia



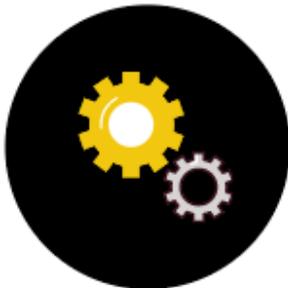
Introduction

"Step by Step" is regarded as an NGO that conducts activities primarily in education and training, with a focus on developing the capacities of various interested parties. They are very effective in promoting and including children's rights in Macedonia.



Campaign suggestion

The best campaigns will be related to teachers and students in schools, based on their target audience. As an example, interaction between teachers and children (spreading pictures holding a message)¹⁰ could be used to convey a message to decision-makers about the importance of providing a better environment for children. The campaign should advocate for the inclusion of children in decision-making processes.



Tools & Capacities

Training on building capacities for teachers
Management and expert
Photographer & PR
Related expenses of Social media promotion

10

<https://www.wjhl.com/teacher-shout-outs/teacher-shout-out-david-crockett-high-school-faculty-and-staff-s-end-positive-messages-to-students/>

Domovik – North Mitrovica, Kosovo



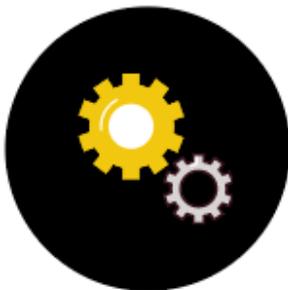
Introduction

"Domovik" is a Non governmental Organisation based in Mitrovica with primarily focused audience children and adolescents of the area. They have been involved in activities to promote child rights in collaboration with UNICEF and other international organizations.



Suggestion campaign

"Domovik" would benefit from a simple and highly effective campaign involving short videos of children performing actions such as promoting a clean environment and a sustainable lifestyle. Following is a series of children's discussions on Environment protection and Climate change from children's perspective.¹¹ All of this will be shared on a YouTube channel with subtitles and promoted to a diverse audience, with a call for inclusion.



Tools & Capacities

Training for children
Video recording
PR outreach expenses
Management expenses
Maintenance of youtube chanel expenses & related expenses

¹¹ https://www.youtube.com/watch?v=fYi8OEVhguU&ab_channel=EnvisionVirginRacing

HandiKos – Kosovo



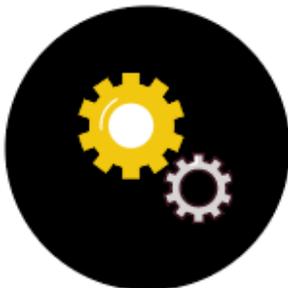
Introduction

"HandiKos" is the most representative NGO for people with disabilities and it is identified as the only service provider for people in need in all Kosovo. They have been promoting child rights through a variety of activities and collaborations with various stakeholders. They have been implementing activities that promote inclusion and involvement. They have the capacity and sustainability for all types of activities in the long run.



Suggestion campaign

"HandiKos" has a large audience and is very popular; the model of promotion that would best suit them would be types of challenges at the national level. The #noplaticBottle challenge is a good example. It may be shared on social media platforms such as Facebook and Instagram (TikTok and Snapchat are optional), and the content may vary from different youth perspectives. The campaign will be used to encourage youth to pollute less.¹²



Tools and Capacities

Establishment of Hashtag challenge (# cost)
PR promotion costs
Human resources in management
Related costs

¹² <https://mediakix.com/blog/branded-hashtag-challenge/>

Syri i Vizionit– Kosovo

Introduction



"Syri i Vizionit" is one of Kosovo's best examples of Civil Society Organization. Has experience in a variety of perspectives at various levels (national,local and community). Represents active citizens and strategic development. Acts to strengthen the community's position in Kosovo and to increase its participation in decision-making processes.

Suggestion Campaign



Due to a lack of information and previous inaction, "Syri I Vizionit" should consider taking action on children's rights, with a particular emphasis on raising awareness of the impact of environmental harm on children's rights.¹³ This could be designed as a media campaign to promote every child right addressed in national laws and policies (TV & social media).

Tools & Capacities



Legal analysis for child rights & environment
Design & develop slogans and pictures
PR & Media promotion
Human resources & expertise in social media promotion

¹³ <https://www.hrw.org/news/2016/07/22/child-rights-and-environment-need-action>



NEEDS AND GAPS OF NGO PARTNERS

Some needs and gaps have been identified based on the questionnaire (Annex 1), interviews, and training for capacity building for Green New Deal initiatives for partner organizations of "Save the Children in Kosovo" and should be taken into account for future actions.

The majority (83%) of partner organizations have previously engaged in environmental activities, most of them were educational in nature (80 %). These activities were on a basic level, primarily involving children and adults in environmental activities such as raising awareness for environmental protection.

Environmental protection is being considered as a topic to include in upcoming activities with children, primarily through small actions.

All organizations stated that their target audience is uninformed about climate change and that they intend to take immediate action.

All non-governmental organizations (NGOs) can play an important role in filling gaps by conducting research to facilitate policy development, building institutional capacity, and facilitating independent dialogue with stakeholders to aid in the implementation of children's rights for a clean environment.

They all have good relationships with the media at the national level, but some intervention is required at the regional level to improve the level.

Most of them have international collaborations or are members of international working groups or organizations, which demonstrates their level of capability.

More environmental training sessions, particularly on water-related issues, should be considered in order to build the capacity of other Organizational staff members.

They interact with the media and have extensive experience with various activities such as campaigns and training, so the environment is an easy topic to incorporate.

All NGOs have strong relationships with institutional authorities at the local and national levels, and they are frequently considered as collaborators.

NATIONAL AND REGIONAL CAMPAIGNS OPTIONS

Campaigns are considered the best option for targeting different audiences at the national level for all NGOs included in this report.

The difference in implementation between small and large-scale public awareness campaigns is funds allocated.

Some national options :

Events Promotion

- Resonate with your message
- Recognize donors to encourage more donations

Social Media Promotion

- Look out for new channels for acquisition
- Have multiple options for helping

Through Text Promotion

- Understand audience persona
- Encourage sharing with incentives

Video Promotion

- Convey critical information in an engaging way
- Make it easy to help

Content Promotion

- Have diverse content
- Identify your target audience

For regional (North Macedonia, Kosovo & Serbia) campaign the best suggestion is :
Storytelling campaigns¹⁴

¹⁴ https://www.youtube.com/watch?v=NhT63AB_wsc&ab_channel=HOMELESSFONTSARRELS
https://www.youtube.com/watch?v=f9294C2xcwM&feature=emb_logo



What you should take in consideration :

- Always appeal to **emotions**. With storytelling, videos, interactive images, music, virtual reality and different elements, you can get your message across in an optimal way.
- If possible, try to collaborate with an **influencer** in order to gain visibility. Making this kind of campaigns viral is essential to reach a more concrete and wider public.
- Seeks to **empathize** with citizens to get them involved in the cause.
- Include other communication channels in a complementary manner.
- Always use a positive and constructive approach.
- Do not lose sight of social networks.

Other options to be taken in consideration are :

- **PAWS(Pets are worth saving) Chicago 5K Race¹⁵**

Is a dog-friendly event. Each year, it draws in a crowd of around 7,000 people and over 3,000 pets. The event is split into a running and a walking course with pets being allowed only in the latter. Moreover, people can participate in the race either as teams or individually. The nonprofit raises money primarily through registration fees. The fee covers the charges of the t-shirts it provides to all participants. For those who cannot make it to the event, the organization also has an option to mail it to them for an extra cost.

- **Social Media Campaign: Social Tees – Swipe right to adopt¹⁶**

With the nonprofit promotion campaign on social media, Social Tees aimed to:

- Increase awareness about their cause.
- Boost adoptions of homeless puppies

The organization created profiles of 10 puppies on the dating app “Tinder.” These were all abandoned dogs who were looking for a new home.

Each profile was unique and followed the rules of the platform (like no group pics). The ages of the puppies were manipulated to get more matches. Other details about them were given in the engaging bios.

¹⁵

<https://my.pawschicago.org/PAWS5K2021/Static/Event-Info#:~:text=Saturday%2C%20September%2018%2C%202021,largest%20No%20Kill%20animal%20shelter.>

¹⁶

<https://www.theverge.com/2014/8/4/5968187/rescue-shelter-puts-dogs-on-tinder#:~:text=A%20New%20York%20City%20animal.nee d%20of%20a%20new%20home.>



- Mastercard is using the card expiration date as a tool to raise awareness of wildlife extinction¹⁷



- Angelina Jolie poses with 60,000 bees to raise awareness of bee conservations¹⁸



¹⁷

<https://www.famouscampaigns.com/2021/06/mastercard-is-using-the-card-expiration-date-as-a-tool-to-raise-awareness-of-wildlife-extinction/>

¹⁸ <https://people.com/movies/angelina-jolie-poses-with-bees-to-raise-awareness-for-conservation-efforts/>

- Samsung creates SanctuARy to raise awareness for Thailand's endangered animals¹⁹



- Extinction Rebellion join forces with celebrities to record climate change video²⁰



19

<https://www.thedrum.com/news/2020/01/24/samsung-thailand-raises-awareness-endangered-animals-with-sanctuary-experience#:~:text=Samsung%20is%20on%20a%20mission.endangerment%20of%20Thailand's%20rarest%20species.>

20

<https://news.sky.com/story/extinction-rebellion-celebs-appear-in-video-calling-for-climate-action-11852936>

CONCLUSIONS AND RECOMMENDATIONS

- All organizations are well-established, strong, and ready to incorporate environmental actions into their future activities.
- One of the most difficult challenges for non-governmental organizations (NGOs) campaigning on environmental issues is reaching as many people as possible; therefore, during regional campaigns, all media sources should be considered.
- Messages should be clear and simple during campaigns, especially when children's rights are highlighted.
- All campaigns should include subtitles and sign interpretation.
- NGOs should also focus on monitoring laws and administrative documents at the decision-making level in order to ensure the implementation of child rights in the environment; small watchdog grants can help.
- Environmental initiatives should be better integrated into fundraising opportunities, particularly cross-border calls.
- There is a lack of expertise among non-governmental organizations (NGOs) regarding environmental opportunities for collaboration at the national and regional levels; future exchanges-visits-knowledge-sharing actions should be suggested.
- The media is an important conduit for environmental campaigns and programs, but there is much scope for further improvement in how the media handles and reports on key issues at the regional level.
- They should launch a one-of-a-kind regional action in 2021, following the pandemic situation, to address the environment from various perspectives (children, teachers, institutions and civil society)

ANNEX 1

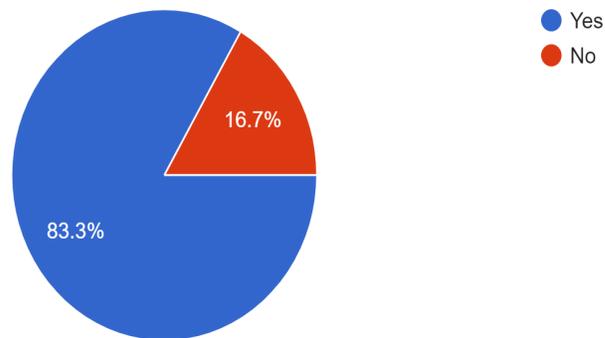
Needs assessment for EU Green Deal and climate change

"Save the Children" partner Organisations

Msc.Egzona Shala
June, 2021

Have you had previously (as Organization) any activity related to Environment ?

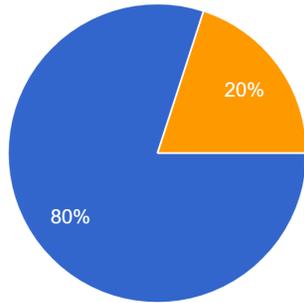
6 responses





If the answer is YES, what kind of activity ?

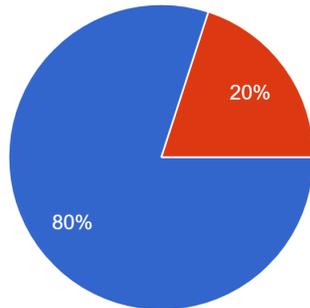
5 responses



- Education (training, workshops, lectures etc.)
- Non-formal education (visits, garbage collecting etc.)
- Cultural (exhibitions, festivals, poetry etc.)

Have you had previously activities for Climate Change ?

5 responses

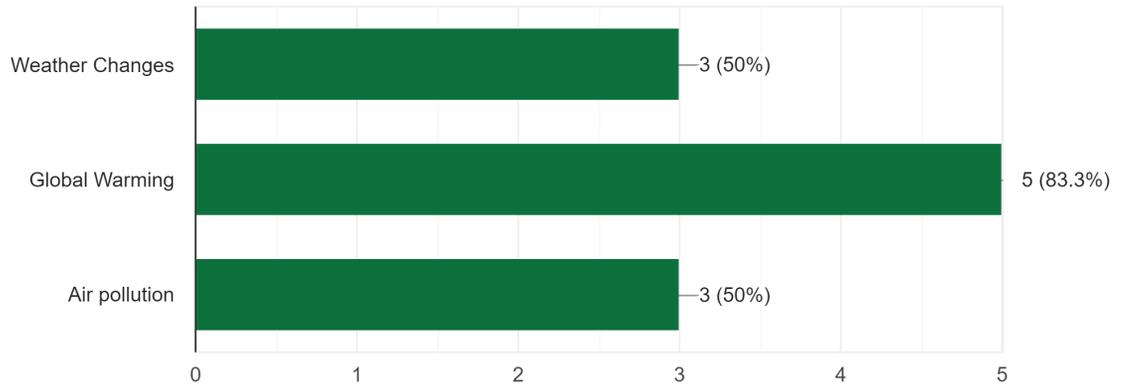


- Yes
- No



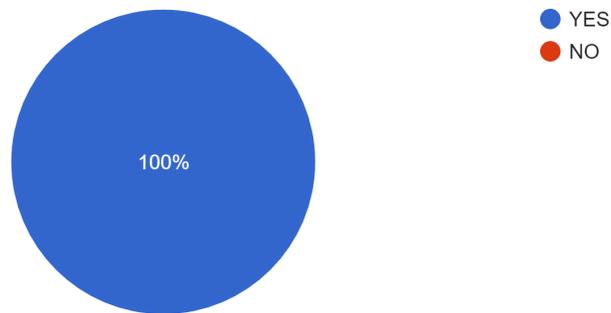
How would you explain best " climate change " ?

6 responses



Do you believe that Climate change is impacting our lives ?

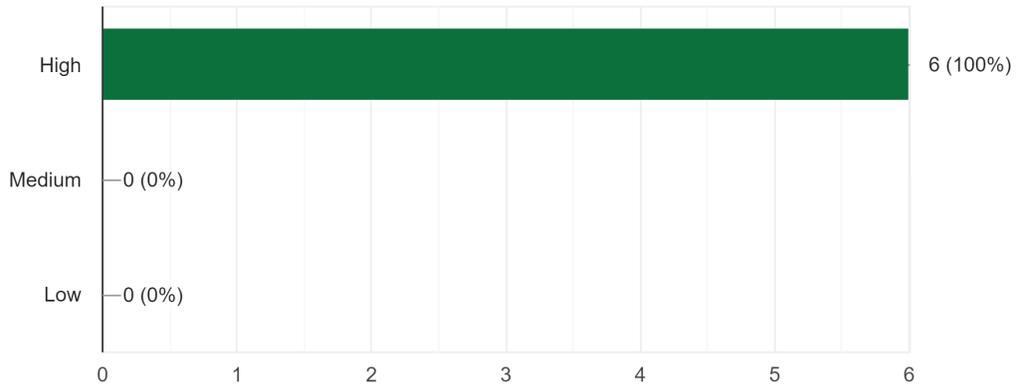
6 responses





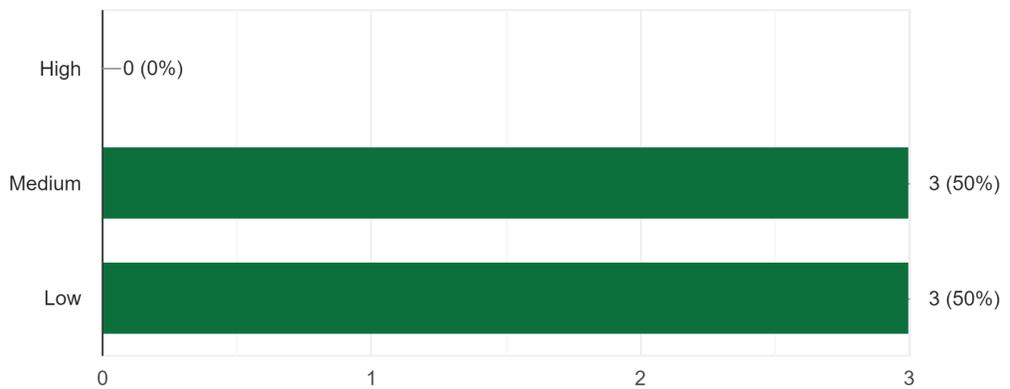
How would you characterize the environmental impact of climate change ?

6 responses



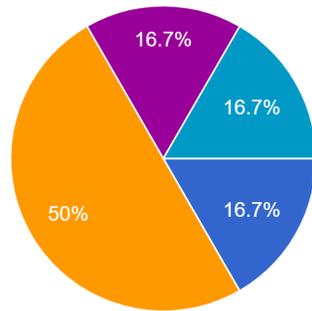
How would you describe awareness of your audience regarding climate change ?

6 responses



How do you think is the best way to raise awareness for Environment topics related to the children ?

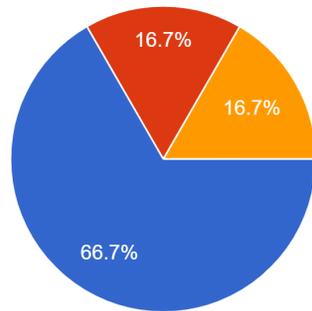
6 responses



- Campaigns
- Trainings
- School lectures
- Protests
- to be systemic solution within school curriculum not only lectures, but interactive activities, for ex. guest spe...
- Campaign for mass awareness, school lecture for youth and trainings for leaders in community

What level stands your information for EU Green Deal ?

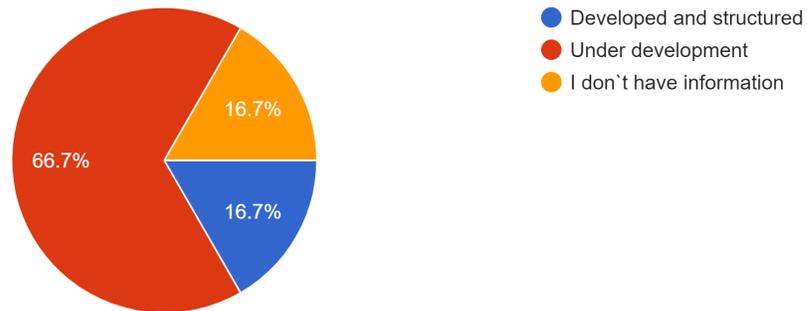
6 responses



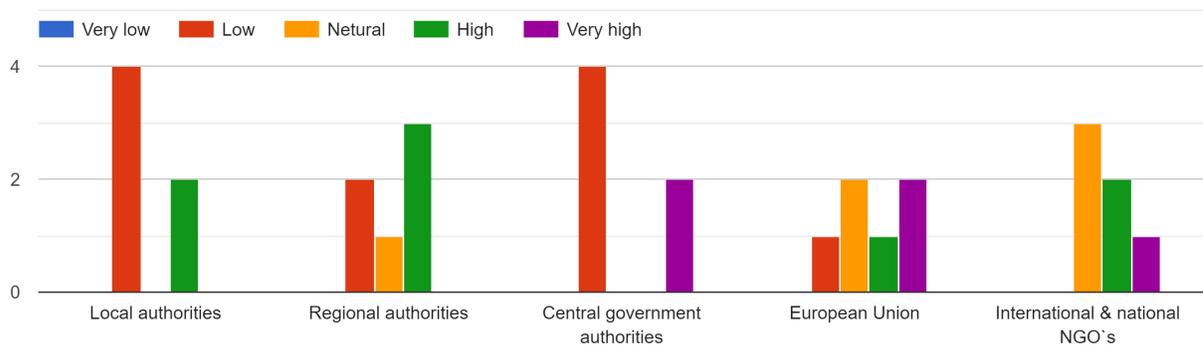
- Basic level -heard of it
- Medium level - had some activities related to it
- Professional level- Implemented activities in line with it

How would you describe governmental institutions legal framework for Environment ?

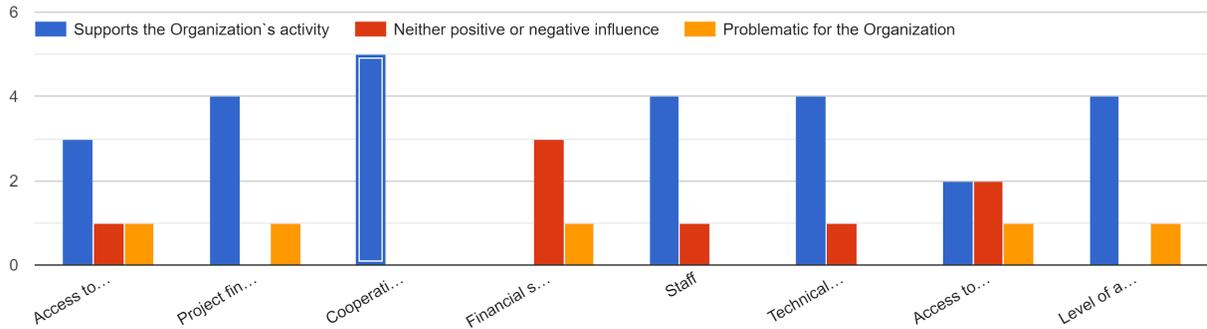
6 responses



How would you assess the role of the following stakeholders for section of the climate change ? 1-very low role ; 5- very high role



How would you assess the influence of the following factors on the activities of your Organization ?

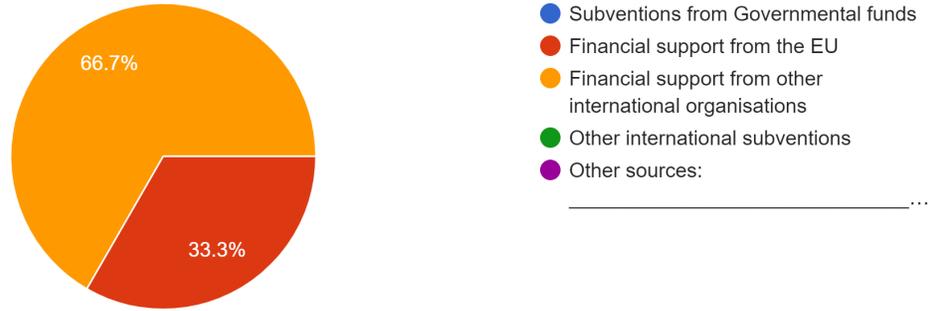


1. Access to mass media
2. Project financing application procedures
3. Cooperation with other environmental Organizations
4. Financial situation
5. Staff
6. Technical equipment
7. Access to environmental information possessed by state authorities
8. Level of awareness of society



Please specify sources from which your section of the organization receives financial support

6 responses





ANNEX 2

Questions for Campaign

Name of your Organization

Your answer _____

Year of Establishment of NGO, Number of Staff

Your answer _____

Profile of Work

Your answer _____

Targeted Audience

Your answer _____

Projects that you implement

Your answer _____



**Save the
Children**

Most influence ones

Your answer _____

How you communicate ? Do you have a strategy of Communication

Your answer _____

Media (TV and radio)

Your answer _____

Social media

Your answer _____

How you send the message to your audience

Your answer _____



**Save the
Children**

Obstacles faced

Your answer

What are your interests *

- Equality
- Anti-Discrimination
- Social impact
- Involvement

Submit