

(DRAFT)



Влада на Република Северна Македонија  
Qeveria e Republikës së Maqedonisë së Veriut

Совет за соработка меѓу Владата и граѓанското општество  
Këshilli për bashkëpunim midis Qeverisë dhe shoqërisë civile

**Plan of Communication  
of the Council for Cooperation between Government and Civil Society  
in 2022**

Skopje, March 2022



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by the European Union



A project implemented  
by a consortium led by:

**CPM**  
CONSORTIUM FOR PROMOTING CIVIL SOCIETY

Based on the article 2, paragraph 2, Alinea 12 of the Rule of Procedures of the Council for Cooperation between the government and civil society No.37-388/1 from 14.5.2018, No.38-22/1 from 4.7.2019, No.38-29/7 from 28.10.2019, No.39-38/3 from 22.4.2021 and No.3941/3 from 3.6.2021, and in accordance with its Programme of work for 2022 adopted on 23.12.2021, the Council for Cooperation between government and civil society (hereinafter: Council), at its session held \_\_\_2022, adopted

## **Plan of communication of the Council for Cooperation between Government and Civil Society in 2022**

Based on the Strategy of Communication of the Council for Cooperation between Government and Civil Society 2022-2024, and its Annual Work Programme for 2022, this Annual Communication Plan aims to ensure effective communication of the Council activities and increase the overall understanding of the role of the Council in the wider public.

In addition to the monitoring of the Strategy/Action Plan for Government Cooperation with Civil Society 2022-2024 (hereinafter: Strategy/Action Plan), the focus of the Council in 2022 is on improving the legal framework for associations and foundations, raising awareness to promote a culture of cooperation and partnership by developing and implementing effective methods for consulting and informing CSOs on the work of the Council, elaborating a model for inclusion and selection of CSOs in the working groups of the state administration bodies and bodies established with strategic documents and promotion of the cooperation with the existing effective thematic networks of the CSOs, adopting a model for the participation of civil society in the process of accession negotiations with the European Union. Regarding the financial sustainability of CSOs, the emphasis of the Council work is on improving the system of State funding of CSOs, by monitoring the work of the Working Group for Reform of the system of State funding of CSOs, improving the legal framework for donations and sponsorships in public activities to facilitate donations to CSOs, as well as reviewing and making proposals in the planning of areas and specific priorities for financing the activities of CSOs from the State Budget, and recommendations on annual reports of the Government and state administration bodies for funded programs and projects of CSOs.

For all relevant activities foreseen in the Annual Work Programme of the Council, this Communication Plan identifies key target groups, communication activities and key messages.

| <b>Council activity</b> | <b>Timeframe</b> | <b>Key target groups</b> | <b>Communication activities</b> | <b>Key messages</b> |
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| General objective: Efficient and effective influence on the government and sectoral policies affecting the environment for civil society development   |                       |  |  |  |
| Specific objective: Ensuring efficient and effective monitoring of the implementation of the Strategy for Government cooperation with civil society and Action Plan 2022-2024                                |                       |  |  |  |
| Quarterly report on implementing the Strategy/Action Plan - Council conclusions and recommendations on improving the implementation  | May, August, November | CSOs, government bodies, media, general public, EU delegation and international partners | Press release distributed to media<br>Post on social media, web page of the Council and email lists of key domestic and international stakeholders   | Council discusses progress in enabling environment for CSOs<br><br>Legal, financial and institutional framework for CSOs needs improvement   |
| Specific objective: Improving the normative and institutional environment for civil society development  |                       |  |  |  |
| Amendments of the Law on Associations and Foundations – Council opinion/ recommendations on the inclusiveness of the process and adequate treatment of public benefit organisations and related tax benefits | March-September       | CSOs, government, media, general public, EU delegation and international partners        | Briefings with responsible institutions (Ministry of Justice and Ministry of Finance); Social media, web and email updates on conclusions from the Council session; Info sessions with sectoral CSOs organized by Council members; | The amendment of LAF needs to be inclusive and based on genuine dialogue with CSOs;<br><br>LAF needs to find solutions for more effective regulation of the status of PBOs and benefits related to that status |
| Annual report on the work of the Council in 2021 – recommendations on improving the effectiveness of the Council work  | March                 | CSOs, government bodies, media, EU delegation and international partners                 | Press release; Briefings with journalists; Social media posts; Video clip on the Council; leaflet; promo articles in news portals  | The Council continues to be the central forum for dialogue between government and civil society; Council as a regional example of best practice in   |



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|  |          |   |   | government-CSO cooperation   |
| Proposal of the Annual Work Programme of the Council for 2023  | December | CSOs, government bodies, media, EU delegation and international partners  | Press release; Briefings with journalists; Social media posts; Video clip on the Council; leaflet; promo articles in news portals; info sessions with sectoral CSOs   | Regulating State funding of CSOs is the main priority of the Council work in 2023; Building trust between government and CSOs and citizens through continuous, structured dialogue on draft public policies          |
| Legal framework and practices of public funding of CSOs- providers of health and social services – Council conclusions / recommendations | April    | CSOs; government bodies (Ministry of Labour and Social Welfare, Ministry of Health; Ministry of Finance); media; international development partners | Thematic Council session open for media and live streamed (youtube channel of the Council; social media posts; press release; email wide dissemination of conclusions; info sessions with sectoral CSOs before the thematic Council session | CSOs are key partners of the government in improving the quality of health and social services for vulnerable groups; CSOs are delivering social services that are not adequately developed or provided by the State |
| Specific objective: Increasing the participation of CSOs in shaping and monitoring of public policies                                    |          |   |   |  |



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| Annual report on conducted public consultations, use of ENER and other mechanisms of cooperation in 2021 – Council conclusions and recommendations on improving the quality of public consultations and involvement of CSOs in policymaking | April            | CSOs, government bodies, media, EU delegation and international partners; general public   | Press release; briefing with journalists; social media posts; wide dissemination of Council recommendations via email; promo articles with infographics - key statistics and findings from the report.                                       | Increased citizens and CSO participation in policymaking leads to better policies; the Council asks for better quality government response to received policy inputs of CSOs            |
| Draft by-law on participation of CSOs in policymaking with provisions on the involvement and selection of CSOs in working groups – Council opinion and recommendations  | September        | CSOs, government bodies, media, EU delegation and international partners; general public   | Thematic Council session open for media and live streamed (youtube channel of the Council); social media posts; press release; email wide dissemination of conclusions; info sessions with sectoral CSOs before the thematic Council session | The Council asks for more transparent criteria of selection of CSOs' representatives in working groups for drafting new legislative and policy documents                                |
| Nominating CSO representatives in advisory bodies and working groups of the government/ public administration bodies  | Based on request | CSOs ( <i>for strengthening the accountability of nominated representatives</i> ); government bodies ( <i>emphasize the importance of government responsiveness to received inputs</i> ); general public | Posts on the webpage of the Council, wide dissemination of the news via email and social media   | Selected representatives of CSOs in the working group (advisory body); CSO's voice in the working group ___ will be ___; government involves ___ CSOs representatives in the WG for ___ |
| General objective: Strengthening the partnership in the European integration process  |                  |  |  |   |



| Specific objective: Involvement of CSOs in the EU negotiations process  |       |  |   |  |
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| Proposal of the new structure for the EU negotiations process – Council recommendations on the general structure, openness and inclusiveness of the process of negotiations | March | CSOs; government bodies (Secretariat of European Affairs and others); media; EU delegation; general public | Thematic Council session open for media and live streamed (youtube channel of the Council); social media posts; press release; email wide dissemination of conclusions; info sessions with CSOs before the thematic Council session | EU accession negotiations process needs to be open and inclusive<br><br>Open monitoring of the reforms in the EU accession process is essential for the legitimacy of the accession negotiations |
| Proposal of the model of participation of CSOs in the EU accession negotiations process   | June  | CSOs; government bodies (Secretariat of European Affairs and others); media; EU delegation; general public | Thematic Council session open for media and live streamed (youtube channel of the Council); social media posts; press release; email wide dissemination of conclusions; info sessions with CSOs before the thematic Council session | CSOs are essential partners of the government in the EU accession process; Active civil society is crucial for sustainability of reforms in the EU accession process                             |
| Draf Rules of procedures of the IPA Sectoral working groups – Council recommendations on the draft Rules and quality of participation of CSOs in the Sectoral working group | March | CSOs; government bodies (Secretariat of European Affairs and others); media; EU delegation; general public | social media posts; press release; email wide dissemination of conclusions; info sessions with CSOs before the thematic Council session   | Participation of CSOs in the programming and monitoring of IPA funds is essential for more effective investments   |



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| Consultative meeting with donor community (EU and other donors) for coordinating the support to enabling environment for civil society | March  | EU and other international development partners; CSOs; government bodies; media; general public   | social media posts; press release; web and email wide dissemination of conclusions;  | There is a need for synergy of all international development partners in creating environment for active and vibrant civil society  |
| General objective: Improving financial sustainability of CSOs  |  |   |  |   |
| Specific objective: Improving the system of State funding of CSOs  |  |   |  |   |
| Calls for public financing of CSOs in 2022 – Council recommendations   | March ( <i>until the conclusion of contracts with CSOs</i> ) | CSOs; government bodies; media; international development partners; general public  | social media posts; press release; web and email wide dissemination of conclusions; public presentation of selected projects, award ceremony and discussion  | Council asks for better measurement of social impact of financed CSO projects and programs  |
| Annual report on public funding of CSOs programs in 2021 – Council conclusions and recommendations                                     | May  | Media; international development partners; general public; CSOs; government bodies; local government units; business associations; academic community | Press release; briefing with journalists; social media posts; wide dissemination of Council recommendations via email and web; promo articles with infographics - key statistics and findings from the report. | CSOs are essential partners in socio-economic development of the country; ___volunteers involved in implementing ___programs of CSOs; ___CSO programs for social change; the Council asks for better measurement of social impact of financed CSO projects and programs |



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| Reform of the System of State Funding of CSOs – Council opinion and recommendations                            | October          | Media; EU and key international development partners; general public; CSOs; government bodies; local government units; | Press release; briefing with journalists; social media posts; wide dissemination of Council recommendations via email and web   | Council asks for new, long-term strategic reform of State funding of CSOs; There is a need for a model of sustainable funding of CSOs as key partners in socio-economic development |
| Proposals of priorities of funding of CSOs in 2021   | December         | CSOs; government bodies; EU and key international development partners;  | Info sessions with CSOs before the Council session; social media posts; wide dissemination of Council recommendations via email and web   | Council proposes key priority areas for funding of CSOs in 2023 and requests more effective measuring of results of financed programs   |
| Specific objective: Adoption of the legal framework for facilitating donations for CSOs                        |                  |  |   |   |
| Amendments of the Law on donations and sponsorships in public activities – Council opinion and recommendations | June - September | CSOs; government bodies; EU and key international development partners; business associations; general public          | social media posts; wide dissemination of Council recommendations via email and web; Info sessions with CSOs before the Council session; briefings with Ministry of Justice and Ministry of Finance; briefings with business associations | Council calls for better legal framework for individual and corporate philanthropy  |



2. This Plan enters into force on the day of its adoption.

No. \_\_\_\_, 2022, Skopje

President of the Council for Cooperation  
between Government and civil society  
Fani Karanfilova-Panovska



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**CPM**  
CONSULTING PARTNERSHIP IN MACEDONIA