



SmartUP Social Innovation Lab

Annual Narrative and Financial Report
2025

March 2026

Innovation for social good

Greetings to everyone turning ideas into action,

In 2025, SmartUP continued to develop practical responses to complex challenges in education, public sector innovation, and climate change.

In education, we focused on two things that matter in everyday school life: safer and more inclusive environments, and professional development that responds better to teachers' actual needs.

Through our public sector innovation programme we worked with institutions to strengthen their capacity to test new ideas, collaborate differently, and respond better to public challenges.

We also continued working with municipalities, communities, and young people on resilience, sustainable mobility, and practical local responses to climate change through a portfolio of projects focused on institutional action and community empowerment.

What connects these projects is the way we work: together with the people and institutions closest to the challenge. We believe innovation is most valuable when it responds to real needs, strengthens local ownership, and creates knowledge and solutions that can continue beyond a single project.

Working side by side with our partners, we continue to create change that is relevant today and resilient for tomorrow.

Sincerely,
The SmartUP Team

We see problems as opportunities, and we believe that individuals and communities are the best agents of change.



Mission

We use custom design processes to understand complex challenges, and we involve and connect organizations and individuals to co-design and bring to life long-term impactful solutions.

Vision

Our vision is to shape a sustainable, equitable, and prosperous region transformed by innovation and co-creation.

Approach

At SmartUP, we follow the design thinking methodology, placing user needs and involvement at the core of every innovation. Our process includes several stages: research, co-design, prototyping, testing, and ongoing monitoring and improvement.



Our donors



Supported by:



on the basis of a decision
by the German Bundestag



"Ss. Cyril and Methodius" University in Skopje
**FACULTY OF COMPUTER
SCIENCE AND ENGINEERING**



Our programmes



Education

To set up an enabling environment for improving quality teaching and learning through co-creation and innovation.



Youth

To empower youth to become active changemakers and contribute to the development of their communities and the world.

Driving changes through
innovation, collaboration, community impact



Public sector innovation

To transform the public sector into innovative and citizen-centered institutions.



Climate change

To accelerate the transition to a low-carbon and climate-resilient society.

**Education**

Developing innovative pathways for relevant teacher professional development

EmpowerED

EmpowerED aims to make teacher self-evaluation and professional development planning more useful, relevant, and connected to individual needs.

The project supports teachers in assessing their professional competencies and identifying the areas where they need further development. It also helps education institutions gain a clearer overview of professional development needs across the teaching workforce.

SmartUP in collaboration with BDE developed a digital self-evaluation tool that guides teachers through the assessment process and automatically prioritizes the competencies. These results are then used to shape a more focused and relevant professional development plan for each teacher. Practical guidance materials were also developed to support teachers in using the tool.

By connecting self-evaluation with concrete development priorities, EmpowerED contributes to more targeted professional development and a more structured approach to continuous learning in education.

Donor: Pestalozzi Children's Foundation
Implementation: Dec 2024 - Dec 2025



Education

Empowering students and educators through collaborative innovation

Promoting Safe School Environment

This project aims to support children's right to quality education by creating a safe, inclusive, and participatory school environment. The initiative strengthens existing mechanisms to promote child protection, student participation, and equal opportunities, while building the capacities of educators, public institutions, and students. By encouraging collaboration among all stakeholders, the project works to implement children's rights into everyday school practices. The key expected results include the implementation of legal provisions supporting student participation, the development of stronger violence prevention mechanisms in schools, and the promotion of inclusive teaching methods. As part of this project, SmartUP has produced three digital courses, an educational digital library, webinars, and a comprehensive guide to help educators create resources that prioritize safety, participation, and equal opportunities for all students.

Donor: Pestalozzi Children's Foundation
Implementation: Sep 2023 - Sep 2026



**Public sector
innovation**

Empowering Public
Sector Innovation:
Collaborating for a
Better Future

I-teams Europe

i-teams Europe aims to guide European cities across five regions—the UK, Spain, Germany, the Adriatic, and the Nordics—on a journey of transformative change by embedding and fostering innovation capabilities at the core of city governments.

SmartUp's role as a Regional Partner is to provide quality technical assistance and capacity building support to 1 city in the Adriatic region, to ensure i-team success and the broader adoption of innovative practices and approaches within the city.

Donor: Korimako

Implementation: Sep 2024 - Sep 2027

**Climate
change**

Combating Climate
Change: SmartUp's
Commitment to
Environmental
Stewardship

Resilience Lab Sveti Nikole & Cetinje - Pathways2Resilience Program

The Pathways2Resilience project is an EU-funded program that supports regional capacity building for climate adaptation across 100 regions, including the municipality of Sveti Nikole (North Macedonia) and the municipality of Cetinje (Montenegro). The initiative aims to strengthen local abilities to create climate resilience strategies through an 18-month program. The project provides a structured approach, known as the Regional Resilience Journey, which assists regions in developing climate adaptation pathways, innovation agendas, and investment plans that align with the EU's Mission on Adaptation to Climate Change.

**Donor: Pathways2Resilience, supported by EIT
Climate-KIC**

Implementation: Sep 2024 - Feb 2026



**Climate
change**

Combating Climate Change: SmartUp's Commitment to Environmental Stewardship

Action4Climate (Erasmus+)

Action4Climate is an international project scaled from the Fundación Hazloposible initiative, Acción por el Clima (2019). The project focuses on supporting sustainability and climate action education, particularly targeting the younger generation in vulnerable Mediterranean regions, such as Spain, Cyprus, and North Macedonia. We've partnered with Fundación Hazloposible (Spain) and The Youth Employment/Training Foundation (IEEN), a non-profit based in Cyprus, to work together on fostering climate awareness and sustainable initiatives through education, research, and community engagement.

Donor: European Union

Implementation: Oct 2024 - Mar 2026



**Climate
change**

Combating Climate Change: SmartUp's Commitment to Environmental Stewardship

Community Mobility Co-operatives

The Community Mobility Co-operatives project's goal is to support the uptake of sustainable mobility solutions in Southeast Europe, focusing on Slovenia, North Macedonia, Romania, and Serbia. This initiative focuses on transforming the local transport systems by promoting shared electric vehicle (EV) fleets and community-led EV charging infrastructure. By encouraging and empowering local communities, the project will address transport-related challenges, including congestion, emissions, and inequality, while aligning with the European Union's climate policies.

Donor: European Climate Initiative (EUKI)
Implementation: Feb 2025 - Feb 2027

Key achievements

28

workshops &
participatory processes
designed & implemented

300+

educators and students
engaged

1

digital course
created

1000+

new registered users
on the EDULab
platform

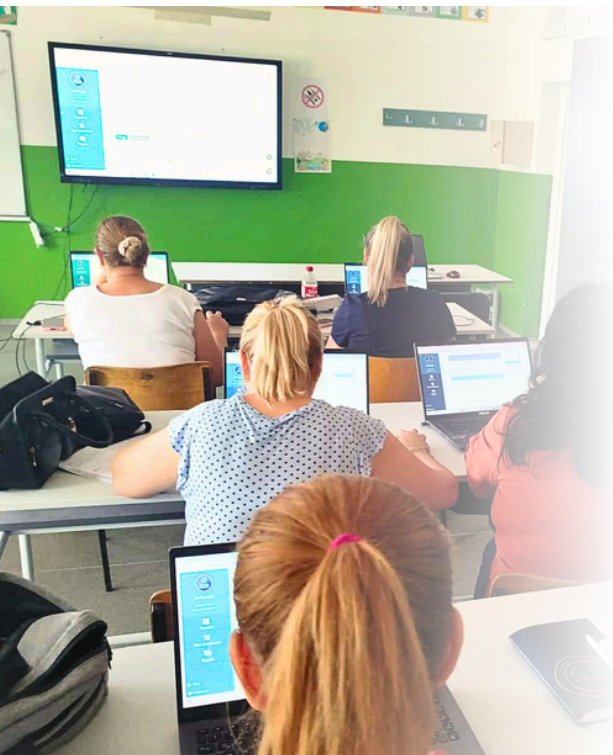
50

student activities
co-created
and published

5

new partnerships
established

Our favourite work



Innovation in schools

Through the EmpowerED project we digitalized the self-evaluation process for educators in North Macedonia, testing the new service with 20 schools and 1000+ educators. The platform is now live and used by teachers in elementary schools throughout the country.

[Find out more](#)

Resilient together

Working with the Municipality of Sveti Nikole, we developed, in a highly participatory process, the first municipal climate resilience strategy, action and investment plan in the country. The strategy was adopted by the municipality and is now proactively being implemented, in part through a continued collaboration between SmartUP and the Municipality of Sveti Nikole.

[Find out more](#)

Our work in-depth



Community Mobility Cooperatives

A new approach to developing sustainable mobility, led by communities in the region.

[Learn more](#)

Supporting students and teachers

4 courses for educators and 100 activities created by students added to the EDULab platform

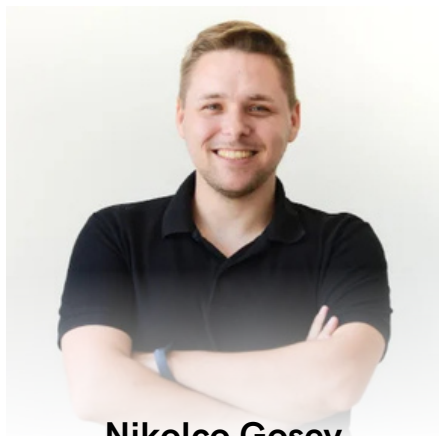
[Learn more](#)

Placemaking Week 2025

Sharing our learnings and exchanging knowledge and experience on urban mobility and better urban places.

[Learn more](#)

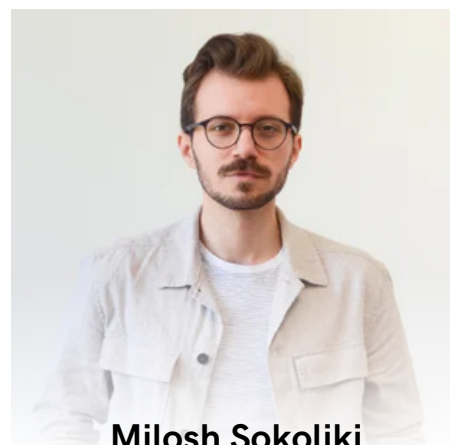
Team members



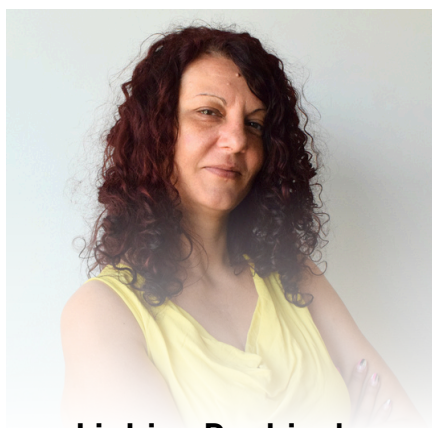
Nikolco Gosev
President



Milena Ignjatova
Program Manager



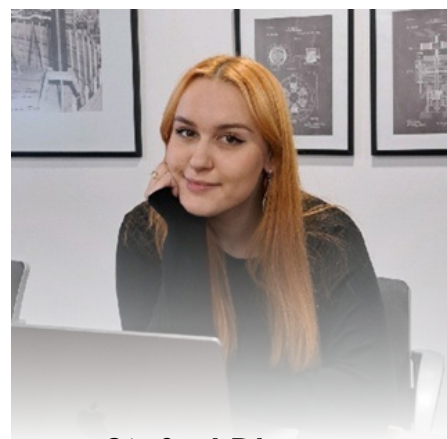
Milosh Sokolikj
Program Manager



Ljubica Ruzhinska
Project Coordinator



Kristina Velevska
Admin Assistant



Stefani Dimova
Communications

Organizational Overview – 2025

Geographical Area: Southeast Europe

Number of Employees in 2025:

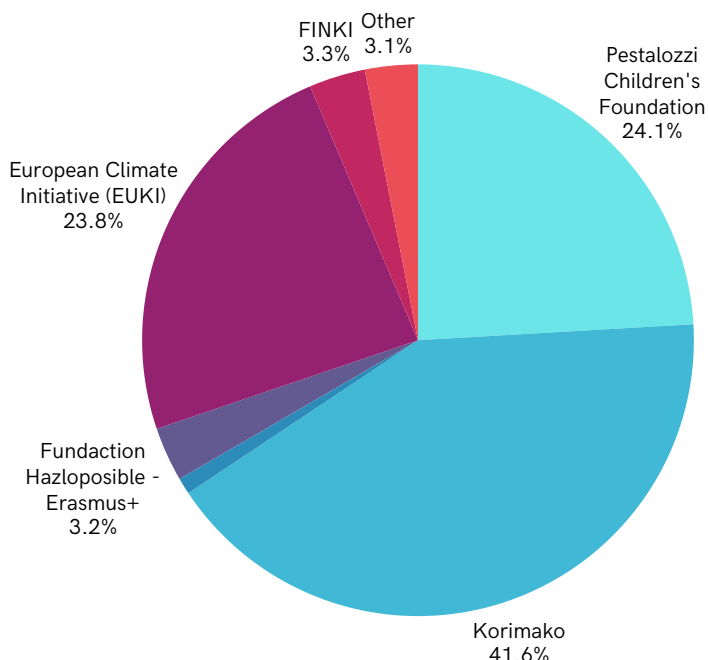
- 7 employees
- 5 engaged staff
- 9 external collaborators (specialized consultants, graphic designers, translators)

Financial Overview – 2025

Income	Expenses	Balance	Annual turnover
€427,759.00	€294,659.00	€203,362.00	€215,783.00

The total income for 2025 in the table includes not only the revenues generated during 2025 but also transfers from previous years allocated to the ongoing project.

Financial Inflows per donor

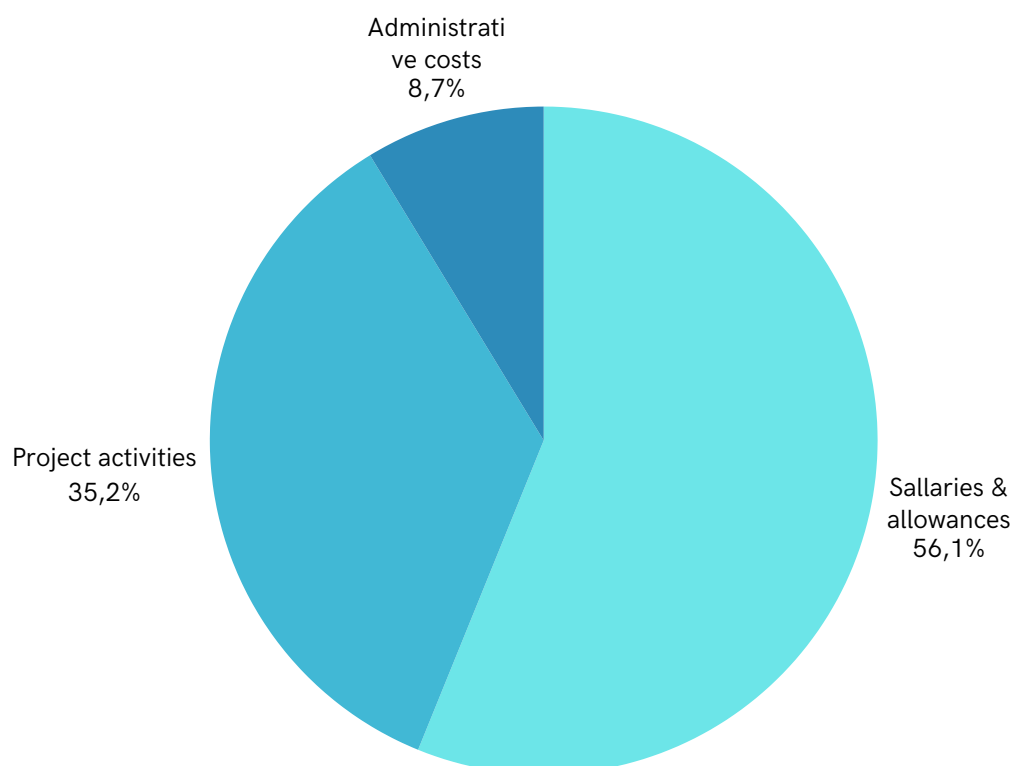


Financial Inflows – 2025

Project	Donor	Total
Promoting Safe School Environment	Pestalozzi Children's Foundation / SEGA	31.605 €
Mediathon: Youth Voices for Societal Change	OSCE Skopje	2.055 €
Innovation program	Korimako	88.200 €
Action4Climate	Fundacion Hazloposible - Erasmus+	6.755 €
EmpowerED - Digital self-evaluation tool for teachers & Capacity Building	Pestalozzi Children's Foundation	19.475 €
Community Mobility Co-Operatives	European Climate Initiative (EUKI) / University of Ljubljana	50.502 €
Faculty of Computer Science & Engineering Skopje	FINKI	7.008 €
Other activities	/	6.563 €

Cost allocation – 2025

Base	EUR	%
Salaries & allowances	€165,151	56.14%
Project activities	€103,414	35.15%
Administrative costs	€25,615	8.71%



Partner with Us

We invite you to join us in our mission to create a world where innovation empowers individuals and communities to reach their full potential and contributes to a more just, equitable, and sustainable future.

New partnerships enable us to expand our impact across education, youth empowerment, climate resilience, and public sector innovation. Together, we can shape a world where collaborative innovation drives positive change for all.

Contacts

Nikolcho Goshev

nikolco.gosev@innovationlab.mk

Milosh Sokolikj

milosh@innovationlab.mk

Milena Ignjatova

milena.ignjatova@innovationlab.mk

Annex 1 - Detailed financial statement

ЕМБС: 06968244

Целосно име: Здружение на граѓани СМАРТ АП- Лабораторија
за социјални иновации Скопје

Вид на работа: 540

Тип на годишна сметка: Годишна сметка

Тип на документ: Годишна сметка

Година : 2025

Биланс на приходи и расходи

Ознака за АОП	Опис	Претходна година	Бруто за тековна година	Исправка на вредноста за тековна година	Нето за тековна година
201	-- Расходи I. МАТЕРИЈАЛНИ РАСХОДИ, УСЛУГИ И АМОРТИЗАЦИЈА (202 до 210)	1.677.266,00			3.415.531,00
202	-- Потрошени материјали	96.112,00			73.633,00
203	-- Потрошена енергија	35.168,00			
204	-- Други услуги	929.027,00			2.523.772,00
205	-- Превозни и транспортни услуги	172.925,00			314.768,00
206	-- Издатоци за реклама, пропаганда и репрезентација	175.120,00			189.393,00
209	-- Наемнини	267.814,00			313.965,00
210	-- Други материјални расходи	1.100,00			
211	-- ДРУГИ РАСХОДИ (212 до 221)	6.953.356,00			3.431.597,00
212	-- Провизија за платен промет	48.305,00			66.609,00
213	-- Камати на кредити и заеми				4.306,00
214	-- Премии за осигурување				4.206,00
215	-- Дневници за службено патување	277.160,00			706.843,00
216	-- Надоместоци на трошоците на работниците и граѓаните	5.682.413,00			2.525.031,00
217	-- Негативни курсни разлики	9.868,00			32.973,00
218	-- Членарини	30.948,00			
219	-- Други расходи	904.662,00			91.629,00
222	-- КАПИТАЛНИ И ДРУГИ СРЕДСТВА (223+224+225)	825.149,00			1.088.141,00
224	-- Средства за опрема	825.149,00			1.088.141,00

Annex 1 - Detailed financial statement

226	-- ПОМОШТИ, ДОНАЦИИ И ДРУГИ ДАВАЧКИ (227+228+229)	73.269,00			
229	-- Други помошти и давања	73.269,00			
230	-- ПЛАТИ И НАДОМЕСТИ НА ПЛАТИ(231+232)	3.751.523,00			10.156.783,00
231	-- а) Вкалкулирани плати	2.305.430,00			6.658.770,00
232	-- б) Вкалкулирани надомести	1.446.093,00			3.498.013,00
233	-- Даноци и придонеси кои не зависат од резултатот	2.850,00			
235	-- ВКУПНО РАСХОДИ (201+211+222+226+230+233+234)	13.283.413,00			18.092.052,00
236	-- Остварен вишок на приходи-добивка пред оданочување(250 минус 235) ако 250>235	12.831.118,00			7.988.121,00
238	-- Остварен нето вишок-добивка (236-237)	12.831.118,00			7.988.121,00
239	-- Вкупно (235+236) или (235+237) ако 237 е поголемо од 236=252	26.114.531,00			26.080.173,00
240	-- ПРИХОДИ ОД ПРОДАЖБА НА ПРОИЗВОДИ, СТОКИ И УСЛУГИ (241+242)				922.202,00
242	-- Приходи од услуги				922.202,00
243	-- Приходи од камати и позитивни курсни разлики				6.456,00
244	-- Приходи од членарини, подароци, донации и приходи од други извори	17.382.788,00			12.320.397,00
246	-- Сопствени приходи	133.160,00			
248	-- Пренесен дел од вишокот на приходите од претходната година	8.598.583,00			12.831.118,00
250	-- ВКУПНО ПРИХОДИ 240+243+244+245+246+247+ 248+249	26.114.531,00			26.080.173,00
252	-- ВКУПНО (250+251)=239	26.114.531,00			26.080.173,00
438	-- Број на работници				7,00

Биланс на состојба

Ознака за АОП	Опис	Претходна година	Бруто за тековна година	Исправка на вредноста за тековна година	Нето за тековна година
1	-- АКТИВА ПОСТОЈАНИ СРЕДСТВА (002+003+008+009)	2.297.788,00	2.854.655,00	1.488.447,00	1.366.208,00
2	-- НЕМАТЕРИЈАЛНИ СРЕДСТВА	176.309,00	135.000,00	9.725,00	125.275,00
3	-- МАТЕРИЈАЛНИ СРЕДСТВА (004 до 007)	2.099.135,00	2.719.655,00	1.478.722,00	1.240.933,00
6	-- Опрема	2.099.135,00	2.719.655,00	1.478.722,00	1.240.933,00

Annex 1 - Detailed financial statement

8	-- МАТЕРИЈАЛНИ И НЕМАТЕРИЈАЛНИ ВЛОЖУВАЊА ВО ПОДГОТОВКА	22.344,00			
10	-- ПАРИЧНИ СРЕДСТВА, КРАТКОРОЧНИ ПОБАРУВАЊА И АКТИВНИ ПРЕСМЕТКОВНИ СМЕТКИ (011+018+019+020+021+022+023+024)	16.359.288,00	11.120.220,00		11.120.220,00
11	-- ПАРИЧНИ СРЕДСТВА (012 до 017)	15.121.521,00	10.278.523,00		10.278.523,00
12	-- Жиро сметка	11.689.899,00	10.278.523,00		10.278.523,00
14	-- Девизна сметка	3.391.861,00			
15	-- Издвоени парични средства и акредитиви	39.761,00			
20	-- ПОБАРУВАЊА ЗА ДАДЕНИ АВАНСИ, ДЕПОЗИТИ И КАУЦИИ	20.295,00	20.295,00		20.295,00
24	-- АКТИВНИ ВРЕМЕНСКИ РАЗГРАНИЧУВАЊА (025+026+027)	1.217.472,00	821.402,00		821.402,00
27	-- Други активни временски ограничувања	1.217.472,00	821.402,00		821.402,00
42	-- ВКУПНА АКТИВА (001+010+028+035+038+041)	18.657.076,00	13.974.875,00	1.488.447,00	12.486.428,00
44	-- ПАСИВА - ИЗВОРИ НА ДЕЛОВНИ СРЕДСТВА	2.297.788,00			1.366.208,00
45	-- Деловен фонд	2.297.788,00			1.366.208,00
46	-- РЕВАЛОРИЗАЦИОНА РЕЗЕРВА	2.310.697,00			2.310.697,00
51	-- IV. КРАТКОРОЧНИ ОБВРСКИ И ПАСИВНИ ПРЕСМЕТКОВНИ СМЕТКИ (052 ДО 061)	1.217.473,00			821.402,00
53	-- б) Добавувачи	7.757,00			8.907,00
54	-- в) Обврски спрема државата за даноци и придонеси и други обврски	421.038,00			280.973,00
61	-- Обврски за плати	788.678,00			531.522,00
62	-- V. ПАСИВНИ ВРЕМЕНСКИ РАЗГРАНИЧУВАЊА (063 до 065)	12.831.118,00			
64	-- Дел од вишокот на приходите пренесен во наредната година	12.831.118,00			
67	-- НЕРАСПРЕДЕЛЕН ДЕЛ ОД ВИШКОТ НА ПРИХОДИТЕ- ДОБИВКАТА				7.988.121,00
69	-- ВКУПНА ПАСИВА (044+046+047+051+062+066+067+068)	18.657.076,00			12.486.428,00

Државна евиденција

Ознака за АОП	Опис	Претходна година	Бруто за тековна година	Исправка на вредноста за тековна година	Нето за тековна година
------------------	------	---------------------	-------------------------------	--	------------------------------

Annex 1 - Detailed financial statement

617	-- Набавна вредност на софтвер со лиценца	69.437,00			
619	-- Исправка на вредност на софтвер со лиценца	62.990,00			
647	-- Набавна вредност на информациска и телекомуникациска опрема)	281.438,00			647.694,00
649	-- Исправка на вредност на информациска и телекомуникациска опрема	120.756,00			243.046,00
650	-- Сегашна вредност на информациска и телекомуникациска опрема(< или = АОП 006 од БС)	160.682,00			404.648,00
651	-- Набавна вредност на компјутерска опрема)	1.265.022,00			1.294.675,00
653	-- Исправка на вредност на компјутерска опрема	672.831,00			857.207,00
654	-- Сегашна вредност на компјутерска опрема(< или = АОП 006 од БС)	592.191,00			437.468,00
680	-- Плати(< или = на АОП 231 од БПР)	2.305.430,00			
681	-- Придонеси на плати(< или = на АОП 231 од БПР)	1.224.028,00			
682	-- Даноци на плати(< или = на АОП 231 од БПР)	222.065,00			
687	-- Приходи од позитивни курсни разлики (< или = на АОП 243 од БПР)				6.456,00
691	-- Приходи од донации(< или = на АОП 244 од БПР)	17.382.788,00			12.320.397,00
695	-- Просечен број на вработени врз основа на состојбата на крајот на месецот	4,00			7,00

Распоредување на резултатот

Ознака за АОП	Опис	Претходна година	Бруто за тековна година	Исправка на вредноста за тековна година	Нето за тековна година
351	-- А. ОСТВАРЕН НЕТО ВИШОК -ДОБИВКА	12.831.118,00			7.988.121,00
353	-- Б. ОСТАТОК ОД НЕТО ДОБИВКАТА ЗА РАСПОРЕДУВАЊЕ (351-352)	12.831.118,00			7.988.121,00
359	-- Нераспределен дел од вишокот на приходите-добивката	12.831.118,00			7.988.121,00

Структура на приходи по дејности

Ознака за АОП	Опис	Претходна година	Бруто за тековна година	Исправка на вредноста за тековна година	Нето за тековна година
4631	- 94.990 - Дејности на други организации врз база на зачленување, н.д.м.				26.080.173,00

Потпишано од:

MARTINA STOJANOVSKA GJORGJIEVA

CN=KIBSTrust Issuing Qsig CA G2,
 OID.2.5.4.97=NTRMK-5529581, OU=KIBSTrust
 Services, O=KIBS AD Skopje, C=MK
 KIBSTrust Issuing Qsig CA G2