



SmartUP Social Innovation Lab

Annual Narrative and Financial Report
2023

March 2024

Innovation for social good

Dear friends and partners,

Welcome to the annual report of SmartUP Social Innovation Lab for 2023. Since 2014, we have been committed to developing practical and innovative solutions that foster a sustainable and inclusive society.

As North Macedonia's first innovation lab, we focus on connecting people, organizations, and institutions to address societal challenges through co-creation, research, and human-centered design. Over the past nine years, we have developed significant expertise in initiating, developing, and supporting social innovation at both national and regional levels.

This annual report is more than a reflection of our accomplishments—it's a celebration of our collaboration with you, our partners, and friends. None of this would be possible without your trust, support, and shared commitment to make the world a better place.

Thank you for being part of our journey.

Together, we will continue to innovate and create meaningful change.

With gratitude,
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



Co-funded by the
European Union



**Pestalozzi
Children's
Foundation**



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

Our programmes

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

Education

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

Youth

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

Public Sector Innovation

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

Climate Change

Education

Ongoing and
completed work

Empowering students
and educators through
collaborative innovation

EDUINO: Collectively Improving Education Through Co-Creation and Innovation

EDUINO is North Macedonia's national platform for digital educational content, designed and implemented by SmartUP. Hosting 4,000+ video lessons for pre-school to secondary students, it has reached 4.5M+ views, 30,000+ student users, and 20,000+ teacher users. Now managed by the Bureau for Development of Education (BDE) with ministry approval, EDUINO also includes teacher trainings, webinars, Eduino Ambassadors, two national Gameathons, and the Eduino 2D Science Lab. EDUINO's co-creation model was recognized by the HundrED 2022 Global Collection.

Donor: UNICEF MK

Implementation: June 2021 - April 2023

Education

Ongoing and
completed work

Empowering students
and educators through
collaborative innovation

EduInclusion - Innovation for Every Child

The goal of this project was to co-create educational tools to support children with Special Educational Needs (SEN) in the educational process, particularly in the area of communication.

Through a participatory approach, the project involved students with SEN, educators, and parents in the research, co-creation, and prototyping of tools to ensure their relevance and usability in specific educational contexts.

Over a 9-12 month period, the project aimed to foster effective communication between all actors in the educational process, addressing the diverse needs of children with SEN.

Donor: Pestalozzi Children's Foundation
Implementation: August - December 2023

Education

Ongoing and
completed work

Empowering students
and educators through
collaborative innovation

SafeCyberEDU - Cybersecurity Training for Teachers

SafeCyberEdu -is an innovative initiative designed to equip educators in North Macedonia with essential cybersecurity knowledge to protect themselves and their students online.

Hosted on the EduLab platform

(<https://edu.innovationlab.mk/>) by SmartUP - Social Innovation Lab, the project developed a well-rounded digital course covering topics such as cyber threat identification, online safety, privacy, and digital rights. It achieved strong engagement, with 400+ educators completing the course, while two large-scale webinars reached around 1,500 participants each. The EduLab platform remains active, now hosting over 1,600 users and continually expanding with new content. Additionally, the project built the capacity of 50 SmartUP Ambassadors and established key partnerships, creating a sustainable foundation for ongoing cybersecurity education and a safer digital learning environment in North Macedonia.

Donor: U.S. Embassy Skopje

Implementation: August 2023 - June 2024

Education

Ongoing and
completed work

Empowering students
and educators through
collaborative innovation

JUST SMART / Shtreber Education Portal

Streber is a Serbian national portal that offers open and free access to the state elementary curriculum, financed by Official Development Assistance (ODA), and aims at transforming learning into learning and knowledge play, using quizzes, games, points, and badges, where all students learn and get rewards.

SmartUP's role was to customize the design and the digital tool for the Macedonian environment, to educate teachers/educators on how to use digital learning tools, and to make quality digital content.

Donor: Shtreber / UNDP Serbia
Implementation: February - April 2023

Education

Ongoing and
completed work

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: September 2023 -
September 2026

Public Sector Innovation

Ongoing and completed work

Empowering Public Sector Innovation: Collaborating for a Better Future

Public Sector Innovation Training for Local Government and MZ (Mjesne Zajednice - Local Communities) Representatives

SmartUp designed and delivered two comprehensive innovation training programs targeting local government and local community representatives (Mjesne zajednice - MZs).

Overall, the project reached 66 participants through three cohorts, providing tailored training materials and interactive sessions, offering participants a basic understanding of public sector innovation and hands-on practice.

Donor: UNDP BIH
Implementation: May - September 2023

Key achievements

100+

public servants trained

6

webinars

&

1200+

participants per webinar

20

workshops designed
& implemented

2

new partnerships established
with PCF and UNDP BiH

Our favourite work



EDULab

Professional Development Platform

Level up your skills and knowledge at your own pace with EduLab's on-demand courses and explore a library of educational resources, including articles and guides – all designed to fuel your personal and professional development.

[Find out more](#)

SkopjeLab

City of Skopje Innovation Centre

City of Skopje Innovation Centre – SkopjeLab is the first public sector innovation lab in the Balkans. Established in July 2017, with a mission to work on finding innovative approaches to address challenges and problems facing the city, SkopjeLab was a transformative learning journey for the city.

[Find out more](#)

Our work in-depth



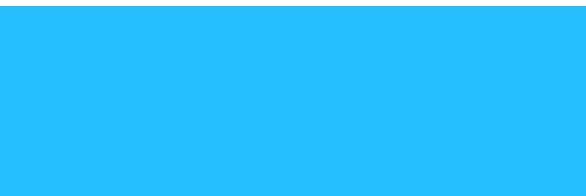
Impact Investment

A guide for the development of an impact investment portfolio for local government

[Learn more](#)

Co-creating crowdfunding models

A handbook

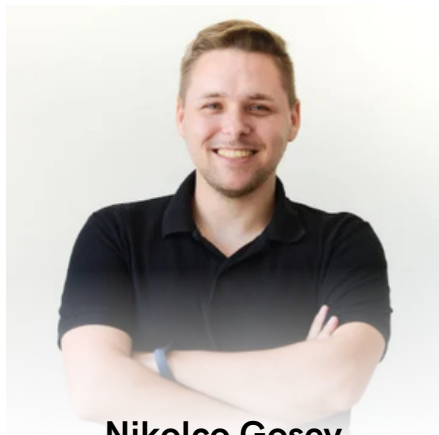
[Learn more](#)

Innovation in education

A how-to guide to initiate innovative practices

[Learn more](#)

Team memebers



Nikolco Gosev
President



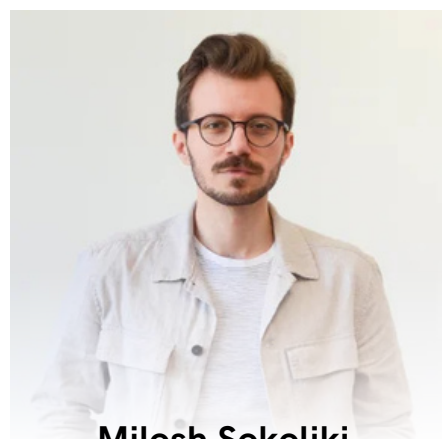
Sofija Bogeva
Programme Manager



Aleksandar Lazovski
Programme Manager



Milena Ignjatova
Project Manager



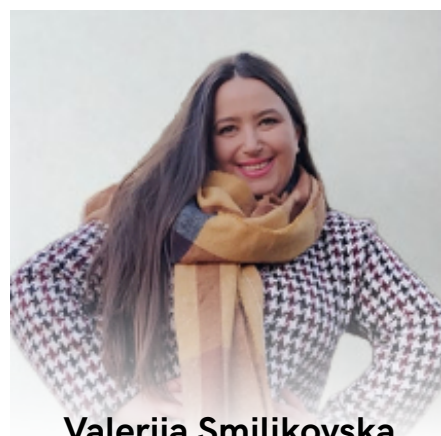
Milosh Sokolikj
Service Designer



Elena Cvetkovska
Social Media Expert



Marija K. Cvetanoska
Project Assistant



Valerija Smiljkovska
Admin Assistant

Organizational Overview – 2023

Geographical Area: National

Number of Employees in 2023:

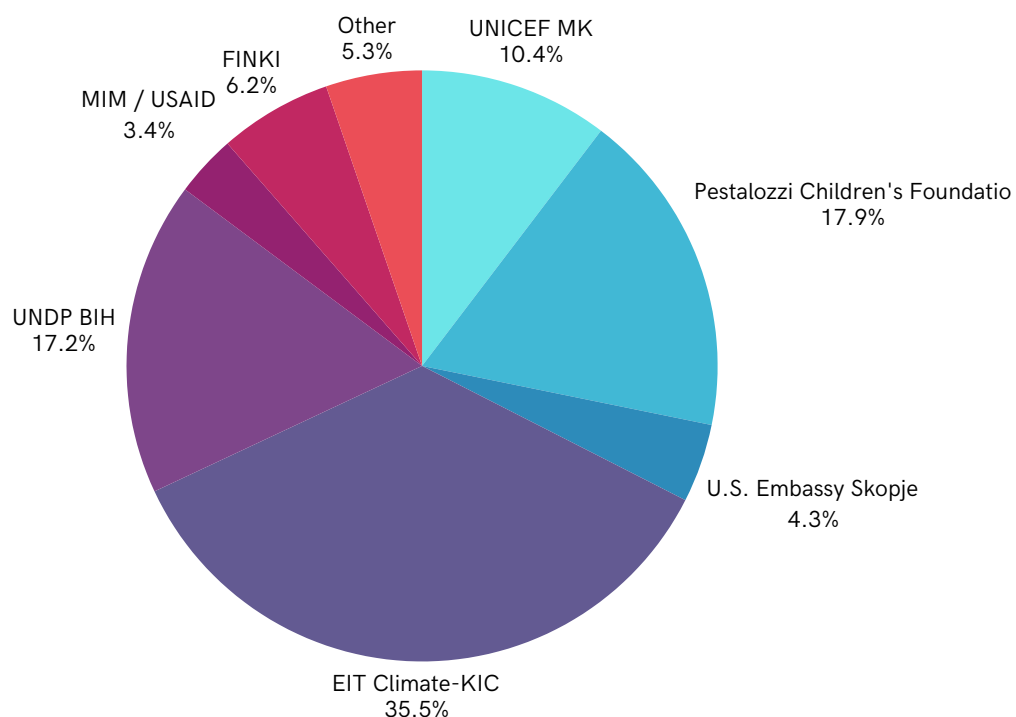
- 4 employees
- 6 engaged staff
- 7 external collaborators (consultants, graphic designers, translators)

Financial Overview – 2023

Income	Expenses	Balance	Annual turnover
€312,710.94	€173,139.42	€212,358.35	€165,280.13

The total income for 2023 in the table includes not only the revenues generated during 2023 but also transfers from previous years allocated to ongoing project.

Financial Inflows per donor

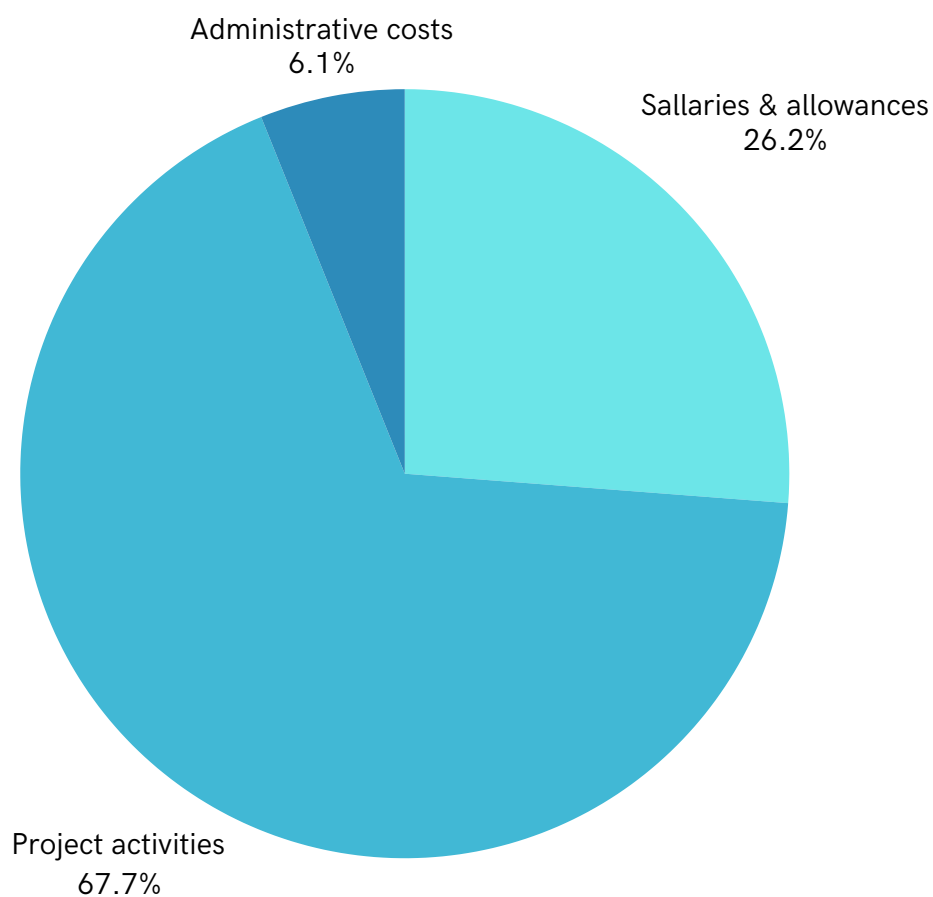


Financial Inflows – 2023

Project	Donor	Total
EDUINO: Collectively Improving Education Through Co-Creation and Innovation	UNICEF MK	15.135 €
EduInclusion - Innovation for Every Child	Pestalozzi Children's Foundation	18.215 €
SafeCyberEDU - Cybersecurity Training for Teachers	U.S. Embassy Skopje	6.286 €
Promoting Safe School Environment	Pestalozzi Children's Foundation	7.893 €
Innovative financial models to support the transition to renewable energy sources / Future cities of SEE	EIT Climate-KIC	51.937 €
Public Sector Innovation Training for Local Government and MZ (Mjesne Zajednice - Local Communities) Representatives	UNDP BIH	25.100 €
USAID's Media Literacy Project YouThink	MIM / USAID	4.930 €
Faculty of Computer Science & Engineering	FINKI	9.035 €
Other activities	/	7.695 €

Cost allocation – 2023

Base	EUR	%
Salaries & allowances	€45,390	26.22%
Project activities	€117,175	67.68%
Administrative costs	€10,574	6.11%



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.

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