



SmartUP Social Innovation Lab

Annual Narrative and Financial Report
2024

March 2025

Innovation for social good

Greetings, innovators and changemakers,

In 2024, SmartUP – Social Innovation Lab advanced its mission of driving systemic change through innovation. We strengthened public sector innovation by supporting the operationalization of North Macedonia's National Development Strategy, co-creating policy roadmaps for migrant and refugee integration, and conducting foresight research to enhance strategic governance.

Our commitment to climate action grew through initiatives such as Pathways to Resilience in Sveti Nikole and Cetinje, where we supported the creation of climate adaptation strategies and investment plans. Through Action4Climate (Erasmus+), we empowered youth across Europe to craft compelling data stories on climate action.

In education and youth, projects like SafeCyberEDU, EmpowerED, and Promoting Safe School Environment enhanced teacher development, digital safety, and inclusive learning environments. The Mediathon: Youth Voices for Social Change engaged high school students in designing creative solutions to pressing social issues.

Together with our partners, we continue to shape a more innovative, inclusive, and resilient future.

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



"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

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

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

Youth

Ongoing and
completed work

Empowering Youth:
Cultivating
Changemakers through
Engagement and
Innovation

Mediathon: Youth Voices for Social Change

The project "Mediathon: Youth Voices for Social Change" aimed to engage high school students in Skopje in the creation of media content that addresses contemporary social challenges. This initiative encouraged young people to become active participants and leaders in their communities by designing media solutions to tackle everyday issues they face. The project focused on promoting media literacy, storytelling, and leadership skills, and the development of impactful media campaigns that highlight important topics such as bullying, social inclusion, and the promotion of the common good.

Donor: OSCE Mission in Skopje
Implementation: September - December 2024

Public Sector Innovation

Ongoing and
completed work

Empowering Public
Sector Innovation:
Collaborating for a
Better Future

Researching Mechanisms for the Operationalization of the National Development Strategy

The "Researching Mechanisms for the Operationalization of the National Development Strategy" project aims to support the operationalization of North Macedonia's National Development Strategy (NDS) for 2024-2044, which outlines the country's development goals and priorities, emphasizing accelerated, inclusive, and sustainable growth aligned with EU integration and Agenda 2030. Two operationalization mechanisms were tested: a co-creation process for policy pilots with a focus on migrant and refugee integration and the potential to establish a foresight unit to enhance future policy and strategic planning.

Donor: UNHCR

Implementation: August - December 2024)

Climate Change

Ongoing and
completed work

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: EIT Climate-KIC

Implementation: September 2024 - February 2026

Climate Change

Ongoing and
completed work

Combating Climate
Change: SmartUp's
Commitment to
Environmental
Stewardship

Action4Climate (Erasmus+)

Action4Climate is an international project scaled from the Fundación Hazlo posible 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 Hazlo posible (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: October 2024 -
March 2026**

Key achievements

24

workshops &
participatory processes
designed & implemented

200+

educators and students
engaged

5

digital courses
created

800+

registered users on
the EDULab platform

50

student activities
co-created
and published

5

new partnerships
established

Our favourite work



Innovation in schools

As part of the Promoting Safe School Environment project, we designed and implemented 10 workshops with 25 schools and over 150 students and educators. Students learned how to conduct research and innovate, and applied these skills to creating activities to address ongoing challenges in their schools, such as bullying, unequal opportunities, and safety.

[Find out more](#)

A better society for everyone

In partnership with UNHCR and UNDP, we explored how participatory processes can help design human-centered policies, rooted in real needs and lived experiences. The work focused on integrating migrants and refugees in North Macedonia. Out of the 15 policy recommendations and pilots, 4 have since been adopted, making employment and education more accessible.

[Find out more](#)

Our work in-depth



Supporting Teachers' Professional Development

A new approach to self-evaluation

[Learn more](#)



Creating Collaborative eTwinning Projects With a Design Thinking Approach

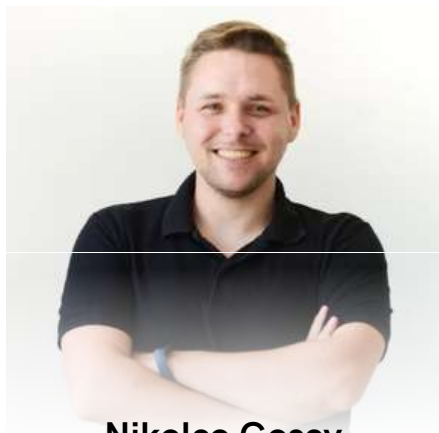
[Learn more](#)



Mediathon: Youth Voices for Societal Change

[Learn more](#)

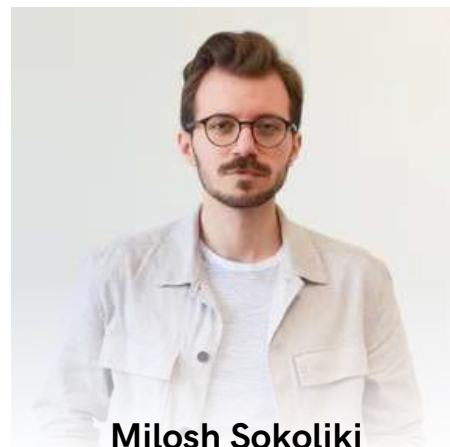
Team memebers



Nikolco Gosev
President



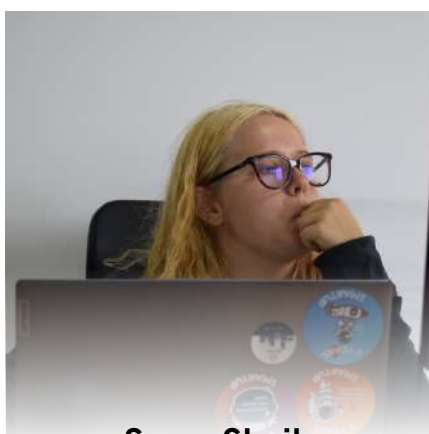
Milena Ignjatova
Program Manager



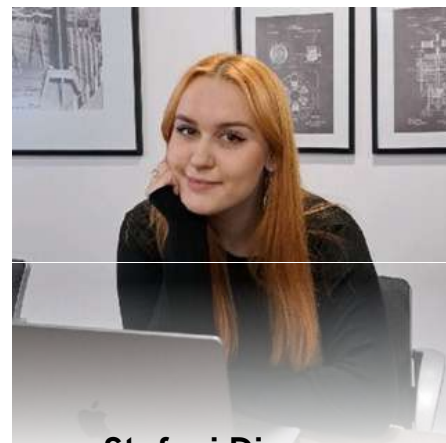
Milosh Sokolikj
Program Manager



Elena Cvetkovska
Social Media Expert



Sarra Skaik
Admin Assistant



Stefani Dimova
Communications

Organizational Overview – 2024

Geographical Area: Southeast Europe

Number of Employees in 2024:

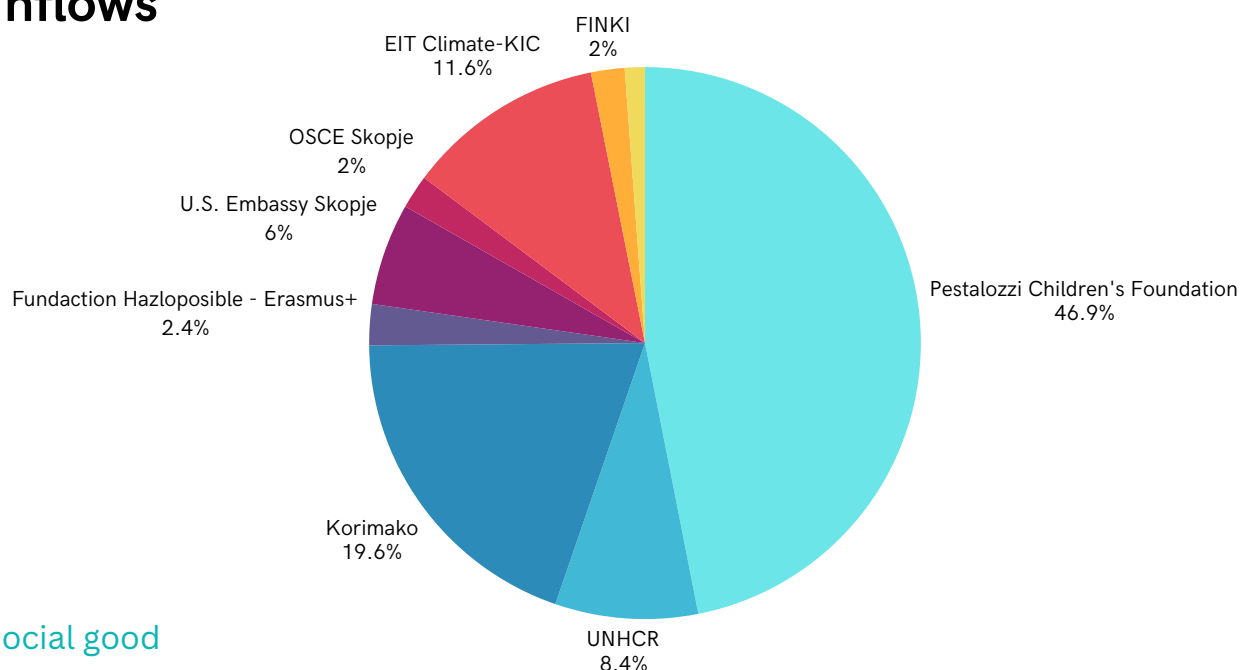
- 4 employees
- 8 engaged staff
- 17 external collaborators (specialized consultants, graphic designers, translators)

Financial Overview – 2024

Income	Expenses	Balance	Annual turnover
€423,889.02	€215,615.32	€302,840.20	€284,317.50

The total income for 2024 in the table includes not only the revenues generated during 2024 but also transfers from previous years allocated to ongoing project.

Financial Inflows per donor

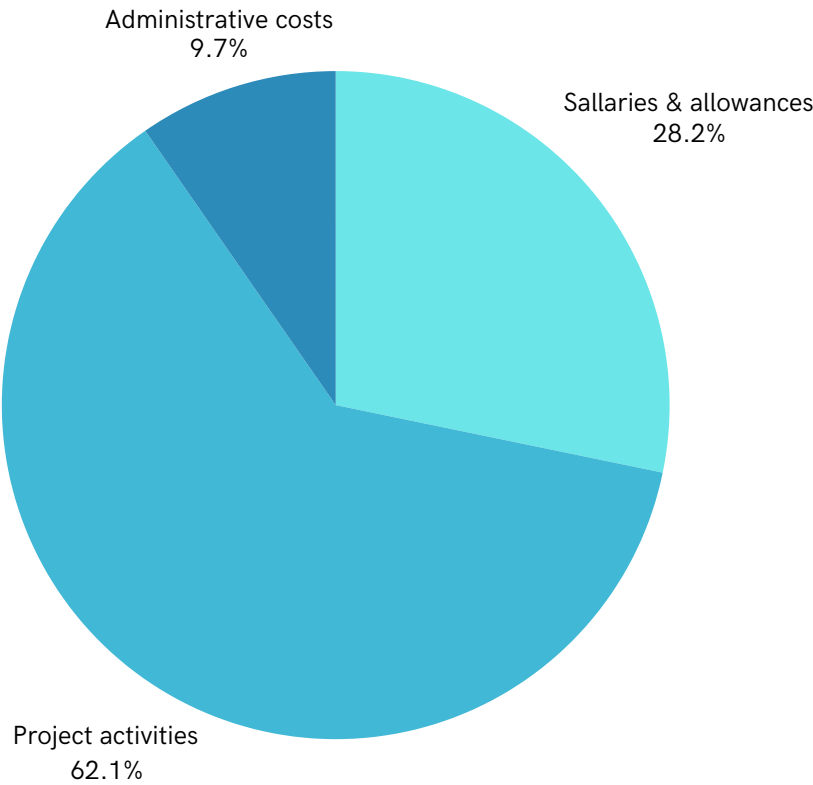


Financial Inflows – 2024

Project	Donor	Total
Promoting Safe School Environment	Pestalozzi Children's Foundation / SEGA	74.759 €
Mechanisms for the operationalization of the National Development Strategy	UNHCR	23.547 €
Innovation program	Korimako	55.156 €
Action4Climate	Fundaction Hazloposible - Erasmus+	6.755 €
EmpowerED - Digital self-evaluation tool for teachers	Pestalozzi Children's Foundation	57.236 €
SafeCyberEDU - Cybersecurity Training for Teachers	U.S. Embassy Skopje	16.812 €
Mediathon: Youth Voices for Societal Change	OSCE Skopje	5.572 €
Pathways to Resilience: Sv. Nikole Resilience Lab	EIT Climate-KIC / Municipality of Sveti Nikole	25.610 €
Pathways to Resilience: Mission for a Resilient Montenegro	EIT Climate-KIC / Agency for development of Cetinje	7.125 €
Faculty of Computer Science & Engineering Skopje	FINKI	5.540 €
Other activities	/	3.317 €

Cost allocation – 2024

Base	EUR	%
Salaries & allowances	€60,894	28.24%
Project activities	€133,887	62.10%
Administrative costs	€20,834	9.66%



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

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Milena Ignjatova

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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 : 2024

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)	2.186.936,00			1.677.266,00
202	-- Потрошени материјали	19.638,00			96.112,00
203	-- Потрошена енергија	35.971,00			35.168,00
204	-- Други услуги	1.529.414,00			929.027,00
205	-- Превозни и транспортни услуги	125.559,00			172.925,00
206	-- Издатоци за реклама, пропаганда и репрезентација	231.258,00			175.120,00
209	-- Наемнини	216.801,00			267.814,00
210	-- Други материјални расходи	28.295,00			1.100,00
211	-- ДРУГИ РАСХОДИ (212 до 221)	5.264.526,00			6.953.356,00
212	-- Провизија за платен промет	55.488,00			48.305,00
213	-- Камати на кредити и заеми	2,00			
214	-- Премии за осигурување	258,00			
215	-- Дневници за службено патување	257.756,00			277.160,00
216	-- Надоместоци на трошоците на работниците и граѓаните	4.740.665,00			5.682.413,00
217	-- Негативни курсни разлики	60.266,00			9.868,00
218	-- Членарини				30.948,00
219	-- Други расходи	150.091,00			904.662,00
222	-- КАПИТАЛНИ И ДРУГИ СРЕДСТВА (223+224+225)	234.985,00			825.149,00
224	-- Средства за опрема	234.985,00			825.149,00

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226	-- ПОМОШТИ, ДОНАЦИИ И ДРУГИ ДАВАЧКИ (227+228+229)	147.846,00			73.269,00
228	-- Надомести и помошти на физички лица	147.606,00			
229	-- Други помошти и давања	240,00			73.269,00
230	-- ПЛАТИ И НАДОМЕСТИ НА ПЛАТИ(231+232)	2.796.353,00			3.751.523,00
231	-- а) Вкалкулирани плати	1.854.083,00			2.305.430,00
232	-- б) Вкалкулирани надомести	942.270,00			1.446.093,00
233	-- Даноци и придонеси кои не зависат од резултатот	35.954,00			2.850,00
235	-- ВКУПНО РАСХОДИ (201+211+222+226+230+233+234)	10.666.600,00			13.283.413,00
236	-- Остварен вишок на приходи-добивка пред оданочување(250 минус 235) ако 250>235	8.598.583,00			12.831.118,00
238	-- Остварен нето вишок-добивка (236-237)	8.598.583,00			12.831.118,00
239	-- Вкупно (235+236) или (235+237) ако 237 е поголемо од 236=252	19.265.183,00			26.114.531,00
240	-- ПРИХОДИ ОД ПРОДАЖБА НА ПРОИЗВОДИ, СТОКИ И УСЛУГИ (241+242)	859.260,00			
242	-- Приходи од услуги	859.260,00			
243	-- Приходи од камати и позитивни курсни разлики	8.867,00			
244	-- Приходи од членарини, подароци, донации и приходи од други извори	5.281.364,00			17.382.788,00
246	-- Сопствени приходи				133.160,00
247	-- Други приходи	4.032.922,00			
248	-- Пренесен дел од вишокот на приходите од претходната година	9.082.770,00			8.598.583,00
250	-- ВКУПНО ПРИХОДИ 240+243+244+245+246+247+ 248+249	19.265.183,00			26.114.531,00
252	-- ВКУПНО (250+251)=239	19.265.183,00			26.114.531,00
438	-- Број на работници	4,00			

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)	1.903.286,00	3.468.804,00	1.171.016,00	2.297.788,00
2	-- НЕМАТЕРИЈАЛНИ СРЕДСТВА	48.605,00	204.437,00	28.128,00	176.309,00
3	-- МАТЕРИЈАЛНИ СРЕДСТВА (004 до 007)	1.854.681,00	3.236.418,00	1.137.283,00	2.099.135,00

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6	-- Опрема	1.854.681,00	3.236.418,00	1.137.283,00	2.099.135,00
8	-- МАТЕРИЈАЛНИ И НЕМАТЕРИЈАЛНИ ВЛОЖУВАЊА ВО ПОДГОТОВКА		27.949,00	5.605,00	22.344,00
10	-- ПАРИЧНИ СРЕДСТВА, КРАТКОРОЧНИ ПОБАРУВАЊА И АКТИВНИ ПРЕСМЕТКОВНИ СМЕТКИ (011+018+019+020+021+022+023+024)	11.179.475,00	42.981.909,00	26.622.621,00	16.359.288,00
11	-- ПАРИЧНИ СРЕДСТВА (012 до 017)	10.888.985,00	41.473.947,00	26.352.426,00	15.121.521,00
12	-- Жиро сметка	10.858.911,00	29.661.696,00	17.971.797,00	11.689.899,00
13	-- Благајна	10.911,00			
14	-- Девизна сметка	1.845,00	11.128.626,00	7.736.765,00	3.391.861,00
15	-- Издвоени парични средства и акредитиви	17.318,00	683.625,00	643.864,00	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)	270.195,00	1.487.667,00	270.195,00	1.217.472,00
27	-- Други активни временски ограничувања	270.195,00	1.487.667,00	270.195,00	1.217.472,00
42	-- ВКУПНА АКТИВА (001+010+028+035+038+041)	13.082.761,00	46.450.713,00	27.793.637,00	18.657.076,00
44	-- ПАСИВА - ИЗВОРИ НА ДЕЛОВНИ СРЕДСТВА	1.903.286,00			2.297.788,00
45	-- Деловен фонд	1.903.286,00			2.297.788,00
46	-- РЕВАЛОРИЗАЦИОНА РЕЗЕРВА	2.310.697,00			2.310.697,00
51	-- IV. КРАТКОРОЧНИ ОБВРСКИ И ПАСИВНИ ПРЕСМЕТКОВНИ СМЕТКИ (052 ДО 061)	270.195,00			1.217.473,00
53	-- б) Добавувачи	7.869,00			7.757,00
54	-- в) Обврски спрема државата за даноци и придонеси и други обврски	88.722,00			421.038,00
61	-- Обврски за плати	173.604,00			788.678,00
62	-- V. ПАСИВНИ ВРЕМЕНСКИ РАЗГРАНИЧУВАЊА (063 до 065)	8.598.583,00			12.831.118,00
64	-- Дел од вишокот на приходите пренесен во наредната година	8.598.583,00			12.831.118,00
69	-- ВКУПНА ПАСИВА (044+046+047+051+062+066+067+068)	13.082.761,00			18.657.076,00

Државна евиденција

Ознака за АОП	Опис	Претходна година	Бруто за тековна година	Исправка на вредноста за тековна година	Нето за тековна година
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617	-- Набавна вредност на софтвер со лиценца	69.437,00			69.437,00
619	-- Исправка на вредност на софтвер со лиценца	20.832,00			62.990,00
620	-- Сегашна вредност на софтвер со лиценца (< или = АОП 002 од БС)	48.605,00			
647	-- Набавна вредност на информациска и телекомуникациска опрема)	281.438,00			281.438,00
649	-- Исправка на вредност на информациска и телекомуникациска опрема	50.205,00			120.756,00
650	-- Сегашна вредност на информациска и телекомуникациска опрема(< или = АОП 006 од БС)	231.233,00			160.682,00
651	-- Набавна вредност на компјутерска опрема)	726.006,00			1.265.022,00
653	-- Исправка на вредност на компјутерска опрема	488.989,00			672.831,00
654	-- Сегашна вредност на компјутерска опрема(< или = АОП 006 од БС)	237.017,00			592.191,00
680	-- Плати(< или = на АОП 231 од БПР)	1.854.083,00			2.305.430,00
681	-- Придонеси на плати(< или = на АОП 231 од БПР)	942.270,00			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)	8.867,00			
691	-- Приходи од донации(< или = на АОП 244 од БПР)	5.219.702,00			17.382.788,00
695	-- Просечен број на вработени врз основа на состојбата на крајот на месецот	4,00			4,00

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	8.598.583,00			12.831.118,00
353	-- Б. ОСТАТОК ОД НЕТО ДОБИВКАТА ЗА РАСПОРЕДУВАЊЕ (351-352)	8.598.583,00			12.831.118,00
359	-- Нераспределен дел од вишокот на приходите-добивката	8.598.583,00			12.831.118,00

Структура на приходи по дејности

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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.				26.114.531,00

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

Изјавувам, под морална, материјална и кривична одговорност, дека податоците во годишната сметка се точни и вистинити.

Податоците од годишната сметка се во постапка на доставување, која ќе заврши со одлука (одобрување/ одбивање) од страна на Централниот Регистар.