## Annex 5: Transparency, visibility, information and communication activities under IMBC

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| **IPA Project implemented under IMBC** | **Visibility Activity** | **Achievements** |
| Improving the Working Conditions | * Awareness Raising Campaigns * Social Media Engagement * Visibility Material Dissemination * Video Production * Media Engagement | Campaigns and materials were focused on formalizing undeclared work, promoting Labour Law novelties, and recognizing businesses through the Gender Responsible Employer Award. The purpose of these activities was to raise awareness about the benefits of legal employment and improved working conditions, using various platforms to engage a wide audience. |
| Raising the quality for pre-school care and education | * Training Workshop Engagement * Visibility Material Dissemination | Workshops engaged over 150 teachers and caregivers, 900 parents, and 1000 children nationwide, aiming to enhance pre-school education quality. These activities served to equip educators with advanced methodologies and practices, fostering an enriching learning environment for children. |
| Labour Market Activation of Vulnerable Groups | * Social Media Engagement * Website Updates * Visibility Material Dissemination | Public announcements and updates were made to promote employment measures for vulnerable groups. The purpose was to ensure that information about support services and opportunities reached the target audience effectively, using digital platforms for broader access and engagement. |
| Support to social enterprises | * Promotional Campaigns * Video Production * Social Media Engagement * Visibility Material Dissemination * Media Engagement | A campaign including the premiere of "Seeds of Hope" highlighted the impact of social entrepreneurship. The activities aimed to inspire and mobilize community support for social enterprises, showcasing their role in addressing societal challenges through engaging content and events. |
| Promotion of Kumanovo – Stracin Section | * Event Participation * Field Missions Coverage * Media Engagement | An event with government officials promoted the rehabilitated section, utilizing on-site and media coverage to maximize visibility. The purpose was to inform the public and stakeholders about the improvements and to foster a sense of community and governmental achievement in the infrastructure project. |
| Further strengthening the capacities for effective implementation of the acquis in the field of industrial pollution | * Awareness Raising Campaigns * Social Media Engagement * Visibility Material Dissemination * Media Engagement | Engaged diverse stakeholders: private sector, academia, NGOs, environmental bodies, MoEPP staff  Provided in-depth insights on project goals, focusing on Industrial Emissions Directive, legal harmonization, and improved permitting processes  70 guests attended |
| Support in the implementation of waste management legislation and Extended Producer Responsibility (EPR) scheme | * Awareness Raising Campaigns * Social Media Engagement * Visibility Material Dissemination * Media Engagement | Facilitated networking and understanding of project aims  Set the stage for successful collaboration throughout the project |