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ANNUAL REPORT 2023





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WHO ARE WE

Mission and vision

Analytica is a unique non-profit institution dedicated to strengthening democracy and good governance in North Macedonia, the broader South Eastern European region, and the European Union. It serves as both a public policy research organization and a "think tank," drawing upon North Macedonia's rich historical and geopolitical context to develop innovative solutions for contemporary challenges.

Analytica's mission is to promote deeper cooperation and understanding among the people of North Macedonia, the region, and the EU. It achieves this by:

Supporting individuals and institutions: Analytica empowers those working on critical issues by providing essential resources and expertise.

Convening leaders for dialogue: Analytica fosters high-level discussions on the most pressing themes to identify collaborative solutions.

Examining cooperative approaches: Analytica analyzes how cooperation can effectively address national, regional, and European policy challenges.

The organization prioritizes diversity within its operation, fostering a broad base of support from all levels of society – including the citizens themselves. Analytica values tolerance, dialogue, and inclusivity, believing that these principles are key to achieving lasting progress through continuous communication and embracing differences.

Analytica's work builds upon the rich philanthropic tradition in North Macedonia and Europe. Its unique niche lies in channeling and institutionalizing this tradition to serve strategic goals. This includes supporting North Macedonia and other regional countries in their integration with Euro-Atlantic structures and promoting European citizenship in the Western Balkans.

Firmly believing in the power of ideas, Analytica actively advocates for its vision of a North Macedonia and South Eastern Europe integrated within the EU – a region where freedom, a sense of shared identity, opportunity, prosperity, and a thriving civil society flourish.

Team

Executive Board

Full Name	Email Address	Position
Veli KRECI	vkreci@analyticamk.org	President
Turker MIFTAR	tmiftar@analyticamk.org	Member
Tamara Mijovic Spasova	tmspasova@analyticamk.org	Executive director
Bojana Mijovic Hristovska	bmhristovska@analyticamk.org	Member
Borce Trenovski	b.trenovski@analyticamk.org	Member

Administrative services

Full Name	Email Address	Position
Aleksandar BLAZEVSKI	aleksandar.busav@gmail.com	Design and webpage
Dejan TODOROVSKI	/	Accountant

Research Fellows and other members of the team

Full Name	Email Address	Programme
Borce Trenovski	borcetrenovski@gmail.com	Public Policy Analysis and Administration
Kristijan Kozeski	kristijan_94@hotmail.com	Public Policy Analysis and Administration
Biljana Tashevska	Biljana.Tashevska@eccf.ukim.edu.mk	Public Policy Analysis and Administration
Marija Trpkova Nestorovska	marija.trpkova- nestorovska@eccf.ukim.edu.mk	Public Policy Analysis and Administration
Maja Hristovska	maja.hristovska@yahoo.com	Empowering Youth Program
Islam Jusufi	islam.yusufi@gmail.com	Foreign and Security Policy
Cvete Koneska	cvete.koneska@gmail.com	Foreign and Security Policy
Ana Stojilovska	astojilovska@analyticamk.org	Energy and Infrastructure
Biljana Petrevska	Petrevska.biljana@yahoo.com	Public Policy Analysis and Administration
Biljana Petkovska	biljana182001@yahoo.com	Public Policy Analysis and Administration

Research Programmes

Public Policy Analysis and Administration Programme



It produces analyses and reports that enhance policy and administrative capacities by providing effective solutions to policy issues and challenges in the area of public administration reform. Building up based on previous research in related areas (decentralization and EU integration) and prompted by the importance of the process of public administration reform for good

governance, Analytica conducts research, identifies problems, and devises solutions for better policymaking processes and public administration.

Foreign and Security Policy Programme



Encompasses the activities of Analytica which deal with contemporary security issues from a traditional and non-traditional standpoint and looks into the issue of governance as an emerging phenomenon in the relationship between governing institutions and citizens.

Building on the extensive work of the Analytica community on this issue, the security and foreign policy programme attempts to bridge differences between the concepts of security and governance and to examine the contemporary security and political challenges from the aspects of both concepts. The aim is to develop more effective, empirical, field-based strategies for major security and governance programmes.

EU Approximation and Integration Advocacy Programme



Integration into EU structures is a transformational source for North Macedonia and in the wider context of Southeast Europe as well as it is a major issue that shapes the reform agenda in the Western Balkan countries. The process of EU approximation entails numerous in-depth reforms of various

sectors such as the economy, youth, administration, the judiciary as well as legislative harmonization. Analytica intends to contribute to the overall success of the EU approximation process by providing

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necessary tools, recommendations, analyses, and concrete steps such as active lobbying for integration home and abroad and taking up an active role in promoting European citizenship in the country. New resources can also help the policy-makers, experts, and others who are working on the issue of European integration and the Western Balkans to master new knowledge that can be useful in their work towards the European integration of North Macedonia and other countries of the Western Balkans. Access to relevant information can provide both the EU and the North Macedonian audience with new information and tools which can be applied in everyday life and contribute to an improved image of North Macedonia.

Energy and Infrastructure Programme



By signing the Energy Community Treaty, North Macedonia and the contracting parties from the region have turned another page in energy history. The new energy reforms demand investments in the energy sector, increasing energy efficiency and renewable sources of

energy. Analytica closely follows and analyses the developments of regional, national, and local energy policies. By conducting policy research, we draft medium and long-term recommendations for the challenges in the energy sector to the respective stakeholders, contribute to energy implementation, and initiate energy debate in the country and the region.

Empowering Youth Programme

This program equips young people with the knowledge, skills, and confidence to tackle critical issues facing their generation. We explore topics like gender equality, cybersecurity, bullying (including cyberbullying), and multiculturalism, fostering a generation of inclusive and responsible leaders. Through workshops, discussions, and engaging activities, participants will develop: Critical thinking skills to analyze complex issues; Problem-solving abilities to find innovative solutions; Communication and collaboration skills to work effectively with others; Digital literacy to

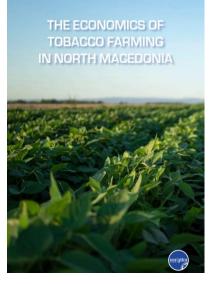


navigate the online world safely and responsibly; An understanding of diversity and inclusion to build a more just and equitable society. This program empowers young people to become active participants in shaping their future and creating positive change in their communities.

WHAT WE DO

Policy documents published in 2023

THE ECONOMICS OF TOBACCO FARMING IN NORTH MACEDONIA

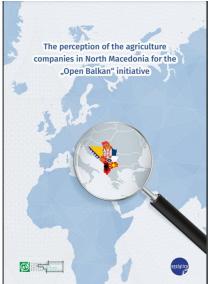


The purpose of this study is to evaluate the economic viability of tobacco farming in North Macedonia compared to other agricultural activities within the same regions. It specifically investigates the profitability of tobacco cultivation both per hectare and per kilogram, using data from a nationally representative economic survey of current, former, and never tobacco farmers. Despite governmental claims of tobacco being a highly profitable strategic crop, findings indicate that tobacco farmers generally earn less than those who cultivate other crops. The study reveals that tobacco farming is labor-intensive and involves substantial amounts of unpaid household labor, leading to lower overall profitability when the opportunity costs of this labor are considered. This research aims to inform stakeholders, including the government and the farmers themselves, providing evidence-based recommendations to potentially shift towards more economically

lucrative crops, thereby improving the economic outcomes for farmers in North Macedonia.

THE PERCEPTION OF AGRICULTURE COMPANIES IN NORTH MACEDONIA FOR THE "OPEN BALKAN" INITIATIVE

paper investigates the intertwined effects of This two contemporaneous global crises, the Covid-19 pandemic and the Russia-Ukraine military conflict, on agriculture sector companies operating in North Macedonia. Additionally, it explores the potential advantages arising from regional economic cooperation within the Western Balkans. The study pursues a comprehensive analysis to discern the multifaceted challenges confronted by these companies while evaluating the role of regional collaboration in mitigating the repercussions of such crises. In the "Introduction" section, we set the stage for our exploration by outlining the overarching goals and motivations underpinning this research endeavor. We seek to offer a nuanced understanding of the complex dynamics at play. The "Methodology" section provides a clear exposition of the research methodologies employed and the sources of data, enhancing the



transparency and credibility of our findings. Within the "Key Findings" section, we encapsulate the central discoveries of our investigation, providing a concise overview of the critical insights gleaned from our analysis. The core of the paper unfolds in the "Interpretation of Results by Topics" section.

WHAT ARE THE OPPORTUNITIES AND BENEFITS OF THE COMMON REGIONAL MARKET IN THE TOURISM SECTOR IN NORTH MACEDONIA

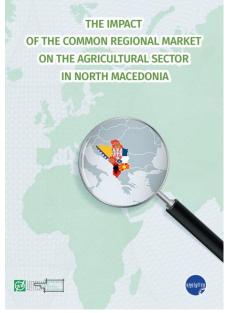


The subject of this analysis is the opportunities and benefits of the common regional market in the tourism sector in North Macedonia. Tourism is of a high importance for the economic development of the country; hence the analysis within the creation of a common regional tourist market is justified. A special review is given to the strengthening of regional economic integration with reference to the current situation of the tourism sector in a changed environment and under conditions of crisis following COVID-19 pandemic and the Russian-Ukrainian conflict.

THE IMPACT OF THE COMMON REGIONAL MARKET ON THE AGRICULTURAL SECTOR IN NORTH MACEDONIA

This report analyzes the impact of the Common Regional Market under the Open Balkan initiative on the agricultural sector in North Macedonia. Agriculture plays a crucial role in the economies of the Western Balkans, including Albania, Serbia, and North Macedonia, significantly contributing to regional GDP. For instance, agriculture accounts for about 12% of the region's GDP, with notable variances among countries. This sector is particularly vital given that 40% of the land in these countries is used for agricultural purposes and approximately 11% of total exports from the region are agricultural products, mainly fruits and vegetables primarily exported to the EU.

The Open Balkan initiative, involving North Macedonia, Serbia, and Albania, aims to enhance regional cooperation by facilitating the free movement of people, goods, capital, and services. This



initiative promotes sustainable regional development, optimizes production capacities, and reduces protectionist policies, providing access to a larger, more competitive market for agricultural products

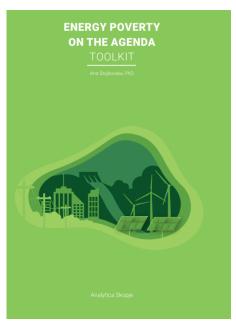
THE PERCEPTION OF HOSPITALITY AND TOURISM COMPANIES FROM THE REPUBLIC OF NORTH MACEDONIA FOR THE "OPEN BALKAN" INITIATIVE



This report explores the perspectives and opinions of hospitality and tourism companies in the Republic of North Macedonia regarding the "Open Balkan" regional cooperation initiative and its impact on the tourism sector. The study focuses on thematic areas such as tourism trends, regional economic interactions, and the collaborations between companies in North Macedonia, Albania, and Serbia under the "Open Balkan" economic framework. Additionally, the report addresses the state of the tourism sector in the aftermath of the COVID-19 pandemic and during the ongoing Russia-Ukraine military conflict. The research engaged companies that are well-acquainted with the "Open Balkan" initiative, aiming to gain insights into their experiences and expectations from this regional collaboration.

ENERGY POVERTY ON THE AGENDA TOOLKIT

The toolkit serves as a user-friendly, easy-to-read guide about key aspects of energy poverty with policy recommendations. It aims to put energy poverty on the agenda because it is a key issue North Macedonia is facing which will further increase in times of energy crisis and in the context of the energy transition. The EU-led energy transition aims to leave no one behind; therefore, it is high time to remove the stigma around recognizing energy poverty and consider the transition as an opportunity not only to fight climate change but rethink the current energy system, demand institutional good governance, and promote citizen-focused energy projects.



tobacconom

TOBACCO TAX MODELING: EVIDENCE FROM NORTH MACEDONIA Tobacconomics Working Paper Series

Tamara Mijovic Spasova', Bojana Mijovic Hristovska', Biljana Tashevska' Marija Trpkova Nestorovska' 1 Analytica tinik tank, North Macedonia 2 Faculty of Economics, University St. Cyril and Methodius, North Macedonia Paper No. 23/10/1 Colober 2023

> Correspondence to: Tamara Mijovic Spasova, Analytica think tank, tmspasova@analyticamk.org

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TOBACCO TAX MODELING: EVIDENCE FROM NORTH MACEDONIA

The working paper assesses the impact of increasing tobacco taxes on tax revenues and public health. Specifically, the researchers model the impact of a 10%, 30%, and 50% specific excise tax increase on tobacco, considering various elasticities of demand. The findings show that the tax collection would increase in all of the scenarios considered. The highest increase in excise and total tax collection of 22.45% and 21.45%, respectively, would occur following a 50% increase in the specific excise tax under the assumption that demand is more elastic. On

the other hand, the smallest increase in excise and total tax collection of 5.23% and 4.86%, respectively, would occur following a 10% increase under the same assumption. These tax increases would also prevent premature tobacco-related death among current adult smokers and youth who would be discouraged from smoking initiation. Following a 50% excise tax increase and assuming a higher elasticity of demand, 34,278 and 1,596 premature deaths of current adult smokers and current youth would be averted, respectively. The working paper concludes with recommendations for policy makers to significantly raise excise taxes to reap the fiscal and public health benefits.

IMPACT OF CIGARETTE PRICES AND TOBACCO CONTROL POLICIES ON SMOKING INITIATION AMONG ADOLESCENTS: EVIDENCE FROM NORTH MACEDONIA

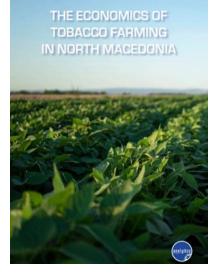
The working paper discusses the impact of cigarette prices, tobacco control policies, peer and parental influence, demographic characteristics and other factors on smoking initiation among youth. The researchers find that price impacts the likelihood of smoking initiation, although not directly. Instead, cigarette prices affect the likelihood that youth are exposed to parental or peer smoking. Youths whose parents smoke are 79% more likely to start smoking, while those with friends who smoke are 62% more likely to smoke. As a result, increasing the price of cigarettes by 10% would reduce the likelihood of youth smoking initiation by 3%. Other tobacco control policies are also effective in deterring youth from initiating smoking, including the bans on smoking in public places and limiting access to tobacco for youth. The study also finds that youth who perceive



tobacco use as harmful are less likely to smoke, which suggests that educational campaigns may deter youth initiation. The working paper concludes with recommendations for price and non-price policies that would reduce youth smoking.

Policy briefs published in 2023

THE ECONOMICS OF TOBACCO FARMING IN NORTH MACEDONIA



Profitability of Tobacco: Contrary to government claims of high profitability, tobacco cultivation in North Macedonia is barely profitable, with high input costs making it less economically viable than most other crops. Opportunity Costs: The income of tobacco farmers decreases significantly when considering the opportunity costs associated with unpaid family labor. This high dependency on unpaid labor makes tobacco cultivation a less productive economic endeavor. Child Labor: The involvement of children in the harvesting of tobacco is 2.3 times more common than in harvesting other crops, indicating higher labor demands in tobacco farming. Poverty Incidence: Tobacco farmers experience the highest incidence of poverty compared to other farmers, with those never involved in tobacco farming having the lowest. Cultural and Economic Factors: Despite significant financial losses, many farmers continue tobacco cultivation due to its long

tradition, the aging farmer demographic, generous subsidies, and a lack of awareness about more profitable alternatives. Transition from Tobacco: Former tobacco farmers who have ceased tobacco cultivation often transition to non-agricultural activities, showing a more diversified economic profile. Subsidy Dependence: 77% of tobacco farmers indicate they would cease cultivation if subsidies were removed, suggesting that current cultivation is heavily supported by government assistance and not by market profitability.

INFOGRAPHIC: Open Balkan initiative



The "Open Balkans" initiative is of great importance for export companies. For 88% of the surveyed companies, this initiative would

open up new opportunities for improving work, new employment and achieving greater company growth.

73% of companies declared that there are no obstacles to economic cooperation with neighboring countries, while only 22% declared that there are certain obstacles (main obstacles: long delays at the





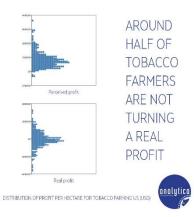
INFOGRAPHIC: Open Balkan initiative

НАЈГОЛЕМ ДЕЛ ОД КОМПАННИТЕ (57%) GMETAAT ДЕКА МОЖНОСТИТЕ ЗА ТРГОВСКА РАЗМЕНА Преку "отворен балкан" се идентични кли сличин со оние на еу



The majority of companies, approximately 57%, are of the opinion that the opportunities for trade provided by the 'Open Balkans' initiative are either identical to or closely resemble those offered within the European Union.

INFOGRAPHIC: Tobacco farming and tobacco subsidies



Around half of tobacco farmers are not turning a real profit. The opportunity cost for unpaid family labor makes growing tobacco

unprofitable. Revenues of tobacco farmers decreases significantly when we calculate the opportunity costs household members could better allocate their labor to other tasks that earn money which results in significant loss for those tobacco families. The

nationwide poverty rate in North Macedonia was 21.8 percent in 2020. When using the more realistic measure of per-capita household



income, the poverty rate among current tobacco farmers jumps dramatically to 22.6% and 30.6%, respectively.

TOBACCO TAX MODELING: EVIDENCE FROM NORTH MACEDONIA



The policy brief assesses the impact of increasing tobacco taxes on tax revenues and public health. Specifically, the researchers model the impact of a 10%, 30%, and 50% specific excise tax increase on tobacco, considering various elasticities of demand. The findings show that the tax collection would increase in all of the scenarios considered. The highest increase in excise and total tax collection of 22.45% and 21.45%, respectively, would occur following a 50% increase in the specific excise tax under the assumption that demand is more elastic. On the other hand, the smallest increase in excise and total tax collection of 5.23% and 4.86%, respectively, would occur following a 10% increase under the same assumption. These tax increases would also prevent premature tobacco-related death among current adult smokers and youth who would be discouraged

from smoking initiation. Following a 50% excise tax increase and assuming a higher elasticity of demand, 34,278 and 1,596 premature deaths of current adult smokers and current youth would be averted, respectively. The policy brief concludes with recommendations for policy makers to significantly raise excise taxes to reap the fiscal and public health benefits.

IMPACT OF CIGARETTE PRICES AND TOBACCO CONTROL POLICIES ON SMOKING INITIATION AMONG ADOLESCENTS: EVIDENCE FROM NORTH MACEDONIA

The policy brief discusses the impact of cigarette prices, tobacco control policies, peer and parental influence, demographic characteristics and other factors on smoking initiation among youth. The researchers find that price impacts the likelihood of smoking initiation, although not directly. Instead, cigarette prices affect the likelihood that youth are exposed to parental or peer smoking. Youths whose parents smoke are 79% more likely to start smoking, while those with friends who smoke are 62% more likely to smoke. As a result, increasing the price of cigarettes by 10% would reduce the likelihood of youth smoking initiation by 3%. Other tobacco control policies are also effective in deterring youth from initiating smoking, including the bans on smoking in public places and limiting access to tobacco for youth. The study also finds that youth who perceive tobacco use as



harmful are less likely to smoke, which suggests that educational campaigns may deter youth initiation. The policy brief concludes with recommendations for price and non-price policies that would reduce youth smoking. Сајбер насилството погодува 50% од средношколците во Северна Македонија. 39,1% од анкетираните се соочиле со сајбер насилство повеќе од двапати



INFOGRAPHIC: Cyberbullying in North Macedonia's High Schools

Half of the high school students in North Macedonia have experienced cyberbullying, with a concerning 39.1% encountering it more than twice. Key issues needing immediate attention include recognizing behavioral changes in victimized children, the ability of teachers, school services, and parents to detect signs of violence, and the measures adults are taking to combat this issue and support affected students. The goal moving forward is to create a cooperative environment where all stakeholders are empowered to

change the current state of school violence. Our vision is to build a digital world where kindness prevails over cruelty. This data was gathered from 313 participants across three high schools in Skopje as part of the project "Development of Cyber security Culture in the Educational System of North Macedonia." This initiative underscores the critical need for effective strategies to address and prevent cyberbullying in schools.

INFOGRAPHIC: Impact of Increased Specific Excise on Cigarettes: A Path to Healthier Societies



Our research highlights significant public health and economic benefits from increasing the specific excise on cigarettes: Reduction in Smoking-Related Deaths: An estimated decrease of 7,000 deaths, marking a substantial step towards a healthier society. Increase in Budget Revenues: An additional €265 million in revenue, enhancing the capacity to improve healthcare and other sectors. Decrease in Cigarette Consumption: A 17% reduction in cigarette consumption, contributing to better public health protection. Reduction in Smoker Numbers: Approximately 25,000 fewer smokers, leading to a healthier population.

These findings underscore the positive impact of fiscal measures in advancing public health objectives.



INFOGRAPHIC: Digital Engagement among Youth

Our recent study involving 507 students reveals significant findings about internet usage: High Engagement: 84% of students spend over 3 to 4 hours daily on the internet. Social Media Focus: 77.5% dedicate most of this time to social media platforms. It is important to note that the actual hours spent on these activities may be even higher, as young individuals

often underreport their true online engagement. Health and Education: Excessive use of social

media not only poses challenges to the health and education of young people but also impacts their attitudes and opinions. Socialization and Fear of Missing out (FOMO): Social networks, while facilitating socialization, also foster dependencies and create a fear of missing out, influencing broader societal norms and perceptions that may not align with reality. Investing in understanding and managing these digital dynamics is crucial for improving the quality of life and



development of youth. There is a pressing need to raise awareness and education about productive and creative ways to spend time online. Supported by the Embassy of Canada to Serbia, North Macedonia, and Montenegro, our efforts continue to enhance digital literacy and encourage healthy internet use among young people.

INFOGRAPHIC: Early Smoking Initiation among Youth in North Macedonia

Our research highlights a concerning trend in North Macedonia where the average age adolescents begin smoking is only 13.5 years. According to our findings: Prevalence of Tobacco Use: 12.4% of students engage in tobacco use, with boys (14.6%) more likely than girls (9.8%) to use tobacco products.

Influence Factors: Adolescents are significantly more likely to start smoking if they have friends or parents who smoke—62% and 79% respectively.

Policy Implications: Strengthened Enforcement: There is a critical need for robust implementation of tobacco control policies. Public Smoking Bans and Restricted Access: Prohibiting smoking in public places and limiting minors' access to tobacco products are essential



to decrease the likelihood of youth starting to smoke. These collective policy measures play a vital role in successfully deterring youth from initiating smoking.

ACCELERATING PROGRESS ON EFFECTIVE TOBACCO TAX POLICIES IN LOW- AND MIDDLE-INCOME COUNTRIES



Analytica together with Development Solutions Associates (Albania), Banja Luka University (Bosnia and Herzegovina), Faculty of Economics-Split (Croatia), Center for Political Courage (Kosovo), Institute for Socio-Economic

Analyzes (Montenegro), and the coordinator Institute for Economic Sciences (Serbia), works on a project funded by Bloomberg (USA) and implemented through the Chicago Illinois University (UIC). The theme of the project is "Accelerating Progress of effective tobacco tax policies in Low- and middle-income countries." Research and dissemination activities aim to produce high-quality and accessible research and policy outputs for both government policymakers and civil society. Research is focusing on gaps in research on economic and fiscal aspects of national tobacco taxation policy critical to informing effective tax policy. Research topics include the costs and benefits of tobacco to government budgets, labor impacts, illicit trade, tax compliance of the tobacco industry, including tax evasion and avoidance, and tobacco tax impacts on inequality. Activities within the project:

- Capacity building of think tanks in select countries/regions to provide support to governments and civil society based on an evidence-based policy aimed at effective tobacco taxation policies.
- Support through the organization of workshops for senior representatives of decision-makers to raise awareness and build technical capacities for tobacco taxation policies.
- Developing and disseminating resources (policy papers) for the taxation of tobacco to build and share knowledge and raise the taxation profile of tobacco in tobacco control policy (by expanding the tobacco control platform, providing information and resource center).



DEVELOPMENT OF CYBERSECURITY CULTURE IN THE EDUCATIONAL SYSTEM OF NORTH MACEDONIA

This year, we successfully launched the project "Development of Cybersecurity Culture in the Educational System of North Macedonia," supported by the Open Society Foundation -Macedonia. Our initiative focuses on fostering a robust cybersecurity culture among students and educators, enabling them to apply cybersecurity measures effectively and to combat cyberbullying comprehensively. As digital transformation advances, it is essential to ensure that young individuals are well-equipped with the necessary tools and knowledge for safe digital interactions. By improving awareness and cybersecurity practices, we aim to create a secure online environment and mitigate associated risks. The project actively involves students from three secondary schools located in diverse municipalities, each representing different ethnic and cultural backgrounds. This involvement not only supports the digitalization process within society but also modernizes educational practices related to digital safety. We are thankful for the ongoing support from the Open Society Foundation - Macedonia. Together, we are making significant strides towards creating a safer digital space for our youth.

ECONOMIC INTEGRATION OF THE WESTERN BALKAN - Regional Economic Cooperation in the field of tourism and agriculture



Goal of the project: Creating a complete picture of the current situation and mapping the progress of North Macedonia towards economic integration of the Western Balkan. Comprehensive mapping of key actors and their positions, the state of affairs within the integration process of North Macedonia to the EU and within the regional cooperation of the Western Balkans as a special reference to the four freedoms (free movement of goods, services, people and capital). Expected long-term impact: Facilitating the process of regional economic cooperation of North Macedonia with the countries of the Western Balkans and raising awareness of the importance of regional cooperation as part of the process of bringing

RN Macedonia closer to the EU internal market. Analytica this year will analyze the opportunities and benefits of the regional common market in the sectors of agriculture and tourism in the Republic of North Macedonia. The aim of the project is to determine ways to strengthen regional cooperation, in the specified sectors, with the countries of the region. The expected long-term impact is to facilitate this process as part of the process of bringing North Macedonia closer to the EU internal market.

STRENGTHENING CAPACITY OF YOUNG PEOPLE AND TEACHERS TO APPLY CYBER SECURITY MEASURES AND DEVELOP EFFECTIVE SCHOOL PROGRAMS TO PREVENT CYBERBULLYING

The overall goal of the project is to strengthen capacity of young people and teachers about the application of cyber security measures and to develop effective school curricula for prevention of cyberbullying. Long-term expected results: 1.Improved knowledge and skills of teachers from schools in the country for application of programs and content in the area of cyber security in schools by creating a network of teacher trainers and peer educators, 2.Reduction of the presence of cyber bullying among young people and



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improvement of the existing curricula at all levels of education (primary and secondary) in order for them to respond to the latest challenges of the digital age, 3. Prepared one-year program for working with students on cyber security, submitted to each of the 5 schools for its further integration into the annual program 4. Strengthening the skills of 500 students for safe use of the Internet through peer education, 5. Improved cooperation and transfer of knowledge between educational institutions for creating policies in the field of cyber security and 6.Creation of education mobile application for Android contain cyber security education resources, designed for teachers and students

ENERGY POVERTY ON THE AGENDA



Analytica was engaged in the project "Energy Poverty on the Agenda". The initiative highlighted the urgent importance of addressing energy poverty. In direct collaboration with individuals experiencing energy poverty, a specific toolkit was developed for policymakers. This toolkit includes concrete recommendations aimed at reducing energy poverty in North Macedonia. The project not only strengthened Analytica's role in the decarbonization process but also in fostering a socially just transition. With the support of our

program collaborator, Dr. Ana Stojilovska, who recently completed her doctoral thesis on energy poverty in North Macedonia, Analytica seized this opportunity to enhance its contribution to the implementation of European energy policies aligned with the Green Deal. The activities were supported under the project "Civil Organizations in Action for Climate Change", implemented by the Center for Environmental Research and Information Eco Awareness, in partnership with the Macedonian Young Lawyers Association and the Organization for Connecting Natural Values and People. The project was funded by the Swedish Government.

EVENTS AND TEAM DEVELOPMENT ACTIVITIES

ORGANIZED EVENTS

High level conference: Open Balkan Initiative Evaluation Event

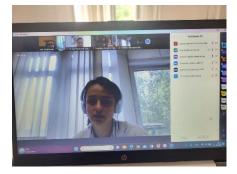


We organized an event titled "Does the 'Open Balkan' Fulfill the Expectations of Domestic Companies?" where we presented findings from a comprehensive quantitative study assessing the effects and satisfaction of domestic companies with the results of the 'Open Balkan' initiative. The research surveyed 150 export-oriented companies, including 100 from the manufacturing industry and 50 from the tourism sector, making it the largest study on this topic that directly gathered data from companies and measured the impacts of the 'Open Balkan' initiative.

The research was conducted by the Analytica team comprising Tamara Mijovic Spasova, Professor Borce Trenovski, and Bojana Mijovic Hristovska. The findings were presented at the event and further analyzed by panelists including Slavica Kutirov, Director of the Customs Administration, Ljupcho Janevski, Director of the Agency for Promotion and Support of Tourism, Trajan Angeloski, President of the Macedonian Chamber of Commerce, Marjan Zabrcanec, National Coordinator for Open Balkan and Regional Initiatives, and Goce Georgievski, Head of



the Rural Development Sector at the Ministry of Agriculture, Forestry and Water Economy.



WORKSHOP: Energy Poverty

Analytica conducted the second workshop of the "Energy Poverty on the Agenda" project. The workshop focused on gathering feedback from civil sector representatives to refine measures for reducing energy poverty in North Macedonia. Discussions covered the needs of vulnerable groups, the impact of the pandemic and energy crisis, and strategies for enhancing energy efficiency and renewable energy investments. Dr. Ana Stojilovska moderated the session. This initiative

is part of the "Civil Organizations in Action for Climate Change," led by Eko-svest, in collaboration with the Macedonian Young Lawyers Association and the Organization for Connecting Natural Values and People, supported by the Swedish Government.



Focus Group: Energy Poverty

On April 27th, Analytica conducted an online focus group session with representatives from the Climate Coalition Network. Participants had the opportunity to provide insights into the existing measures aimed at reducing energy poverty in North Macedonia. The discussion highlighted the characteristics of energy vulnerability recognized in the target groups they represent, factors contributing to citizens' inability to

afford basic necessities, new risks arising from the pandemic and the energy crisis, and considerations for urgent and long-term measures to mitigate energy poverty. The next step involves further discussions on proposed measures with other members of the civic sector and individuals directly affected by energy poverty. The final output will be a Handbook for policymakers, containing recommended measures to reduce energy poverty. This focus group was part of the project "Energy Poverty on the Agenda." The project is supported by the "Civil Organizations in Action for Climate Change," executed by ECO AWARENESS - the Center for Research and Information on the Environment, in collaboration with the Macedonian Young Lawyers Association and the Organization for Connecting Natural Values and People, and is funded by the Swedish Government.

Conference: Energy poverty on the Agenda

We organized an event to present the "Handbook on Understanding and Addressing Energy Poverty in the Republic of North Macedonia," where we showcased findings from extensive research on energy poverty. The event aimed to clarify that energy poverty is not only a problem affecting the impoverished but a multidimensional issue that impacts a broad number of citizens and should be central to energy transition discussions. The handbook was developed as part of the "Energy Poverty on the Agenda" project, supported by the Eko-svest association. Ana Stojilovska from Analytica



presented the findings. Participants: Biljana Dukovska from the Macedonian Platform Against Poverty, Marijana Lončar Velkova, Chairwoman of the Consumers' Organization of Macedonia, Sanja Trpkovska from Ceprosard, and Vladimir Stojanovski from the Association of Citizens for Support of Forestry and Environmental Protection TRIFOR – Skopje.

ANNUAL REPORT 2023



Workshop for High School Teachers about Cyber security

As part of our ongoing project "Development of a Cyber security Culture in the Educational System of North Macedonia - Strengthening the Capacity of Young People and Teachers to Implement Cyber security Measures and Develop Effective School Programs to Prevent Cyberbullying," supported by the Open Society Foundation - Macedonia, we conducted a successful

workshop today. The workshop targeted high school teachers from Shaip Jusuf, SUGS "Nikola Karev" - Skopje, and SUGS "Georgi Dimitrov," focusing on acquiring cyber security techniques. This initiative is a crucial part of our efforts to enhance the digital safety skills of educators, thereby enabling them to better prepare students to navigate and secure their online environments effectively.

Workshop: Cyber security Training Initiative

This year, we continued our dedicated efforts in cyber security education by conducting specialized training sessions for high school and elementary school educators. The focus of these sessions was on recognizing and addressing



cyberbullying, along with the application of effective cyber security tools. This initiative is part of our broader project titled "Strengthening the Capacity of Young People and Teachers to Apply cyber security Measures and Develop Effective School Programs to Prevent Cyberbullying," which is generously supported by the Embassy of Canada to Serbia, North Macedonia, and Montenegro. Throughout the year, we expanded our reach to include five new educational institutions. These comprised three high schools—SUGS Zdravko Cvetkovski, SUGS Marija Kiri Sklodovska-Skopje, and Zef Lush Marku - Zyrtar—and two elementary schools—OOY Avram Pisevski and OOY "Vojdan Chernodrinski." This expansion reflects our ongoing commitment to fostering a safe digital environment across educational levels.

Canadian Minister of Foreign Affairs Mélanie Joly Visits Analytica



Analytica was honored to host the Canadian Minister of Foreign Affairs, Mélanie Joly, as part of the project titled "Strengthening capacity of young people and teachers to apply cyber security measures and cyberbullying." During her visit, Minister Joly discussed the cyberbullying challenges in Canada and highlighted the comprehensive cyber security measures in place to combat this issue. Her insights emphasized the importance of creating a safe digital environment for youth. The visit underscored Canada's

commitment to promoting cyber safety and expressed hope for the global dissemination of the project's outcomes. This event marked the beginning of a series of collaborative efforts aimed at addressing cyber safety issues and was a significant milestone in our ongoing dedication to this cause. We are grateful for the support from Canada, the Embassy of Canada to Serbia, North Macedonia, and Montenegro, and Aneta Peseva, Honorary Consul of Canada in North Macedonia. Appreciation is also extended to the participating schools: OU "Avram Pisevskii" - Skopje, Zdravko Cvetkovski Guc, SUGS Marija Kiri Sklodovska-Skopje, and Oy Војдан Чернодрински. Special thanks to Zef Lush Marku - Zyrtar for hosting the meeting, and to the directors, professors, and students involved.

Collaborative Meeting on cyber security in Education

As part of our ongoing project "Development of cyber security Culture in the Educational System of North Macedonia," supported by the Open Society Foundation - Macedonia, Analytica hosted a working meeting today. The meeting involved representatives from the Ministry of Education and Science, Ministry of Internal Affairs, Ministry of Labor



and Social Policy, SVR Skopje, as well as civic associations, and educators, psychologists, and pedagogues from high schools including SUGS "Georgi Dimitrov," SUGS "Nikola Karev" - Skopje, and SUGS "Shaip Jusuf." The goal of the meeting was to strengthen collaboration and knowledge transfer among civil organizations, educational institutions, and governmental bodies responsible for cyber safety policy-making and enforcement of cybercrime laws. The session was well-attended by 20 participants who actively shared ideas and experiences aimed at enhancing cyber security in education and society at large.



Cyber security Training Initiative in North Macedonia's Educational System

Analytica conducted a comprehensive cyber security training as part of our ongoing project "Development of cyber security Culture in the Educational System of North Macedonia," supported by the Open Society Foundation -

Macedonia. Students from three schools—SUGS "Shaip Jusuf," SUGS "Nikola Karev"-Skopje, and SUGS "Georgi Dimitrov"—participated in this program, which aimed to acquaint them with the latest trends in the digital environment. The training equipped students with new knowledge and skills for the successful implementation of cybersecurity measures, practical skills for recognizing cyber-attacks, and strategies for responding to cyberbullying. Their active participation ensures that our community will be well-prepared to handle all forms of cyber challenges. The session involved 15 students, 5 teachers, our dedicated trainer Ana Dionisieva, and the Analytica team members Maja Hristovska and Vesna Trajkovska Sterjov.

Cyber security Training Highlights

Analytica held a successful cyber security training session, focusing on empowering students to recognize and manage cyberbullying, enhancing their internet safety skills. The training encouraged students to become proactive digital citizens, fostering a secure and inclusive online community.



Our ongoing commitment to education ensures our students are well-prepared for digital challenges. Special thanks to the 25 participating students and the supportive teachers from five schools: SUGS Zdravko Cvetkovski, SUGS Marija Kiri Sklodovska-Skopje, Zef Lush Marku - Zyrtar, OU Avram Pisevski, and OU "Vojdan Chernodrinski." The session was conducted by our dedicated trainer Giljman Osmani and the Analytica team, part of our project "Strengthening Capacity of Young People and Teachers to Apply Cyber Security Measures," supported by the Embassy of Canada to Serbia, North Macedonia, and Montenegro.



Cyber security Education Clubs and Workshops in North Macedonian Schools

Students from three schools—SUGS "Georgi Dimitrov," SUGS "Nikola Karev"-Skopje, and SUGS "Shaip Jusuf"—established informal peer education clubs. These clubs hosted workshops where students shared their online experiences

and discussed the potential dangers in cyberspace, emphasizing the importance of having protective mechanisms and tools. During these workshops, students engaged in group discussions, brainstorming sessions, and analyzed their insights related to the topic. They developed proposals for proper use of cyberspace at home and in school, which were displayed transparently on school notice boards. These activities, supported by the FOOM, aim to enhance the capacity of young people and teachers to implement effective cyber security measures and develop school programs to prevent cyberbullying.

High level event: Strengthening Fiscal and Health Policies in North Macedonia



At the end of this year, Analytica organized an impactful event titled "Through Strengthening Fiscal and Health Policies to Reduced Mortality, Prevention of Youth Smoking, and Increased Budget Revenues in North Macedonia." The event showcased the results and recommendations from our latest scientific research and studies, presented by the Analytica team including Tamara Mijovic, Kristijan Kožeski, Bojana Mijovic Hristovska, Trenovski Borce, Marija Trpkova -

Nestorovska, and Biljana Tashevska Kalkashlieva. We are grateful for the rich discussions facilitated by our panelists: Deputy Minister of Health, Dr. Maja Manoleva from the Ministry of Health, Special Advisor to the

Minister of Finance Prof. Aleksandra Načeva Ružin from the Ministry of Finance, Assistant Director of the ICT Sector from the Customs Administration Mr. Anastas Mazhenkovski, Prof. Elena Koseva from the Institute of Public Health RM, the Deputy Permanent Representative of UNDP MK, Ms. Sanja Bojanić, and Ms. Joana Madjoska, Economist from the World Bank Republic of North Macedonia. The discussions concluded with a consensus on the need for the state to implement a set of measures to ensure a healthier future for the youth.





Cyber Safety Peer Education Initiatives in North Macedonian Schools

In an effort to promote a safer cyber environment, students from Zef Lush Marku - Zyrtar, SUGS Zdravko Cvetkovski, SUGS Marija Kiri Sklodovska-Skopje, OOY "Vojdan Chernodrinski," and OOY Avram Pisevski have formed informal peer education clubs. These clubs successfully conducted workshops focused on cyberbullying prevention and cyber security mechanisms. During these workshops,

students not only shared their personal experiences but also developed proposals for proper use of cyberspace. These proposals have been transparently displayed on the schools' notice boards, actively involving students and their teachers in creating initiatives for a more secure online space. These workshops are part of the project "Strengthening capacity of young people and teachers to apply cyber security measures and develop effective school programs to prevent cyberbullying," supported by the Embassy of Canada to Serbia, North Macedonia, and Montenegro. This collaboration highlights our commitment to enhancing cyber security education and fostering a safe digital culture among students.

TEAM MEMBERS' ADVOCACY AND PROFESSIONAL DEVELOPMENT ACTIVITIES



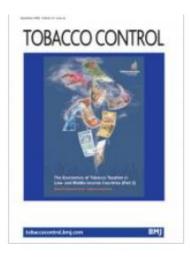
International Conference on Tobacco Taxation and Public Health

Analytica took an active role in the International Conference on Tobacco Taxation and Public Health, held at the Hotel Courtyard by Marriott in Banja Luka, Bosnia and Herzegovina. This pivotal conference gathered researchers, policymakers, and activists dedicated to tobacco control and public health. Our team was

privileged to contribute to the global dialogue by presenting two important reports that analyze the impact of tobacco product taxation on public health. The conference was structured around the theme "Tobacco control for a tobacco-free society: intersections of tobacco taxation policies and public health." It aimed to foster

knowledge sharing and experience exchange among stakeholders to enhance the creation and implementation of effective tobacco control policies. The agenda featured opening remarks that set a collaborative tone, three informative sessions where research teams shared findings, and a round table that engaged policymakers for a comprehensive view of the subject. Our participation underscores Analytica's commitment to contributing to significant global health discussions and our ongoing efforts to influence public health policy effectively.





Analytica Contributes to Global Tobacco Tax Reform Efforts in Low- and Middle-Income Countries

Analytica is very proud to be part of the project 'Accelerating Progress on Tobacco Taxes in Low- and Middle-Income Countries. New Editorial of Tobacco Control discusses the best ways to achieve policy impact from tobacco tax research.

This overview article explores this challenge by presenting the work of partner think tanks in not only producing, but also effectively disseminating tobacco tax policy-focused research in LMICs. Over the past 5 years, the UIC team has supported think tank production of local evidence in 18 LMICs, resulting in over 120 policy reports and briefs. The research has already informed the adoption of more effective fiscal policies to reduce tobacco use in 11 LMICs.

International Tobacco Taxation and Policy Conferences



In this year's annual report, we are proud to highlight Analytica's active participation in key international conferences focusing on tobacco taxation and public health policy. Our team presented critical research at the UIC Asia and Europe Regional Think Tank Partners Meeting, where we shed light on vital topics such as youth initiation of smoking and the indirect effects of pricing. These discussions provided valuable insights, contributing significantly to our ongoing research endeavors. Furthermore, we delivered a specialized presentation titled "Tobacco Farming

and Excise Taxes: North Macedonia," which was part of the Knowledge Mobilization Session. This presentation offered indepth analysis and fostered a better understanding among stakeholders about the implications of tobacco tax policies. Additionally, our team was thrilled to present at a major conference on the topic "Modeling the Impact of Tax Changes." During this session, we explored the theoretical design and assumptions underlying the models commonly used in tobacco tax policy. This presentation aimed to elucidate the complex dynamics of tax changes and their potential impacts, highlighting our commitment to advancing knowledge in this critical area of public health and economic policy.





World Bank Conference on Health Tax Reform

At the recent conference organized by the World Bank Republic of North Macedonia, under the Global Tax Umbrella Program, Analytica had the privilege of contributing to the dialogue on Health Tax Reform in North Macedonia. The conference was aimed at endorsing recent health tax reforms which seek to enhance revenue, reduce mortality and morbidity rates, optimize health spending, and promote networking and collaboration

across the region. Representing Analytica, Bojana Mijovic Hristovska participated in the panel discussion themed "A Global Lens on Taxation Policy: Enhancing Policies and Practices for a Healthier Future." She provided invaluable insights from our latest research on Tobacco Tax Modeling and the Initiation of Youth Smoking in North Macedonia, showcasing our commitment to fostering evidence-based health policies. This engagement underscores our ongoing commitment to leveraging research for policy impact in the realm of public health taxation.



Analytica's Report Cited in WHO's World No Tobacco Day Campaign

We're thrilled to announce that our report has been cited by the World Health Organization (WHO) for their World No Tobacco Day campaign! A big thank you to WHO for recognizing our work and including it in their vital campaign materials. We're honored to contribute to the global fight against tobacco. This achievement wouldn't have been possible without our dedicated team and your unwavering support. Together, we're making a difference in the world.

POLICY IMPACT WEBINAR TRAINING

Objective of the webinar was to prepare Tobacconomics think tanks for the next grant period, particularly to strengthen the policy impact of their research by presenting recent



research from Johns' Hopkins University on research policy impact and presenting the guidance document for the teams to develop a strategy for strengthening their policy impact. Lecturers were Frank Chaloupka, Jeff Drope, Connie Hoe and Erica Sui.



VIRTUAL COURSE PROGRAM - Public-Private Partnerships – JVI Institute

Analytica team Tamara Mijovic and Bojana Mijovic Hristovska held a lecture at the Vienna Institute for International Economic Studies - wiiw, on the JVI - Joint Vienna Institute on the Virtual Course Program, Public-Private Partnership - PPP. Tamara Mijovic held a lecture on Public-Private Partnerships in North Macedonia /

case study. Bojana Mijovic Hristovska held a lecture on Public-Private Partnerships in southeast Europe / case studies. We thank the JVI - Joint Vienna Institute for inviting Analytica team as one of the lecturers on the Public-Private Partnerships course.



FACTS ABOUT VIOLENCE - 16 Days of Activism Against Gender-Based Violence campaign

Analytica joined the global "16 Days of Activism Against Gender-Based Violence" campaign. Within the project "Development of a culture of peace and prevention of violence, as basic values in the educational system in North Macedonia" it was conducted anonymous research in three high schools in the city of Skopje, in SUGS "Zdravko Cvetkovski", SUGS "Zefljush Marku" and SUGS "Shaip Yusuf". The data give a devastating results of how much and in what form peer violence occurs. As many as 62.7% of the

respondents confirm that violence is frequent or constant in the school environment. The violence must stop. Continuous and healthy co-operation between parents and schools is especially important to prevent violent student behavior.

VIDEO: A life without violence is every human's right

Every child has the right to live a life free from any form of violence, and deserves to grow up in a safe, peaceful, and enabling environment where they can fully exercise their rights. The video was made within the project "Development of a culture of peace and non-violence as basic values in the educational system in N.Macedonia.



Internship Programme



In 2023 Analytica did not have any interns from home or abroad.

MEDIA COVERAGE

In 2023 Analytica continued its work of significant media presence with its products, expertise, events, advocacy efforts, etc. Furthermore it contributed with interviews, comments on current affairs as well as promotion of its activities and policy documents. All the links to what Analytica's members said in the media can be found here

- 1. https://www.facebook.com/analyticamk/videos/915519499535006
- 2. https://mkd.mk/node/524043
- <u>https://lokalno.mk/potrebno-e-da-se-deluva-za-da-ne-go-ponesat-gragjanite-najteshkiot-tovar-od-inflacijata-panel-diskusija-na-analitika-za-energetskata-</u>siromashtija/?fbclid=IwAR0Z0oZIIPKII5NF085n1Yf2cQTYUkQjOYRvXT9HccBzOI8NsASfecIkkkE
- https://alfa.mk/%D1%81%D0%B5-%D1%88%D1%82%D0%B5%D0%B4%D0%B8-%D0%BD%D0%B0 %D1%85%D1%80%D0%B0%D0%BD%D0%B0-%D0%B7%D0%B0-%D0%B4%D0%B0-%D1%81%D0%B5 %D0%BF%D0%B8%D0%B0%D1%82%D0%BA%D0%B8/?utm_source=rss&utm_medium=rss&utm_cam
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 m7Yq6VmdCeCsRJJl0flfmwJ5WQSxSHeJbTW7bSIKIXanpbg_aem_AS3S0sZssgGHkSGn3yLpl_MlnA13R
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- 5. <u>https://telma.com.mk/2023/12/06/dostapnosta-niskite-ceni-na-cigarite-i-malata-edukacija-prichini-za-mladite-da-pochnat-so-pushenje/?fbclid=IwZXh0bgNhZW0CMTEAAR22rGGgIJbGj4OA1gorks1PUJfTTtrt6-RKYg2ZhQzoU8BqbQbWM7m79Bw_aem_ASn9IPb32d8klXaqDdG0Q4ndsC68Tba1fTZrEya_7vjruTJU3V RW6xPrIMns2fdE143sv2rbhJGSY45CPygjh8ku</u>
- 6. <u>https://www.facebook.com/24vesti.mk/videos/%D0%B0%D1%80%D0%B3%D1%83%D0%BC%D0%B5</u> %D0%BD%D1%82-%D0%BF%D0%BB%D1%83%D1%81/374090735181566/
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8. <u>https://24.mk/details/dali-rastot-na-cenite-na-cigarite-kje-vlijae-vrz-namaluvanje-na-brojot-gra-ani-koi-pushat-</u>

cigari?fbclid=IwAR1GWBi9u3VFC5w_2hVHVFKAuSLFcIMPZj4b_WGayX1q298VUWFiuNb7XCA

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- 10. https://alfa.mk/%D0%BC%D0%B0%D0%BA%D0%B5%D0%B4%D0%BE%D0%BD%D1%86%D0%B8%D1

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- 16. <u>https://kanal5.com.mk/videos/582745/istrazhuvanje-domashnite-kompanii-zadovolni-od-efektite-na-otvoren-balkan?fbclid=IwZXh0bgNhZW0CMTEAAR1VWIIhWIssbQLr2CJnhjJdOM9mIjMqZYRZkXtUncL_wP82y6 WQv7lcdtM_aem_AVWDIvrr7x9MgvUXFy2I5Dn5keIlXrQ8_BxdfS83cMAzKcv0z7mFxukyiVXUE6H-xNPpyYFepOAo2cBozJIjx6i4</u>
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- 25. <u>26. https://faktor.mk/nepravednosta-na-danochnata-reforma---analitika-smeta-deka-drzavata-treba-da-go-zgolemi-i-danokot-na-dobivka-na-bankite?fbclid=IwAR18J1g9rKNuHogqSjWJXidnyTWO90Dn-zxzL-hVbopeCcW1zXCcTIsCCn0</u>
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FINANCIAL REPORT 2023

Addree	ss: Emil Zola 10b/10, Skopje, North Macedonia		
	e of Expenditures and Revenues for the period 01.01.2023 - 31.12.2023		
Dalant	e of Experimentes and Revenues for the period 01.01.2023 - 31.12.2023		
No.	Description	Amount in MKD	
Ι	Expenditures		
1	Spent materials	67,642.00	
2	Expenses for royalties	4,937,984.00	
3	Rent	166,050.00	
4	Costs for utilities	20,800.00	
5	Other services	1,689,499.00	
6	Salaries	725,772.00	
7	Bank services and commission	37,399.00	
8	Personal income tax	16,418.00	
9	Exchange Rates difference		
Total e	expenses	7,661,564.00	
II Reve	enues		
13	Donations	10,305,366.00	
14	Interest rate	0.00	
Total I	ncome	10,305,366.00	
15	Balance of Revenues and Expenditures for 2023 (income - expenses)	2,643,802.00	
16	Transfer of surplus from previous years (year 2022)	2,682,528.00	
17	Surplus of revenues for the next year 2023	5,326,330.00	
	Person responsible for the Balance Sheet Signature		
	Signature :		
	Tamara Mijovic Spasova		

Name of the organization:

Association for policy research Analytica Skopje

Address:



Emil Zola 10b/10, Skopje, North Macedonia