

www.civitracks.com

www.MediaLab.mk

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Civic Tracks Association

ANNUAL NARRATIVE REPORT 2024

Executive Summary: 2024 was a milestone year where Civic Tracks Association established itself as a lead implementing agency. We successfully launched the "Youth Media Lab," creating a unique synergy between professional journalism and youth activism to combat the rising tide of disinformation in the Pelagonia region.

KEY PROJECTS & IMPACT

1. Youth Media Lab (Lead Organization - €13,549)

Period of implementation: 1.08.2024 -31.07.2025

Innovation: We moved beyond one-off workshops by building a permanent digital infrastructure (**medialab.mk**).

Achievements: Production of a high-quality video course for media literacy and the establishment of a "Youth Newsroom." The project successfully reached marginalized youth in Novaci and Mogila, providing them with tools to voice local concerns.

Objective: To improve the media landscape in the Pelagonia region by empowering youth with critical thinking skills and digital literacy, effectively turning them into active creators of high-quality, verified media content.

2. Youth for Peace through Film Art (OSCE Supported)

Period of implementation: 18.10.2024 -31.07.2025

Focus: Cultural heritage as a tool for peace.

Impact: By producing the documentary "*Bitola – The Greatest Treasure*," 16 young people gained professional film production skills. This project illustrated that Civic Tracks can handle complex, high-standard international requirements.

Objective: To promote intercultural dialogue, social cohesion, and peacebuilding among youth through the medium of documentary filmmaking and digital storytelling.

STRATEGIC OUTLOOK FOR 2025

The strategy for 2025 is **Scalability and Institutional Pressure**. We intend to use the media platforms built in 2024 to launch "Eco Alarm," a more aggressive environmental monitoring campaign. The goal is to integrate GIS mapping to create a "Live Environmental Map" of the region, forcing local utilities to react to documented public reports.

Legal representative:	Aneta Shijkova
Signature:	
Position:	President of Civic Tracks Association
Date and place	19.12.2024, Bitola, North Macedonia