

"ZAEV FOUNDATION - ONE SOCIETY FOR ALL" guided by the goals specified in the Statute of the Foundation, in 2022/2023 will realize the following activities:

1) Within the framework of the "ZAEV Social-Humanitarian Program" by undertaking humanitarian activities to support the community through assistance (material and non-material) to vulnerable categories of citizens and improving the lives of vulnerable people in the community, with the planned realization of:

- Celebrating **World Day of Social Justice¹ on 20 February**, declared by the United Nations General Assembly as a day dedicated to the fight against poverty, unemployment and equality. Having in mind that the purpose of marking this day is to promote solidarity, equality and equity, will be realized a mapping of the territory of the municipality of Strumica, which would include different target groups of families and individuals (young and adults). The purpose of the mapping is to make an objective analysis by summarizing the results of the target groups in terms of age, gender, and profession (whether they are respondents who are employed, but with very low incomes; whether they are respondents who are unemployed but are active job seekers or they are not included in the labour market at all either as employees or as an active job seeker) and work experience (do the respondents have the qualifications to be included in the labour market in case of unemployed respondents). After the completion of this mapping, within the **"ZAEV Social-Humanitarian Program"**, the ultimate goal will be the preparation of a **Social-Inclusive map** which will be a roadmap with the undertaken specific activities (such as assistance in the professional qualification of respondents from the target groups, assistance through a job recommendation to the respondents from the target groups, advisory assistance to the respondents from the target groups). The above-mentioned activities should result in the reduction of poverty among the target groups through their social inclusion in the social processes, with a focus on building a fair and truly humane society.

- Celebrating **World Humanitarian Day² on 19 August**, declared by the United Nations General Assembly, designated in memory of the 19 August 2003 bomb attack in Baghdad, Iraq. The celebration of this day will be in honour of all humanitarian workers who lost their lives for humanitarian purposes but also aim to increase the public's desire to support humanitarian activities. Therefore, it will be marked by a series of activities in the form of donations of humanitarian aid in clothing, water, food and personal hygiene items, as solidarity assistance to the population of Ukraine. In the before-mentioned context, the **International Day of Charity³ on 5 September**, declared by the

¹ Link from the UN web page regarding the **World Day of Social Justice, 20 February** (<https://www.un.org/en/observances/social-justice-day>)

² Link from the UN web page regarding the **World Humanitarian Day, 19 August** (<https://www.un.org/en/observances/humanitarian-day>)

³ Link from the UN web page regarding the **International Day of Charity, 5 September** (<https://www.un.org/en/observances/charity-day>)

United Nations General Assembly, chosen to commemorate the anniversary of the passing away of Mother Teresa of Calcutta, who received the Nobel Peace, celebrated in recognition of her enormous humanitarian work as the most famous missionary in the world.

- Celebrating **World Children's Day⁴ on 20 November**, which is the day when the United Nations General Assembly adopted the Declaration of the Rights of the Child, but also the date when the United Nations General Assembly adopted the Convention on the Rights of the Child. Among other activities, this program will be committed to improving the conditions for the growth and development of children, given the fact that each child's first years are crucial in building personality. Using an inclusive approach in which children from vulnerable categories will be included, one of the first activities in this program will be the release of the playgrounds for the children in the village of Rich, located near the municipality of Strumica, in the south-eastern part of North Macedonia.
- Celebrating **International Volunteer Day⁵ on 5 December**, declared by the United Nations General Assembly to recognize and promote the invaluable impact that volunteer activities have on the community and society. This day will be marked with an activity that will include assistance in the homes (material or/and non-material) of vulnerable categories of citizens, in which anyone who has the opportunity and the will, can have the opportunity to join and be a volunteer. This action aims to raise awareness of the volunteers' tireless work and their contribution to a better society, inspired only by free will, and not by the desire for material or financial gain. In this context will be marked also the **International Human Solidarity Day⁶ on 20 December**, declared by the United Nations General Assembly, which has identified solidarity as one of the fundamental and universal values on which to establish relationships between people.

2) Within the framework of the "ZAEV Inclusive Solidarity Program" will be stimulated the social inclusion of vulnerable population's target groups, as well as the reduction of the population's vulnerability, which is facing certain social risks. With the organization of events that will enable all participants, including people with disabilities to fully participate, with the planned realization of:

- Celebrating **International Day of Persons with Disabilities⁷ on 3 December**, declared by the United Nations General Assembly as a day of raising awareness of the rights of persons with disabilities and a commitment to realizing the rights

⁴ Link from the UN web page regarding the **World Children's Day, 20 November** (<https://www.un.org/en/observances/world-childrens-day>)

⁵ Link from the UN web page regarding the **International Volunteer Day, 5 December** (<https://www.un.org/en/observances/volunteer-day>)

⁶ Link from the UN web page regarding the **International Human Solidarity Day, 20 December** (<https://www.un.org/en/observances/human-solidarity-day>)

⁷ Link from the UN web page regarding the **International Day of Persons with Disabilities, 3 December** (<https://www.un.org/en/observances/day-of-persons-with-disabilities>)

of persons with disabilities not only as a matter of justice but as an investment in a common future at all levels of society. This program will actualize the perceptions of these people, who, regardless of a certain mental or physical disability, can be included with fair and dignified treatment in ordinary life. One of the activities that will be realized in this program will be the joint preparation and packaging of meals during the visit to the Public Institute for Protection and Rehabilitation "Banja BANSKO", an institution that cares for, nurtures, educates and rehabilitates people with disabilities. These meals will be distributed to a vulnerable group of citizens who need a meal. Another activity, among others, will be the organization of an art auction in cooperation with the Public Institute for Protection and Rehabilitation "Banja BANSKO". At this art auction, handmade works by people with disabilities will be exhibited for sale, and the collected funds will be equally distributed among the participants themselves. The purpose of this activity is to emphasize that these people can earn using their creativity, as well as to raise general awareness of the situation of people with disabilities in all aspects of social, economic and cultural life. By enabling people with disabilities to actively participate in social processes by their capabilities, we bring to the surface their potential and set an example that with a sincere desire, obstacles can result in a successful outcome. In the above context, the **International Human Rights Day⁸ on 10 December**, declared by the United Nations General Assembly as the day on which the Universal Declaration of Human Rights (UDHR), was adopted as a milestone document, which proclaims the inalienable rights that everyone is entitled to as a human being.

- Celebrating **Zero Discrimination Day⁹ on 1 March**, declared by the United Nations General Assembly to highlight the right of everyone to live a life with dignity regardless of age, gender, nationality, ethnicity, skin colour, profession, education and beliefs. Given that the symbol for the Zero Discrimination Day is the 'butterfly' (widely used by people to share their stories and photos as a way to end discrimination and work towards positive transformation), will be announced a public call for a photography competition using this symbol, on the theme "**Life stories in the fight against discrimination**".

- Marking **World Down Syndrome Day¹⁰ on 21 March** and marking **World Autism Awareness Day¹¹ on 2 April**, declared by the United Nations General Assembly, by mapping the families on the territory of the municipality of Strumica who has a member in their family with Down syndrome or autism. The mapping should result in the realization of specific activities that will contribute to increasing awareness and significance of these days, agreed-upon consultation

⁸ Link from the UN web page regarding the **Human Rights Day, 10 December** (<https://www.un.org/en/observances/human-rights-day>)

⁹ Link from the UN web page regarding the **Zero Discrimination Day, 1 March** (<https://www.unaids.org/en/zero-discrimination-day>)

¹⁰ Link from the UN web page regarding the **World Down Syndrome Day, 21 March** (<https://www.un.org/en/observances/down-syndrome-day>)

¹¹ Link from the UN web page regarding the **World Autism Awareness Day, 2 April** (<https://www.un.org/en/observances/autism-day>)

with the before-mentioned families. These activities will aim to break down prejudices against people with Down syndrome or autism, by enabling their integration into society as a whole.

3) Within the framework of the "ZAEV Food Bank" by collecting surplus food, their storage and distribution to socially disadvantaged categories of citizens in the fight against poverty and hunger. The implementation of the activities in this program will be in coordination with the activities of the "ZAEV Program for raising public health awareness", with the planned realization of:

- Celebrating **World Food Day on 16 October**¹², to mark the anniversary of the founding of the Food and Agriculture Organisation (FAO) of the United Nations and celebrating **International Day for the Eradication of Poverty**¹³ **on 17 October**, declared by the United Nations General Assembly. By marking these days through this program of activities aimed at developing solutions in society, we will join the activities to achieve the **Zero Hunger by 2030**, as encouraged by the Food and Agriculture Organization of the United Nations. One of the previously mentioned solutions will be the implementation of the concept of **"Community Fridges"** at certain locations in the municipality of Strumica (urban/rural areas). The **"Community Fridges"** will store food/beverages from the market surplus (will be available to all food producers, distributors, traders and caterers who want to donate their market surplus food/beverages), as well as available to all citizens who want to donate food or leftovers from their meals/drinks daily.
- Celebrating **Sustainable Gastronomy Day**¹⁴ **on June 18**, through the realization of activities with a focus on the importance of consuming healthy food. Having in mind that the municipality of Strumica has the soil and climate advantages for competitive agricultural production, promotional stands with healthy food will be opened. With the opening of these promotional stands, access to locally produced and fresh food by family farmers will be provided, where the local farmers themselves will be present for the promotion and sale of their products.

4) Within the framework of the "ZAEV Hackathon" which aims to encourage young, creative and innovative people to develop innovative software and multimedia solutions centred on a specific topic, with the planned realization of:

- Celebrating **World Creativity and Innovation Day**¹⁵ **on 21 April**, by supporting the United Nations Sustainable Development Goals (SDGs) by

¹² Link from the UN web page regarding the **World Food Day, 16 October** (<https://www.fao.org/world-food-day/en>)

¹³ Link from the UN web page regarding the **International Day for the Eradication of Poverty, 17 October** (<https://www.un.org/en/observances/day-for-eradicating-poverty>)

¹⁴ Link from the UN web page regarding the **Sustainable Gastronomy Day, 18 June** (<https://www.un.org/en/observances/sustainable-gastronomy-day>)

¹⁵ Link from the UN web page regarding the **World Creativity and Innovation Day, 21 April** (<https://www.un.org/en/observances/creativity-and-innovation-day>)

organizing a hackathon as a day to stimulate creativity in solving problems by achieving the goals of sustainable development. It will allow participants to create proposed solutions and concepts for a short period, and the duration and the type of the hackathon will be further defined. The hackathon will aim to encourage and motivate young people to think in terms of developing innovative software and multimedia solutions. The topic that will be additionally determined, in addition to creativity, will encourage entrepreneurial thinking among young people. Proposed solutions and concepts should be intended to solve a specific problem faced by a group of citizens, with a proposed strategy for its implementation and promotion. **Within the framework of the "ZAEV Hackathon" will be also marked:**

- **International Day of Women and Girls in Science¹⁶ on 11 February** declared by the United Nations General Assembly, which will be marked by the development of innovative software and multimedia solutions and concepts, in which participants will be girls and women. This hackathon will be implemented to increase the interest of girls and women in involvement in science, given that women are increasingly present in science, but that progress and their involvement are not enough.
- **World Refugee Day¹⁷ on 20 June**, declared by the United Nations General Assembly as a day dedicated to refugees who have been forced to flee their homes, primarily due to war, violence and persecution. This hackathon will be realized to develop innovative software and multimedia solutions and concepts for dealing with the influx of refugees. These proposed solutions and concepts should help deal with the exodus in Ukraine, given that it could become the biggest refugee crisis of the century.
- **World Youth Skills Day¹⁸ on 15 July** declared by the United Nations General Assembly as a day dedicated to youth, will be marked by the organization of a hackathon with the development of innovative software and multimedia solutions and concepts for the successful professional progress of young people. This hackathon should result in a proposed solution or concept for building skills and competencies tailored to the needs of the modern labour market, which should be a tool for youth competitiveness.

5) The framework of the "ZAEV Academy for Young Leaders from the Western Balkans" is provided with the participants to be able to work individually and in groups with prominent individuals - their peers from social and political life, acquire communication and leadership skills, promote their professional growth and development. The exact number of participants, the required professional

¹⁶ Link from the UN web page regarding the **International Day of Women and Girls in Science, 11 February** (<https://www.un.org/en/observances/women-and-girls-in-science-day/>)

¹⁷ Link from the UN web page regarding the **World Refugee Day, 20 June** (<https://www.un.org/en/observances/refugee-day>)

¹⁸ Link from the UN web page regarding the **World Youth Skills Day, 15 July** (<https://www.un.org/en/observances/world-youth-skills-day>)

qualifications and competencies, the application process, the selection process (electronic application, project/case interview and one-on-one interview), and the exact program with lectures and interactive workshops, seminars and study visits will be further defined. The realization of this Academy is planned to be composed of 2 (two) modules (Winter module and Summer module), which beginning is chosen to be by marking 2 (two) internationally important days, as follows:

- I. Winter Module to mark the **International Day of Education¹⁹ on 24 January**, declared by the United Nations General Assembly, which will be realized by encouraging creative thinking among young people using analysis of research projects based on scientific methods. Through this activity, young people will be educated on how to use scientific methods through the formulation, testing and validation of a hypothesis, and to have applicable results from the research project. It will be an activity with an interdisciplinary character, which envisages an inclusive approach in the formation of the teams that will be participants in the **"ZAEV Academy for Young Leaders from the Western Balkans"**.
- II. Summer Module will start with the celebration of the **International Youth Day²⁰ on 12 August** declared by the United Nations General Assembly, through a series of activities. The above activities will be aimed at motivating young people to be more actively involved in all areas of social life and to be encouraged in making vital decisions. Activities that young people should take for their future, to ensure their better positioning in society.

6) The framework of the "ZAEV Academy for Public Policy" will have the goal of continuous education and improvement of the skills of the participants by developing the topics of democracy, sustainable development and European integration, while understanding the process of creating public policy. The exact number of participants, the required professional qualifications and competencies, the application process, the selection process (electronic application, project/case interview and one-on-one interview), and the exact program with lectures and interactive workshops, seminars and visits will be further defined. The realization of this Academy envisages it to be composed of 2 (two) modules, in which there will be a celebration of 2 (two) internationally important days, as follows:

- I. The first module of this Academy will be the celebration of the **International Day of Democracy²¹ on 15 September** declared by the United Nations General Assembly to build a society with inclusive democratic governance, with respect for human rights and the rule of law. The celebration will include the

¹⁹ Link from the UN web page regarding the **International Day of Education, 24 January** (<https://www.un.org/en/observances/education-day>)

²⁰ Link from the UN web page regarding the **International Youth Day, 12 August** (<https://www.un.org/en/observances/youth-day>)

²¹ Link from the UN web page regarding the **International Day of Democracy, 15 September** (<https://www.un.org/en/observances/democracy-day>)

organization of activities for achieving social justice, encouraging economic and social development of the community and cohesion of society.

- II. The second module of this Academy, in addition to other activities, will mark the **World Day for Cultural Diversity for Dialogue and Development²² on 21 May**, declared by the United Nations General Assembly to build intercultural dialogue. The activities will be aimed at creating a public policy with respect for social, ethnic, national, religious and cultural differences as a speciality. Among the previously mentioned activities will be the opening of a local gallery (in the underground square on the territory of the municipality of Strumica), which will help future generations to connect with history, and at the same time build an intercultural society. This gallery will aim to promote the diversity of cultural wealth, as the best guarantee for a peaceful and just world of cultural diversity.

7) Within the framework of the "ZAEV Congress Center" in order to promote cooperation with leaders on the global level in the spirit of democratic values, protection of human rights and freedoms, political pluralism, mutual tolerance, unity and solidarity, among other activities, with the planned realization of:

- Celebrating **International Labour Day²³ on 1 May**, by taking concrete steps for social and economic inclusion, given that a fundamental human right is to be protected and safe in the workplace, and a feature of every modern society is respecting and valuing everyone's work equally;
- Celebrating **Europe Day²⁴ on 9 May** by organizing a "**European Week**" on the territory of the municipality of Strumica, guided by the postulate that Europe is a concept based on common basic beliefs and convictions about freedom, democracy and human rights, not just a geographical landmark;
- Celebrating **International Friendship Day²⁵ on 30 July**, declared by the United Nations General Assembly;
- Celebrating **International Day of Peace²⁶ on 21 September** declared by the United Nations General Assembly as a day dedicated to strengthening the ideals of peace among all people;
- Celebrating the **United Nations Day²⁷ on 24 October**, which will be dedicated to the initiative to increase public awareness of the realization of **the "17**

²² Link from the UN web page regarding the **World Day for Cultural Diversity for Dialogue and Development, 21 May** (<https://www.un.org/en/observances/cultural-diversity-day>)

²⁴ Link from the European Union web page regarding the **Europe Day, 9 May** (https://european-union.europa.eu/principles-countries-history/symbols/europe-day_en)

²⁵ Link from the UN web page regarding the **International Friendship Day, 30 July** (<https://www.un.org/en/observances/friendship-day>)

²⁶ Link from the UN web page regarding the **International Day of Peace, 21 September** (<https://www.un.org/en/observances/international-day-peace>)

Sustainable Development Goals (SDGs)” adopted by world leaders in 2015. Each of the 17 goals is a challenge for the whole world and their realization requires cooperation between all social actors.

8) Within the framework of the "ZAEV Environmental Health Program" to raise awareness of environmental protection through the implementation of activities and environmental actions to combat climate change, increase green areas and clean existing, as well as promote renewable sources of energy, with the planned realization of:

- Celebrating the **International Day of Forests²⁸ on 21 March**, declared by the United Nations General Assembly, will carry out activities to increase green areas that are of great importance for the conservation of biodiversity, health of the population and mitigation of erosive processes and floods. This program is our contribution to a green future with our actions for environmental protection, through which trees, flowers and shrubs will be planted.
- Celebrating **World Water Day²⁹ on 22 March**, declared by the United Nations General Assembly in pursuit of global efforts to reduce plastic pollution. The activities will be aimed at fostering a proper attitude towards water, as one of the most valuable natural resources in the world. In particular, it is planned to raise awareness about the huge amount of waste that is thrown into and around the water, as well as the danger of the water turning into a water landfill. By cleaning the surroundings of the municipality of Strumica, i.e. the Gabrovo Waterfalls (located in the bosom of the Belasica Mountain, beyond the village of Gabrovo), the Smolare Waterfall (located in the bosom of the Belasica Mountain, above the village of Smolare) and the Koleshino Waterfall (located on the northern slopes of the mountain Belasica, in the lower course of the Baba River, in the village of Koleshino). By cleaning the environment of the previously specified waterfalls, we will promote better protection of nature and sustainable use of natural resources.
- Celebrating the **International Mother Earth Day³⁰ on 22 April**, declared by the United Nations General Assembly, by arranging public areas and spaces together with the citizens on the territory of the municipality of Strumica. These activities will include horticultural landscaping (planting seedlings adapted to the climate of the envisaged public space, soil application and landscaping) and installation of urban equipment (replacement of existing benches and installation of new

²⁷ Link from the UN web page regarding the **United Nations Day, 24 October** (<https://www.un.org/en/observances/un-day>)

²⁸ Link from the UN web page regarding the **International Day of Forests, 21 March** (<https://www.un.org/en/observances/forests-and-trees-day>)

²⁹ Link from the UN web page regarding the **World Water Day, 22 March** (<https://www.un.org/en/observances/water-day>)

³⁰ Link from the UN web page regarding the **International Mother Earth Day, 22 April** (<https://www.un.org/en/observances/earth-day>)

ones; replacement of non-functional waste bins and installation of new ones). The result of these activities should contribute to raising the level of hygiene in these public areas and spaces, as well as providing a better way of life for citizens.

- Celebrating **World Environment Day³¹ on 5 June**, declared by the United Nations General Assembly, by taking steps to improve the treatment of animals, improve the necessary standards of care and reduce stray dogs, and humanely deal with the problems of stray animals.

9) Within the framework of the "ZAEV Program for raising public health awareness", aimed at promoting human health (the complete state of physical, social, and mental well-being) and adequate health care (prevention and management of diseases, illness, and other health-impacting conditions) as the most important precondition for saving human life, with the planned realization of:

- Celebrating the **World Health Day³² on 7 April**, which each year draws attention to a specific health topic of concern to people all over the world on the date that marks the anniversary of the founding of the World Health Organization, by launching training for the introduction of "Medical Clowns" in the municipality of Strumica. Guided by the fact that the "Medical Clowns" is a program that has proven to be extremely successful in treating patients worldwide, its results should be aimed at helping hospital patients reduce stress, anxiety and the fear of doctors by the children. With the training completed (psychology, social work and care giving), our goal is the future medical clowns, through a different approach to psychosocial support that is most important for patients' health, to result in distraction in the patient's attention from difficult therapies to the patients and children who have been in hospital for a long time.
- Celebrating **World Blood Donor Day³³ on 14 June**, to raise awareness of the need for safe blood and blood products and to thank voluntary, unpaid blood donors for their life-saving gifts of blood, by organizing a blood donation campaign in the Institute for Transfusion Medicine - Strumica.
- Celebrating **International Day of Older Persons³⁴ on 1 October**, declared by the United Nations General Assembly to raise awareness of the problems faced by the elderly, and to highlight the contribution of the elderly to society. The

³¹ Link from the UN web page regarding the **World Environment Day, 5 June** (<https://www.un.org/en/observances/environment-day>)

³² Link from the World Health Organization web page regarding the **World Health Day, 7 April** (<https://www.who.int/campaigns/world-health-day>)

³³ Link from the World Health Organization web page regarding the **World Blood Donor Day, 14 June** (<https://www.who.int/campaigns/world-blood-donor-day>)

³⁴ Link from the UN web page regarding the **International Day of Older Persons, 1 October** (<https://www.un.org/en/observances/older-persons-day>)

celebration will be realized by organizing a **"Week dedicated to the care of the elderly"**, which will include activities such as visits to the elderly, lonely and frail people in their homes, providing food aid and hygiene items, as well as a visit to nursing homes on the territory of the municipality of Strumica.

- Celebrating **World Mental Health Day³⁵ on 10 October**, supported by the World Health Organization, given the pressures imposed by the new way of life. Especially in the young population, the basis for the development of depression is created, because they as a target group are more under the pressure of influence and excessive use of social media, which are not a picture of reality and create conditions for social isolation with a sense of rejection. According to the above, activities will be implemented to prevention against excessive use of social networks, fear of exclusion, fear of missing out, self-aggressive behaviour, social dysfunction, alienation, isolation and loneliness, which should result in increased awareness of the seriousness of this problem.
- Celebrating **International Day of Epidemic Preparedness³⁶ on 27 December**, declared by the United Nations General Assembly and the World Health Organization, because of the need to promote the importance of epidemic preparedness, prevention and partnership. Activities for the protection of the life and health of the citizens will be realized, as a direct contribution to increasing the quality of patient care.

10) Within the framework of the "ZAEV Business-Technology Accelerator" to support start-ups, small and medium companies by developing methods for testing the effectiveness of the business model, evaluation of applied technology, the long-term sustainability of the projected innovation and identification of market potential in business practice, with the planned realization of:

- Celebrating **Micro-, Small and Medium-sized Enterprises Day³⁷ on 27 June**, declared by the United Nations General Assembly, which will focus on promoting applicable innovations in micro, small and medium companies. The purpose of this support is to facilitate the path of companies that have the potential to realize innovative business ideas. The support through this public call will be intended for projects that have a sustainable concept and a clear ambition for commercialization.
- Establishment of the **"ZAEV Business-Technology Accelerator"** with a focus on supporting motivated young people, who will demonstrate overcoming all existing and potential challenges and will succeed in creating conditions and circumstances for business development in our country. This business-

³⁵ Link from the World Health Organization web page regarding the **World Mental Health Day, 10 October** (<https://www.who.int/campaigns/world-mental-health-day>)

³⁶ Link from the UN web page regarding the **International Day of Epidemic Preparedness, 27 December** (<https://www.un.org/en/observances/epidemic-preparedness-day>)

³⁷ Link from the UN web page regarding the **Micro-, Small and Medium-sized Enterprises Day, 27 June** (<https://www.un.org/en/observances/micro-small-medium-businesses-day>)

technological accelerator is designed to grow into a major incentive that motivates participants to connect internationally and conquer new markets, by placing their innovations and sustainable ideas. It will also include solutions that will result from social innovation as a contribution to a just society, which should include and positively reflect on the whole society, not just individuals.

- Celebrating the **World Corporate Social Responsibility (CSR) Day on 18 February**, with the increase in the number of companies that with their transparent and ethical behaviour will further contribute to the protection of the social environment, sustainable development and prosperity in the community in which they live and work. Activities will be aimed at stimulating corporate culture and an innovative approach to governance, which includes a volunteer approach and community service. They should encourage change in the business community, given that by investing in social responsibility companies invest in their competitiveness, mostly because these practices have become a prerequisite for work and export to foreign markets (especially in the European Union market). The above activities should result in increasing the number of companies that with their transparent and ethical behaviour will further contribute to the protection of the environment and society, for sustainable development and prosperity in the community in which they live and work.

11) Within the framework of the "ZAEV Sports & Recreation Program" through activities for the development and promotion of sports, special programs will be initiated that will create conditions for conducting sports activities. Within this program, the creation of the "ZAEV Rally Moto" is envisaged through activities realized in a competitive spirit and sports recreation of the participants, providing organizational set-up for realization. The celebration of the activities in this program will be in coordination with the activities of the "ZAEV Program for raising public health awareness", with the planned realization of:

- The celebration of the **International Day of Sport for Development and Peace³⁸ on 6 April**, declared by the United Nations General Assembly, will be followed by a marathon to promote peace through sport. All participants will be dressed in white T-shirts, and they will complete the planned trajectory by showing a white card - as a symbol of peace. With this symbolic moment, the participants will send a strong message for the protection of peace, common values and the protection of fundamental freedoms and rights, understood by all citizens around the world, especially because of the recent turn of events in Ukraine.
- Celebrating **World Bicycle Day³⁹ on 3 June**, declared by the United Nations General Assembly to stimulate cycling as a source of social, economic and health benefits that bring people together. It will be marked by the organization of

³⁸ Link from the UN web page regarding the **International Day of Sport for Development and Peace, 6 April** (<https://www.un.org/en/observances/sport-day>)

³⁹ Link from the UN web page regarding the **World Bicycle Day, 3 June** (<https://www.un.org/en/observances/bicycle-day>)

"Bike Week", which will aim to stimulate increased awareness among citizens to use more and more non-polluting means of transport such as bicycles. This **"Bike Week"** will also mark the **Ride4Women initiative**, launched by several European doctors to raise awareness of the importance of preventing and early diagnosing cervical cancer by cycling long distances.

- Having in mind that sport has a very important role in encouraging social interactivity and in building open communities, activities will be undertaken that will create sports habits among young people through discipline and teamwork. Through sports, young people will learn to create new networks of acquaintances with their peers from the region, in the spirit of healthy sports habits and acceptance of diversity, tolerance, respect for competition, competitive spirit and teamwork. These activities will be realized in honour of the celebration of **World Suicide Prevention Day⁴⁰ on 10 September**.

⁴⁰ Link from the World Health Organization web page regarding the **World Suicide Prevention Day, 10 September** (<https://www.who.int/campaigns/world-suicide-prevention-day>)