



INOVA

AGENCY FOR INNOVATION, SCIENTIFIC AND TECHNOLOGICAL DEVELOPMENT AND ENTREPRENEURSHIP OF THE REPUBLIC OF NORTH MACEDONIA

Република Северна Македонија
Republika e Maqedonisë së Veriut
Агенција за иновации, научно-технолошки
развој и претприемништво ИНОВА Скопје
Agjencia e inovacionit zhvillimit shkencor-
teknologjik dhe sipërmarrjes INOVA Shkup

Број / Numër 09-1872/1

Датум / Data 27.08.2026 год./viti.

Terms of Reference

**For engagement of the Project Implementation Team member – Communication Manager
(Greening Business Facility - Grant Scheme)**

Ref. IPA/2021/PC-25553

CONTRACTING AUTHORITY

Agency for Innovation, Scientific and Technological Development and Entrepreneurship (INOVA).

BACKGROUND

The Republic of North Macedonia is progressing toward the European Union (EU) accession and alignment with the European Green Deal and the Green Agenda for the Western Balkans, yet faces persistent structural and environmental challenges. The economy remains energy-intensive and dependent on imported fossil fuels, with outdated industrial processes and limited uptake of renewable energy and circular economy practices. These constraints hinder competitiveness, innovation, and progress toward the national commitments on decarbonization and sustainable growth.

The proposed Greening Business Facility (GBF) grant scheme builds on several analytical and policy foundations, including the OECD Roadmap toward a Circular Economy for North Macedonia (2024), the National Small and Medium Enterprise (SME) Strategy (2025-2030), Smart Specialization Strategy (2024-2027) and the Green Agenda for the Western Balkans. Within these policy frameworks the need for a dedicated financial and technical mechanism to de-risk private investment, mobilize EU and international funding, and strengthen institutional capacity for green transition are identified.

The GBF is therefore designed as a targeted response to these challenges—creating an enabling environment where businesses can adopt cleaner technologies, enhance resource efficiency, and contribute to a resilient, low-carbon economy aligned with EU standards.

PURPOSE

By implementing this action, the project activities will support the country's efforts in achieving the goals set in the Green Agenda of Western Balkans. This will be done by supporting investments in private companies toward environmentally sustainable practices. The implementation of the action tackles the issued identified in the Green Agenda document. This action also contributes to achieving the goals and objectives set in other national policies related to setting up green business practices, waste treatment, smart use of energy, reducing pollution, etc.

In order to contribute to the achievement of this objective, the action supports the establishment of the GBF that represents an investment vehicle used to encourage SMEs to intensive adoption of environmentally sustainable practices in their operation and thus reduce their carbon footprint and reduce use of natural resources.

OBJECTIVE

The overall objective of this action is to support the Republic of North Macedonia to achieve of the climate neutral goals set in the Green Agenda of Western Balkans by supporting investments in private companies toward environmentally sustainable practices.



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The specific objective of this action is to operate a special “Greening Business” facility as an investment vehicle to encourage SMEs to intensive adoption of environmentally sustainable practices in their operation and thus reduce their carbon footprint and reduce use of natural resources

EXPECTED OUTPUTS/RESULTS

The following outputs and results are expected to be implemented during the implementation of the project:

- At least 300 supported companies benefiting from the Greening Business grant scheme (financial instruments)
- 8 mil EUR financial leverage (mobilised private investments for the supported initiatives)
- At least 180 supported companies in implementing at least one EU/international standard
- At least 700 new, preferably green jobs to be created
- Reduce the use of natural resources by 20%
- Increase by 10% turnover of supported companies

LOCATION FOR EXECUTION OF THE SERVICES

This assignment requires 100% office work, which means that Communication Manager will have be present in the Contracting Authority's (CA) premises, while implementing the assignment. The CA will be responsible for securing office space and necessary working equipment.

The CA shall provide to the Communication Manager with all existing information and documentation at its disposal which may be relevant to the performance of the contract.

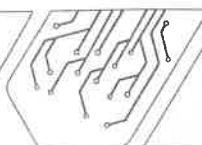
COMMENCEMENT DATE & PERIOD OF IMPLEMENTATION

The intended commencement of services is 15 September 2026 and the period of implementation is 38 months. During this period, the Communication Manager is expected to show estimated level of effort equivalent to 8 hours per day/ or 160 hours monthly.

SCOPE OF THE ACTIVITY

In order to carry out the assignment, the Communication Manager is required to conduct the following activities:

- Implement Project Communication & Dissemination Plan
- Identify key messages related to green transformation and sustainability.
- Plan communication channels (website, social media, newsletters, events).
- Ensure compliance with EU visibility requirements.
- Write press releases about project milestones and achievements.
- Produce news articles, blog posts, and success stories from businesses adopting green practices.
- Create visual materials (infographics, brochures, posters, presentations).
- Support in updating the INOVA's website.
- Manage social media accounts (LinkedIn, X/Twitter, Facebook, etc.).
- Monitor analytics (website traffic, engagement metrics).
- Promote project events (workshops, training sessions, conferences).
- Manage event promotion campaigns.
- Contribute to project deliverables related to communication and dissemination.





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- Coordinate with Team Leader and other staff from the INOVA
- Coordinate its activities with PR Agency responsible for promotion of project activities.
- Maintain confidentiality and professional ethics.

KNOWLEDGE, EXPERIENCE, SKILLS AND COMPETENCIES

The candidates must fulfill the following criteria:

- The candidate must have a bachelor degree in social sciences.
- The candidate must have relevant professional experience of minimum 5 (five) years in working on assignments/tasks/projects/activities related to development of communications plans and strategies, public relations, marketing and promotional activities for clients from private and public sector.
- The candidate must be familiar with European Union's communication and visibility rules.
- Proven ability to work without close supervision and to do effective multitasking.
- Ability to operate in a multicultural environment and build effective working relations with local and external counterparts.
- Excellent Knowledge of English and Macedonian languages;
- Demonstrates professional competence to meet responsibilities and post requirements and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- Excellent communication skills, including the ability to convey complex concepts and recommendations clearly;
- Ability to interact, establish and maintain effective working relations in a culturally diverse team;
- Basic working knowledge of MS office.

REPORTING

The Communication Manager will report to the project Team Leader and the Director of the CA.

PERFORMANCE EVALUATION

Performance will be evaluated based on the quality and timeliness of deliverables, effectiveness of team coordination, and achievement of project objectives.

PAYMENT TERMS

Payment will be made in accordance with the contract.

CONFIDENTIALITY

The Communication Manager shall maintain confidentiality of all project related information and documents during and 2 years after the assignment.

Prepared: Igor Nikoloski
Controlled: Aleksandra Civlacki
Approved: Maksimilijan Kazakov

Director
Daniela Dimovska

