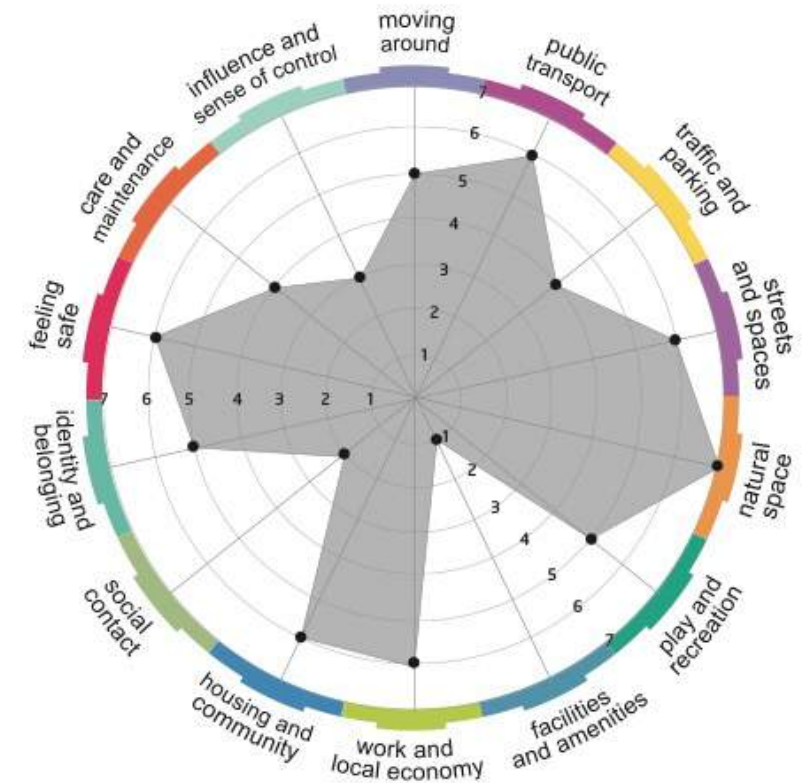


Practicing Place Standard Tool In Macedonia

Dragan Gjorgjev/Stefan Bogoev
Skopje, Republic of Macedonia

PST – Main point

Introducing inclusive approach in planning the urban places and implementing the healthy living approaches – by intensive and open discussion among different stakeholders in one common direction and goal - better place for living for all.



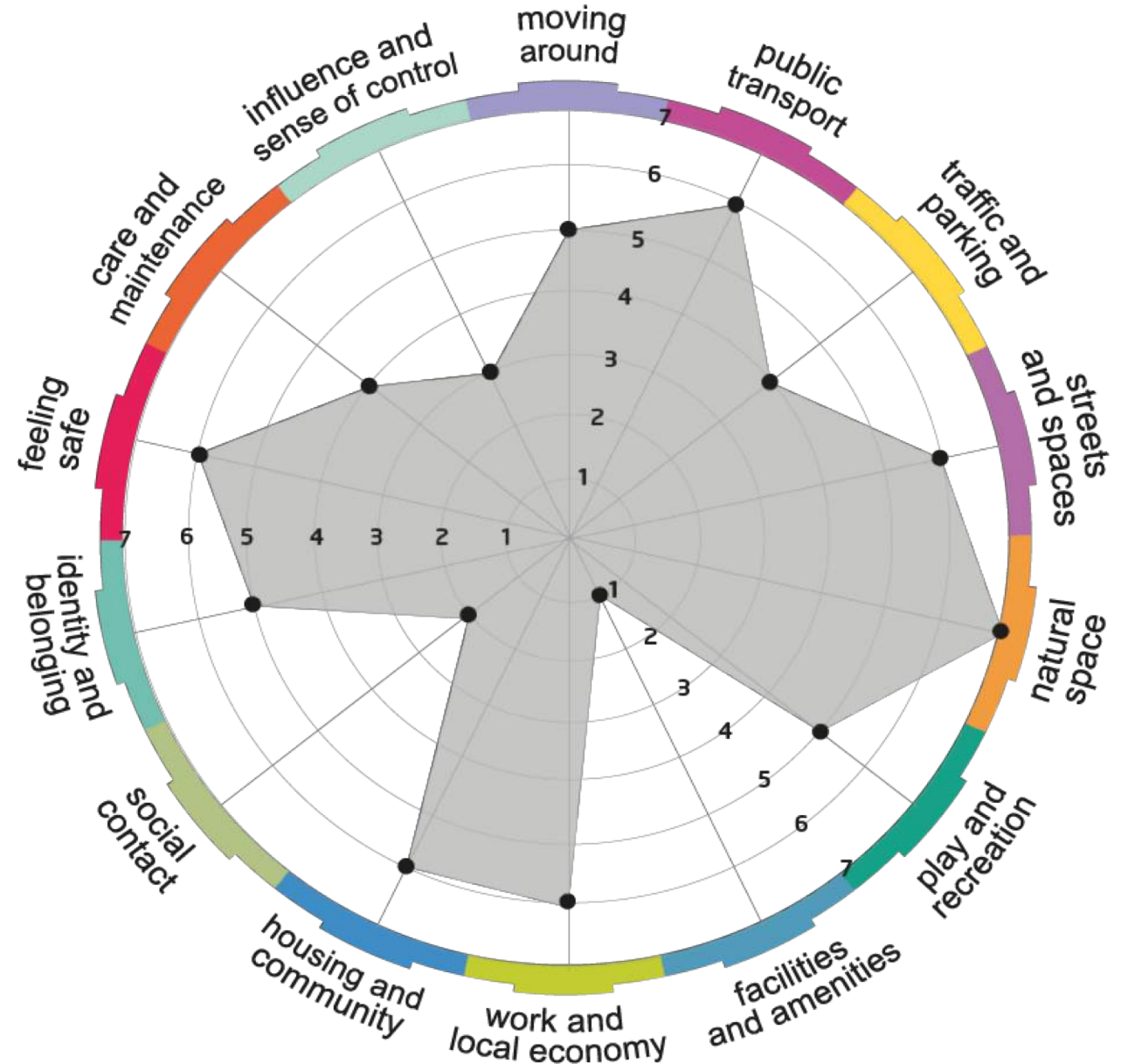
PST – addressing need for change

Start changing behaviour and perception about healthy living through **enriching the knowledge and skills** among stakeholders for maximizing the potential of the physical and social environment in understanding and supporting the health, wellbeing and high quality of life.

PST – WHAT

simple framework
to structure
conversation about
place

<https://www.placestandard.scot>



PST – Introductory hook – addressing need for change

Key objectives

- To understand how the Place Standard can be implemented across local settings in Macedonia and share learning for future use of the tool
- Using the tool to analyze current level and efficiency of inter-sector cooperation, success factors and barriers

PST – Introductory hook – addressing need for change

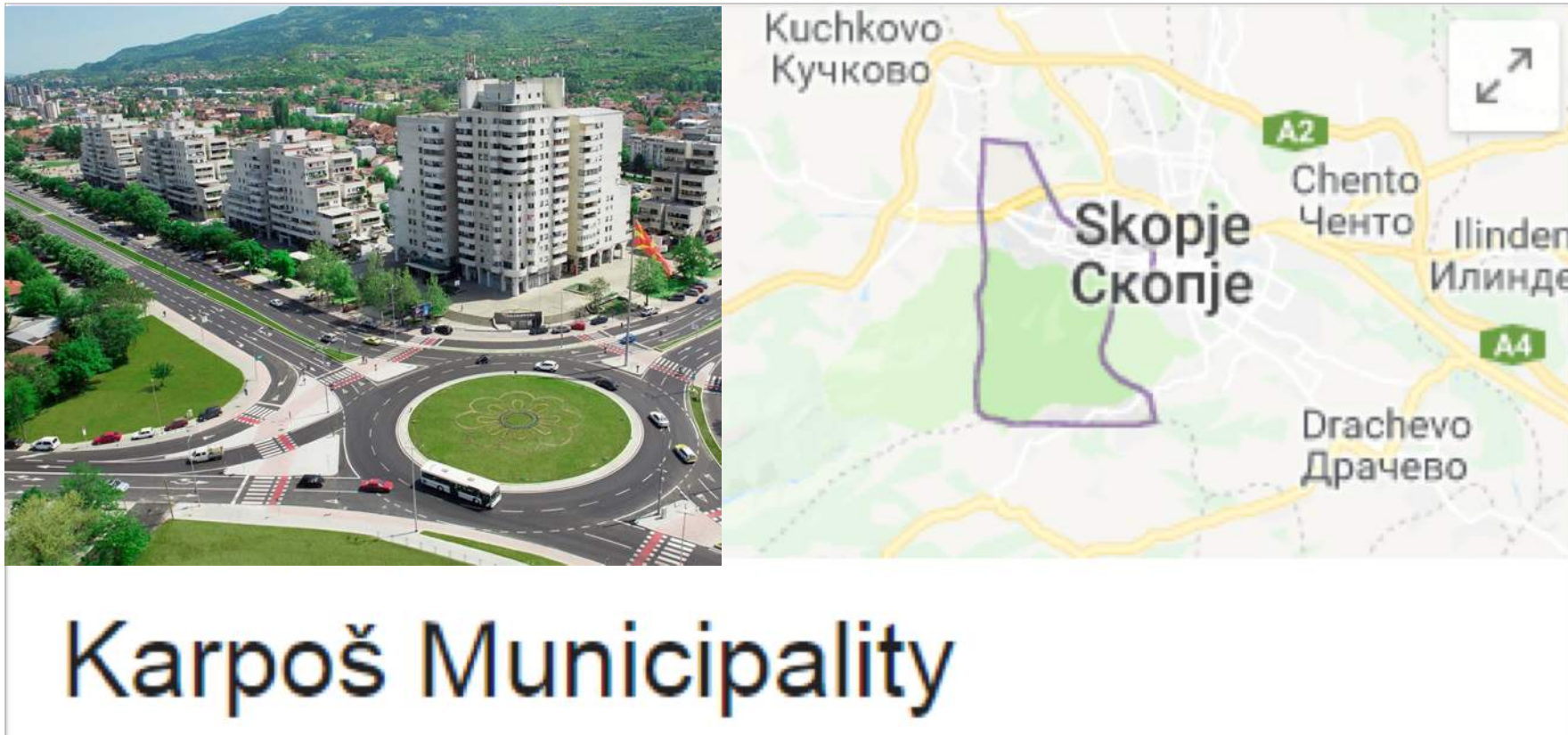
WHO? Prof. Dragan Gjorgjev – Project Coordinator in the Institute of public health team involved in INHERIT – Mr. Stefan Bogoev, Mayor of Karposh municipality

WHY PST? The healthy and wellbeing perspective of our settlements are at most critical level? We must do (change) something

PST as a leading example in the future – project results and level of cooperation and enthusiasm is an excellent starting point in changing behavior and policies in our living places

Meeting by meeting the level of awareness and willingness for participation and changes evolved

PST – WHERE

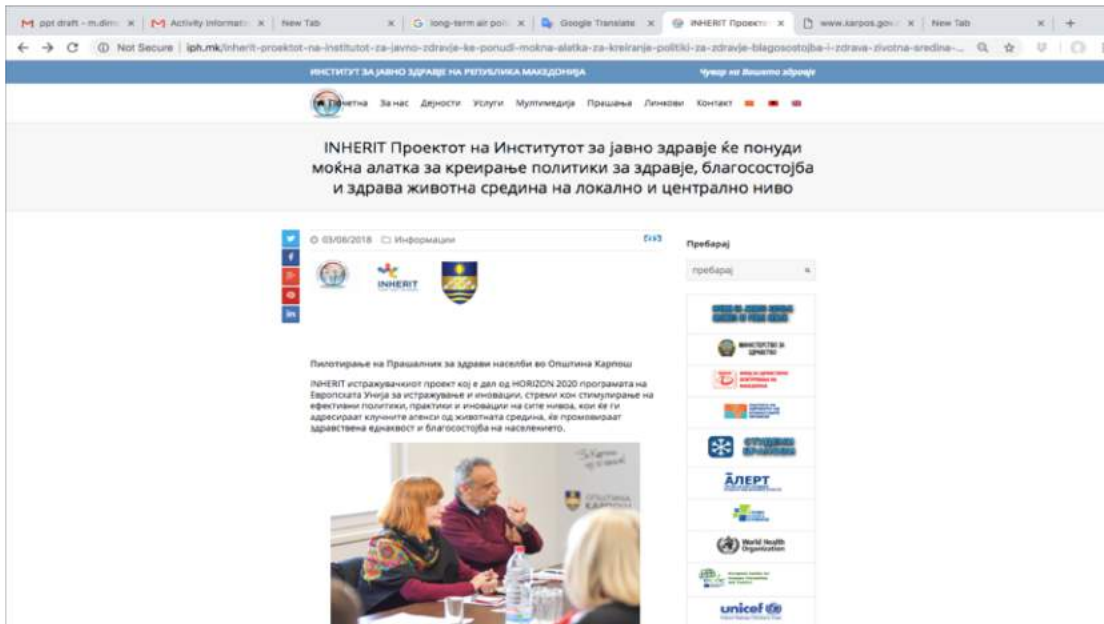


Memorandum of understanding and cooperation signed and project team established

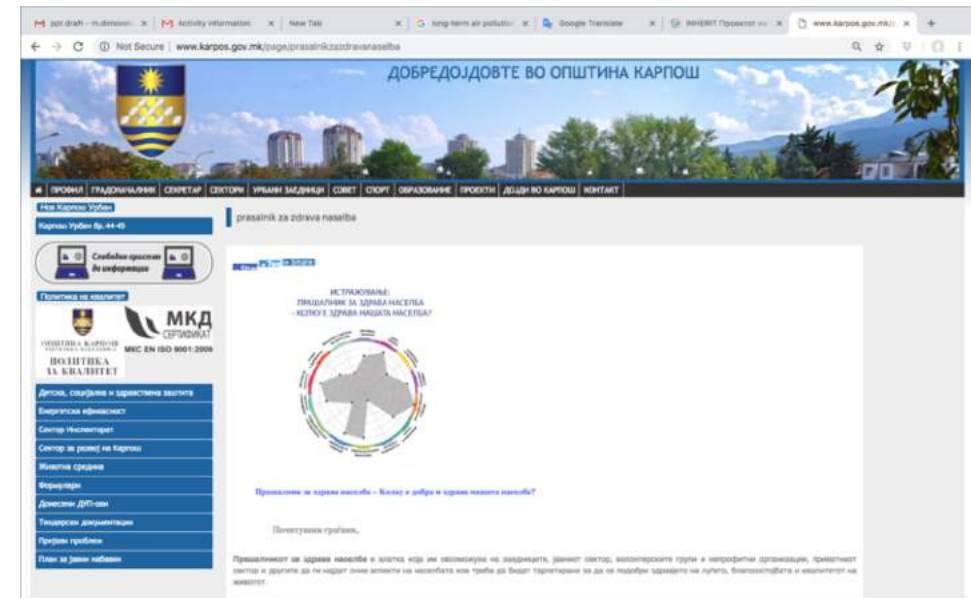


PST Karposh – communication campaign

Promotion campaign – web platform
IPH



Promotion campaign– web platform
Karposh municipality



Piloting PST Tool

June - October

- Seminars with **focus groups** (citizens selected by different criteria, pensioners, parents of school children)
- **Interviews (disabled persons)**
- **On-line Questionnaire (80 respondents so far)**



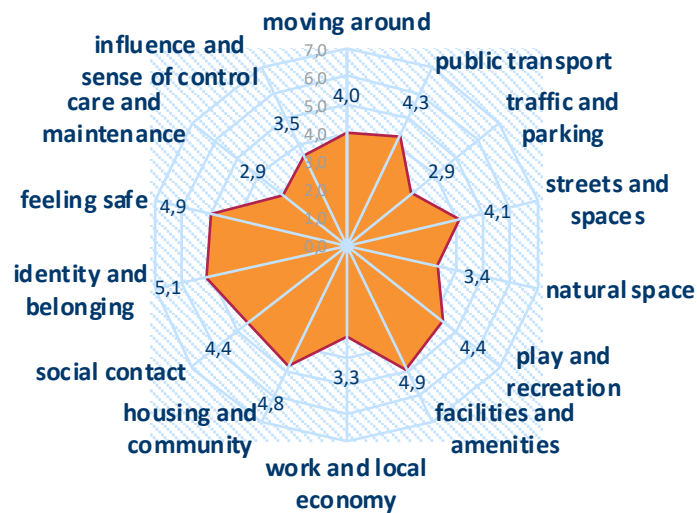
PST - Evaluating intersectoral work

Focus group with

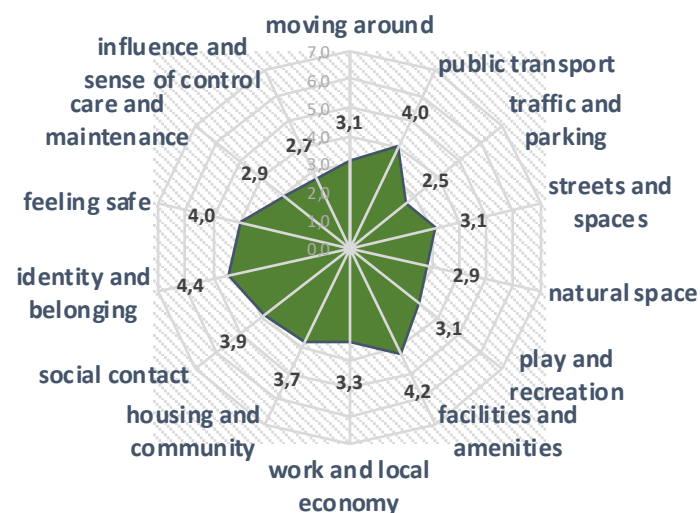
- Public administration
- Policy makers
- Citizens
- NGO
- Business sector



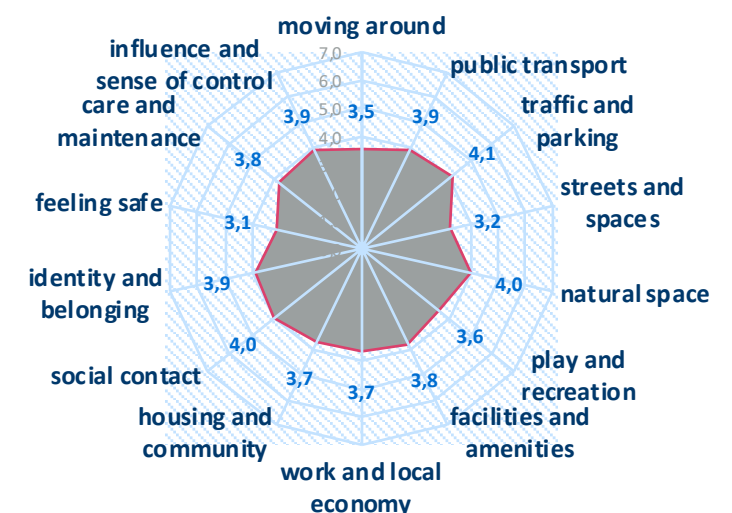
Main findings – comparison focus groups and on line Interviews



Citizens FG, average score 4.1



On-line questionnaire, average score 3.4



Administration, average score 3.7

Local Context Moving around



PST - Priorities for the citizens



PST Karposh – Conclusions

meeting objectives

- Stakeholders – especially citizens **fully accepted PST** as a useful tool in influencing policy in their place
- Municipality **top management** (Mayor and councilors) find it useful for creating the next year annual policy and budget plan

PST Karposh – Lessons learned and challenges

Great for:

- Getting people involved;
- Reaching a large number of inhabitants quickly;
- Generating a lot of information.

Methods:

- Can be used in different ways: online, discussion groups, interviews;
- Input about weighing the outcome of the different methods would be helpful
- Vocabular of terms useful

PST Karposh – lessons learned and challenges

- PST **increased the level of knowledge and confidence** among the citizens to be actively involved in decision making process
- Remarks and comments more important than scores
- Proper implementation **very much rely on:** good governance and top level support, excellent organization, preparation, training of interviewers and focus group moderators, good timing, pre-knowledge of the participants/respondents

Local Context

Natural Spaces

