

SmartUp - Social Innovation Lab

Education & Youth Projects

We work across disciplines to inspire and empower people and organizations to solve emerging societal challenges.

2022

EDUINO Digital platform

(ongoing)

2021

Creative Business Cup

(innovation competition for startups, including pitch training & expert mentoring program)

Just Smart / Shtreber Education Portal

(design & digital tool customization, digital content creation, content creator training)

EDUINO Digital platform

(ongoing; collective digital education portal, crowdsourced by teachers voluntarily)

2019

Extended Mentorship and Incubation for team AndroMeta - Global Winners of GenUnlimited Youth Challenge

(incubation management, capacity building, acceleration)

Generation Unlimited - Youth Challenge 2.0

(incubation program design, youth mentoring, youth events design, focused on the challenge of enabling people with disability through the power of technology)

Nasoci.me - Career Guidance platform for high-school students

(concept and platform design, technical development, content creation, and marketing)

New technologies as innovation boosters, 3D modeling and 3D printing workshops for high-school students

(tailor-made program for high-school students, design thinking training, product design training, new jobs training, mentorship)

#Inno4Edu - Setting up an enabling environment for improving quality teaching through innovation and co-creation

(educational solutions development, innovation environment design, functional user integration for co-creation, game development hackathons, community building)

2018

Re: Think Libraries 'Bibliobum'

(service and program design for sustainable public libraries, design-thinking for fostering transformation of libraries as local community' centers, support in establishing public-private partnerships)

Generation Unlimited - Youth Challenge 1.0

(incubation program design, youth mentoring, youth events design, focused on the challenge of cyber and peer-to-peer bullying)

Education camp #Inno4Edu

(MVP solutions scaling, capacity building for systemic problem-solving in education)

GIZ German Cooperation StartUp Camp

(design of startup/innovation lab event, incubation support for startups, high-level event conceptualization and delivery)

2017

Education Hackathon, UNICEF Conference for Quality Education

(hackathon design and implementation, facilitating and empowering multidisciplinary and cross-sectoral design, guiding piloting, testing, prototyping and pitching, promotion)

2016

Design Thinking Course for Students

(course design and delivery of capacity building in user-journey mapping, ethnographic research, user-centered design and enabling hands-on/real-world based experiential learning across all stages of design thinking)

2014

TEDxSkopje

(establishing and enabling communities through 30+ events aimed at creators, thinkers, corporates and institutions gathering in various topics, i.e. future of public services, flipped classrooms, future of mobility, cryptocurrency, and many more)

SmartUp Case studies

“EDUINO” Digital Learning and Teaching Platform

Client

UNICEF, Bureau for Development of Education, Ministry for Education and Ministry of Labor and Social Policy in North Macedonia



[Official web-page \(portal\)](#)
[HundrED Profile](#)

The EDUINO platform combines the **largest educational library in the country** with subject content crowdsourced on a voluntary basis, that follows the National Curriculum and covers early childhood education through secondary education. The platform is also **key for teachers' professional development**, as it centralizes resources for teacher training, including mandatory and supplementary training across education levels. As EDUINO grew, it brought together teachers, students, and parents, creating a community of practice that co-created content and helped the platform thrive. **For its innovative methodology and approach, the project was awarded a special mention among the top 100 innovations for education in the world (2021) by the global HundrED initiative.**

The challenge

Create multiple user-centered digital platforms with a strong focus on accessibility and sustainability that will serve as a trigger for innovation and co-creation and will improve the professional development of teachers and educators across the country and will produce readily available and interactive educational resources and materials.

Our approach

We focused on building a strong community of users and contributors through continuous engagement, accented by user-focused events, tools and resources which was then leveraged to develop a multi-platform digital solution that can offer relevant content for the various user groups, as well as, include them as co-creators or participants.

Results

- A fully functional digital platform co-created and tested by **1,825 educators**
- Developed sub-platforms include:
 - EDUINO Schooling, focused on primary school, offering digital resources and professional development opportunities
 - EDUINO Early Childhood Development (ECD), focused on pre-primary, socioemotional development and prof. development (LMS system)
 - EDUINO Laboratory, 2D virtual space for self-paced experimentation with a focus on science and climate change
 - Science Learning Network, established by key science institutions in NMK, dedicated to promoting STEM and experiential learning through new innovative products and services
 - E-Library, offering interactive and engaging digital textbooks and educational resources
- Platform content used by **25 000 teachers and over 250 000 students** from the country
- Since 2020, the community **submitted over 5000 video lessons through the platform** with a view rate of **6.7 million user views**.
- **1353 play-based activities crowdsourced** and developed in-house, of which 780 openly shared on the platform,
- The professional development content on the platform has attracted over **56000 views**
- The EDUINO webinar series delivered **32 webinars**, with c.a. **2700 participants per webinar**, making it the most popular educator-focused professional development opportunity in the country

Key Capacities

- **Co-designing and co-creating with users** to better understand and respond to their needs - is one of the ways innovation is developed and sustained.
- **Digital Platforms and tools** that enable easier monitoring, data analytics and informed decision making as well as an increase in productivity and resource optimization.
- **Community building** when put into practice, with users and partners, can create powerful networks for collaboration
- **Educational content production**, user-centered, engaging, across all subjects, ages and groups

SmartUp Case studies

GenerationUnlimited - Youth Challenge

Client

UNICEF, Foundation "Telekom" and GenerationUnlimited (2018, 2019)

<https://www.generationunlimited.org>

As part of the global Generation Unlimited partnership, the projects focused on encouraging and supporting young people to become changemakers by equipping them with entrepreneurial skills to make them changemakers, tackle problems and make impact in their communities and in their country.

The challenge

Empowering, motivating, and engaging young people to contribute and retain their interest in solutions-production and innovation thinking.

Themed topics for the Youth Challenges include:

- 2018/19 - Ending violence among and on children, including cyber violence #EndViolence
- 2019/20 - Inclusion of people with disability through the power of technology #DigitalInclusion

Our approach

Youth users - centered approach, co-designed, co-created and co-led by young people, We designed the boot camp and the local incubation programs around their needs. The model combines the youth development approach with **human-centred design** and **entrepreneurial skill-building** to empower young people to become innovators and entrepreneurs. The goal is twofold: to create **sustained self-employment for young people and achieve positive community development**.

Results

- Back-to-back (2018 & 2019), the **N. Macedonia teams**, under the leadership of SmartUp, **secure a placement among the top 5 winning teams of the Generation Unlimited - Global Competition** (competing with 40+ countries, 400+ teams per year).
- **372 participants** in the two local editions of the Generation Unlimited - Youth Challenge
- **46 young people**, aged 14-24, have undertaken an acceleration or/and incubation process, following SmartUp's program
- **15000 USD allocated to finalists** ; for local acceleration and incubation of social innovations
- **40000 USD** in grants and financial support attracted for 2 winning teams; as a way to **support their launch and transformation into a startup**
- **50+ trainers and mentors prepared** for the Generation Unlimited - Youth Challenge, creating a **national network** of know-how at the disposal of SmartUp

Key Capacities

- **Design-thinking process for youth and youth participation. youth events design and management and mentoring** in social innovation and entrepreneurship, management of **incubation programs**, national youth and social innovation mentoring capacity - building, international context work.

SmartUp Case studies

RE:THINK Libraries 'Bibliobum'

Client

US Embassy and 7 public libraries in Veles, Valandovo, Debar, Kavadarci, Strumica, Sveti Nikole, Negotino



This project focused on transforming public libraries into proactive centers dedicated to the needs of the community increased sustainability through new revenue streams and new innovative services and new partnerships, esp. with private sector and role in the community.



The challenge

Transform the quiet and traditionally managed public libraries into multicultural centers where ideas, innovation and creativity will be loudest.



Our approach

We developed a complete program for the development of public libraries, based on the **design thinking** method to **foster transformation in the libraries**, aiming to:

- build specific capacities among selected employees via a **tailor-made hands-on curriculum**,
- define strategic goals, map local beneficiaries and **develop new services** for each of the 7 libraries.
- **engage the local community**, with at least one community activity, event, or consultation per library
- acknowledge the importance of public libraries as a neutral place that actively contributes to the development of social and economic capital;
- equip local volunteers with skills and pair them to work with the library throughout the project



Results

- **10** New partnerships with the private sector created in 6 towns
- **7** New innovative services introduced in each of the seven libraries (maker space, board game center, board game club, youth art club, artistic center, children's playground area).
- **370** community members and users engaged in 7 towns
- Strategic plans and portfolio of new services developed for a 3-year period



Key Capacities

- **Design-thinking utilization in creating new services and transforming public institutions** into modern and sustainable organizations of value to the local communities. **Capacity building** of library staff in operation management, strategic alliances, attracting funding, events design, and management.

