

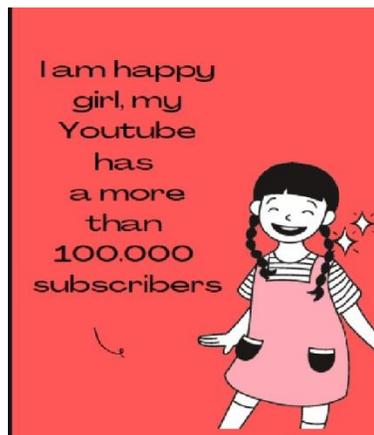
Makedonka for Macedonia

There is a country in the heart of the Balkan Peninsula where centuries wrote and left very colorful and wealthy history in every field. And, during centuries there were different countries on the same land, but today that's Macedonia. A small country with people with great soul. Always ready to help someone.



In time of globalization and social media, when information is spreading with speed of light, one girl from that ancient Macedonia named Makedonka has her own YouTube channel. There she has thousands of subscribers following her publishing developments from her high school everyday life and her trips.

Her popularity increases day by day, her charisma and pleasant voice become recognizable to many YouTube users. With that for Makedonka the worries began, such as how to control the popularity, or how at the same time to be a friend and a high school student as she was before.



After a lecture of her favorite professor she gets a new inspiration. She changes the content of her posts and begins to report from endangered places, making vlogs from the places that need more care to conserve the nature. Thus, Makedonka, from a well-known trendsetter began to report from illegal rubbish dumps and places that are endangered by human carelessness.



From those places she calls for awakening and preserving the natural eco-system and also for protest. Usually, such activity does not only mean popularity, but also problems. Current political elites dislike her activity and often she is a target of ridicule and pressure, and comments like she has to be playing with her peers and writing homework instead.



She does not succumb to the pressures, but she is even more motivated. Her motto is:

Macedonia is not a country for one generation only!

Her publications have also been sponsored by well-known businessmen and companies, and she has used the funds to travel around the country and find more and more places like that.



She uses her European law on freedom of speech and calls on the masses. So, she became a symbol of protests for conservation of the planet. Aneco-activist in the focus of the media. Her movement called "Makedonka for Macedonia" is supported by many eco-organizations, activists and youth. And, at the same time in most cities the largest mass protests ever took place.

Thanks to these activities, the Government has undertaken some major environmental projects, such as reducing the pollution in the cities, clearing some illegal rubbish dumps and protecting and conserving natural lakes.



Makedonka remains in everyone's memory, as an example of how a problem-solving initiative can be instigated.