

A group of approximately 20 people, including men and women of various ages, are posing for a group photo in a park. They are standing on a paved area next to a pond. In the background, there is a large, dark-colored dinosaur statue, possibly a T-Rex, and a dense forest of trees. Further back, there are majestic, snow-capped mountains under a clear blue sky. The overall scene is bright and sunny, suggesting a pleasant day outdoors.

EQUALPOWER

• 2018 / ISSUE 4 •

*eMagazine
for equality and
diversity*

MACEDONIA, SLOVENIA, EUROPE

EQUALPOWER

CHIEF-EDITOR mag. Natalie C. Postružnik
EXECUTIVE EDITOR Dejan Andonov
EDITOR Nina Klančnik
EDITOR Danaja Postružnik
DESIGN Gorazd Postružnik

eMagazin is part of the activities and tools, conducted within the project
Equal Power to the Women

by Izida Vita, Slovenia
in cooperation with

Institute of Communication Studies, Macedonia

en.izidavita.si, gorazd@izidavita.si

Cover photo: Lumar d.o.o., family owned business

Project Equal Power to the Women is partially financed by the
Ministry of foreign affairs of Republic of Slovenia

Disclaimer: The content of the eMagazine represents the opinions of the authors
and is not the official position of the
Government of the Republic of Slovenia



4 INTERVIEW:

**MARKO LUKIĆ:
DON'T CHASE YOUR OWN
TAIL**

**6 ORGANIZATION FOR SECURITY
AND CO-OPERATION IN EUROPE
(OSCE)**

**7 WORLDWIDE FACTS ON
GENDER INEQUALITY**

8 SUCCESS STORY:

**LILJANA GRDZO DAMOVSKA:
FOR OUTSTANDING
BUSINESS YOU NEED A GOOD
ASSESSMENT, A STEADY
MIND AND COURAGE**

**10 INFOGRAPHICS ON GENDER
EQUALITY AND BLOG**

11 TESTIMONY:

**WEB CONFERENCE "EQUAL
POWER TO THE WOMEN"**

INTERVIEW

DON'T CHASE YOUR OWN TAIL

Marko Lukić, direktor in lastnik
Lumar d.o.o., Slovenia



We spoke to Marko Lukić, owner and director of one of the best Slovenian family-owned companies, specialised in building low-energy, passive and nearly zero-energy houses in Slovenia and abroad.

A man with a vision, former extreme climber, father of two, husband to a special woman and a great leader (proven by many different awards on regional and national level).

IT IS IMPORTANT TO
TRY OUT NEW
THINGS, BECAUSE
OTHERWISE THERE IS
NO ROOM FOR
PERSONAL AND
SOCIAL PROGRESS.

What is inclusive leadership to you?

Lumar is a family-owned company, therefore it is important for employees to feel as part of a family. We do not employ people on part time basis and we do not hold them in uncertainty. It is in the interest of capital owners, to have motivated people, people without fear, in good mood; as only in that state of mind they create added value for the owner on one hand and feel well and safe on the other. These things are connected. Two ends of the same stick, one cannot do without the other. This is how we build our identity and pride, that people are not embarrassed to tell outside the company to others, for whom they work for.

Engaged people in our company are the corner of our success. One part of stimuli is money, of course. Our salaries are high above the average. Secondly, the owner must be a role model;

don't preach stuff, don't go to work at 10am, don't overspend – regardless it's your money. I really try to be in contact with my employees on daily basis, to go through the production site, to talk to people. Our company is so small, that we function as a strong team. For me as the director and owner is crucial, to have my back covered, to have some sort of firewall behind me, to be able to count on people, working for us. That gives me confidence. Even while negotiating with our customers, because I know, that we will deliver what we have promised. We all experience hard moments and it is a lot easier, if there is a person in the company to talk to and then make a decision. The burden gets easier it is shared.

I like Cvetana Rijavec' statement; she says, that we all are responsible for successes in the company, but the leadership and management carry responsibility for failures



Photo: Lumar d.o.o.

(Cvetana received the Award for Life Achievements by Managers Association of Slovenia in 2015).

All employees in my company had introductory meetings with me and afterwards they got the job; so they are my responsibility. People have to be properly guided, motivated, educated, supervised – and if the goals are not met, it is my task, to replace the employee; if not, other positions are at stake as well.

You lead an excellent Slovenian family-owned company – how do you take care of succession?

My son is employed in the company. I find it extremely important, that the younger generation plays an active role at an early stage, to get acquainted with the nature of the business, with different parts of the company and working posts; it is a good way to gather experiences. One of many important aspect is also, to establish the relationships with employees, who were given jobs by the predecessor family member.

Of course it is important to leave enough room for the younger

generation, but even more, that youngsters have enough power, stubbornness and ambition, to carry out its own ideas, regardless of approval of the older generations, especially if we talk about the »founder generation«. The older generations must show enough wisdom, to let the younger ones to fulfil their ideas and don't hold the position of the opponent, but rather someone, who channels things in a decent way and gives support even if ideas fail. We have to know that failures are part of success and it is rather impossible to set good ideas in reality, especially if they profoundly change the way we do business, if we don't accept failure as well.

Your main principle is ...

Do your job as it was done for you personally. Then you don't have to fear for your own future.

Your piece of advice for young people, entering their (entrepreneurial or employee) path.

I advise young people to travel a lot and meet other cultures. To achieve excellent formal education and

work parallel at the same time – this gives a complete different perspective on the world. Don't be afraid to take risk; be confident. Our environment expects from others, to succeed at first attempt; if not, a »looser« stamp sticks to them; which is not stimulative.

Nevertheless, it is important to try out new things, because otherwise there is no room for personal and social progress.

For those at the beginning of their entrepreneurial path, let me stress: money is important motivator, but if you do things exclusively for the money's sake, you won't use all your potentials.

Money is always a consequence of following your own good ideas, hard work and pleasure and satisfaction while doing it. Those, who follow only money, chase their own tail, to be a bit expressive. Those, who sincerely want to achieve their ideas, money finds on its own, as it likes a good company.



Organization for Security and Co-operation in Europe (OSCE)

The OSCE – the Organization for Security and Co-operation in Europe - is the world's largest regional security organization (With 57 participating States in North America, Europe and Asia). The OSCE works for stability, peace and democracy for more than a billion people, through political dialogue about shared values and through practical work that aims to make a lasting difference. Their activities cover a wide range of security issues such as conflict prevention to fostering economic development, ensuring the sustainable use of natural resources & promoting the full respect of human rights and fundamental freedoms.

The OSCE recognizes the importance of the equal rights of women and men as essential to fostering peace, sustainable democracy and economic development. The OSCE aims to provide equal opportunities for women and men and to integrate gender equality into policies and practices, both within participating States and the Organization itself. The participating States have adopted a number of key OSCE documents and commitments, which outline the goals that have been set to achieve gender equality within the Organization, as well as promote gender equality in the States themselves, in line with international standards and norms.

More about OSCE: <https://www.osce.org/>



Worldwide facts about gender inequality

- There are approximately 781 million illiterates in the world. Two thirds are women.
- 62 million girls are denied an education all over the world.
- Women currently hold 24, or 4.8 percent of CEO positions at S&P 500 companies (S&P 500 is an American stock market index based on the market capitalizations of 500 large companies).
- A- round the world, only 22 percent of all national parliamentarians are female.
- 8 out of 10 victims of human trafficking are girls.
- Women around the world aged 15-44 are more at more exposed to rape and domestic violence than to cancer, injuries in road accidents, war and malaria.

Vir: <http://www.humanitarianweb.org/2017/05/01/15-interesting-facts-on-gender-inequality/>

FOR OUTSTANDING BUSINESS YOU NEED A GOOD ASSESSMENT, A STEADY MIND AND COURAGE

LILJANA GRDZO DAMOVSKA, FOUNDER AND DIRECTOR OF THE
MAGAZINE “LEONA”

SUCCESS STORY

AFTER DECADES OF WORKING IN JOURNALISM, LILJANA GRDZO DAMOVSKA HAS BECOME SYNONYMOUS TO MAGAZINES THAT WRITE ABOUT FASHION, LIFESTYLE AND REPORTAGES COVERING THE BEAUTY MACEDONIA AND THE WORLD HAVE TO OFFER. FOR HER, THE CLOSING DOWN OF SEVERAL NEWSPAPERS OWNED BY MEDIA PRINT MACEDONIA, WHERE SHE WAS EDITOR IN CHIEF OF THE FAMILY MAGAZINE WITH THE HIGHEST CIRCULATION TEA MODERNA, WAS THE SADDEST, YET LIFE-CHANGING MOMENT FOR HER TO BRING BACK TO LIFE THE SMELL OF NEWSPRINT. SHE AND HER FRIEND ARE THE FOUNDERS AND MANAGERS OF THE FAMILY MAGAZINE LEONA.

Damovska has a Master's degree in cultural science and is a graduated journalist, so she does not see herself as an entrepreneur, although she defies the era of digital technology by publishing a 116 page long print media outlet.

“The texts and photographs in the magazine are created by authors who are renowned in Macedonian journalism. There are 11 people who are involved in preparing the magazine on a daily basis and there are also several external associates. We are not a catalogue for selling clothes and products and we do not copy already published texts. Leona is a serious family magazine with high quality writing and it is printed on luxury paper, which makes the magazine stand out from the rest and makes it competitive on the print media market. The exceptional interest shown by the readers proves that we were right to believe that this type of media outlet is missing in the media sphere.”, said Damovska, who is also the editor of the magazine.

She is aware of the risk regarding the circulation of Leona, because people can read what they want even on their mobile telephones, however she believes that “although the age is digital, the future is not digital alone.”

“The need to sit down and read a magazine lives on. The option to put down the magazine and to have it there next to you in a few days, in your home or in your office, and to re-read it. Print media in our country experienced extinction like in no other country. The need for print media persevered. People who did not read papers back in the day when there were many newspapers and magazines, will not read them now. However, the people who did read them three years ago and the people who are now creating a habit



of reading newspapers and magazines – they need print media. My claim is that a 116 page magazine, with so much content, is a necessity. You buy it once, and you come back to it several times a month”, Damovska tells us.

When she started working on the magazine, she did not turn to various funds that support business, because the procedures were long, and whether you’ll get the support or not was a matter of chance.

“In order to obtain funding from the state, for instance a maximum amount of 10,000 euro from the Employment Agency is just like entering a lottery. You have to create a project, wait for four months before you can present it, and if you are short-listed and if they draw your name, you only get money for materials for the product, in this case money for the newsprint, however it would have to be newsprint that is cheapest, bought through a tendering procedure. And which paper is the cheapest? The worst kind of paper! I cannot put my name on such a magazine. And that is where the story ends.” explained Damovska.

„THERE AREN'T ANY WOMEN WHO ARE NOT MANAGERS. FIRST AND FOREMOST, THEY MANAGE TIME, HOUSEHOLD CHORES, WORK OBLIGATIONS, LEISURE TIME ...”

Author: Mirjana Mirčevska-Jovanović
Foto: Liljana Grdzo Damovska

She has not felt any barriers in her surrounding for being a woman-manager and she says that the barriers are within the system, which, in her opinion, must be improved for everybody.

In the words of Damevska - “There aren’t any women who are not managers. First and foremost, they manage time, household chores, work obligations, leisure time... Nonetheless, when you earn your living from managing, you need to have much more than simply an ability to manage. You need open access to significant investment assets and to funds.”

As leader of the team that creates Leona, she says that her main characteristics are utmost responsibility, loyalty, adherence to principles, tolerance, cooperation and humanity. She does not think of herself as a business expert, rather she believes to be an excellent study when taking advice from experts.

“My principle is that quality must come up to the surface, not only to survive, but to also help us survive. Everyone should do what they do best. Learn – from books, from other people’s experiences – and then start putting to practice what you have already learned. Do not stumble on low obstacles standing in your way, get rid of them without bending a knee and carry on”, are the words of advice from Liljana to women who are starting their own business.

We also asked for her advice about the ‘dos’ and ‘don’ts’ for women who wish to be managers. She replied with a smile: “Well, for example, if something is too difficult – they should let men do it (hahaha). I only do the things I want to do and know how to do. And as long as I can have my afternoon tea with milk with the magazine, I will be happy. I hope it lasts.”



BLOG AND INFOGRAPHICS ON GENDER EQUALITY



Helen Clark and Sania Nishtar

BRINGING GENDER EQUALITY TO GLOBAL PUBLIC HEALTH

In the SDG framework, the separate issues of gender and health are intertwined, because gender itself is a major driver of health outcomes.

Gender can influence whether one smokes tobacco, exercises regularly, or has access to nutritious food. And given that over 75% of the health workforce worldwide is female, it also often determines who will care for you when you are sick.

More

Infographics: Matjaž Kosmač, Doba Faculty, prepared under the mentorship of Natalie C. Postružnik, senior lecturer at one of the courses

TESTIMONIES WEB CONFERENCE

EQUAL POWER TO THE WOMEN, MARCH 2018

**ANDREA DE CASTRO
MEIRINHA**

Executive Director of Redscope Consulting



GEZIME FEJZI

*Women's Business Group at the Economic Chamber
of North-West Macedonia*



**DANICA LICANIN
BLAZEVSKA**

Owner of Reptil Markets, Macedonia



**ANTONINA
ARITONOSKA**



**OLIVERA
ARITONOSKA**



Mila Carovska

Mila Carovska, Minister of Labour and Social Policy of the Republic of Macedonia

“If we do not allocate sufficient funds that target the needs of men and women equally in our country, then we cannot say that we are systemically and strategically fighting for gender equality. That is why, apart from transparent showing of the criteria for all representatives, male or female to be able to compete for political office, the other thing is for us to allocate funds and create the conditions so men and women are can equally compete for getting to a function or an option to make decisions in institutions that they manage.”

[Watch the video](#)



Natalie C. Postruznik

Natalie C. Postruznik, Institute Izida Vita, Slovenia

“80% of all purchases are made by women. It is important for companies to understand that and to include right language, right appeal, let’s say, to address women. Financial results are better for companies because women are not inclined to take risk, we want everything to be settled or right. When we look for a solution we look for a huge picture, so we don’t only look at one corner or one aspect, we have a tendency to have comprehensive solutions, which also has a positive impact on financial results.”

[Watch the video](#)



Claudia de Castro Caldeirinha

Claudia de Castro Caldeirinha, Founder and CEO of Redscope Consulting, Belgium

“Speak up, be visible, be vocal about the importance of gender equality. Have good data and defend quotas – what gets measured – gets done. These are the hammers we need to have in different sectors in our society. Don’t work and don’t do like the boys. Be authentic, be a woman, be feminine, and be assertive, because we see that this mix of assertiveness with a feminine touch is the winning model. So, lead by being who you are.”

[Watch the video](#)

Danica Licanin Blazevska, owner of Reptil Markets

“As we are interested in long-term harmony in our family, we are invested in the company in the same way. We want everyone around us to be happy and satisfied and we want to do the same in our company. Unlike men managers, who for their power and position they use vertical hierarchy and formal authority, women managers draw their power from the so called soft skills, i.e. integrating, counselling, team work, etc. With these classic women’s advantages and when women use hard skill more successfully, the result would be that we as women are better at organizing, planning and decision-making.

Watch the video



Valentina Disoska, President of Association of Business Women, Macedonia

“It is necessary to design and develop a set of complementary policies and tools based on facts, by relevant government institutions, in order to increase the potential of female entrepreneurship. Here I would add - not only government institutions, but also stakeholders, because without us the institutions cannot get to what they want or the information that they need.”

Watch the video



Sonja Šmuc, Director of the Chamber of Commerce and Industry of Slovenia

“The world still turns around even if women are not in top positions. But, it was calculated by various institutes and the United Nations, if we would achieve gender parity, we would increase by 28 trillion dollars the global GDP, because women are actually a human resource that is not being used as it could be, and since it’s not used that much, it also doesn’t bring the same value as it could”.

Watch the video



ИЗЈАВА ЗА ПОГОЛЕМА ЗАСТАПЕНОСТ НА ЖЕНИТЕ ВО ФИРМАТА

ИЗЈАВА ЗА ПОГОЛЕМА ЗАСТАПЕНОСТ НА ЖЕНИТЕ ВО ФИРМАТА

Се обврзувам дека активно ќе пристапиме кон процесот на урамнотежување на вработените на различните нивоа во нашата организација, во управата, стручниот или административниот, и другиот кадар.

Во рок од една година ќе воведеме минимум една активност од целата палета можни активности и мерки во рамките на проектот Еднаква моќ за жените (**EqualPower**).

Име и презиме:

Назив на фирмата:

Вашата позиција:

За активностите кои ги воведуваме, односно кои ќе ги воведеме, Институтот за комуникациски студии (ИКС) и Заводот Изида Вита од Словенија, за потребите за комуникација и дисеминација на проектот Еднаква моќ за жените **EqualPower**.

Датум и потпис

Потпишаната изјава испратете ја на е-пошта: info@iks.edu.mk; natalie@izidavita.si

Вашата изјава ќе ѝ биде достапна на јавноста.

*eMagazine
for equality and
diversity*