

## ADRA NORTH MACEDONIA

Operating for over 18 years, ADRA North Macedonia is a registered humanitarian and development organisation supporting vulnerable groups through education projects and emergency response, responding to migration and equality issues.



# ADRA

### From The Land of Honey To Exciting New Journeys

Funded by ADRA International, *Land of Honey* was one of the most significant and impactful social entrepreneurial projects it has implemented. Started in 2018, the project supported young people and women from rural areas to develop sustainable beekeeping businesses.

Expanding on the knowledge and experience gained, further opportunities are now being developed for women and young people to learn new skills in entrepreneurship and beekeeping.



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# Project

**TITLE** Women beekeepers as drivers of positive change in Northern Macedonia

**MAIN GOAL** Economically empowered 50 women from the North-Eastern and Vardar regions of North Macedonia through organic beekeeping

**DURATION** 15 April 2023 - 15 October 2025





## **The project achieves its goals through**

- **Organic Beekeeping:** 50 families (mainly women and young people) are educated and practically engaged
- **Apiaries:** 25 apiaries established and 25 existing ones are fortified for extreme conditions
- **Women Entrepreneurship:** Empowered 50 women in the production, sales and marketing of bee-related products.
- **Honey Park:** A pilot project to establish an educational tool to promote women entrepreneurship in the area of organic beekeeping, also contributing to the establishment of green infrastructure.
- **Public Awareness Raising:** Learning about the importance and contribution of organic beekeeping to the economic empowerment of women, environmental protection and the achievement of Sustainable Development Goals.

The realisation of the project leads to rural development and the localisation of food production through the independent implementation of organic beekeeping. It also contributes to reducing migration away from rural villages, by creating new opportunities for women, and encouraging young people into new forms of employment.

# Contact

## Project manager and contact information

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## Project Partners

ADRA Slovenia ([www.ADRA.si](http://www.ADRA.si)) is the prime contractor of the Ministry of Foreign and European Affairs of Slovenia, and ADRA North Macedonia is the local implementing partner. The project envisions active involvement of other private sector partners that contribute to the results with their professional knowledge and support.



REPUBLIC OF SLOVENIA  
**MINISTRY OF FOREIGN  
AND EUROPEAN AFFAIRS**

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