



Gender Equality Plan

SME Creative House, Skopje, 2025



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∨ Why a Gender Equality Plan?

Promoting equal opportunities and gender equality is a core principle for fostering creativity, innovation, and social impact in contemporary business and educational settings. Creative House, as an SME active in consultancy, social impact, education, and entrepreneurship, recognizes the importance of ensuring that all employees, partners, and collaborators have equal opportunities, regardless of gender.

Despite the high involvement of women in various sectors of Creative House, challenges persist in ensuring full gender balance in leadership roles, decision-making processes, and public representation. This Gender Equality Plan (GEP) reaffirms Creative House's commitment to creating an inclusive environment where all individuals can contribute to innovation, education, social entrepreneurship, and sustainable development.

By integrating gender perspectives into projects, programs, and organizational policies, Creative House strengthens its capacity to deliver impactful solutions while fostering equality, respect, and inclusion.

✚ Introduction

Creative House, founded in 2015 in Skopje, North Macedonia, is an SME specializing in consultancy, entrepreneurship, social impact, and education. The organization collaborates with diverse partners and develops innovative projects and training courses, including programs under Erasmus+ funding.

Key areas of activity include:

- Youth and adult education through hands-on learning experiences.
- Promotion of social entrepreneurship and innovative business solutions.
- Development of educational games, apps, and discussion tools to address social, environmental, and sustainability challenges.
- Advocacy, capacity building, and training activities for diverse groups, including marginalized populations.

Creative House actively promotes inclusion of people from all genders, backgrounds, and abilities. The Gender Equality Plan is a strategic framework to embed equality and inclusion throughout all organizational processes, projects, and activities, ensuring fair access to opportunities and benefits.



∨ Terms and Definitions

- **Gender** – Socially determined roles, behaviors, and expectations assigned to women, men, and non-binary individuals.
- **Gender Equality** – Equal opportunities for participation, decision-making, and advancement regardless of sex or gender identity.
- **Gender Mainstreaming** – Incorporating gender perspectives in all organizational policies, projects, and activities.
- **Gender-Based Violence** – Any form of harassment or violence arising from sex or gender.
- **Gender-Sensitive Language** – Language that promotes visibility and equality of all genders.

∨ Objectives

1. Ensure equal opportunities for all employees, collaborators, and participants in Creative House programs.
2. Increase representation of women and underrepresented genders in leadership, decision-making, and public-facing roles.
3. Promote zero tolerance for discrimination, harassment, or gender-based violence.
4. Integrate gender perspectives into education, entrepreneurship, and social impact projects.
5. Encourage participation of young women and girls in Creative House initiatives and European-funded projects.

✚ General Policy

Creative House is committed to being an organization of equal opportunities. All staff, collaborators, and participants, regardless of age, gender, sexual orientation, ethnicity, or disability, have equal access to opportunities and advancement.

The policy ensures:

- Transparent recruitment and selection processes.
- Support for work–life balance and flexible work arrangements.
- Provision of a safe, inclusive, and harassment-free work environment.
- Integration of gender perspectives into all organizational projects and activities.

✚ Scope and Measures

- Integrate gender equality principles into all projects, training programs, and creative initiatives.
- Ensure at least **40% representation of women and gender-diverse individuals** in leadership, boards, project teams, and public events.
- Organize regular **gender equality training** for staff, collaborators, and volunteers.
- Appoint a **confidential contact person** for reporting discrimination or harassment.
- Systematically collect and analyze **sex-disaggregated data** in all projects and organizational operations.
- Actively involve women and gender-diverse participants in national and international programs, including Erasmus+ projects.

Indicators

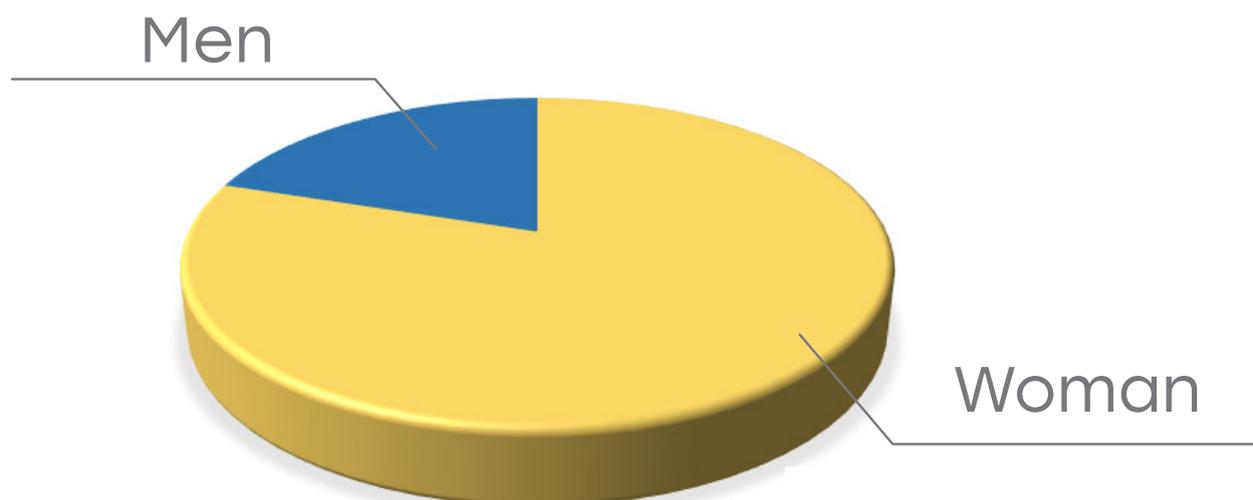
- Percentage of women and gender-diverse individuals in leadership and decision-making positions.
- Number of gender equality training sessions delivered and participation rates by gender.
- Number of projects integrating gender perspectives.
- Proportion of women/gender-diverse individuals as trainers, facilitators, or speakers in public events.

Data

The Creative House team consists of the following key personnel:

- **Marina Naumovska** – Director (Female)
- **Marina Tanevska** – Project Manager (Female)
- **Petar Stojchevski** – Creativity & Design (Male)
- **Stojne Todorovska** – Project Coordinator (Female)
- **Luna Kitanovska** – Project Assistant (Female)

Currently, the organization has a **majority of women in leadership and project management positions**, with men participating primarily in technical and creative roles. This provides a strong foundation for promoting gender equality while addressing areas where further balance is needed.



∨ Conclusion

This Gender Equality Plan formalizes Creative House's long-standing commitment to equality, inclusion, and empowerment of all genders. The plan will be **reviewed every three years** to assess progress and introduce new measures.

Creative House believes that gender equality is essential for fostering innovation, creativity, and sustainable social impact, and that inclusive practices strengthen both the organization and the communities it serves.

Organizational Structure and Team

Leadership:

- ♀ Marina Naumovska – Director (Female)
- ♀ Marina Tanevska – Project Manager (Female)
- ♂ Petar Stojchevski – Creativity & Design (Male)

Project Coordination and Support:

- ♀ Stojne Todorovska – Project Coordinator (Female)
- ♀ Luna Kitanovska – Project Assistant (Female)

Sectors:

- Youth Sector
- Adult Education Sector
- Social Entrepreneurship Sector
- Policy Making Sector
- Social Protection Sector
- Creativity & Arts Sector

External Associates and Collaborators:

- Trainers, educators, and consultants participating in EU-funded projects.

Total Team Size: Core team includes **5 permanent members** (4 women, 1 man), supplemented by external experts and project-based staff.

Place and Date: Skopje, 2025
