

Pursuant to Article 16, paragraph 2 of the Law on Associations and Foundations ("Official Gazette of the Republic of Macedonia" Nos. 52/10, 135/11 and 55/16), the Founding Assembly of the Association for Creative Development, Innovation and Design – LUDENS INSTITUTE Skopje, at its meeting held on 5 June 2026, adopted the following

P R O G R A M M E
of Activities of the Association for Creative Development, Innovation and Design – LUDENS
INSTITUTE Skopje

I. VISION AND MISSION

Vision: The Association aims to become a leading centre for creative development and non-formal education through board game design, fostering innovation, critical thinking and collaboration.

Mission: To provide high-quality educational programmes, workshops and projects that use game design as a tool for learning, skills development and community building.

II. OBJECTIVES OF THE ASSOCIATION

- To foster creativity, innovation and entrepreneurship through board game design and creative projects.
- To develop critical thinking, strategic planning and problem-solving skills.
- To promote non-formal education and game-based learning.
- To support young authors, designers, educators and creative professionals.
- To develop digital competences and modern 21st-century skills.
- To encourage youth participation, activism and active citizenship.
- To promote democratic values, human rights and civic participation.
- To support inclusion and equal opportunities for young people with fewer opportunities.
- To foster intercultural learning, tolerance and international cooperation.
- To develop entrepreneurial skills and innovative approaches among young people.
- To support the development of the creative and cultural industries.
- To strengthen the local, regional and international community for game design and innovative learning.

III. PROGRAMME ACTIVITIES

1. Game Design Workshops

Objective: To develop practical skills in creating board games.

Activities:

- Fundamentals of game design (mechanics, rules and prototypes)
- Advanced design, development and testing techniques
- Creative sessions and brainstorming workshops
- Development of educational and thematic games
- Digital prototyping and concept development
- Practical use of games to address real-world social challenges

2. Educational Programmes

Objective: To enhance knowledge and skills through game-based learning and interactive methodologies.

Activities:

- Short courses in learning through games
- Seminars on innovation, creativity and critical thinking
- Programmes for developing logical, analytical and strategic skills
- Training in communication and teamwork skills
- Digital literacy and digital competence programmes
- Financial literacy and entrepreneurship programmes

3. Local Game Development Projects

Objective: To support local authors and the development of new board games.

Activities:

- Support for the development of new games by local authors
- Mentoring support for designers and creative professionals
- Organisation of testing sessions and pilot activities
- Cooperation with schools, universities and other organisations
- Development of games with educational, cultural and social themes

4. Events and Public Activities

Objective: To promote game design, innovation and active community participation.

Activities:

- Organisation of conferences, forums and public debates
- Local and international tournaments
- Hackathons, game jams and creative challenges
- Online and in-person presentations and seminars
- Public-awareness campaigns
- Events promoting youth participation and activism

5. International Cooperation

Objective: To participate in international projects and facilitate knowledge exchange.

Activities:

- Participation in European and international programmes and projects
- Exchanges involving young people, experts, educators and mentors
- International training activities and study visits
- Partnerships with organisations, educational institutions and companies abroad
- Development of joint innovative and educational projects

6. Youth Development and Active Citizenship

Objective: To encourage the active participation of young people in society and foster a democratic culture.

Activities:

- Youth participation and activism programmes
- Leadership and personal development training
- Workshops on democratic participation and active citizenship
- Activities that build civic responsibility
- Media and information literacy workshops

- Activities supporting the inclusion of young people with fewer opportunities
- Intercultural exchanges and intercultural learning programmes
- Promotion of volunteering and community engagement

7. Entrepreneurship and the Board Game Industry

Objective: To foster entrepreneurship, innovation and professional development in the board game and educational game industry, and to support young designers, authors and creative entrepreneurs in developing and bringing products to domestic and international markets.

Activities:

- Entrepreneurship training for the board game industry
- Development of ideas and concepts for new board games and educational games
- Market research and analysis of trends in the game industry
- Product development from initial idea to final prototype
- Development and testing of mechanics, rules and user experience
- Training in the creation of business models for games and creative products
- Support in preparing products for publication and commercialisation
- Training in game branding, marketing and promotion
- Preparation and management of crowdfunding campaigns
- Support in bringing products to domestic and international markets
- Training on working with publishers, distributors and sales channels
- Development of negotiation, presentation and product-sales skills
- Organisation of pitching events and presentations to potential partners and investors
- Networking among authors, designers, artists and other industry professionals
- Support for establishing start-up initiatives and small businesses in the games sector
- Organisation of board game fairs, exhibitions and promotional events
- Participation in domestic and international game festivals, conventions and trade fairs
- Exchange of good practices and experience with domestic and international experts
- Promotion of innovation in educational, thematic and board games

8. Professional Development and Creative Industries

Objective: To develop professional competences for work in the creative industries and the game industry.

Activities:

- Game design and game concept development
- Career guidance and professional career development
- Product development and market preparation
- Project management
- Graphic design for games and visual communication
- Crowdfunding campaigns and fundraising
- Marketing, publishing and bringing products to market
- Entrepreneurship and the development of business initiatives
- Portfolio development and professional competences
- Networking with domestic and international professionals and companies

9. Game-Based Learning

Objective: To promote and develop innovative educational methodologies through the use of games.

Activities:

- Training for teachers, educators and youth workers
- Development and application of educational games
- STEM education through games
- Development of digital educational tools
- Research and application of gamification methodologies
- Creation of game-based teaching materials
- Exchange of good practices in game-based learning
- Support for innovative educational projects

IV. PARTNERSHIPS AND COOPERATION

Objective: To strengthen cooperation with local and international partners in pursuit of shared objectives and projects.

Activities:

- Cooperation with schools, universities and educational institutions
- Cooperation with youth organisations and associations
- Cooperation with public institutions and local authorities
- Cooperation with companies and organisations in the creative industries
- Cooperation with international organisations and European networks
- Establishment of national and international partnerships for joint projects
- Participation in European programmes, networks and initiatives
- Exchange of knowledge, experience and good practices

II. This Programme shall enter into force on the date of its adoption.

Skopje, 5 June 2026

Association for Creative Development, Innovation and
Design – LUDENS INSTITUTE Skopje
President
Ivana Krstevska
