

Partner Information Form (PIF)

1. Basic Information

Field	Details
Organisation name	Association Platform for Culture and Innovation IMPULSE CONNECT Skopje
Acronym	IMPULSE CONNECT
Legal form	Non-governmental organisation (NGO)
OID number	E10401576
PIC number	871 525 504
Address	Zharko Zrenjanin 130A, 1050 Skopje, North Macedonia
City / Country	Skopje, North Macedonia
Social media	LinkedIn Instagram Facebook
Legal representative	Name: Milan Jankuloski, Position: Co-founder/President, Email: milanjankuloski@gmail.com, Phone: +389 71 483 227 Linkedin: Milan Jankuloski
Contact person	Name: Viktorija Jankuloska, PhD Position: Co-founder/Project Manager, Email: ilieva.viktorija@gmail.com Phone: +389 78 447 039 LinkedIn: Viktorija Jankuloska

2. Organisation Overview

Impulse Connect is an NGO dedicated to accelerating sustainable and inclusive transitions by connecting knowledge, people, and culture. Our work combines business development, management, organizational sciences, entrepreneurship, sustainability leadership, research and innovation (R&I), and culture and creative industries, integrating systems thinking with practical implementation and community-centred approaches.

We work across youth, adult education, higher education, and civil society sectors, developing initiatives that strengthen lifelong learning, cultural participation, social innovation, and community engagement. Through interdisciplinary collaboration, we contribute to projects that empower individuals and communities to become active agents of sustainable and inclusive change.

Impulse Connect has a particular interest in the role of culture, creativity, education, and participatory approaches in supporting resilient communities, regional development, and societal transformation, especially in regions that seek stronger integration into European innovation and cultural ecosystems.

3. Fields of Activity

- Entrepreneurial and value-oriented education: entrepreneurship meets sustainability
- Community engagement, participation, and capacity building
- Development of sustainable and circular business models
- Sustainability leadership and systems thinking for societal transitions
- Scientific writing, knowledge transfer, and science communication
- EU project development, implementation, and work-package leadership
- Collaboration with Higher Education institutions in research, innovation, and curriculum development
- Educational programmes for youth, adults, and lifelong learners
- Cultural promotion and artistic expression (music, literature, visual arts, performance)
- Cultural participation, intercultural dialogue, and community-based cultural initiatives
- Regional development and social innovation through culture, creativity, and stakeholder engagement

4. Experience in EU Projects

Our team has more than 10 years of experience in European research, innovation, education, and capacity-building programmes, including Horizon 2020/Horizon Europe, CBE JU, Erasmus+, EIT, and national initiatives.

We operate across the quadruple helix — academia, business, civil society, and policymakers — supporting collaborative approaches to complex societal challenges. Our expertise includes:

- Project design and proposal development
- Participatory stakeholder engagement and facilitation
- Research and policy-relevant analysis
- Project management and coordination
- Work-package leadership
- Dissemination, science communication, and knowledge transfer
- Co-creation and development of educational, cultural, and community-oriented initiatives

Our approach combines systems thinking, sustainability perspectives, and participatory methods to support community-led innovation and inclusive development. We believe that innovation emerges through collaboration, local engagement, and the mobilisation of diverse forms of knowledge and creativity.

Impulse Connect actively engages cultural communities, educational institutions, researchers, entrepreneurs, and civil society organisations in North Macedonia and the Western Balkans, contributing to project co-design, community outreach, dissemination, and stakeholder mobilisation.

5. Relevance for Horizon Europe Cluster 2

Impulse Connect is particularly interested in projects that explore:

- Cultural regeneration and community activation
- Participatory governance and citizen engagement
- Creative approaches to sustainability transitions
- Cultural and creative industries as drivers of social innovation
- Inclusive and resilient communities
- Rural and regional development through culture and creativity
- Intercultural dialogue, cultural participation, and social cohesion
- Education and capacity building for sustainable futures

We see strong complementarities between our expertise in sustainability transitions, education, stakeholder engagement, and systems innovation, and initiatives that use culture and creativity as catalysts for inclusive territorial development.

6. What We Offer to Partners

Impulse Connect contributes expertise in:

- Community engagement and stakeholder mobilisation
- Educational and capacity-building programme development
- Co-creation and participatory approaches
- Project development and strategic facilitation
- Communication, dissemination, and exploitation
- Research-based educational and cultural initiatives

Our added value includes:

- Strong collaboration with Higher Education and research institutions
- Access to educational, entrepreneurial, cultural, and civil society networks across North Macedonia and the Western Balkans
- Experience in interdisciplinary European projects and multi-stakeholder collaboration
- Cross-cultural communication (English, German, Italian, Macedonian)
- A systems-thinking approach grounded in management, behavioural insights, sustainability science, and community-centred innovation
- Active involvement in co-designing collaborative, place-based, and socially impactful initiatives