



## mYouth Digital Marketing Leaders for SDGs

### Event: How far we've come

The Training of Trainers event was organized in the period from 17 to 22 September 2022 in Tirana, Albania.

All members of the consortium participated in the meeting.

InCo, LDN, and INT were represented by one participant.

This event has 3 sub-activities: Workshop; International Scientific Conference, and Final evaluation meeting.

Workshop "How far we've come" Non-formal debates and partner exchange of experiences and ideas. Debates as a non-formal form of cooperative argumentative dialogue between individuals will be based and focused on asking and answering questions to stimulate critical thinking and to draw out new ideas.



### NEWSLETTER No 04

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In developing countries,  
**7 IN 100 CHILDREN  
WILL NOT SURVIVE**  
beyond the age of 5  
SDG 01: NO POVERTY  
**YouCOME**



## YouCOME: International Conference

Final International Scientific Conference: "Challenges of the 17 Sustainable Development Goals" was organized in cooperation with University College Wisdom.

On the two working days (September 20-21, 2023) at the Plenary and 4 Working sessions, 33 papers were presented.



The PROCEEDINGS OF THE CONFERENCE IS Published (274 pages, ISBN 9789928474421).

The conference "The Challenges of Implementing the 17 Sustainable Development Goals" gathered academicians, professors, scientific researchers, and researchers from various fields whose work regards the issues of the 17 sustainable development goals of the United Nations.

Discussion about the place of the role of youth in shaping a sustainable future. Presentation of project outputs, mobile applications, and project-awarded best marketing plans or campaigns on a

## YouCOME: Evaluation Meeting



During the meeting partners review the progress of the last dissemination activities, results obtained thanks to the project, Final Report, discuss the Exploitation strategy and further possible collaboration, Youthpasses.

Based on the SDGs agenda entitled 'MAPS': Mainstreaming, Acceleration, and Policy Support, this event was focused on building the capabilities of the participants and their organizations to increase public awareness more effectively and efficiently about the three pillars of SDGs: economic, social and environmental benefits.

MORE DETAILS IN OUR [WEBSITE](https://youcome.eu/)  
<https://youcome.eu/>



## YouCOME: Dissemination activities



The members of the consortium played an active role in implementing the dissemination plan as they not only produced these results but acted as a liaison between the project and their community and network.

Besides the multiplier event of each partner being aimed at promoting locally the platform and the project results, the partners distributed frequently materials created within the project, being from their side or the other partners.

Besides the official translations of the 'intellectual outputs' materials, the partners prepared or translated materials in their national language and thus reached a larger population from their area or even at their national level. The competencies of the consortium members, participants, and beneficiaries gained are essential here as these will continue to be used after the project in the daily work too.

All partners were included in 'three ways' dissemination for Awareness; Understanding and Action. This approach ensured the project, and its results would be well recognized, demonstrated, and implemented on a wide scale assuring continuing visibility, accessibility, and use of the results during and after the end of the project. For successful dissemination strategy, the partners supported the development of information and awareness campaigns, as well as the development of information, communication, and media tools.





## PROJECT PARTNERS:



Research and development institute  
"Wisdom" — RDIW  
<https://wisdom.edu.al>



Associazione InCo Interculturalita &  
comunicazione — InCo  
<https://www.incoweb.org/>



Lebanese Development —LDN  
<http://www.ldn-lb.org/>



Center for Support of Local and Regional  
Development — CeP  
<http://centarzapodrsku.me/>



Association for research, education  
and development 'Marketing Gate'  
<http://www.marketinggate.org/>



Stowarzyszenie Instytut  
Nowych Technologii — INT  
<http://www.newtechlodz.com>



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**MORE THAN SIX MILLION  
CHILDREN STILL DIE**

before their fifth birthday!

SDG 03: GOOD HEALTH



# Marketing Gate

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