



**mYOUth Leaders for  
SustainABLE Development**

**YOU**  **uABLE**

# YOUABLE

## mYOUTH Leaders for SustainABLE Development

**A GOAL  
WITHOUT A PLAN  
IS JUST  
A WISH.  
-ANTOINE DE SAINT-EXUPÉRY-**



Co-funded by the  
Erasmus+ Programme  
of the European Union

*Marketing*  
**Gate**

# YOUuABLE



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“THE ONLY PLACE *Success*  
COMES BEFORE *Work* IS IN  
THE DICTIONARY.” - *Vince Lombardi*



mYOUth Leaders for  
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THE  
FUTURE  
STARTS  
TODAY.  
NOT  
TOMORROW!



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## Project aims

The common vision of the project consortia is progress for humankind through the implementation of the SDGs, the most ambitious global agenda ever seen: to end poverty, zero hunger, reduce inequality, and partnership for protecting the planet by 2030.

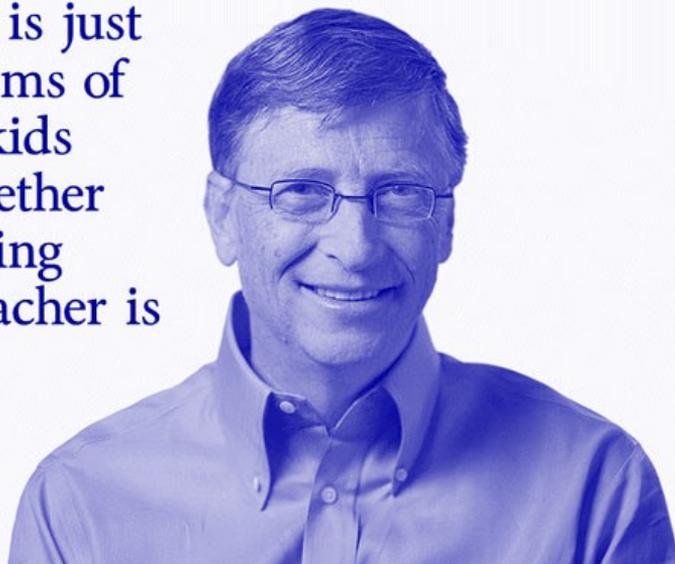
Based on SDGs agenda entitled 'MAPS': Mainstreaming, Acceleration, and Policy Support, the project will be focused on building the capabilities of participating organizations. in order to more effectively and efficiently increase the public awareness about the three pillars of SDGs: economic, social and environmental benefits, sublimated in the 17 SDGs, through using Social media, particularly Smartphones.

**No matter how important is the message,  
it only counts when it is heard by the people  
it was intended to reach.**

We propose a partnership by 'mix' of organizations (NGOs; Universities; and Business community) from 10 countries with significant experiences in international projects: Bulgaria; Finland; Greece; Hungary; Italy; Kazakhstan; Kyrgyzstan; North Macedonia; and Uzbekistan.,

“Technology is just a tool. In terms of getting the kids working together and motivating them, the teacher is the most important.”

–Bill Gates



## THE PROBLEM

Right now, 842 million people, more than the population of Europe, do not have enough to eat. Though this number has fallen by 17 percent since 1990, it's still too many. Children are especially vulnerable to the effects of hunger and malnourishment. Without proper nutrition during the first years of life, children can suffer long-lasting physical and cognitive damage, thereby affecting their ability to learn, grow and contribute to society.

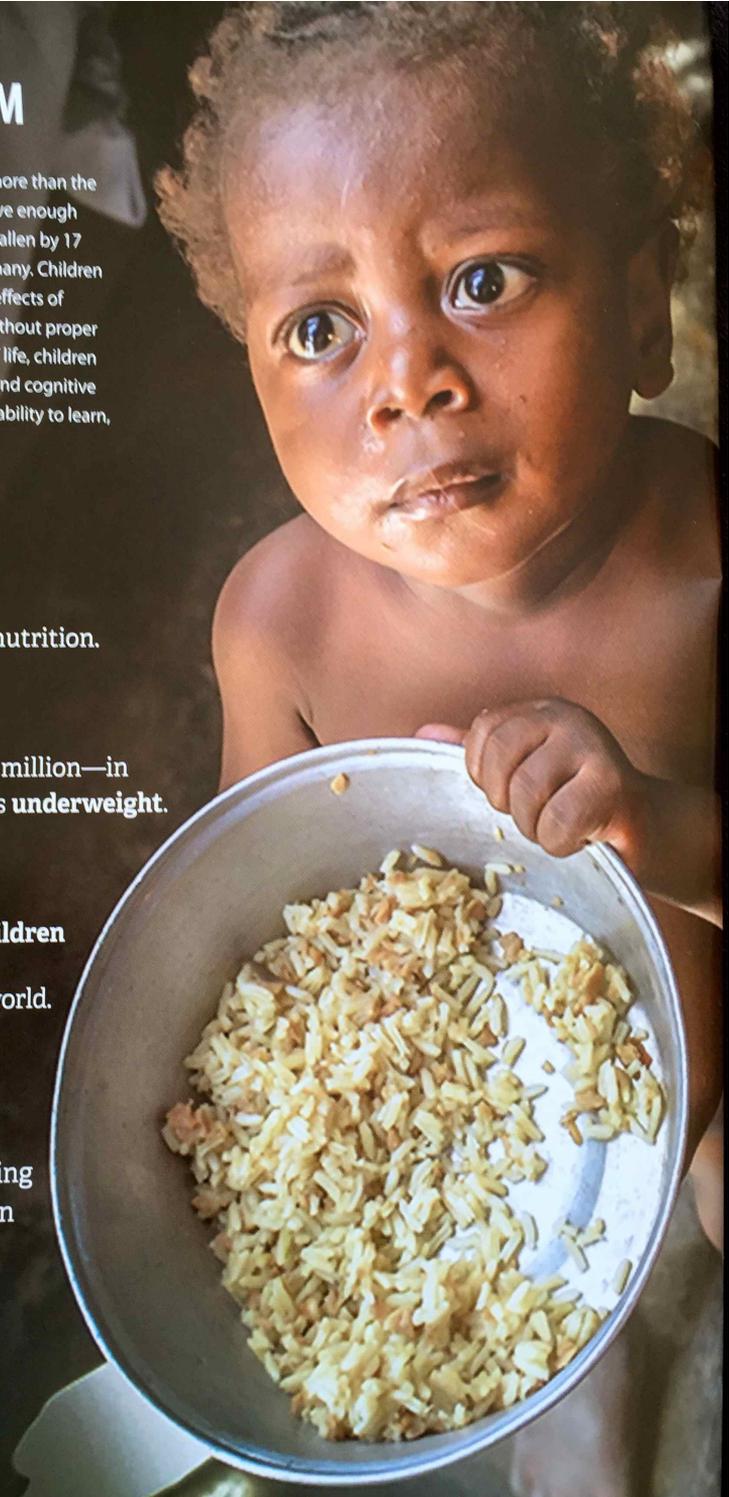
Each day,  
**6,200**  
children die from malnutrition.

**1 out of 6**  
children—roughly 100 million—in  
developing countries is **underweight**.

**66 million**  
primary school-age **children**  
**attend classes hungry**  
across the developing world.

**1 in 4**  
of the world's **children**  
**are stunted**. In developing  
countries the proportion  
can rise to one in three.

Source: World Food Programme



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## Project aims

YouABLE project is built upon the results, network and experience basically gained from “Youth Marketing Policy Makers for Sustainable Development [YouMUST]” project which has been selected as a "Success story" and “Good Practice” by a panel of experts from the Directorate-General for Education, Youth, Sport and Culture of the European Commission.

The main aim is to generate and disseminate knowledge regarding sustainability and social responsibility, providing youth with non-profit digital marketing ‘8Ps’ mix and Social media tools.



**IF YOU HAVE**

food in your fridge, clothes on your back, a roof over your head and a place to sleep

**YOU ARE RICHER THAN 75% OF THE WORLD.**

**IF YOU HAVE**

money in the bank, your wallet, and some spare change

**YOU ARE AMONG THE TOP 8% OF THE WORLD'S WEALTHY.**

**IF YOU WOKE UP THIS MORNING WITH MORE HEALTH THAN ILLNESS YOU ARE MORE BLESSED THAN THE MILLION PEOPLE WHO WILL NOT SURVIVE THIS WEEK.**

if you have never experienced the danger of battle, the agony of imprisonment or torture, or the horrible pangs of starvation

**YOU ARE LUCKIER THAN 500 MILLION PEOPLE ALIVE AND SUFFERING.**

**IF YOU CAN READ THIS MESSAGE YOU ARE MORE FORTUNATE THAN 3 BILLION PEOPLE IN THE WORLD WHO CANNOT READ IT AT ALL.**

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## Project partners

Previous experiences from preceding activities from the consortium members, primarily based on achieved outcomes in Erasmus+ projects encouraged partners to develop the idea of Capacity Building in the field of youth to cooperate and exchange good digital marketing practices using social media.

All consortium members fully agree that there are different approaches, visions, models and tools available to each country, in accordance with its national circumstances and priorities, to achieve sustainable development; and we reaffirm that planet Earth and its ecosystems are our common home and that 'Mother Earth' is a common expression in a number of countries and regions.

The motto of the project team is: "There's lots of bad reasons to start this project. But there's only one good, legitimate reason, and we think you know what it is: It's to change the world."

All participating partners fully agree with the fact that a lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today!



“Coming together is  
a beginning. Keeping  
together is progress.  
Working together is  
success.”

Henry Ford

[www.livegreatquotes.com](http://www.livegreatquotes.com)

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Project partners:



TALENT WINS GAMES, BUT TEAMWORK AND INTELLIGENCE WINS CHAMPIONSHIPS.

*-Michael Jordan*

## Project partners:



Marketing Gate  
[www.marketinggate.org](http://www.marketinggate.org)



Bulgarian Development Agency  
[www.bd-da.eu](http://www.bd-da.eu)



Olemisen Balanssia RY  
[www.olemisen.fi](http://www.olemisen.fi)



Youth Empowerment Center  
<https://youthecenter.wordpress.com>



Hidak Ifjúsági Alapítvány  
<https://www.youthbridgesbudapest.org>



Associazione InCo Interculturalita & Comunicazione  
[www.incoweb.org](http://www.incoweb.org)



ECHO association  
[www.echo.kz](http://www.echo.kz)



Gender-Vector



Career Disha Nepal  
[www.careerdisha.nepal](http://www.careerdisha.nepal)



Company for packing and packing waste management  
 'Pakomak' [www.pakomak.mk](http://www.pakomak.mk)



Tashkent State Pedagogical University named  
 after Nizami [www.tzpu.uz](http://www.tzpu.uz)

HERE'S TO THE CRAZY ONES  
THE MISFITS

THE REBELS, THE TROUBLEMAKERS,  
THE ROUND PEGS IN THE SQUARE HOLES...THE

ONES WHO SEE THINGS DIFFERENTLY - THEY'RE NOT FOND OF RULES.

YOU CAN QUOTE THEM, DISAGREE WITH THEM,

GLORIFY OR VILLIFY THEM,

BUT THE ONE THING YOU CAN'T DO IS IGNORE THEM,

**BECAUSE THEY CHANGE THINGS...**

BECAUSE THE ONES WHO ARE CRAZY ENOUGH

TO THINK THEY CAN CHANGE THE WORLD, ARE THE ONES WHO DO.

**THINK**

DIFFERENT.

- STEVE JOBS

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## Project activities

**The project has a duration of 21 months (16.12.2020 — 15.04.2023).**

Due to the COVID-19 pandemic, the suspension took effect from 01.03.2021 to 31.08.2021.

Project activities will be set on several different methodologies based on non-formal approach: Kickoff meeting; Mobilities of youth workers; Training Courses for own members and representatives of other NGOs, Business community and/or Local authorities; National events and workshops for presentation of project outcomes, and Final conference.



## Project activities

\*. **Online Kick-off meeting.** Period: 09.2021

\*. **Establishing the partner network & developing partner relationships.** Established cooperation among partners will continue through online meetings and brainstorming sessions. Period: whole project.

\* **Mobility of youth workers 01 [Training or Trainers course - ToT]**

25 participants [partner organization \* 2 participants = 22) + 3 support staff].

Place of venue: Struga, North Macedonia

Period: 17.03.2022–27.03.2022 (10 nights)

\* **National Training Courses (Local ToT)**

Non-formal education for own members and representatives of other NGOs, Universities; Business community and/or Local authorities.

In all activities actively will be involved a minimum 220 participants (11 partners \* 20 participants).

\*. **Mobility of youth workers 02**

25 participants [partner organization \* 2 participants = 22) + 3 support staff].

Place of venue: Struga, North Macedonia

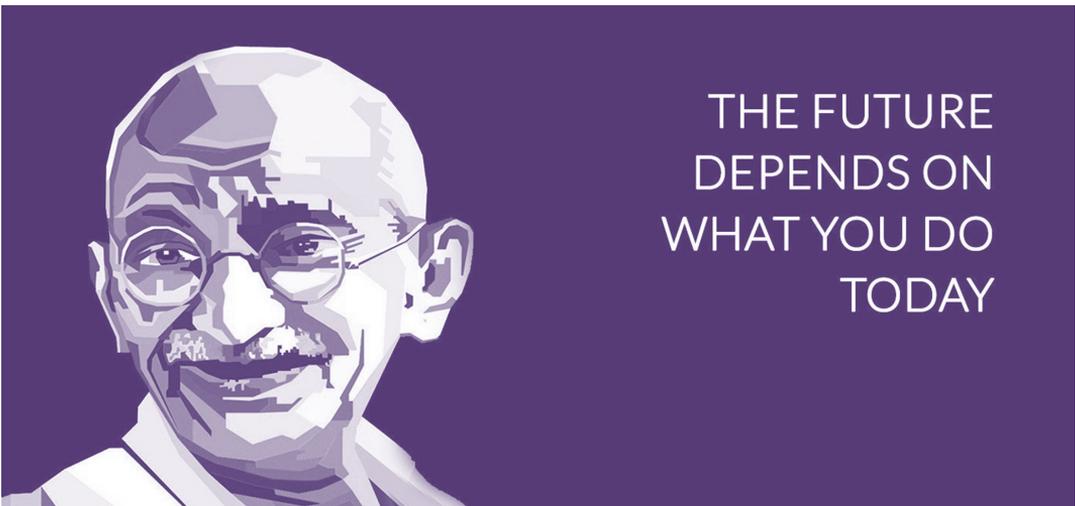
Period: 14.09.2022–22.09.2022

\* **Final Conference & Workshop**

14 participants [Coordinator + hosting organization \* 2 participants = 4) + (partner organization \* 1 participant= 9) + 1 support staff].

Place of venue: Bishkek, Kyrgyzstan. Period: 03.2021

**NOTE: The Draft date for the realization of events may be changed depending on the development of the COVID 19 pandemic.**



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## Project activities

### \*. **Dissemination activities**

All partners will be included in the dissemination activities and will have responsibility for dissemination of the project results and other relevant information. Meeting face to face, using the Web portal, social media, e-brochures, personalized materials

### \*. **National campaigns to disseminate project results**

Presentation of project outcomes. Will be involved min. 100 participants per partner from local organizations, youth workers, the business community, university, local authorities, media). Period: 03.2021-06.2022

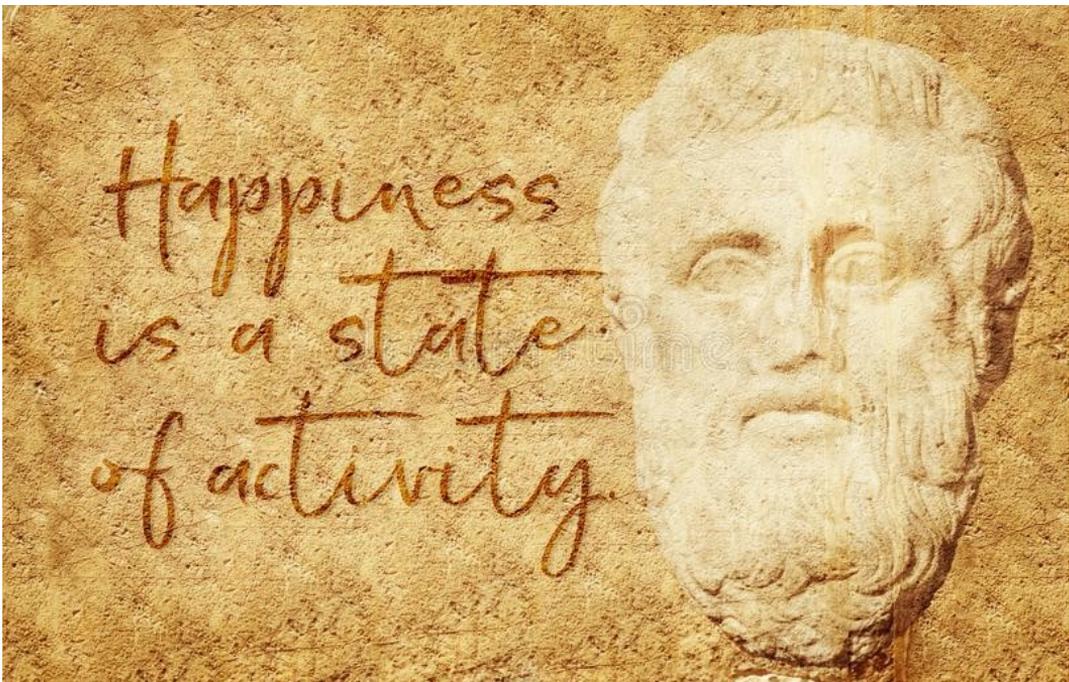
### \*. **Project evaluation**

On-going evaluation: Multilevel, detailed and holistic evaluation of the project, taking into account issues of effectiveness and efficiency, its usefulness to the potential users and beneficiaries.

Period: whole project

### \*. **Project monitoring**

Project management team (PMT) will make permanent monitoring and reviews (standardized IT tools) to ensure the realization of the activities (task / involved participants / indicators / deadline). Period: whole project.



**SMALL ACTS,  
WHEN MULTIPLIED BY  
MILLIONS OF PEOPLE,  
CAN TRANSFORM  
THE WORLD.**

*-Howard Zinn*

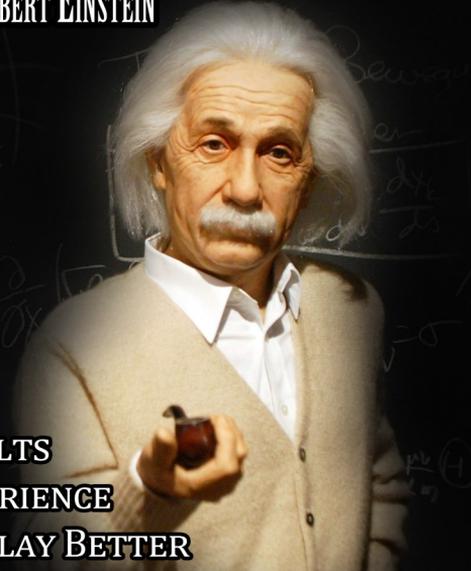


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## Expected outcomes

- ◆ Project website (on-line platform). The cost for project website will be covered in the following three (3) years. Period: Whole project
- ◆ Creating and maintaining the Social media (Facebook; Instagram; YouTube etc.). Participation of all partners. Period: Whole project
- ◆ E-Guide 'mYouth Leaders for SDGs'. Preparation of English version of eLearning guide will be focused on Digital Marketing strategies (8Ps mix) for SDGs.
- ◆ Translation of eGuide (Handbook Macedonian, Bulgarian, Finish, Greek, Italian, Kazak, Kyrgyz, Nepali, Polish, Uzbek and Albanian language.
- ◆ eGuide (Handbook) – Training course for youth workers Prepared version on English language.
- ◆ Strategy for better and effective recognition of youth work
- ◆ Preparation of brochures & infographics & quizzes dedicated to the practical implementation of SDGs.

### 10. AMAZING LIFE LESSONS YOU CAN LEARN FROM ALBERT EINSTEIN

1. FOLLOW YOUR CURIOSITY
  2. PERSEVERANCE IS PRICELESS
  3. FOCUS ON THE PRESENT
  4. THE IMAGINATION IS POWERFUL
  5. MAKE MISTAKES
  6. LIVE IN THE MOMENT
  7. CREATE VALUE
  8. DON'T EXPECT DIFFERENT RESULTS
  9. KNOWLEDGE COMES FROM EXPERIENCE
  10. LEARN THE RULES AND THEN PLAY BETTER
- 
- A portrait of Albert Einstein, showing him from the chest up. He has his characteristic wild white hair and a mustache. He is wearing a light-colored cardigan over a white collared shirt. He is holding a small dark object, possibly a pipe or a small cup, in his right hand. The background is dark with faint mathematical formulas and symbols.

## Participants selection

**1. The selection procedures** will be carried on the principle of equal opportunities, without limitations of belonging to a political, ethnic, religious or sexual orientation.

**2. Profile of the Participants.** We will include participants who:

- \* Already implemented different projects;
- \* Have a basic marketing knowledge and experience;
- \* Are familiar with digital technology.

**3. Gender Equality.** Achieving gender balance group is important aspect that will be stress to all partners that will be responsible to send participants for the mobility activity thus the hosting organization of the project will pay attention to ensure that gender balance group is being created.

**4. Age.** The project will be open to anyone over 18 years who will meet the criteria needed for successful project realization.



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## Travel costs

### TRAVEL COST

The travel expenses (from your home town till the venue of the event) are reimbursed on presentation of the relevant receipts **up to the maximum limit**.

The reimbursement will be done only for travel expenses incurred according to the rules given below:

1. **Travel expenses** will be reimbursed only upon presentation of **documentary evidence** of the sum actually paid: original invoice or/and a copy of credit card slip.
2. **The documents** must have the date, price, name of the traveler, destinations of the travel and the bill has to be completely clear.
3. **Electronic tickets** will only be reimbursed on receipt proof of payment (invoice, paper of booking/purchase printed from internet, copy of credit card -slip showing the transfer of the money for the ticket, **payment confirmation from internet**).

**Marketing Gate will buy your airline and other travel e-tickets that can be purchased on Internet!**

4. Note, that **the booking paper alone is not enough to prove your travel expenses**.

5. **Taxi fares cannot be reimbursed.**

Project coordinator will reimburse 100% of eligible travel costs up to the limit after participants provide their original tickets.

Reimbursement will be done by bank transfer in Euro to the sending organization's or participants bank account.

If you bought your ticket in your local currency which might be different than EUR, we will calculate your travel costs according to the exchange rates from official European Commission web-site:

[http://ec.europa.eu/budget/contracts\\_grants/info\\_contracts/inforeuro/index\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/index_en.cfm)

**DO NOT BUY any tickets before approval of the project coordinator!**

**EVERY DAY IS  
ANOTHER CHANCE  
TO GET **STRONGER**  
TO EAT **BETTER**  
TO LIVE **HEALTHIER**  
AND TO BE THE BEST  
VERSION OF **YOU****

**#STRONGFORSUMMER**

## Presenting your organization & country

If you have some printed materials or presentation about your work that you would like to share with other participants, please, take them with you, give us at moment of your arrival and we'll include them in the participants' folders along with the other training course materials.

## Culture and entrepreneurship?

The program include several evenings during which you will have an opportunity to present your country to others in new creative way thus think about it as well as bring with you materials which will help you to make the presentations unique...

We will organise an intercultural evening, where You are supposed to share some of Your local specialities (some traditional snacks, drinks or food) with the other participants.

## What to pack?

Passport and open mind.

Comfortable clothes suitable for outdoor activities in unpredictable weather conditions and for physical activities both outdoors and indoors.

Warm clothes and umbrella as weather can be unpredictable.

Slippers or shoes for indoors ... and your smile.

## Useful links

Please, read carefully read information about VISA REGIME

**Ministry of Foreign Affairs, Consular services:**

<http://www.mfa.gov.mk/index.php/en/consular-services>

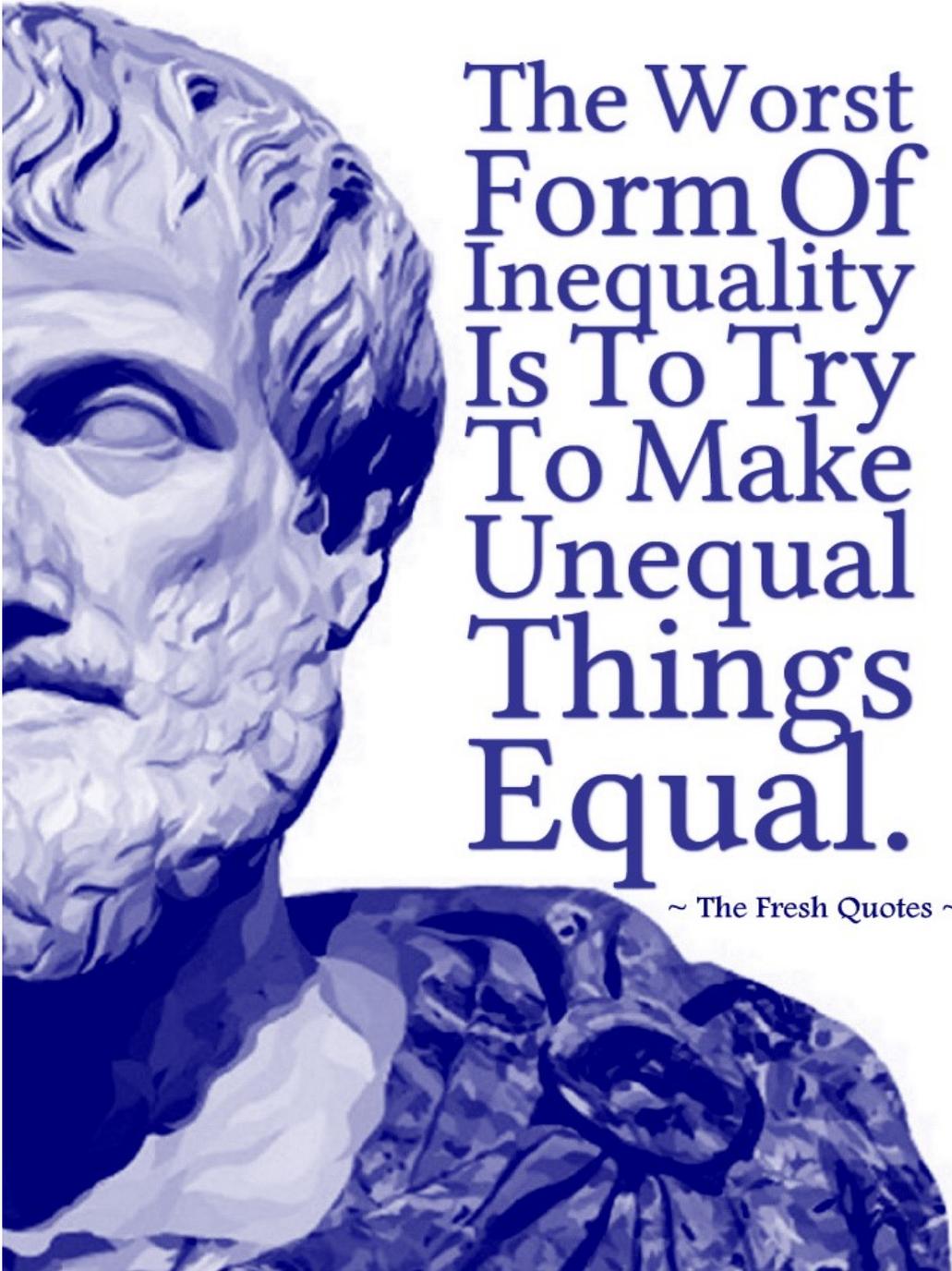
Skopje airport: [http:// www.skp.airports.com.mk](http://www.skp.airports.com.mk)

Ohrid airport: <http://ohd.airports.com.mk/>

Information about buses from Skopje airport to Skopje bus station:

<http://skp.airports.com.mk/default.aspx?ItemID=491>

Skopje bus station: <http://www.sas.com.mk>



The Worst  
Form Of  
Inequality  
Is To Try  
To Make  
Unequal  
Things  
Equal.

~ The Fresh Quotes ~

## Erasmus+: Changing lives, opening minds

mYouth Lead in Shaping the Future is implemented thanks to financial support from Erasmus+ programme.

The Erasmus+ programme aims to boost skills and employability, as well as modernising Education, Training, and Youth work. The seven year programme will have a budget of €14.7 billion; a 40% increase compared to current spending levels, reflecting the EU's commitment to investing in these areas.

Erasmus+ will provide opportunities for over 4 million Europeans to study, train, gain work experience and volunteer abroad.

Erasmus+ will support **transnational partnerships** among Education, Training, and Youth institutions and organisations to foster cooperation and bridge the worlds of Education and work in order to tackle the skills gaps we are facing in Europe.

It will also support national efforts to modernize Education, Training, and Youth systems. In the field of Sport, there will be support for grassroots projects and cross-border challenges such as combating match-fixing, doping, violence and racism.

Erasmus+ brings together seven existing EU programmes in the fields of Education, Training, and Youth; it will for the first time provide support for Sport. As an integrated programme, Erasmus+ offers more opportunities for cooperation across the Education, Training, Youth, and Sport sectors and is easier to access than its predecessors, with simplified funding rules.

More about Erasmus+ programme and opportunities it provides:

[http://ec.europa.eu/programmes/erasmus-plus/index\\_en.htm](http://ec.europa.eu/programmes/erasmus-plus/index_en.htm)



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“The Earth is not dying,  
it is being killed.  
And the people  
who are killing it  
have names  
and addresses.”

- Utah Phillips



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## About project host

This project is being implemented by Association for research, education and development „Marketing Gate“ - Skopje.

*Marketing*  
**Gate**

Project coordinator:

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Skopje, 2021



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