



YOU**ABLE**

Participant's handbook 01



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Mobility of youth workers



Struga, 2022



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

*Marketing
Gate*

YOUABLE



**mYOUth Leaders for
SustainABLE Development**



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In my view, there is an urgent need to communicate with the public and help to explain where there is consensus, and where are there doubts about the issues of sustainable development.

Jeffrey Sachs

“SUSTAINABLE DEVELOPMENT
is that which

MEETS THE NEEDS

of the -----→ **PRESENT**

WITHOUT COMPROMISING

*the ability of
future generations to*

**MEET THEIR OWN
NEEDS”**

This definition of sustainable development comes from Gro Harlem Brundtland, Prime Minister of Norway and author of *Our Common Future* (1987).

Project aims

The achieved results, experience and network, gained from YouMUST project (selected as a "Success story" and "Good Practice") encouraged the project consortia members (NGOs, Universities and Business sector) to develop the new CBY project focused on providing the youth with the knowledge about digital marketing '8Ps' and Social media tools aimed to generate and increase the pressure on public authorities and business sector for the implementation of Sustainable Developments Goals [SDGs].

YouABLE project offer opportunities to youth participants to enhance their skills in line with the new European Green Deal, respecting's Europe 2020 Growth Strategy and the EU Youth Policy Cooperation as "skills of the future".Special focus will be done on exchanging ICT know-how about of the key elements, tools and methods of Digital marketing instruments,.



**“IT’S NOT ABOUT
THE WORLD OF
DESIGN.
IT’S ABOUT THE
DESIGN OF
THE WORLD”**

Bruce Mau

SUSTAINABLE DEVELOPMENT

↑

GOALS

↓



POVERTY REDUCTION
HUNGER ERADICATION
EDUCATION
WATER & SANITATION
EMPLOYMENT
GENDER EQUALITY
ENERGY
HEALTH
CITIES
RESILIENCE & CLIMATE

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



↑

TARGETS

↓

Income and employment from forests and trees in rural areas increased

Social and cultural benefits from forests and trees improved

Food security contribution of forests and trees enhanced

Rights tenure and governance of forests strengthened

Forest resources quantity increased and / or quality improved

Resilience and ecosystem benefits from forests enhanced

Water quantity and quality contribution of forests enhanced

Biodiversity of forests conserved and improved

Green economy contribution of forests and trees increased

Energy from forest resources increased, safe and sustainable

Climate resilience and mitigation contribution of forests strengthened

Investment in and use of products from sustainably managed forests increased

Efficiency of forest resource use increased

Project activities

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ToT activities

MOBILITY OF YOUTH WORKERS

Period of realization: 17.03.2022 – 27.03.2022

Place of Venue: Struga, North Macedonia.

ToT will generate the knowledge regarding sustainability and social responsibility, providing youth with non-profit digital marketing ‘8Ps’ mix and Social media tools for the implementation of Sustainable Developments Goals [SDGs] policies.

ToT has three (3) sub-activities: SDGs for facilitators; Development and implementation of Digital Marketing campaigns and Developing of marketing creativity using smartphones.



ToT activities

Activity 10-1: SDGs for facilitators

ToT will generate the knowledge regarding sustainability and social responsibility, providing youth with non-profit digital marketing '8Ps' mix and Social media tools for the implementation of Sustainable Developments Goals [SDGs] policies.

ToT has three (3) sub-activities: SDGs for facilitators; Development and implementation of Digital Marketing campaigns and Developing of marketing creativity using smartphones

Activity 10-2: Development and implementation of Digital Marketing campaigns

Practical teams work on development and implementation of Digital Marketing campaigns for SDGs.

Step by step presentation and discussion of prepared marketing plans or campaigns.

Activity 10-3: Developing of marketing creativity using smartphones

NFE methods & practical teams work on development of marketing creativity through using Social media, especially using Smartphones. Youthpass.



THE
IMPORTANT
THING IS
NOT TO STOP
QUESTIONING.
CURIOSITY
HAS ITS OWN
REASON FOR
EXISTING.

— ALBERT EINSTEIN



Project Partners



Marketing Gate
www.marketinggate.org



Bulgarian Development Agency
www.bd-da.eu



Olemisen Balanssia RY
www.olemisen.fi



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



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



Associazione InCo Interculturalita & Comunicazione
www.incoweb.org



ECHO association
www.echo.kz



Gender-Vector



Career Disha Nepal
www.careerdisha.nepal



Company for packing and packing waste management 'Pakomak'
www.pakomak.mk



Tashkent State Pedagogical University named after Nizami
www.tzpu.uz



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.

Hotel accommodation

Hotel “Solferino” resort is located in only 20 meters from the Ohrid Lake and 7-10 minutes on foot from the center of Struga.
Hotel “Solferino” has 29 rooms, meeting rooms, TV, free Internet, sport terrains, own parking.
Address: Partizanska b.b.
Phone: +389 (046) 781 733



Struga is a town and popular tourist destination situated in the south-western region of FYR of Macedonia, lying on the shore of Lake Ohrid.

Except for the Ohrid lake in Struga, there is a river called Crn Drim which flows gently through the town, as it does not want to disturb the visitors walking along its banks, thrilled by its crystal clear waters. In the evening when many lights are turned on, the river has even a better view by the reflection of light from its waters.

That is why the well-known saying:

"There is no other place like Struga" exists since then.

Please see movie: <https://vimeo.com/56014865>



Before the evenings you can enjoy on 3 kinds of beaches called "Male beach", "Female beach" and "Gull Beach", located just before the estuary of the river Crn Drim (Black Drim) in its own flow.

Every August the Struga Poetry Evenings (SPE) are held at the "Poetry Bridge" and are attended by poets, writers and artists from across the world.

Struga is a place where natural beauty and cultural heritage combine nicely. It is woven into the mentality of theeel catchers who have been living on these shores since the Neolithic period up to the present day.

Please see movie: <https://vimeo.com/56014865>



Travel costs

TRAVEL COST

The travel expenses (from your home town till the venue of the course) 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**).

Travel costs



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

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

Organizers 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/infoeuro/index_en.cfm

DO NOT BUY any tickets before approval of the organizers!

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:

<https://www.mfa.gov.mk/en/page/12/foreign-citizens>

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

Ohrid airport: <http://ohd.airports.com.mk/default.aspx?ItemID=336>

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>

Erasmus+ Enriching lives, opening minds

YouABLEproject is implemented thanks to financial support from Erasmus+ programme.

What is Erasmus+?

Erasmus+ is the EU's programme to support education, training, youth and sport in Europe.

It has an estimated budget of €26.2 billion. This is nearly double the funding compared to its predecessor programme (2014-2020).

The 2021-2027 programme places a strong focus on social inclusion, the green and digital transitions, and promoting young people's participation in democratic life.

It supports priorities and activities set out in the European Education Area, Digital Education Action Plan and the European Skills Agenda. The programme also

- supports the European Pillar of Social Rights
- implements the EU Youth Strategy 2019-2027
- develops the European dimension in sport

Opportunities

Erasmus+ offers mobility and cooperation opportunities in higher education; vocational education and training; school education (including early childhood education and care); adult education; youth; and sport.

Detailed information on these opportunities, including eligibility criteria, is available in the Erasmus+ website:

<https://erasmus-plus.ec.europa.eu/>



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Marketing
Gate

The **EXPERT**
at anything
was
once a
BEGINNER

You **ABLE**

About project host

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



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Erasmus+

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Struga, 2022



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