



You**ABLE**
mYouth Leaders for SDGs

Darko JOVANOVSKI
Marta JOVANOVSKA

YouABLE: mYouth Leaders for SDGs

Marketing
Gate

Association for research, education and development

“Marketing Gate”

Skopje, 2023



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

Marketing
Gate

YouABLE



mYOUTH Leaders for SustainABLE Development

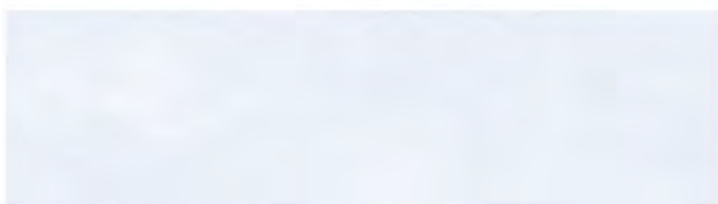


Content

1. Introduction 05
2. Social Responsibility 07
3. Sustainable Development Goals 09
4. European Green Deal 27

**FIND THE RIGHT
PEOPLE, NOT THE
BEST PEOPLE**

JACK MA





1. Introduction

This Guide is developed in the framework of realization of the Erasmus+ Capacity building project in the field of youth “mYouth Leaders for SustainABLE Development [YouABLE]”.

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].

The 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, especially through using Social media, including Smartphones.

YouABLE project has the purpose to produce a positive impact at local, national, European and international levels arising knowledge for three pillars of 17 SDGs: Economic, Social and Environmental well-being for today and tomorrow, as a prerequisite for bridging the pathway from Ego to Eco humankind approach.

YouABLE project gathers 11 partners from 10 countries: Bulgaria; Finland; Greece; Hungary; Italy; Kazakhstan; Kyrgyzstan; Nepal; North Macedonia; and Uzbekistan.

YouABLE number: [617687-EPP-1-2020-1-MK-EPPKA2-CBY-ACPALA].

**THE MOMENT
YOU ACCEPT
RESPONSIBILITY
FOR EVERYTHING
IN YOUR LIFE IS
THE MOMENT
YOU GAIN THE
POWER TO
CHANGE
ANYTHING IN
YOUR LIFE.**

AVERSTU.COM

2. Social Responsibility

Social responsibility means that businesses, in addition to maximizing shareholder value, must act in a manner that benefits society. Social responsibility has become increasingly important to investors and consumers who seek investments that are not just profitable but also contribute to the welfare of society and the environment.

KEY TAKEAWAYS

- * Social responsibility means that businesses, in addition to maximizing shareholder value, should act in a manner that benefits society.
- * Critics assert that being socially responsible is the opposite of why businesses exist.
- * Socially responsible companies should adopt policies that promote the well-being of society and the environment while lessening negative impacts on them.
- * Companies can act responsibly in many ways, such as promoting volunteering, making changes that benefit the environment, and engaging in charitable.

The crux of Social responsibility theory is to enact policies that promote an ethical balance between the dual mandates of striving for profitability and benefiting society as a whole. These policies can be either ones of commission (philanthropy - donations of money, time, or resources) or omission (e.g. "go green" initiatives like reducing greenhouse gases or abiding by EPA regulations to limit pollution). Many companies, such as those with "green" policies, have made social responsibility an integral part of their business models, and they have done so without compromising profitability.

Criticism of Social Responsibility

Not everyone believes that businesses should have a social conscience. Economist M. Friedman stated that "social responsibilities of business are notable for their analytical looseness and lack of rigor." Friedman believed only individuals can have a sense of social responsibility. Businesses, by their very nature, cannot. Some experts believe that social responsibility defies the very point of being in business: profit above all else.

3. Sustainable development goals

The sustainable development goals (SDGs) are a universal set of goals, targets and indicators that UN member states will be expected to use to frame their agendas and political policies in the period 2015 –2030.

This Agenda is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. We recognise that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development.



They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

All countries and all stakeholders, acting in collaborative partnership, will implement this plan.

At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership.

Goal 1	End poverty in all its forms everywhere
Goal 2	End hunger, achieve food security and improved nutrition and promote sustainable agriculture
Goal 3	Ensure healthy lives and promote well-being for all at all ages
Goal 4	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
Goal 5	Achieve gender equality and empower all women and girls
Goal 6	Ensure availability and sustainable management of water and sanitation for all
Goal 7	Ensure access to affordable, reliable, sustainable and modern energy for all
Goal 8	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
Goal 9	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
Goal 10	Reduce inequality within and among countries
Goal 11	Make cities and human settlements inclusive, safe, resilient and sustainable
Goal 12	Ensure sustainable consumption and production patterns
Goal 13	Take urgent action to combat climate change and its impacts*
Goal 14	Conserve and sustainably use the oceans, seas and marine resources for sustainable development
Goal 15	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
Goal 16	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
Goal 17	Strengthen the means of implementation and revitalize the global partnership for sustainable development

**Poverty
is not
being
without
money,
but being
without
hope.**



Marketing
Gate

**SDG 01:
NO POVERTY**

**STAND UP
TAKE ACTION**

End Poverty Now!



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

YouABLE



**1 PERSON
IN 9
IS
HUNGRY
NOW**



ZERO HUNGER CHALLENGE



ZERO
stunted children less than 2 years



100%
access to adequate food all year round



ALL
food systems are sustainable



100%
increase in smallholder productivity and income



ZERO
loss or waste of food

HUNGER CAN BE ELIMINATED IN OUR LIFETIMES

Marketing Gate

SDG 02: ZERO HUNGER

Lack of healthy food and proper nutrition affects every stage of life, trapping people in a cycle that passes hunger from one generation to the next.



CAUSE OF ONE OF EVERY FOUR CHILD DEATHS IN THE WORLD





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



THE
TOP 5

HEALTH PRIORITIES

#1

MENTAL HEALTH

Prevention, early intervention, support and treatment for mental illness

#2

ACCESS TO HEALTHCARE

Basic, affordable healthcare available for all residents

#3

**AWARENESS OF
HEALTHCARE RESOURCES**

Available information and communication channels for resources

#4

ACTIVE LIVING

Resources, access and awareness for physical activity opportunities

#5

CHRONIC DISEASE

Prevention, treatment and management of chronic diseases

Marketing
Gate**SDG 03:
GOOD HEALTH**

IT IS
HEALTH
THAT IS REAL
WEALTH
AND NOT
PIECES OF GOLD
AND SILVER

MAHATMA GANDHI

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

EDUCATION AROUND THE WORLD

There are **1.4 Billion** students on Earth.



Only **65.2 Million** educators Globally.

THE CHALLENGE: Too many children remain out of school, and those who are in school aren't learning the skills they need for life and work.

EDUCATION CANNOT WAIT

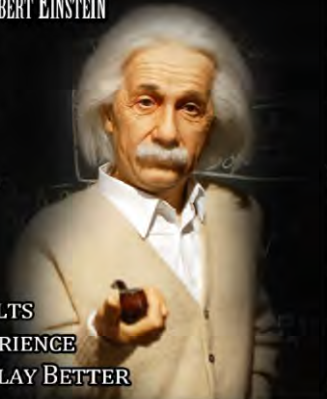
Marketing
Gate

SDG 04: QUALITY EDUCATION

LEARNING NEVER STOPS

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



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

YouABLE

GENDER INEQUALITY



SDG 5: GENDER EQUALITY

The goal of SDG 5 is to achieve gender equality and empower all women and girls



WHAT?



1 End discrimination against all women and girls



4 Recognize and value unpaid care and domestic work



2 Eliminate violence against all women and girls



5 Ensure women's participation and leadership in decision-making



3 Eliminate all harmful practices such as child marriage



6 Ensure universal access to sexual and reproductive health and rights

Marketing Gate

SDG 05: GENDER EQUALITY

MEN ARE FROM EARTH
women are from earth



DEAL WITH IT!

www.free-dating.co.uk



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

YouABLE

BENEFITS OF DRINKING WATER

1. Helps lose weight
2. Natural remedy for headache
3. Healthier Skin
4. Better Productivity
5. Better Exercise
6. Easier Digestion
7. Less Cramps and Sprains
8. Less likely to get sick
9. Relieves Fatigue

Marketing Gate

SDG 06: CLEAN WATER

H₂...OH REALLY?

THIRST

Thirst is a useful indicator of daily fluid requirements. Unfortunately, it's not fully reliable since the body is already mildly dehydrated by the time an average person starts to notice thirst.¹

MENTAL

Dehydration can degrade specific aspects of cognitive performance including visual vigilance, tension, anxiety, fatigue and visual working memory. Dehydration was also linked to negative mood rating, impaired motor performance and shortterm memory.⁶

SKIN

Dehydration results in dry skin and wrinkles.²

DEHYDRATION

A 1% loss of body mass due to fluid loss is defined as dehydration.⁷

KIDNEYS

Higher water intake is shown to have a protective impact on the kidneys, and there is initial evidence that CKD (Chronic Kidney Disease) may be inversely related to higher water intake.³

A study by Dai et al found a strong protective effect of fluid intake in preventing kidney stone formation in men.⁴

WEIGHT LOSS

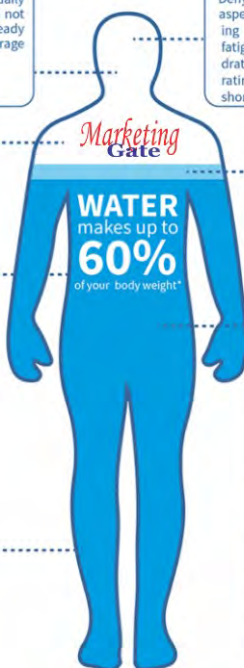
Opting for water instead of sugary drinks can help reduce body weight and fat levels. According to Stookey,⁸ just drinking 500 ml (17 oz) of water increases energy expenditure by 100kJ. Findings in the same study indicate that an absolute increase in drinking water to to ≥ 11 (34 oz)/day was associated with ~ 2 kg or 5 lbs weight loss over 12 months.

PHYSICAL

Studies have shown that the modest level of dehydration (2% of body mass) can result in around a 20% decrease in physical performance levels in temperate climates and up to a 40% decrease in hot temperatures.⁵

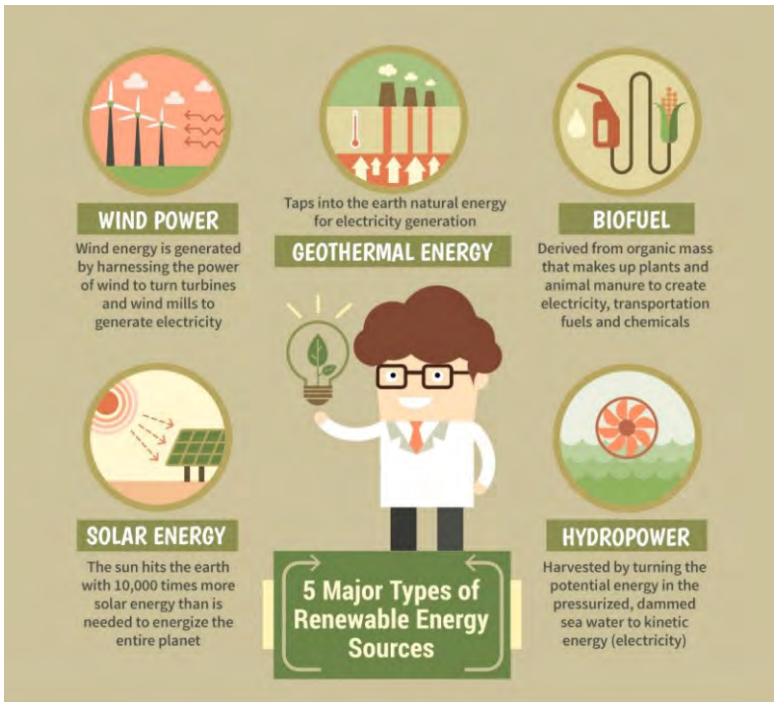
*WATER

Water plays crucial roles, in transporting nutrients and waste products between our major organs and helping regulate temperature.⁹



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

YouABLE



Marketing Gate

SDG 07: CLEAN ENERGY

**We can't buy
our children**



a new planet.
Catherine Norton

www.stresslesscountry.com

THE WATER-ENERGY NEXUS



**WATER AND ENERGY ARE HIGHLY
INTERCONNECTED AND INTERDEPENDENT**



**ALL WATER SERVICES REQUIRE AN INPUT OF
ENERGY. ENERGY PRODUCTION ACCOUNTS FOR 15%
OF THE WORLD'S TOTAL WATER WITHDRAWALS.**

This average should increase by **20%** from now to **2035**
- Producing more energy comes at the cost of water



90% of all electricity
generation is water
intensive



80% of the world's
electricity is generated
by thermal power



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

YouABLE



Marketing Gate

SDG 08: ECONOMIC GROWTH

Economic Development

The process in which people in a country become wealthier, healthier, better educated, and have greater access to good quality housing.



INCLUSIVE GREEN GROWTH

THE PATHWAY TO SUSTAINABLE DEVELOPMENT

For the past 250 years, economic growth has come largely at the expense of the environment. The damage has reached a scale that threatens human welfare and prospects for future growth, and despite impressive gains in the last two decades, many basic needs remain unmet.



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

YouABLE

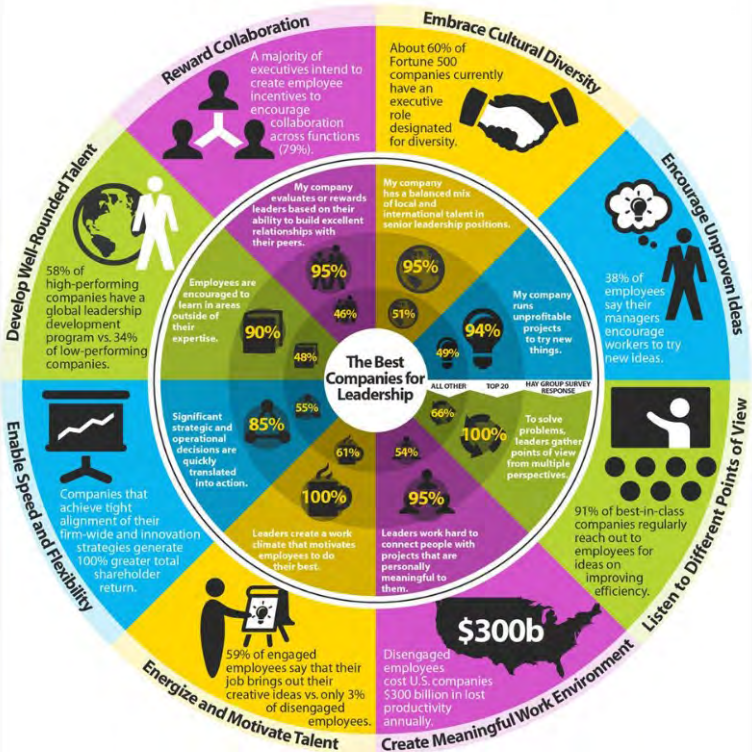
WITHOUT INNOVATION WE ~~CANNOT~~ adVance.

Marketing
Gate

SDG 09: INNOVATION

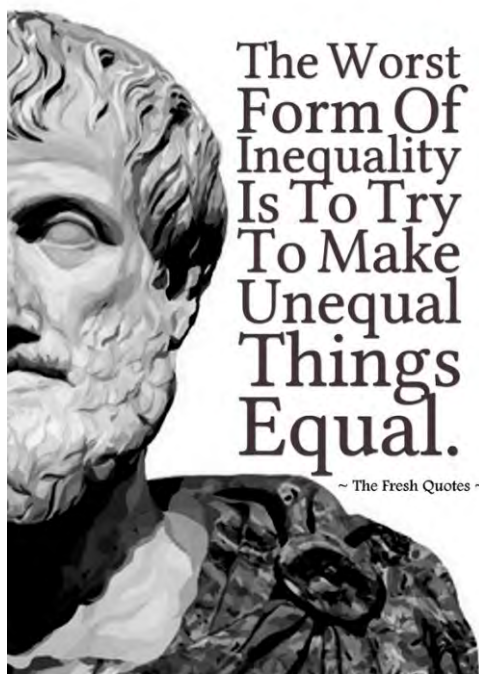
What Does It Take To Innovate?

In a rapidly changing world, innovation is key. Hay Group's Best Companies for Leadership study shows how best-in-class companies nurture talent and foster innovation in their ranks.



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

YouABLE



Marketing
Gate

SDG 10: REDUCED INEQUALITIES

YOU CAN'T STATE
DIFFERENCE

AND ALSO STATE
EQUALITY.

WE HAVE TO STATE
SAMENESS

TO UNDERSTAND
EQUALITY.

➔ INVEST IN EQUALITY



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

YouABLE



SDG 11: SUSTAINABLE CITIES

- HALF OF HUMANITY – 3.5 BILLION PEOPLE – LIVES IN CITIES TODAY
- BY 2030, ALMOST 60 PER CENT OF THE WORLD'S POPULATION WILL LIVE IN URBAN AREAS
- 95 PER CENT OF URBAN EXPANSION IN THE NEXT DECADES WILL TAKE PLACE IN DEVELOPING WORLD
- 828 MILLION PEOPLE LIVE IN SLUMS TODAY AND THE NUMBER KEEPS RISING
- THE WORLD'S CITIES OCCUPY JUST 3 PER CENT OF THE EARTH'S LAND, BUT ACCOUNT FOR 60-80 PER CENT OF ENERGY CONSUMPTION AND 75 PER CENT OF CARBON EMISSIONS



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



OUR FOOD AND AGRICULTURE IN NUMBERS

(DATA REFER TO THE MOST RECENT YEAR AND TO THE WORLD, UNLESS OTHERWISE SPECIFIED.)

POULTRY BIRDS
MAKE UP OVER
80%
OF ALL LIVESTOCK

20
AROUND
BILLION CHICKENS
IN THE WORLD

1.4
BILLION
CATTLE
IN THE WORLD

CATTLE AND
BUFFALOES
MAKE UP 6%
OF ALL LIVESTOCK

156
MILLION
TONNES
OF FISH PRODUCED

AQUACULTURE
PROVIDES
48%
OF FISH FOR HUMAN FOOD

56%
OF CHICKENS
LIVE IN ASIA

7
BILLION
EGGS LAID

THERE ARE OVER
1
BILLION
SHEEP IN THE WORLD

SHEEP AND GOATS
MAKE UP 7%
OF THE WORLD'S LIVESTOCK

4.4 MILLION
FISHING VESSELS
IN THE WORLD

60%
OF FISH TRADE
ORIGINATES FROM
DEVELOPING COUNTRIES

AGRICULTURE
EMITS 5
BILLION TONNES OF
CO₂
EVERY YEAR

AGRICULTURE
AND FORESTRY
ACCOUNT FOR
2% OF GLOBAL ENERGY USED

60%
OF WORLD
CULTIVATED AREA
IS RAINFED

ANNUAL
WATER
WITHDRAWAL MORE THAN
3,800 KM³/YEAR

12%
OF THE WORLD'S LAND AREA
USED FOR CROP
PRODUCTION

38%
OF THE WORLD'S LAND USED
FOR AGRICULTURE

Marketing
Gate

SDG 12: RESPONSIBLE CONSUMPTION

37
MILLION HECTARES UNDER
ORGANIC
AGRICULTURAL
MANAGEMENT WORLDWIDE

FUEL
WOOD
SUPPLIES 10%
OF GLOBAL ENERGY NEEDS

70%
OF WORLD WATER
WITHDRAWAL IS USED
FOR AGRICULTURE

25%
OF THE WORLD'S
WATER IS
FRESHWATER

22% OF TOTAL AREA
HARVESTED USED FOR
COARSE GRAINS

VEGETABLES
COVER 1% OF
THE WORLD'S TOTAL
AGRICULTURAL AREA

340 MILLION
FEWER
UNDERNOURISHED
BY 2015 TO MEET
WORLD FOOD
SUMMIT TARGET

PREVALENCE OF
UNDERNOURISHMENT
DECREASED
17%
SINCE 1990-92

30%
OF LAND AREA
COVERED BY
FORESTS

ANNUAL
FOREST
LOSS OF
0.11%

GLOBAL EXPORTS OF COFFEE,
TEA, COCOA AND SPICES
ALMOST TRIPLED
BETWEEN 2000-2010

IN 2013 GLOBAL FOOD
IMPORT BILL IS SET TO REACH
1.09 TRILLION US\$

MORE THAN
840
MILLION
PEOPLE ARE
UNDERNOURISHED

FISH PROVIDES
17%
OF ANIMAL PROTEIN
INTAKE PER PERSON

400 MILLION TONNES
OF PAPER
CONSUMED ANNUALLY

50% OF PAPER
PRODUCED ANNUALLY
IS RECYCLED

WORLD
IMPORTS OF
WHEAT
AMOUNT TO
147
MILLION TONNES

WORLD PRODUCTION VALUE
OF AGRICULTURE
3,269.457
MILLION US\$

RICE
IS THE PRIMARY STAPLE
FOR OVER 1/2
THE WORLD'S POPULATION

147 KG
AVERAGE ANNUAL
FOOD SUPPLY
PER PERSON

368
MILLION TONNES
OF POTATOES
WERE GROWN

69
MILLION TONNES
OF ORANGES
WERE HARVESTED

1 in 3
PEOPLE WORK
IN AGRICULTURE
WORLDWIDE

SMALLHOLDERS
PRODUCE
80%
OF FOOD CONSUMED
IN DEVELOPING COUNTRIES

MEAT
AVAILABILITY IS
42 KG
PER CAPITA PER YEAR

23.5 KG
SUGAR AND
SWEETENERS
CONSUMED PER
PERSON PER YEAR

107
MILLION TONNES
OF BANANAS
WERE HARVESTED

2.5
BILLION TONNES
OF CEREALS
PRODUCED

60%
OF CHILD
LABOURERS
WORK IN
AGRICULTURE

49.5%
OF THE WORLD
LIVE IN RURAL
AREAS

“ Unless you have 100% customer satisfaction...you must improve. ”

– Horst Schulze, Ritz Carlton



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

YouABLE

What is CLIMATE CHANGE doing to your body?

Global warming is expected to result in



250,000
additional deaths per year
between 2030-2050

The direct damage costs to health is estimated to up to

\$4,000,000,000 USD by 2030

Marketing Gate

SDG 13: CLIMATE ACTION

CLIMATE CHANGE

CLIMATE CHANGE IMPACTS EVERYONE'S HEALTH



Around the world, climate change is one of the greatest threats to our health today.



Climate change can lead to temperature-related illness and death, infectious diseases, injuries and illnesses due to extreme weather events, and water borne diseases.



Children, the elderly, the poor, and people with underlying health conditions face the greatest risks from climate change.

WHILE SEEKING TO DO GOOD, HEALTH CARE HAS A RESPONSIBILITY TO AVOID DOING HARM



Health care represents 20% of the U.S. and 10% of the global economies.



Health care is the second largest energy consumer in the U.S. and a major contributor to greenhouse gases.

HEALTH CARE IS IN A UNIQUE POSITION TO ADDRESS CLIMATE CHANGE



Hospitals need to prepare for extreme weather events and be anchors of resilience in their communities.



Health systems should reduce their own carbon footprint and make the transition to renewable energy and low carbon supply chains.



Just as they did with tobacco, health professionals can play a critical role as messengers for energy and climate policies that protect health.

HEALTH CARE'S ECONOMIC, POLITICAL, AND MORAL INFLUENCE CAN REBRAND CLIMATE CHANGE AS A PUBLIC HEALTH ISSUE



Health benefits and climate mitigation cost savings can drive public policy and investment decisions.



Health care can validate the transition to a renewable energy economy.



Everyone can join in efforts to reduce the threat of climate change and help build more resilient and healthier communities.




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

YouABLE








Marketing Gate






SDG 14: LIFE BELOW WATER



5 Water Myths

- 1** If you're thirsty, you are already dehydrated
(Hess-Fischl) 
- 2** Drinking water can help keep your skin moist
(Hess-Fischl) 
- 3** Lots of Water Equals Healthier Skin
(Journal of the American Society of Nephrology) 
- 4** On average everyone must aim to drink 8-ounce glasses of water every day
(NHS Choices) 
- 5** Bottled water can cause tooth decay
(The African American Guide To Living Well With Diabetes) 

5 Water Facts

- 1** Clean drinking water helps maintain the balance of body fluids.
(WWF) 
- 2** Water in organism helps to control calories.
(Ency. of Medicine) 
- 3** A person who increased his water consumption by 1.5 liters a day would burn an extra 17,000 calories
(World Health Organization and UNICEF Joint Monitoring Programme) 
- 4** Water helps to regulate body temperature
(Joan Koelmay, MBA, RD, dietitian, Beverage Institute for Health & Wellness) 
- 5** Doctors advise that to be on the safe side we should drink at least 1.2 litres (2.5 pints)
(netdoctor.co.uk) 



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

YouABLE

If we pollute the
AIR, WATER and
SOIL that keep us
alive and well, and
destroy the
BIODIVERSITY
that allows natural
systems to function,
**NO AMOUNT OF
MONEY WILL
SAVE US**

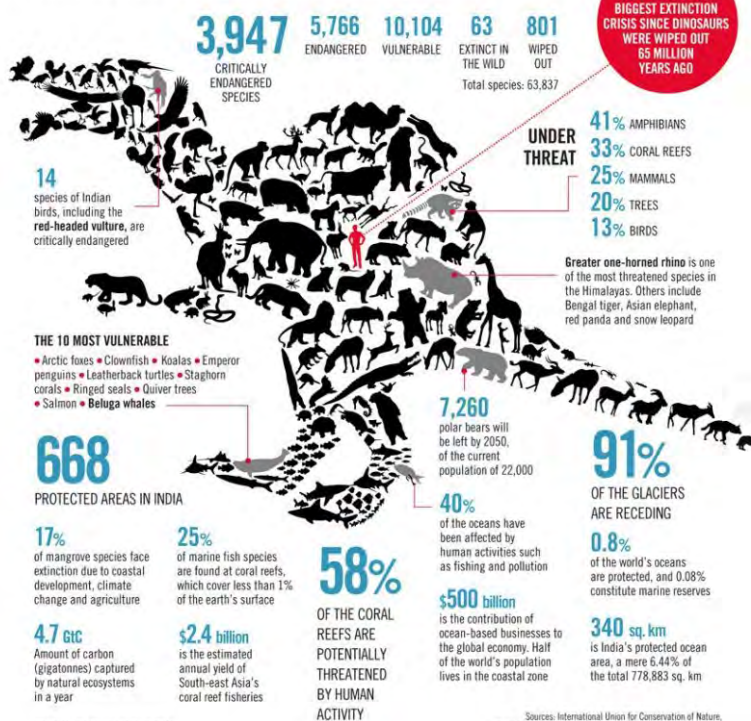
-David Suzuki

Marketing
Gate

SDG 15: LIFE ON LAND

The Losing World

Even as India bats for biodiversity investments at a UN convention of experts from 193 countries, the planet is staring at an imminent crisis that could wipe out life as we know it



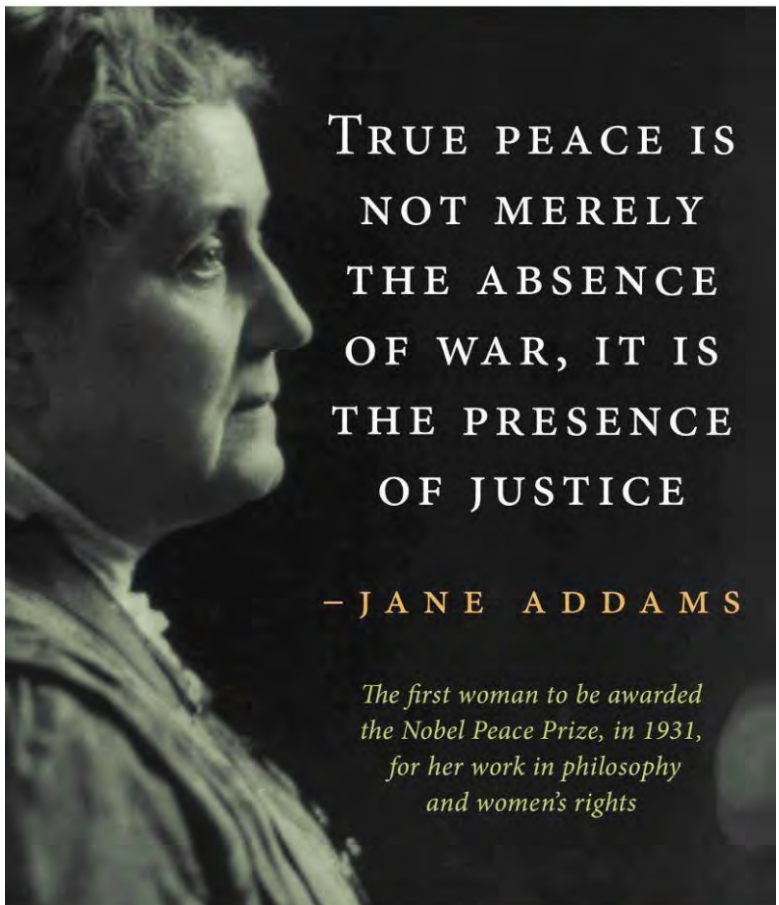
GRAPHIC: SAJEEV KUMARAPURAM

22 OCTOBER 2012 22 BUSINESSWORLD



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

YouABLE



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

YouABLE

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

-Howard Zinn

Marketing
Gate

SDG 17: PARTNERSHIPS

PARTNERSHIPS FUEL YOUR GROWTH ENGINE

44%

SEEK ALLIANCES FOR
**NEW IDEAS,
INSIGHTS &
INNOVATION**

57%

USE PARTNERSHIPS
**TO ACQUIRE
CUSTOMERS**

55%

WANT TO BE MORE
**STRATEGIC &
TARGETED**

75%

WOULD CONSIDER
**PARTNERSHIP
AUTOMATION**



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

YouABLE

4. European Green Deal

This Communication sets out a European Green Deal for the European Union (EU) and its citizens. It resets the Commission's commitment to tackling climate and environmental-related challenges that is this generation's defining task.

The atmosphere is warming and the climate is changing with each passing year. One million of the eight million species on the planet are at risk of being lost. Forests and oceans are being polluted and destroyed.

The European Green Deal is a response to these challenges. It is a new growth strategy that aims to transform the EU into a fair and prosperous society, with a modern, resource-efficient and competitive economy where there are no net emissions of greenhouse gases in 2050 and where economic growth is decoupled from resource use.



The environmental ambition of the Green Deal will not be achieved by Europe acting alone.

The drivers of climate change and biodiversity loss are global and are not limited by national borders. The EU can use its influence, expertise and financial resources to mobilise its neighbours and partners to join it on a sustainable path. It also recognises the need to maintain its security of supply and competitiveness even when others are unwilling to act.

European Commission Priorities

The Commission has focused on delivering concrete actions that will bring tangible progress in the areas of the Sustainable Development Goals (SDGs). The President's political guidelines and the Commission's annual work programmes constitute this Commission's strategy to implement the SDGs..

European Commission Priorities

European Green Deal



Economy that works for people



Europe fit for the digital age



European way of life



Stronger Europe in the world



European Democracy



The President's political programme integrates the SDGs into all Commission proposals, policies and strategies. All of the 17 SDGs feature in one or more of the six headline ambitions announced in President von der Leyen's Political Guidelines as depicted in the figure below.





YouABLE

**My imagination
creates
my reality!**



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

Marketing
Gate

Marketing Gate

Publisher: Association for research, education and development „Marketing Gate“ - Skopje

Editor: Prof. Panche Jovanovski, Ph.D

CIP - Каталогизација во публикација
Национална и универзитетска библиотека "Св.
Климент Охридски", Скопје

502.131.1:316.46-053.6(036)
37.091.32-053.6:322.146.2(035)

JOVANOVSKI, Darko

You able [Електронски извори] : mYouth
Leaders for SDGs / [Darko
Jovanovski, Marta Jovanovska]. - Текст во PDF
формат, содржи 34 стр.,
илустр. - Skopje : Marketing Gate, 2023

Начин на пристапување (URL):
[https://storage.googleapis.com/production-
ipagev1-0-8/868/1456868/4XEVkUIK/
a44ea2b9abc64bddb56b0e2681665c8f?
fileName=YouABLE_Guide.pdf](https://storage.googleapis.com/production-ipagev1-0-8/868/1456868/4XEVkUIK/a44ea2b9abc64bddb56b0e2681665c8f?fileName=YouABLE_Guide.pdf). - Наслов
преземен од екранот. - Опис на
изворот на ден 07.04.2022. - "mYOUTH Leaders for
SustainABLE Development
[617687-EPP-1-2020-1-MKEPPKA2-CBY-ACPALA]"

ISBN 978-608-65663-4-0

1. Jovanovska, Marta [автор]
а) Одржлив развој -- Млади лидери -- Водичи

COBISS.MK-ID 60004869



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

“This document has been prepared for the European Commission however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”



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