



YouABLE

mYOUTH Leaders for SustainABLE Development

WHAT DO WE OFFER?

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 focused on increasing the pressure on public authorities and business sector.

“The Future belongs to those who believe in the beauty of their dreams.”

— **Eleanor Roosevelt**

NEWSLETTER No 01

Inside this issue:

| | |
|---|---|
| What do we offer? | 1 |
| Project aims | 1 |
| Project activities | 2 |
| The Future Starts Today | 2 |
| Strategy for recognition of youth workers | 3 |
| What's Next? | 3 |
| Project Partners & Data | 4 |



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.





Project activities

Project activities will be set on several different methodologies based on non-formal approach: Kick-off meeting; Online meeting of the Project management team; Mobility 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; Final conference; and Final Webinar.

The Future Starts Today!

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.

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.”

Not tomorrow.

Not next week.

But today!



mYOUTH Leaders for SustainABLE Development

THE FUTURE STARTS TODAY. NOT TOMORROW!

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

Marketing Gate

OUR WEBSITE UNDER CONSTRUCTION





mYOUTH Leaders for SustainABLE Development: Creating Something Out of Nothing!

STRATEGY FOR RECONIZATION OF YOUTH WORKERS

The youth are the backbone of a society and hence they determine the future of any given society. This is because all other age groups, the kids, teenagers, middle-aged and the senior citizens rely on the youth and expect a lot from them. This makes the youth to be an important age group in both today's society and the future society than other age groups.

YOUTH HAS NO AGE!

The world today is home to the largest generation of young people in history, 1.8 billion! Close to 90 per cent of them live in developing countries, where they constitute a large proportion of the population. Young people constitute a tremendous and essential asset worth investing in, opening the door to an unparalleled multiplier effect.

The role of the youth is simply to renew, refresh and maintain. youths have also to maintain the culture of our culture, all good values in the societies, development projects,





PROJECT PARTNERS & DATA:



Marketing Gate
www.marketinggate.org



Bulgarian Development Agency
www.bd-da.eu



Olemisen Balanssia RY
www.olemisen.fi



Youth Empowerment Center
<https://youthcenter.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



Marketing Gate

YouABLE



**mYOUTH Leaders for
SustainABLE Development**



Marketing Gate

Sava Kovacevikj 47/1-30
1000 Skopje, North Macedonia
+389 78 221 753
contact@marketinggate.org

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



This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

