



YOU**ABLE**

Participant's handbook 03



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Bishkek, 2023

" THE IDEA
THAT SOME LIVES
Matter Less
IS THE ROOT
OF ALL THAT IS
WRONG WITH
The World "

DR PAUL FARMER

#GlobalGoals

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SUSTAINABLE DEVELOPMENT

↑
GOALS



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

HEALTH
CITIES
ENERGY

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↑
TARGETS

Income and employment from forests and trees in rural areas increased

Social and cultural benefits from forests and trees improved

Resilience and ecosystem benefits from forests enhanced

Green economy contribution of forests and trees increased

Investment in and use of products from sustainably managed forests increased

Food security contribution of forests and trees enhanced

Energy from forest resources increased, safe and sustainable

Rights tenure and governance of forests strengthened

Water quantity and quality contribution of forests enhanced

Efficiency of forest resource use increased

Forest resources quantity increased and / or quality improved

Biodiversity of forests conserved and improved

Climate resilience and mitigation contribution of forests strengthened

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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,.





YOU  **ABLE**

**My imagination
creates
my reality!**



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Project activities

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Final event

My YouABLE Experience

Period of realization: 05.03.2023 – 11.03.2023

Place of Venue: Bishkek, Kyrgyzstan.

Final event will promote the project and strategic cooperation between youth organisation on the one hand versus Public authorities and Business sector. In this activity will be included the representatives from the project partners; other NGOs; Public authorities; Business sector and from Media.

Final event has three (3) sub-activities:

- (a) Seminar “My YouABLE Experience”;
- (b) Conference “YouABLE Do it! NOW!”; and
- (c) Final Evaluation meeting.



Final Event

A: My YouABLE experience

Non-formal debates and partner' exchange of experiences and ideas. Increasing the knowledge about the main topic of the project: Sustainable development; Marketing, especially online marketing through using Social media; Entrepreneurship.

Methods: interactive presentation, workshops, brainstorming the session, exchange the experience, teamwork, outdoor activities

B: Final event 'YouABLE: Do it! NOW!

Discussion about the place in the role of youth in shaping the mobile marketing future. Promote the project and strategic cooperation between youth organisation on the one hand versus Public authorities and Business sector.

Participation of youth local workers & officials & youth workers & media.

C: Final Evaluation Meeting

Review progress of the last dissemination activities results obtained thanks to the project, Final Report, discuss Exploitation strategy and further possible collaboration, Youthpass.



Project Partners

WE WERE
BORN *to* UNITE
WITH OUR **FELLOW**
MEN. *And to*
JOIN IN COMMUNITY
WITH *the* Human RACE

CIERO

#GlobalGoals

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



Country of venue: Kyrgyzstan

Kyrgyzstan or the **Kyrgyz Republic** is a landlocked country in Central Asia. Kyrgyzstan is bordered by Kazakhstan to the north, Uzbekistan to the west, Tajikistan to the south, and the People's Republic of China to the east.

Its capital and largest city is Bishkek.

Ethnic Kyrgyz make up the majority of the country's 7 million people, followed by significant minorities of Uzbeks and Russians.

The Kyrgyz language is closely related to other Turkic languages.



Kyrgyzstan is divided into seven regions (Kyrgyz: облустар). The regions are subdivided into 44 districts (Kyrgyz: аймактар, аймақтар;). The districts are further subdivided into rural districts at the lowest level of administration, which include all rural settlements (aýyl ökmötü) and villages without an associated municipal government. The cities of Bishkek and Osh have status "state importance" and do not belong to any region.

One of the most popular tourist destination points in Kyrgyzstan is the lake Issyk-Kul. Numerous hotels, resorts and boarding houses are located along its northern shore. The most popular beach zones are in the city of Cholpon-Ata and the settlements nearby, such as Kara-Oi (Dolinka), Bosteri and Korumdy.

However, due to the economic and political instability in the region, the number has declined in recent years.

City of venue: Bishkek

Bishkek (Kyrgyz: Бишкек), IPA: [bɨʃˈkɛk]), formerly **Pishpek** and **Frunze**, is the capital and largest city of Kyrgyzstan. Bishkek is also the administrative centre of the Chüy Region. The region surrounds the city, although the city itself is not part of the region but rather a region-level unit of Kyrgyzstan.

Bishkek is situated near the Kazakhstan–Kyrgyzstan border. Its population was 1,074,075 in 2021.

Bishkek residents divide the city into up and down. The upper part (south) is closest to the mountains, the lower (north) – to the border with Kazakhstan. The upper part of the city is considered cleaner in terms of ecology. But almost all "life" is concentrated at the bottom. It is there that the main attractions, markets and much more are located. How to determine the top and bottom? It's very simple: the top is where the mountains are.



[Bishkek](#) is a square city. In it you will find almost no winding streets. That is why it is almost impossible to get lost here. Residents of the city are guided by the intersections of streets. For example, they rarely make appointments just in a restaurant, but necessarily add that it is located at the intersection of Chui / Isanova or Togolok Moldo/Kievskaya.

Bishkek is a very green city. There are many parks, boulevards and squares here. Not far from the capital are the green mountains and the Ala-Archa National Park.

There are many beautiful places in Bishkek. Kyrgyzstan has some of the best places in Bishkek. We collected data on the top 10 places to visit in Bishkek. There are many famous places in Bishkek and some of them are beautiful places in Bishkek. People from all over Kyrgyzstan love these Bishkek beautiful places which are also Bishkek famous places.

In this video [<https://www.youtube.com/watch?v=THY2yjdkNLU>], we will show you the beautiful places to visit in Bishkek.

Manas airport

The structure of MAM OJSC includes **11 airports** in Kyrgyzstan: 5 international and 6 regional. Manas, Osh, Issyk-Kul, Karakol and Batken have the status of international airports. The rest are regional affiliated airports on domestic air routes - Jalal-Abad, Isfana, Caravan, Kazarman, Naryn, Talas.

INFORMATION ABOUT THE AIRPORT "MANAS"

[\[http://www.airport.kg/bishkek/about-airport/information-about-airport\]](http://www.airport.kg/bishkek/about-airport/information-about-airport)

Airport status: international

Working hours: round the clock

Location: 23 km. northwest of the capital of the republic, Bishkek

Airport commissioning year: 1975

Aerodrome class: 4E (ICAO standards)

Airfield altitude: 2090 ft (637 m) above sea level

Aircraft types operated: all types of aircraft

AVK throughput: 750 pass/hour

Cargo terminal capacity: 100,000 tons/year

At Manas the two lots include areas in Terminal 1 (Lot 1) – where the retailer will have the option of selecting sites for duty free and food & beverage – and 396sq m of duty free and catering space at Terminal 2 (Lot 2). They are to open by 1 October and 1 September respectively.

CHECK-IN AT AIRPORTS

The passenger must come to the airport for ticket check-in and baggage check-in:

- for international flights 3 hours before the flight departure
- for flights within the CIS and within the republican 2 hours before the flight departure

Check -in for FlyDubai and Turkish Airlines flights closes 1 hour before departure, and for flights of other airlines - 40 minutes before departure.

From Manas airport to Bishkek

The Manas airport and the city of Bishkek are connected by a high-speed highway. You can get to / from the airport to Bishkek in the following ways:



1. By public transport

You can consider to use “GoBus Shuttle” [Minibus, every half hour]. The link for route information is <https://www.gobus.kg/>

Route number 380 is also available, but this route is inconvenient. The final stop of this route is far from the Golden Hotel. It is advisable to use the "GoBus Shuttle". The fare is about 2 euros.

2. By taxi

The average fare from the center of Bishkek to Manas airport / from Manas airport to the center of Bishkek is 500 soms, however, depending on the time of year and day, the fare may vary (at night and in summer it is more expensive). Travel time is 25-30 minutes.

The taxi rank at Manas airport is located 100 meters from the exit from the arrivals area. The taxi service is open 24/7.

Taxi fares cannot be reimbursed!



Obtaining eVisa

Relevant treaties between the government of the Kyrgyz Republic and other states regulate the rules for visa control at crossing the Kyrgyz border.

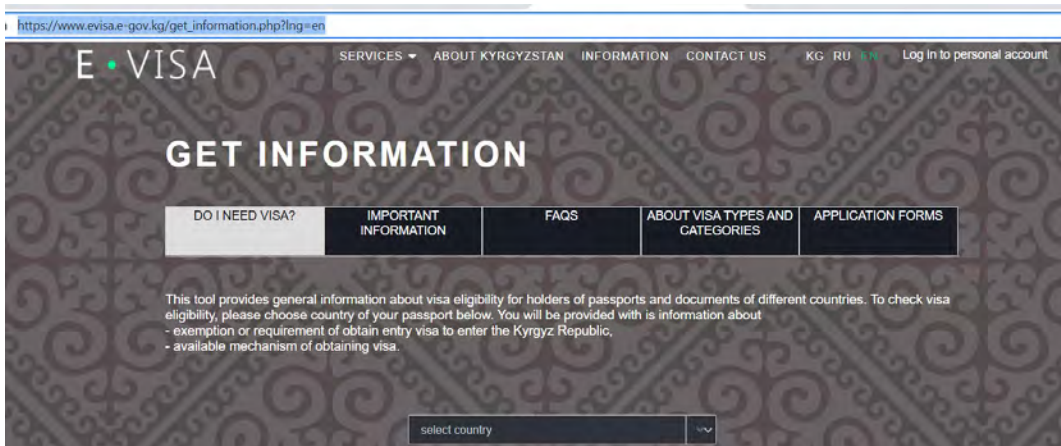
The list of countries with visa / visa-free regime established is available on the official website of the Ministry of Foreign Affairs of the Kyrgyz Republic: <http://www.mfa.gov.kg/contents/view/id/216>

the visa office of the Consular Service of the Ministry of Foreign Affairs of the Kyrgyz Republic is operating at the Manas airport around the clock.

[GET INFORMATION](#) regarding eVisa!

[https://www.evisa.e-gov.kg/get_information.php?lng=en]

<https://too.kg/viza-v-kyrgyzstan/>



Employees of the visa office provide a free consultation:

- +996 (550) 770 433 - Duty consul (round the clock)

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.

Hotel accomodation

GOLDEN HOTEL

Frunze Street 551, 720001 Bishkek, Kyrgyzstan

Guest reviews: 8.9 [Fabulous · 863 reviews]



Golden Hotel offers accommodation in Bishkek.

The accommodation features a 24-hour front desk, airport transfers, room service and free WiFi.

Equipped with smoke detectors and an electronic key card, some of the 18 rooms feature sound-proofed windows along with a writing table and a couch bed. Some rooms also include a private bathroom with a walk-in shower and a separate toilet.

Some rooms offer views of the city.

Located 19 miles from Manas International airport, this 3-star Golden Hotel Bishkek offers allergy friendly rooms and a barber shop for guests' convenience.

While staying in this hotel you are invited to discover Bishkek Park, set within a few minutes' drive away, or walk for only 7 minutes to reach Gallery M.

The center of Bishkek can be reached within a 15-minute walk. Sights about a 16-minute walk of the hotel include State History Museum.

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/inforeuro/index_en.cfm

DO NOT BUY any tickets before approval of the organizers!

Erasmus+ Enriching lives, opening minds

YouABLE project 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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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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Bishkek, 2023



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