



# YouABLE

## mYOUth Leaders for SustainABLE Development

### YouABLE: Summary of project

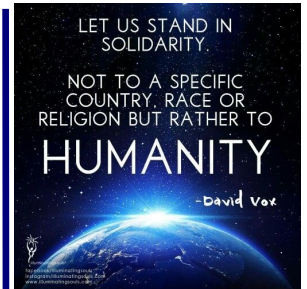
The achieved results, experience and network, gained from YouMUST project (selected as a "Success story" and "Good Practice") encouraged the project consortia members (NGOs, Universities and Business sector) to realized this CBY project focused on providing the youth with the knowledge about digital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



### FINAL EVENT IN KYRGYZSTAN

Final event focused on achieved outcomes and establishing long-term cooperation between consortium members. This event had three (3) sub-activities: (a) My YouABLE Experience; (b) YouABLE Do it! NOW!; and (c) Final Evaluation meeting.

Period of realization: 3-11.03. Place of venue: Bishkek, Kyrgyzstan.



### NEWSLETTER

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## YouABLE: Project events

YouABLE project was based on the 'MAPS' agenda: Mainstreaming, Acceleration, and Policy Support, as a prerequisite to integrate the contribution of three existing marketing sub-disciplines: Green; Social and Critical marketing paradigm in which Sustainable development is a key goal. YouABLE project had 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.

Project activities were set on methodologies based on non-formal approach:

- ◆ Kick-off meeting;- Two Mobility of youth workers [ToT];
- ◆ National training courses for own members and representatives of other NGOs, Business community and/or Local authorities;
- ◆ National dissemination events for the presentation of the project outcomes and- Final event.

Realizing main project activities, youth will gain a sense of self-worth, and the ability to influence changes in their own lives and the wider community. Involved participants will be more aware of the importance of everyone's contribution to saving the Earth implementing SDGs.

Our website: [www.youable.eu](http://www.youable.eu)



[Who we are](#) [Events](#) [Outcomes](#) [SDGs Broshures](#) [Our promo](#) [YouABLE team](#)

### mYOUth Leaders for Sustainable Development

The achieved results gained from Erasmus+ YouMUST project (selected as a "Success story" and "Good Practice") encouraged the project consortia members to develop this 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 Development Goals.

### YouABLE: Aims, Activities, Outcomes

The main aim of this Guide is to present the basic idea, activities and outcomes of the YouABLE project. It can serve as a comparative source for new projects whose goal is to generate and disseminate knowledge regarding sustainability and social responsibility, providing youth with non-profit digital marketing '8Ps' mix and Social media tools.

→ Read more





## YouABLE: Apps

YouABLE application is an Android mobile application dedicated to the practical implementation of 17 Sustainable Development Goals (SDGs). In the beginning, the user must be registered to use the application or signed in if the user already has an account. The application contains 17 quizzes, one quiz per each goal. Each quiz consists of 10 questions, of which at least 7 questions must be correctly answered to pass the quiz. After successfully passing the whole campaign, an e-certificate is generated and uploaded to the online database. Also, an option is provided to the user to download the e-certificate on the device.



## SDGs Broshures

A brochure was prepared for each SDG. 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 mankind approach.



### YouABLE: mYOUth Leaders for SDGs

In this Guide, each CDG is presented as a separate infographic. The resulting output abounds with a lot of data, quotas, photos that arouse interest for its easy reading. This approach allows for greater interactivity with potential users.



### PROJECT PARTNERS & DATA:



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



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



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)



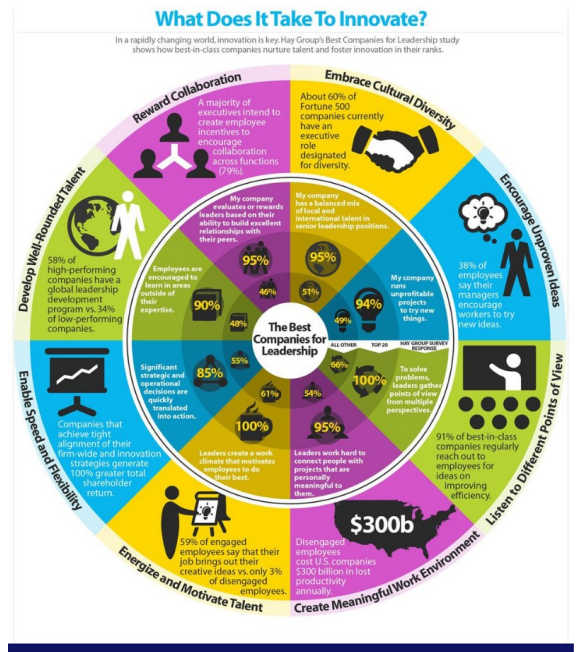
Company for packing and packing waste management 'Pakomak' [www.pakomak.mk](http://www.pakomak.mk)



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



### SDG 09: INNOVATION



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