



**You****ABLE**

**Participant's handbook 02**



# Participant's handbook 02

[Mobility of youth workers]



Struga, 2022

If your actions  
inspire others to  
dream more, learn  
more, do more and  
become more, you are  
a leader.

- John Quincy Adams

READBEACH

---

## Contents

Project aims	.....	05
Project activities	.....	08
ToT activities	.....	08
Project Partners	.....	11
Participant selection	.....	12
Hotel accommodation	.....	13
Place of Venue	.....	14
Travel costs	.....	16
Presenting your organization & country	.....	18
Erasmus+ Enriching lives, opening minds	.....	19
About project host	.....	21



There has been class warfare going on for the last 20 years, and my class has won.

Warren Buffett, Chairman & CEO, Berkshire Hathaway

# THE GLOBAL 0.001%

WORLD POPULATION  
**7 BILLION**

## EXTREME WEALTH



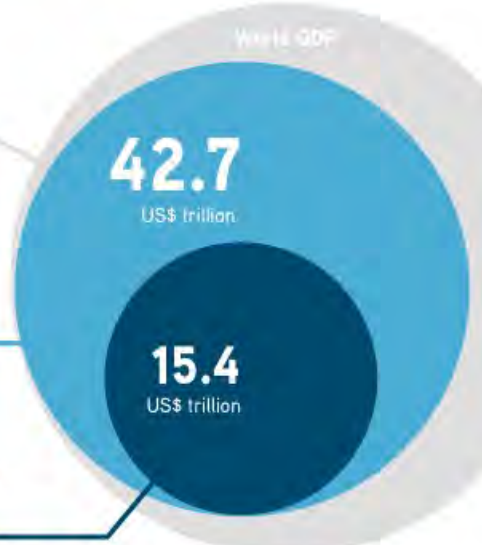
**10.9**  
trillion

investable assets of **US\$1 million** or more

**0.1%**  
of the population

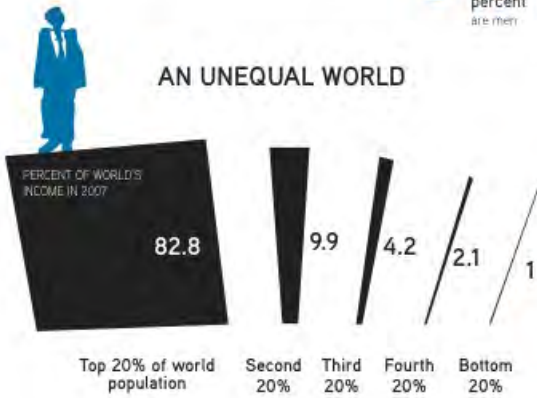
investable assets of **US\$30 million** or more

**0.001%**  
of the population



**73** percent are men  
**53** percent are from US, Japan and Germany

## AN UNEQUAL WORLD



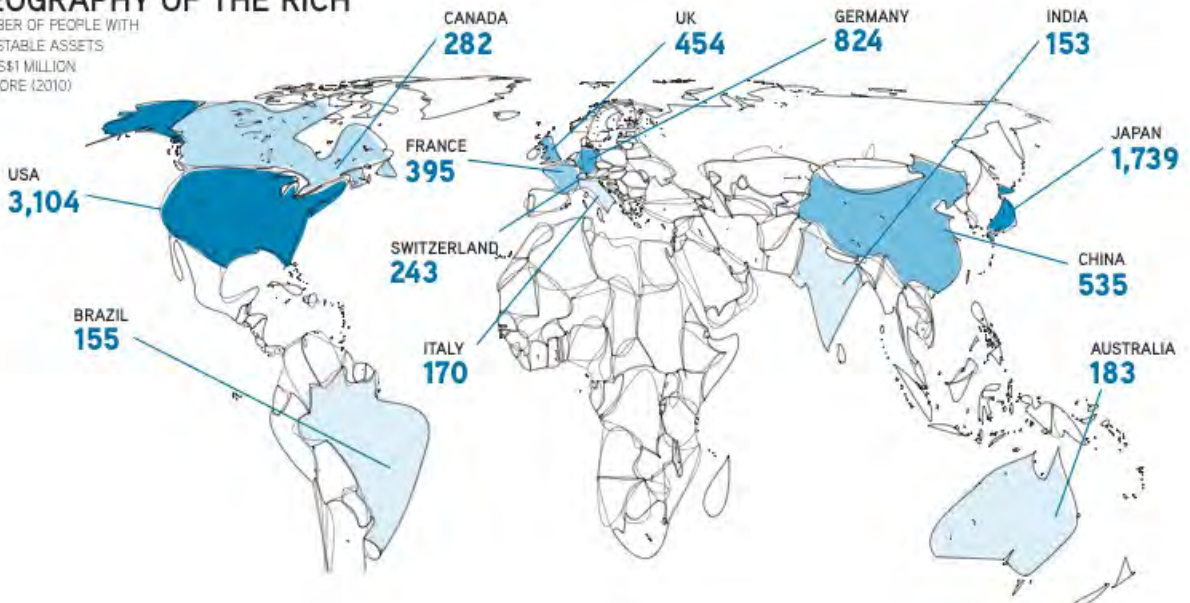
## WHAT WOULD \$42.7 TRILLION PAY FOR?



**2\$**  
2.5 billion people live on less than \$2 a day.

## GEOGRAPHY OF THE RICH

NUMBER OF PEOPLE WITH INVESTABLE ASSETS OF US\$1 MILLION OR MORE (2010)

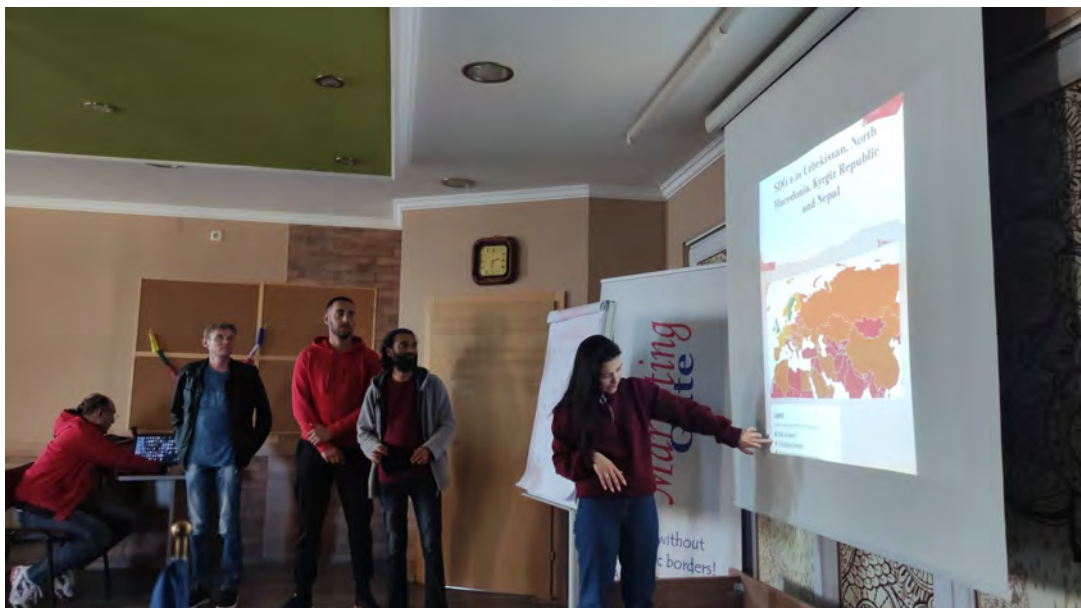


---

## 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,.





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



# 3 IN 10 PEOPLE LACK ACCESS TO SAFELY MANAGED DRINKING WATER SERVICES

SDG 06: CLEAN WATER

**You** **ABLE**

---

## Project activities

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.





## ToT activities

### **MOBILITY OF YOUTH WORKERS**

Period of realization: 14.09.2022 – 22.09.2022

Place of Venue: Struga, North Macedonia.

This 8-days Mobility has 3 sub-activities:

- My YouABLE Experience;
- Review of ideas on marketing plans, and
- event 'YouABLE: Do it! NOW!'

Methods: non-formal education, workshops, facilitated discussion, distribution of tasks, agreement on the milestones in the project's implementation, team building, networking



---

## ToT activities

### **A13-01: “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 session, exchange the experience, teamwork, outdoor activities

### **A13-02: Event ‘YouABLE: Do it! NOW!’**

Discussion about the place in the role of youth in shaping the mobile marketing future.

Participation of youth local workers & officials & youth workers & media (app. 50 people)

### **A13-03: 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

### **PARTNERSHIP**

I crave a love that adds value to my life.  
I don't want a relationship.  
I want a partnership.  
Someone to aid aid me up to the mountain of life  
and guide me through the valleys of adversity.  
Someone who is able to breath the in sync  
and dance by my side through thick and thin.  
I want that grind-together type of love,  
With a best friend I can build an empire beside.

– Tene Edwards, *Walk With Wings*

## Project Partners



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



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



Olemisen Balanssia RY  
[www.olemisen.fi](http://www.olemisen.fi)



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)



## 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

## Place of Venue



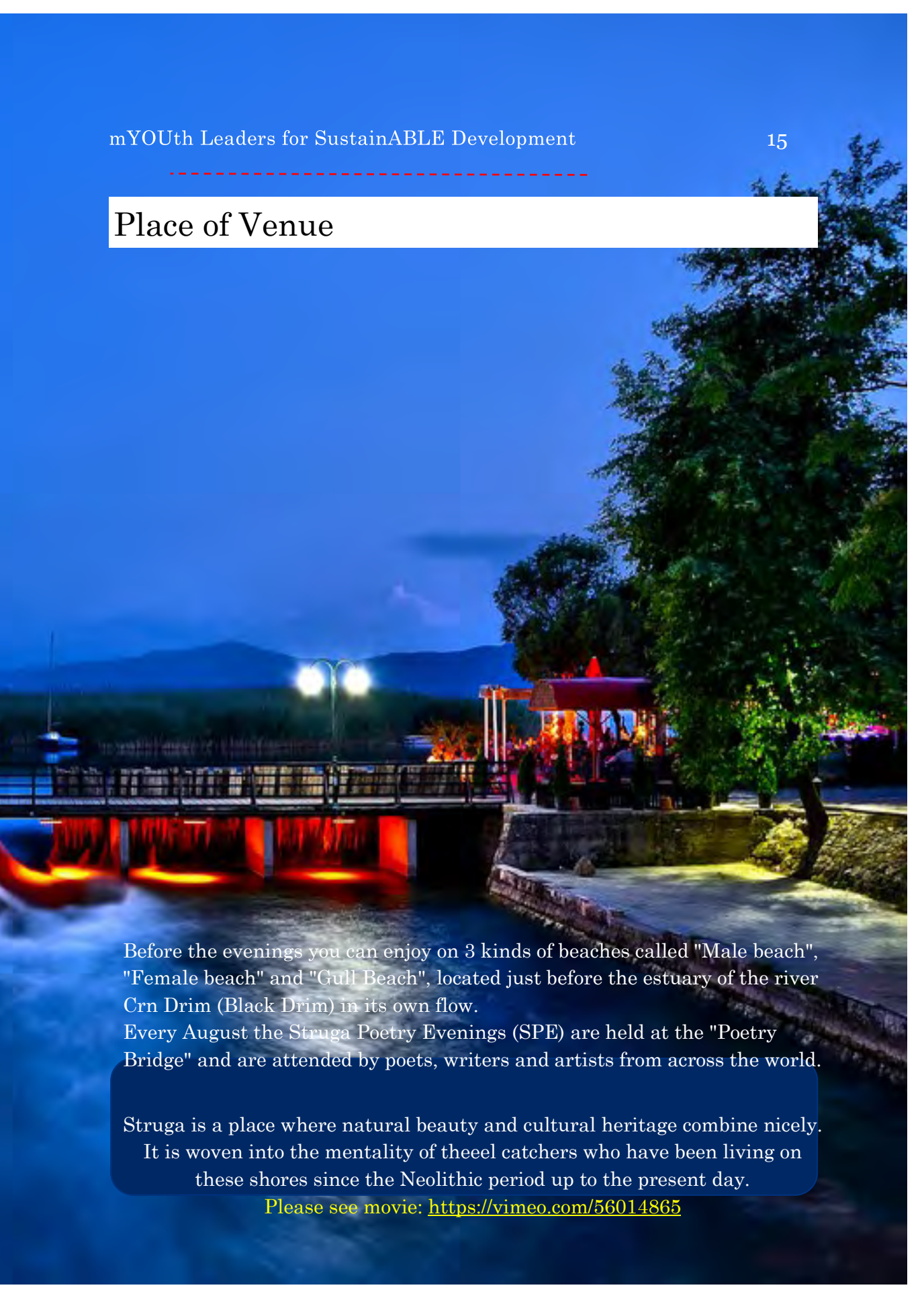
Struga is a town and popular tourist destination situated in the south-western region of FYR of Macedonia, lying on the shore of Lake Ohrid. Except for the Ohrid lake in Struga, there is a river called Crn Drim which flows gently through the town, as it does not want to disturb the visitors walking along 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>

## Place of Venue

A scenic view of a river at dusk. In the foreground, a stone bridge with a railing spans across the river. The water flows through the bridge's openings, creating a small waterfall effect. To the right of the bridge, there is a paved walkway and a large, illuminated pavilion structure with a red roof. The background features a range of mountains under a deep blue twilight sky. A street lamp with two glowing lights stands near the bridge.

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/inforeuro/index\\_en.cfm](http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/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

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/>

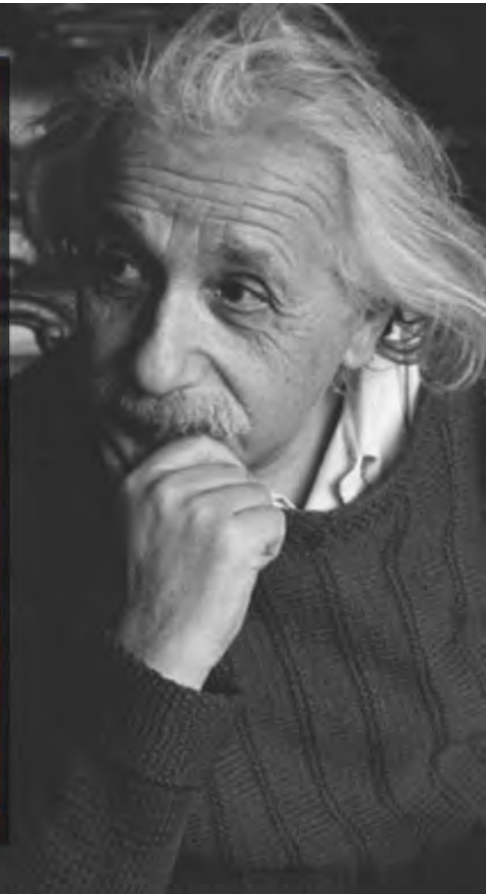


Co-funded by the  
Erasmus+ Programme  
of the European Union

**THE LEADER IS ONE WHO,  
OUT OF THE CLUTTER,  
BRINGS SIMPLICITY... OUT  
OF DISCORD, HARMONY...  
AND OUT OF DIFFICULT,  
OPPORTUNITY.**

**ALBERT EINSTEIN**

 SayingImages.com



---

## About project host

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

*Marketing*  
**Gate**

Project coordinator:

Panche Jovanovski (WhatsApp: +389 78 221 753)

Contact Email:

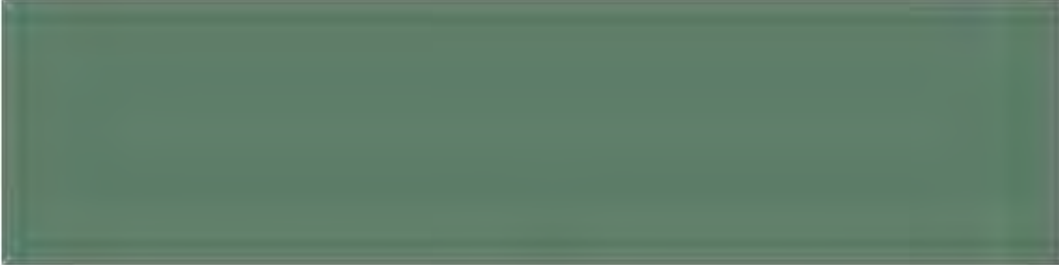
[marketingporta@gmail.com](mailto:marketingporta@gmail.com)

[contact@marketinggate.org](mailto:contact@marketinggate.org)



Erasmus+

“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.”



**BE TRUE TO YOURSELF.  
BE TRUE TO THOSE  
YOU LEAD.**

JOHN WOODEN

---

PICTUREQUOTES.COM





Struga, 2022



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

*Marketing*  
**Gate**