



YouLEAD

Participant's handbook

YOU LEAD

**mYOUTH LEAD in
Shaping the Future**

“The future
starts today,
not tomorrow.”



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

Marketing
Gate

YouLEAD

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Contents

Project aims 04

Project activities 06

Project Outcomes 09

Project Partners 10

Participant selection 12

Accomodation 13

Place of Venue 14

Travel costs 16

Presenting your organization & country 18

Erasmus+: Changing lives, opening minds 19

About project host 21



Project aims

The project aim is to develop the capacity of consortium members [NGOs; Universities; and Business sector] for increasing public awareness for implementation of Sustainable Development Goals through using Digital marketing tools, particularly mobile application.



Project aims

The main project objective is to contribute in SDG's implementation in the EU's Europe 2020 three mutually reinforcing priorities: Smart; Sustainable and Inclusive growth.

Europe 2020: 3 interlinked priorities



1.) **Smart growth**: developing an economy based on knowledge and innovation



2.) **Sustainable growth**: promoting a more efficient, greener and more competitive economy



3.) **Inclusive growth**: fostering a high-employment economy delivering social and territorial cohesion

European Commission

DG EMPL B.1

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No matter how important is the message, it only counts when it is heard by the people it was intended to reach.

In that way, the main objective of this project is including young people and providing non-formal education for designing strategies for marketing policies and campaigns for sustainable development through using social media and smartphones.

In this context the project gathers 12 organizations from 11 countries: Australia; Austria; Bulgaria; Macedonia; Germany; Greece; Kazakhstan; Kyrgyzstan; Nepal; Poland and Uzbekistan.

Project activities

Project activities will be set on several different methodologies based on non-formal approach: Online Kickoff meeting and monthly online meeting of the Project management team; Mobility of youth workers; 12 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.

Realizing a main project activities, youth will gain a sense of self-worth, and ability to influence changes in their own lives and the wider community.



**We can change
the world
and make it a better
place. It is in your hands
to make a difference.**

-Nelson Mandela

Project activities

MOBILITY OF YOUTH WORKERS 01

Participants: Two (2) representatives per partner.

Period of realization: 12.04 – 22.04.2019

Place of Venue: Struga, FYR of Macedonia.

Work in mixed teams (4-5 people in the group).

Training Course [TC] for facilitators has three (3) sub-activities:

01: Training Course for facilitators.

NFE focused on the main topic of the project: Sustainable development goals; Digital Marketing, especially through using Social media and Smartphones; Entrepreneurship.

NFE methods: interactive presentation, case studies, workshops, brainstorming session, teamwork, outdoor activities.

02: Development and implementation of Digital Marketing campaign Practical teams work on development and implementation of Digital Marketing campaigns for SDGs. Step by step presentation and discussion of prepared marketing plans or campaigns.

03: Developing marketing creativity using Smartphones.

NFE methods & practical teams work on the development of marketing creativity by using Social media, **especially using Smartphones!**



Project activities

MOBILITY OF YOUTH WORKERS 02

Participants: Two (2) representatives per partner.

Period of realization: 19.09 – 26.09.2019

Place of Venue: Struga, FYR of Macedonia.

Work in mixed teams (4-5 people in the group).

This 7-days event has a three Capacity building sub activities:

01: “My mYouth experience”.

The partners and national dissemination activities and outputs will be reviewed together by all the participants from the other countries – consortium members. Methods: interactive presentation, workshops, brainstorming session, exchange the experience, team work, outdoor activities. Launching the ideas on social media.

02: “Mobile application, Marketing creativity and SDG”

Non-formal debates and partner’ exchange of experiences and ideas. Debates as a non-formal form of cooperative argumentative dialogue between individuals will be based and focused on asking and answering questions to stimulate critical thinking and to draw out new ideas.

03: “mYouth Lead in Shaping the future”.

Discussion about the place in role of youth in shaping the mobile marketing future. Presentation of project outputs, mobile application and project awarded best marketing plans or campaigns on national level. Youthpass.

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



Expected outcomes

- 01. Project Website 'YouLEAD'.** Developing multifunctional E-platform & Contents for Platform & Participation of all partners.
- 02. E-guidebook 'mYouth Leaders & SDGs implementation'.** Theoretical and practical E-tool for Marketing strategies [8P's instruments] for SDG.
- 03. Strategy for better and effectively recognition of youth work** regards Youthpass as a tool to be developed for meeting the needs for recognition of youth worker and trainer competencies.
- 04. Training Courses (12)** for own members and representatives of other NGOs, Business community and/or Local authorities;
- 05. National dissemination events** and workshops for presentation of project outcomes. National dissemination activities have two basic sub-activities
 - (a) Organizing National Training course and
 - (b) Selecting the best marketing plan or campaign.
- 06. Developing mobile applications [mLearning tools] for 17 SDGs**
- 07. Promotional materials**
- 08. Short movies about project activities**
- 09. Final conference**
- 10. Gaining a sense of self-worth,** and the ability to influence changes in their own lives and the wider community





Project Partners

The SDGs are built on the idea of partnership.

Achieving the SDGs will be impossible without the cooperation and participation of everyone.

We propose a partnership by ‘mix’ of organizations [NGOs; Universities; and Business community) with significant experiences in international projects:

1. Marketing Gate vision is a world without economic borders, where the human rights will be protected and all discrimination will be eliminated [www.marketinggate.org];

2. Asia Pacific Advanced Consultants [APAC] specialize in cross cultural learning (Australia and Pacific) and development that harnesses the values of the East and the knowledge of the West providing a modern approach to SDGs;

3. Monon e.U. promote and support Social Businesses. Second area of focus is in IT related projects [<http://www.monon.eu>];

4. European Center for Innovation, Education, Science and Culture [ECIESC] is a public benefit foundation which mission is to create conditions for the development and success of youth into finding innovative social solutions [www.eucenter.net];

5. University of Vechta, Germany has deliberately chosen to strike out in new directions, which provide space for an intensive exploration of the political, social and individual challenges confronting people and society in the 21st century [www.uni-vechta.de];

6. The Institute of Entrepreneurship Development is committed to the promotion of innovation and the enhancing of the spirit of entrepreneurship in Greece and abroad [<http://ied.eu>];

7. Public Foundation ‘Gender-Vector’ is community-based organizations. The main objective is to support socially vulnerable young people in Kyrgyzstan;

8. Public organization ‘Echo’ has experience of interaction with Kazakhstan business community aimed at collection and analysis of social-economical information at regional level [www.echo.kz];

9. Eleven leading manufacturing companies in FYROM are founders of the non-profit company ‘Pakomak’, member of the international

Project Partners

network of packaging waste management Pro Europe, and receives the license to use the symbol "Green Dot" [www.pakomak.com.mk];

10. VHS Bhaktapur is a community learning center, with the aim to provide, practical oriented NFE, which can directly contribute to a better SD of Nepal [www.vhsbhaktapur.org];

11. Stowarzyszenie Instytut Nowych Technologii [INT] leads regional "NGO support Centre" working with more than 100 NGOs. INT has become the regional consultation point for the program ERASMUS + YOUTH in 2015 [www.newtechlodz.com];

12. The main project mission of the Tashkent state pedagogical university named after Nizami, as a pedagogical university, is to disseminate the knowledge for SDGs not only among our student - the future teachers [<http://www.tdpu.uz/en>].



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

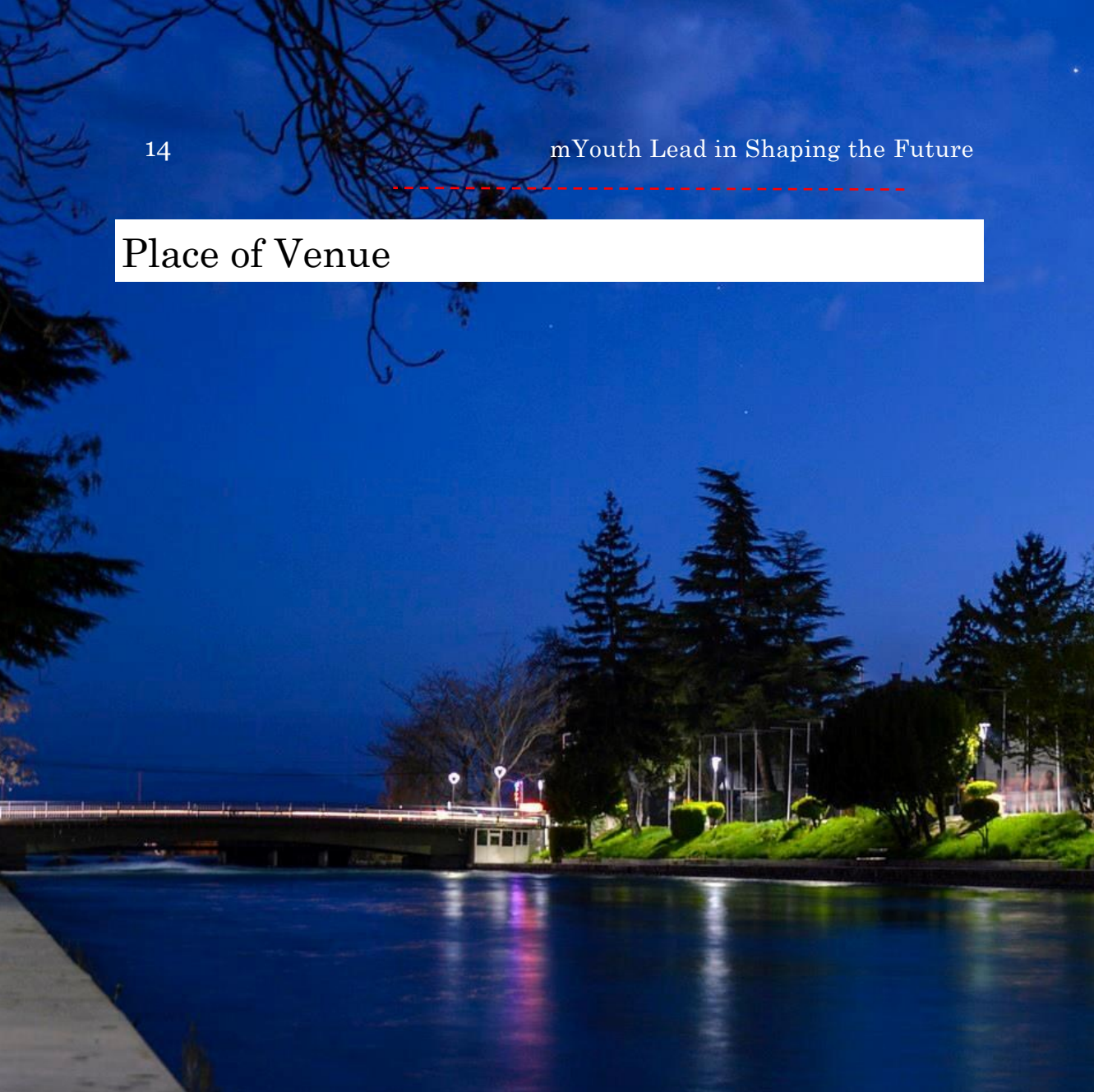
Hotel “Solferino” resort is located in only 20 meters from the Ohrid Lake and 7-10 minutes on foot from the center of Struga.

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



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/infoeuro/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:

<http://www.mfa.gov.mk/index.php/en/consular-services>

Skopje airport: [http:// www.skp.airports.com.mk](http://www.skp.airports.com.mk)

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>

Belgrade bus station: <http://www.bas.rs>

Sofia bus station: <http://www.centralnaavtogara.bg>

Erasmus+: Changing lives, opening minds

mYouth Lead in Shaping the Future is implemented thanks to financial support from Erasmus+ programme.

The Erasmus+ programme aims to boost skills and employability, as well as modernising Education, Training, and Youth work. The seven year programme will have a budget of €14.7 billion; a 40% increase compared to current spending levels, reflecting the EU's commitment to investing in these areas.

Erasmus+ will provide opportunities for over 4 million Europeans to study, train, gain work experience and volunteer abroad.

Erasmus+ will support **transnational partnerships** among Education, Training, and Youth institutions and organisations to foster cooperation and bridge the worlds of Education and work in order to tackle the skills gaps we are facing in Europe.

It will also support national efforts to modernise Education, Training, and Youth systems. In the field of Sport, there will be support for grassroots projects and cross-border challenges such as combating match-fixing, doping, violence and racism.

Erasmus+ brings together seven existing EU programmes in the fields of Education, Training, and Youth; it will for the first time provide support for Sport. As an integrated programme, Erasmus+ offers more opportunities for cooperation across the Education, Training, Youth, and Sport sectors and is easier to access than its predecessors, with simplified funding rules.

More about Erasmus+ programme and opportunities it provides:

http://ec.europa.eu/programmes/erasmus-plus/index_en.htm



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Note



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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YOU LEAD



Skopje, 2018



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