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Marketing
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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 [SDGs] through using Digital marketing tools, particularly through using mobile application.

mYOUth LEAD in Shaping the Future



This Erasmus+ CBY project involves 11 countries:
Australia; Austria; Bulgaria; Germany; Greece; Kyrgyzstan;
Kazakhstan; Macedonia; Nepal; Poland; and Uzbekistan;
promoting transcontinental cooperation
(Asia, Australia and Europe) between youth!

YouLEAD

WHAT DO WE OFFER?

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.

Especially, to increase the civil society pressure on the public authorities and business sector for strengthening their roles in implementation of policies for SDGs and ultimately to mainstream into their national plans, strategies and budgets.

TARGET GROUPS

YouLEAD project has the purpose to produce a positive impact at local, regional, national, European and international levels bridging the pathway from Ego to Eco(preneurship).

Using the Digital marketing 8P's approach, it will be easier to engage the target groups and stakeholders: Citizens; CSOs; Business community; Public authorities and Policy makers, to wider understanding and urgent implementation of the concept of SDGs and challenges in the Circular economy as an existential form of business behavior committed to sustainability through using Digital marketing tools.

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