



Erasmus+

Marketing
Gate

Skopje, 2015

YOUth
MARKeting
Leaders
for
Sustainable
Development

**Participant's
handbook**



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In my view, there is an urgent need to communicate with the public and help to explain where there is consensus, and where are there doubts about the issues of sustainable development.

Jeffrey Sachs

Description of the project

Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance.



Ban Ki Moon

The core aim of the project “Youth Marketing Leaders for Sustainable Development” is to increase the creativity of young people and to contribute to developing the capabilities of civil society organizations in the youth field through gaining marketing management knowledge about the three pillars of sustainable development: economic, social and environmental benefits.

Previous experiences from preceding individual and common activities realized from consortium members, primarily based on achieved outcomes in former Youth in Action projects (Youth Marketing Policy Makers, Youth Marketing Leaders and Youth Long Term Policy), encouraged consortium members to develop the idea of Capacity Building in the field of Youth around the world in order to learn the best practices and promotion tools for creating policies and implementing imaginative marketing campaigns for sustainable development through using social media.

Reinforced mentorship will be personalized for the needs of each participants with fewer opportunities.

In this context the project gathers 14 organizations from 14 countries: Australia; Bulgaria; Croatia; Czech Republic; Ghana; Italy; Kazakhstan; Kyrgyzstan; Former Yugoslav Republic of Macedonia; Poland; Romania; Slovenia and Turkey.

Description of the project



Project will be focused on creating synergies between the next objectives:

- 1.Capacity building and establishing long-term mutual transcontinental cooperation among youth workers from Africa, Asia, Australia and Europe;
- 2.Rising knowledge for sustainable development (Environmental, Economic and Social well-being for today and tomorrow);
- 3.Increasing sense and initiative for Social Entrepreneurship through Marketing Creativity and Communication;
- 4.Understanding and using Social Marketing 8Ps instruments.
- 5.Gaining traffic or attention through ICT (social media) in order to build a sustainable development.

Project activities

Activities during the project will be set on several different methodologies based on non-formal approach:

1. Kick-off meeting of the implementation team.

Period: 26.05-01.06.2015.

Participant 16: One from each organization + project staff.

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

2. Mobility of youth workers.

Period: 20.09.2015—01.10.2015

Place of venue: Region of Ohrid lake

Participants 30. Two from each organization + project staff;

2.1. *Non-formal education*. Period of realization: 20-26.09.2015. Methods: workshops, interactive presentation, team work, outdoor activities.

2.2. *Developing ideas*. Period of realization: 27-29.09.2015. Practical team work (max. 5 participants in group) on marketing plan or campaign for sustainable development.

2.3. *Event 'Our ideas on social media'*. Period of realization: 30.10.2015 (Ohrid). Final event. Presentation of prepared marketing plans or campaigns. Launching the ideas on social media.

3. Expected outcomes:

Developing multifunctional E-platform dedicated to the project;

T-kit 'YouMARK';

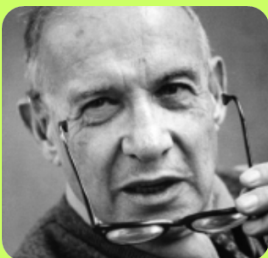
Guide 'SMS-Sustainable Marketing Strategies';

Documentary film 'Social Marketing & Sustainable development';

Facebook group (<https://www.facebook.com/groups/771636522872897/>)

Promotional materials, and

14 national campaigns



"A business has only two functions: Marketing and Innovation. Marketing and innovation produce results. The rest are expenses."

--- Peter Drucker

Father of Modern Management

Marketing in practice

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.

Marketing is one of the most commonly used words on a global level.

Frequently, his meaning is over glorified and is often times given mystical powers.

Simultaneously, his importance is very simplified and it comes down to an ordinary advertising, especially in non development countries.

The common ground for the two opposite opinions is the “golden rule” that the product (or service) which is unknown to the consumers, will not be purchased!

Marketing is a kind of everyday life philosophy.

The basic goal of this training course is the WIN-WIN strategy: (1). a WIN in creating sustainable marketing policies, and (2) a WIN in the NGO sector working – building the lifeline to survival and growth.

We will focus on generating marketing policies, principally for Marketing-Driven NGO in the internet age and extend, adapt, create: strategic alternatives in global marketing environment.

The focus will not be only on the traditional 4P's (Product, Price, Promotion and Place), but also on the modern 8P's approach (4P's plus People, Process, Physical evidence and Productivity).

This Capacity building project will be mix of non-formal education, trainings, workshops, analyzing best practices, meetings with experts, outdoor activities, visiting local companies and having daily contacts with the local youth as a tool for social marketing entrepreneurship.

If you need ideas for questions you might include some of these - What are important features of marketing leader? What motivated you to become a marketing expert? How does your business generate income to sustain its core social idea? What challenges did you face and how did you overcome them?

It would be great if you could also provide some photos of people you meet.

Texts and visual material should be sent to

marketing.gate@yahoo.com or

contact@marketinggate.org .

Checking legal conditions

We also suggest you to make a small research about legislation in your country that regulates work of non-governmental organizations especially in the field of sustainable development. It will be a valuable information that will help you to develop concept and realistic business model of your own social venture during the project.

Sustainable Development Goals

The Rio+20 outcome document, *The future we want*, inter alia, set out a mandate to establish an Open Working Group to develop a set of sustainable development goals.



Sustainable Development Goals are accompanied by targets and will be further elaborated through indicators focused on measurable outcomes. They are action oriented, global in nature and universally applicable. They take into account different national realities, capacities and levels of development and respect national policies and priorities. They build on the foundation laid by the MDGs, seek to complete the unfinished business of the MDGs, and respond to new challenges. These goals constitute an integrated, indivisible set of global priorities for sustainable development. Targets are defined as aspirational global targets, with each government setting its own national targets guided by the global level of ambition but taking into account national circumstances. The goals and targets integrate economic, social and environmental aspects and recognize their interlinkages in achieving sustainable development in all its dimensions.

Sustainable Development Goals

Goal 1	End poverty in all its forms everywhere
Goal 2	End hunger, achieve food security and improved nutrition and promote sustainable agriculture
Goal 3	Ensure healthy lives and promote well-being for all at all ages
Goal 4	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
Goal 5	Achieve gender equality and empower all women and girls
Goal 6	Ensure availability and sustainable management of water and sanitation for all
Goal 7	Ensure access to affordable, reliable, sustainable and modern energy for all
Goal 8	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
Goal 9	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
Goal 10	Reduce inequality within and among countries
Goal 11	Make cities and human settlements inclusive, safe, resilient and sustainable
Goal 12	Ensure sustainable consumption and production patterns
Goal 13	Take urgent action to combat climate change and its impacts*
Goal 14	Conserve and sustainably use the oceans, seas and marine resources for sustainable development
Goal 15	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
Goal 16	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
Goal 17	Strengthen the means of implementation and revitalize the global partnership for sustainable development

* Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change

Participants

We propose a partnership by 'mix' of organizations which work in the different youth field of interest, but with significant experience in international collaborative projects in non-formal youth education.

All partners possess a notable knowledge and different expertise that will improve mutual long-term cooperation and create the exchange of good practices amongst the consortium members:

1. Australian APEC specialise 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 business operations;
2. IYAC Bulgaria have developed a very good network of partner organizations in Bulgaria (the Business club of University of National and World Economy, NGO "Sports club Economist" and the Student Council of UNWE);
3. Raplection is proud by the number & quality of its volunteers, from all over the Croatia and with good networking in Croatia and in EU as well;
4. EYCB resides in a rural area of the Czech Republic and has been active in personal development and improvement of European society;
5. OSDA is essentially a home-grown organization focused on the Public Private Partnership concept of development;
6. PRAKSIS overall objective is the mitigation of social exclusion and support to vulnerable groups through a "holistic approach intervention";
7. Scuola Nazionale Servizi Foundation aggregates 40 entities: 35 enterprises, 5 Entrepreneurial National Associations and 1 citizens national association;
8. KEEU university focused on the development of business and professional skills and competencies, personal enrichment of students and the strengthening of international cooperation;
9. Public Fondation "Gender - Vector" is community-based organizations. The main objective of the Fund is to support socially vulnerable young people;
10. Marketing Gate vision is a world without economic borders, where the human rights will be protected and all discrimination will be eliminated;
11. INT leads "NGO Support Centre" in the region and works with more than 100 NGOs. For several years, INT is organizing a nationwide Olympics (for youth) of knowledge of the region and entrepreneurship;
12. The activities of Yellow Shirts are made at the local, regional, na-

Participants

tional and international level through own projects, but also in collaboration as partners;

13. Mainly MCDD activities focus on activating youth and including them in active project development on different levels, and

14. Doğal Yaşam Derneği is an organization which believes that the species which has the right to live is not only human being.

The selection was made while reflecting the following criteria: motivation to develop new activities, partner background, ability to ensure visibility and dissemination of the project results and sustain long term partnership and cooperation. .

The secret of change is to
focus all of your energy not
into fighting the old but on
building the new.

- *Socrates*



Asia Pacific Advanced Consultants (APAC)

Asia Pacific Advanced Consultants (APAC) from Melbourne is providing educative, training and consultancy services to business organisations and communities, as well as ad-hoc lecturing services in many education institutions. The main area that we cover is Leadership, Sustainability and Work & Organisation Development. APEC specialise in cross cultural learning and development that harnesses the values of the east and the knowledge of the west providing a modern approach to business operations.

The nexus between these elements provides organisations with the ability to link capability and strategy to support long term business sustainability. APEC utilises the knowledge and skills of highly qualified consultants with strong expertise in leadership and supply chain management, building high performance teams and other key elements of organisational development to assist business to reach their full potential.

We design and deliver creative and effective training & consulting solutions that help to address seven core challenges: Global leadership development; Continuous Improvement Solutions; Project Change management; Interpersonal and communication skills; Managing employee performance; Building high performance team; and Supply Chain Management.

Some of our training programs cover: Achievement of operational results and effective working relationships through leadership, feedback and support of individuals in a workgroup that may exist in the workplace, be formed for a special purpose or project, or consist of community members, volunteers, inter-agency members, etc. It incorporates the need for the thorough planning of the change process including fully scoping the need for change, consultation with stakeholders and the evaluation of actual outcomes against those that had been planned.

Legal representative/ Contact person:

Malihi Kristina



International Youth Activity Center (IYAC)

IYAC Bulgaria - Sofia is a non-profit organization which main activity is related to participation in projects under the European Commission's "Youth in action" past program and current "Erasmus +" program. We are working together with the Business club of University of National and World Economy, the non-governmental organization "Sports club Economist" and the Student Council of UNWE, which also have a lot of experience in different projects in the youth field. IYAC (International Youth Activity Center) is a youth organization that works in the youth field in Sofia, Bulgaria. We have developed a very good network of partner organizations in Bulgaria and abroad. We are working in different directions towards providing the young people with opportunities to develop their skills and volunteering in different fields. Further, we are working in very good cooperation with the institutions responsible for the youth sector. IYAC Bulgaria has taken part in many youth exchanges all over Europe and not only.

IYAC Bulgaria doesn't narrow its activities only in one direction. A number of teams, consisting of our members, are involved in implementing various initiatives to the benefit of the youth community. Along with the beauties of Europe, we provide young people with the opportunity to get to know the natural and historic treasures of our country - the "Travel Bulgaria" team organizes monthly visits to various tourist destinations in Bulgaria. One of the most ambitious and significant projects of the organization is „Business meets university". Its aim is to strengthen the relations between students and business - the main idea of this initiative is to enable students to get an idea of the structure and functioning of the leading local and international companies as well as to get valuable advice from managers and employees.

Legal representative/ Contact person:
Trifonova Svetlana



Raplection

Raplection is informal group of young people, from Split, very active in ex Youth in Action programme for the last 3 years.

Our main aims are informing and raising awareness of the European Union and its educational programs; promoting self-fulfilment and personal development of young people through educational programs of the European Union and developing non-formal education, intercultural dialogue, international cooperation and active civil society. As well, we are focusing on:

- to improve quality of life of children and youth through professional and volunteer work with promotion healthy ways of life;
- to promote informal education, voluntarism, ecology, preventing of unwanted forms of behaviors (delinquency, drug addiction...) developing of healthy ways of living among Youth;
- to promote multiculturalism and peace, and especially, music as a tool;
- to promote active citizenship, solidarity, tolerance and understanding between cultures.

Legal representative/ Contact person:

Grgat Dijana



European Youth Centre Břeclav (EYCB)

European Youth Centre Břeclav z.s. is non-profitable nongovernmental organization founded by young people for young people in 2007. Our main aims and activities are informing and raising awareness of the European Union and its educational programs; promoting self-fulfilment and personal development of young people through educational programs of the European Union and developing non-formal education, intercultural dialogue, international cooperation and active civil society.

As our NGO resides in a rural area of the Czech Republic our organisation has been active in personal development and betterment of Czech and European society since we were established in 2007. We see the importance of personal development and by teaching our youths the importance of the fact that each citizen needs to actively contribute to the society in order to make European society a better society.

Since our establishment in 2007 we organised several Youth in Action funded training courses and youth exchanges.

Legal representative/ Contact person:

Miklín Jakub



Organization for Strategic Development in Africa (OSDA)

The Organization for Strategic Development in Africa (OSDA) from Accra is essentially a home-grown organization focused on harnessing youthful energies into productive ventures in communities at risk in Ghana. OSDA does this by seeking collaborations between local and international organizations who share in the same philosophies through the vehicle of Public Private Partnership concept of development (www.osdaworld.org).

We are able to achieve the above vision through the organization of activities such as voluntary work camps, teaching internship placement, cultural exchange programmes such drumming and dancing as well rural community development.

OSDA is affiliated with both local and international development partners including District Assemblies which are the major vehicles of rural development in Ghana, Ghana Education Service, the ministry of Agriculture and AFCORP, a local not-for-profit organization as well as other potential partners as SNV and the National Investment Bank.

We also have partnership agreements with V & B in Germany, World Servants and the UT Delft University of Technology both in the Netherlands. OSDA has a staff strength of 50 young people including volunteers across Ghana, the Netherlands and Spain

Legal representative/ Contact person:

Tawiah Manfred



PRAKSIS– Programs of Development, Social Support and Medical Cooperation

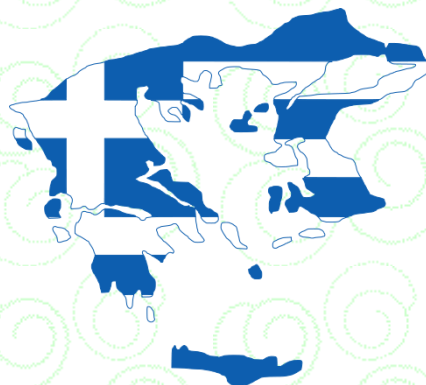
PRAKSIS– Programs of Development, Social Support and Medical Cooperation from Athens, Greece is an independent, non-profit, non-governmental organization, aiming to provide humanitarian focused support in a wide span of fields to socially vulnerable groups in need, through a number of programs.

Moreover, PRAKSIS participates in many secondary bodies in Greece and also in many networks on national and European level. Also, through the implementation of European programs, participates in corporate collaborations and networks with other EU members concerning research, advocacy, exchange of good practices, propagation of information and results, lobbying, divulgation of information and sensitization on different issues, the development of horizontal and vertical information and lobbying and the recording of suggestions, which are oriented to the defense of vulnerable populations, on policy changes from public bodies.

PRAKSIS is an organization that has a well explained monitoring system for all projects, which is established with clarity and transparency and it is based in process and outcome indexes, measurable quantitatively and qualitatively. PRAKSIS has been managing a variety of programs, both by itself as well as in partnerships.

Legal representative/ Contact person:

Moudatsou Maria



Scuola Nazionale Servizi Foundation

Scuola Nazionale Servizi from Prugia, Italy is a Foundation set up in 2012 that aggregates 40 entities: 35 enterprises, 5 Entrepreneurial National Associations (they represent 85% of the Facility Management Italian Market) 1 citizens national association, skilled professionals and researchers for the purpose of the promotion and diffusion of applied research and innovation mainly in the Facility Management sector. SNS is also a full member of EuroFM (<http://www.eurofm.org>) and of EFCI Circle - European Federation of Cleaning Industries (<http://www.feni.be/index.php?id=9&L=0>).

SNS Foundation aggregates as full members seven social cooperatives. In addition, among its full members SNS Foundation counts Legacoop Servizi, a national association that collect several cooperatives and social enterprises with a special focus on unemployed and disadvantaged people.

Due to its wide and strong international network, SNS Foundation is a benchmark for the Italian enterprises interested in internationalization processes.

Furthermore, ANMDO (Associazione Nazionale dei Medici delle Direzioni Ospedaliere – National Association of Director of Hospitals) is a full member of SNS Foundation and its President is in the board of the Foundation.

Legal representative/ Contact person:
Libera Enrico



Privat Institution M. Dulatov Kostanay Engineering-Economical University

Mission of the Privat Institution M. Dulatov Kostanay Engineering-Economical University is to contribute to the renewal of Education and Science of the Republic of Kazakhstan through the training of highly qualified specialists, the implementation of international standards in the field of education as requested by the individual and the state.

University Strategic directions are:

- Formation of scientific and pedagogical schools, active cooperation with leading scientific, educational and industrial centers;
- Encourage students, teaches, and staff to integrate traditional academic values and entrepreneurial ideas, provide mobility of students and teachers;
- Achievement of professional knowledge and high-level engineering skills of the graduates, based on labour market needs;
- Formation of a harmoniously developed personality capable of being a leader, work in a team, act and win in a competitive environment;
- Support of graduates with education throughout life and contribute to their successful business career.

The implementation of our mission aims to M. Dulatov KEEU become recognized educational and scientific production complex, integrated into the system of regional education and social services.

Legal representative/ Contact person:

Shaimerdan Gulnara



Public Foundation "Gender - Vector"

Public Foundation "Gender - Vector" is community-based NGO in Kara-Balta town in Kyrgyzstan.

The main objective is to support socially vulnerable young people.

Our mission is protection of the rights, freedoms and interests of vulnerable groups of young people, as well as promoting a healthy lifestyle and safe behavior among vulnerable groups of young people, the implementation of educational programs, providing legal and social protection of young people, including through the use of various methods of lobbying (from item 1.5. Charter of the organization).

Our most important activities in last three years:

The successful implementation of amfAR - MSM INITIATIVE (USA) "Preventive interventions among MSM Chui and Osh regions of the Kyrgyz Republic", in which was intensively: the publication of information materials for vulnerable youth, training of key individual communities and members of the organization, to develop a Strategic plan for the organization until 2016, 2012 - till now - a project of the Global Fund (Round 10).

To determine the necessary and important recommendations for our organization to improve the quality of life of our customers / beneficiaries of programs, we definitely needed serious marketing analytical skills, including and the collection needs of the target group, and as a consequence - the definition of the importance of certain priorities in project work related to the business.

Legal representative/ Contact person:

Kostenko Sergei



Association for research, education and development “Marketing Gate”

Association for research, education and development “Marketing Gate” is a non-profit, non-governmental organization, founded on July 2, 2008 in Skopje. Our founders and members are pupils, students, prominent businessmen, universities and high schools professors.

Our vision is a world without economic borders, where the human right will be protected and any kind of discrimination will be eliminated.

Our organization’s goals are: promoting friendship among youngsters and cross-border communications, providing knowledge for students and marginalized groups through non-formal education and connecting young people without reference to their nationality, religion, political, economic or social status.

In last three years more than 1.500 particularly young people directly were involved in the realization of next projects: Youth Marketing Leaders for sustainable Development (Erasmus+ Capacity Building project); Discovering Talents Network (Erasmus+ Strategic Partnership project); Youth Marketing Policy Makers; Youth Marketing Leaders; Youth Long Term Policy; Day of Marketing Leaders (5 years in a row); Business Plan and Financial Management; From a Basic Idea to a Successful Business; From Children’s Smiles to Branded Kindergartens; Marketing & Taboos: Let’s break the taboos together; Collection and recycling of packaging waste; Awareness of students population about selective collection and recycling of packaging waste; etc.

Legal representative/ Contact person:

Jovanovski Panche



Association Institute of New Technologies (INT)

Association Institute of New Technologies (INT) since 2004 has been working for the promotion, dissemination and collection of best practices among entrepreneurs and non-governmental organization in the use of new technologies and innovation. Among the key actions INT there are: the organization of the Regional Competition Leader of New Technologies distinguishing innovative companies in the region of Lodz, numerous conferences, over 350 training, workshops, etc. INT leads “NGO Support Centre” in the region and works with more than 100NGOs. Currently, the INT was established Regional Centre for International Debates (project of the Ministry of Foreign Affairs). For several years, INT is organizing a nationwide Olympics (for youth) of knowledge of the region and entrepreneurship.

Our activities are aimed at promoting new technologies, innovation and increasing opportunities for participants in the labour markets education and equal opportunities. The recipients of the projects are both disadvantaged, NGOs, as well as those who are just starting their career path.

The goal for coming year is to enrich the educational offer and the workshops (new thematic groups), use of new technologies and training techniques (methods of work with different people and different ways – the use of distance learning), increase the effectiveness of training and adapting tools to the needs of diverse audiences (communication diversified socially and physically), use of e-learning as a new method of training the trainers and trainees.

INT employs over 10 persons who have university degrees and PhD, have experience in project implementation, conducting and organization of trainings. INT co-operates with more than 20 experienced trainers of diverse areas and mixed age.

Legal representative/ Contact person:

Rytlewska Vel Ryglewska Natalia



Yellow Shirts

Yellow Shirts Association from Baia Mare, Romania was established in April 2010 with the purpose of facilitating the sustainability and integration of youth in the society. The organization is managed by young people, these being able to understand easier the problems with which the youngsters of their age are confronting with.

The activities we do are made at the local, regional, national and international level through projects organized by us, but also in collaboration as partners. These activities are consisted of training courses, youth exchanges, street events, summer camps, voluntary service, Do It Yourself workshops, informative campaigns, foreign languages courses, competitions, study visits, public debates, seminars, work camps, social meetings, conference, exhibitions, etc. in different domains such as art, culture, sport, environment, human rights, active citizenship, health, etc.

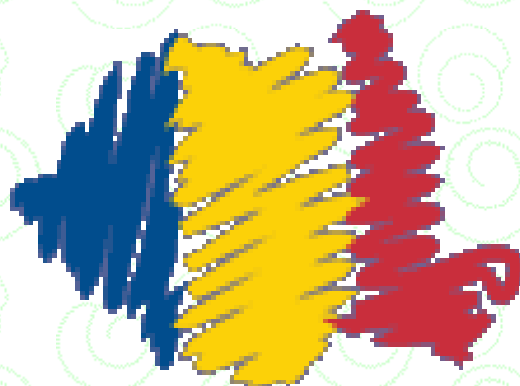
Currently we are 10 members that are active in the organization, with a number of over 20 volunteers involved in diverse actions.

We have taken part as sending partners in more than 50 youth projects such as youth exchanges, training courses, partnership building activities, seminars, study visits and feasibility visits, from where we have accumulated a vast experience not only in organizing a group (selection and instruction of the participants, leadership), but also how to organize a good project by taking advantages of the good practices examples and learning from others' mistakes.

Besides the practical experience we gained through participating in such projects, among the members of our project teams we have specialized people on project management, financial aspects (an accountant) and a project consultant.

Legal representative/ Contact person:

Caplescu Andreea



Mladinski center Dravinjske doline

Mladinski center Dravinjske doline (Youth centre of Dravinja valley) is a non-profit youth organisation, established in 2003 in Slovenski Konjice, Slovenia.

Through year spectrum our organisation developed from organising some small events for local youth on different fields.

Mainly our activities focus on activating youth and including them in active project development on different levels.

Our core activities are divided into 4 pillars: youth centre, cultural event center Patriot, intergenerational centre and social incubator Krektor.

In youth centre our main activities are youth mobility projects (organising, hosting and sending), local volunteering promotion and activation, support to other organisations, intercultural dialogue activities, non-formal education modules development, preparation of sport and cultural events.

In cultural event center Patriot we take care of promotion of young unknown bands, organize concerts, performances, reading clubs, exhibitions and take care of bar.

Legal representative/ Contact person:
Krančan Laura



Doğal Yaşam Derneği

Natural Life Association (Doğal Yaşam Derneği) from Ankara, Turkey is an organization which believes that the species which has the right to live is not only human being; that is why, our association has been trying to raise awareness in this manner, to create projects, to engage not only our volunteers but also other people who are not working for us to organize activities related to nature, culture, tourism, environment, social, and health are our center of interest since it was founded (2006).

This project includes a lot of different topics which we apply in our projects, that's why; not only have we participated but also we have created different types of youth exchanges, which means, we are highly experienced in this manner.

We have also organized seminars about unemployment both to acknowledge youth about new business fields and to learn their ideas how to bring solutions to unemployment. We give trainings about creating a CV, resume to writing motivation letters, and job interviewing.

Also we are working with youth leaders who are our volunteers and they are working with new comer volunteers to make them future youth leaders. In a nutshell as a partner we can contribute a lot to this project.

Legal representative/ Contact person:

Kaya Yildirim



Presenting your organization

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.

The program of the training course will 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...

Culture and entrepreneurship?

In order to learn as much as possible about each other's culture, 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 in March can be unpredictable.

Slippers or shoes for indoors.

All that you need for intercultural activities.

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>

Travel cost

Travel cost are based on the travel distance. Travel distance is calculated using the distance calculator supported by the European Commission.

Total amount of travel costs per person should not exceed:

Organisation	Participants	Transport	Maximum travel cost per participants
APAC	1 (one)	bus, train, plane	1,100.00 €
IYAC Bulgaria	1 (one)	bus, train	180.00 €
Raplection	1 (one)	bus, train, plane	180.00 €
EYCB	1 (one)	bus, train, plane	275.00 €
OSDA	1 (one)	bus, train, plane	820.00 €
PRAKSIS	1 (one)	bus, train, plane	180.00 €
SNS Foundation	1 (one)	bus, train, plane	275.00 €
PI KEEU	1 (one)	bus, train, plane	820.00 €
PF "Gender-Vector"	1 (one)	bus, train, plane	530.00 €
Marketing Gate	1 (one)	bus, train	540.00 €
INT	1 (one)	bus, train, plane	275.00 €
Yellow Shirts	1 (one)	bus, train, plane	275.00 €
MCDD	1 (one)	bus, train, plane	275.00 €
Doğal Yaşam Derneği	1 (one)	bus, train, plane	275.00 €

In order to receive travel reimbursement you must use cheapest available means of transportation (2nd class) and submit us originals of all your tickets, invoices and boarding passes.

Taxi expenses cannot be covered from project budget.

International airports near Skopje:

17 km: Skopje Airport (IATA: SKP, ICAO: LWSK);

90 km: Pristina, Kosovo (PRN / BKPR);

235 km: Sofia Airport, Bulgaria (SOF / LBSF); and

253 km: Thessaloniki International Airport, Greece (SKG / LGTS), .

The main international bus station is located in the capital Skopje, at the same location as the railway station. It is literary underneath it.

Erasmus+: Changing lives, opening minds

Youth Marketing Leaders for Sustainable Development 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

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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