



Erasmus+

Marketing
Gate

YouMUST



YOUth **M**arketing
Policy Makers for
SUSTainable Development

Skopje, 2016

Participant's
handbook

You!MUST



Co-funded by the
Erasmus+ Programme
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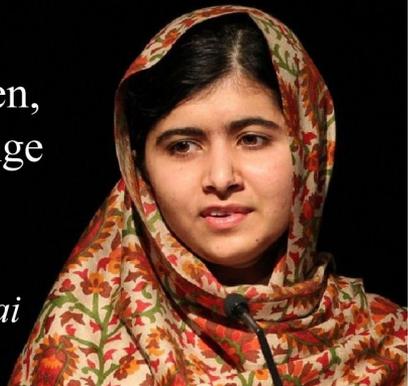
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Contents

Description of the project	04
Project activities	06
Marketing in practice	07
Sustainable Development Goals	08
Participants	10
IYAC Bulgaria	12
Urbana Mladez	13
European Youth Centre Břeclav	14
Marketing Gate	15
Pakomak	16
Organization for Strategic Development in Africa	17
Public foundation "Gender-Vector"	18
VHS 'Bhaktapur'	19
Association Institute of New Technologies	20
Yellow Shirts	21
ADEL Slovakia	22
Mladinski Center Dravinjske Doline	23
Presenting your organization	24
Travel cost	25
Erasmus+: Changing lives, opening minds	26
About project host	31

Let us remember: One book, one pen,
one child, and one teacher can change
the world.

Malala Yousafzai



Description of the project

The core aim of the project “Youth Marketing Policy Makers 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 Leaders for Sustainable Development, 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 12 organizations from 11 countries: Bulgaria; Croatia; Czech Republic; Ghana; Kyrgyzstan; Former Yugoslav Republic of Macedonia; Nepal, Poland; Romania; Slovakia and Slovenia.



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* —

Description of the project

Project is focused on creating synergies between the objectives:

- 1.Capacity building and establishing long-term mutual transcontinental cooperation among youth workers from Africa, Asia and Europe;
- 2.Rising knowledge for sustainable development (Environmental, Economic and Social well-being for today and tomorrow);
- 3.Increasing sense and initiative for Sustainable Development through Marketing Creativity and Communication;

The partners believe that youth, as members of a civil society, creating effective marketing policies and campaigns can be key players in the implementation of sustainable economic and democratic development.

Poverty reduction, social justice and environmental sustainability are the great moral and political imperative of our age. This imperative can only be fulfilled if there is a radical shift. At the heart of this shift in the global innovation agenda is a greater respect for cultural variety, regional diversity and democratic accountability.

Such shift is possible!



Project activities

The motto of the project team is: “There’s lots of bad reasons to start this project. But there’s only one good, legitimate reason, and I think you know what it is: it’s to change the world.” [Phill Libin, CEO of Evernote].

All participating partners fully agree with the fact that a lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today!

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

I. Mobility of youth workers 1. Period: 22.09 – 01.10.2016 (Struga). 27 participants = two (2) people from 12 organization + three (3) people working staff. Methods: non-formal workshops, facilitated discussion, distribution of tasks, agreement on the milestones in the project's implementation, building network.

II. Mobility of youth workers 2. Period: May 14-20, 2017 (Ohrid). 27 participants = two (2) people from 12 organization + three (3) people working staff. One participant has to be from the [team] winner of best marketing plan. Methods: non-formal education, workshops, facilitated discussion, distribution of tasks, agreement on the milestones in the project's implementation, team building, networking.

This 6-days Training Course [TC] for facilitators has a 3 sub activities: Non-formal education; Review of ideas on winning national marketing plans and Final event ‘YouMUST: Do it! NOW!’.

Presentation of awarded best marketing plans or campaigns on national level. Launching the ideas on social media.

Participation of youth local workers & officials.

3. Expected outcomes:

Developing multifunctional E-platform dedicated to the project;
E-guide ‘YouMUST: Youth & Marketing & Sustainable Development’;
Guide ‘SMS-Sustainable Marketing Strategies’;
E-booklets “Sustainable Development Goals”;
Short movies about project activities;
Facebook group (<https://www.facebook.com/groups/1729669027313053/>)
Promotional materials, and
11 national campaigns.

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.

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.

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.



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 different youth fields of interest, but with significant experiences in international collaborative projects in non-formal education.

Our task is to establish long-term mutual transcontinental cooperation (networking) among youth workers from Africa, Asia and Europe.

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.IYAC work closely together with several youth organizations in Bulgaria as the Student Council and Business club of University of NWE and few NGOs youth networks (www.iyacbulgaria.com);

2.Urban Youth is organizing and implementing activities in the field of social media, social entrepreneurship, active citizenship and democracy in Croatia and urban culture (video production) (www.urbanamladez.hr);

3.EYCB offer the youths many possibilities for active approach towards environmental protection. In 2015 EYCB sent 304 Czech youth to 77 projects in 26 countries (<http://eycb.eu>);

4.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);

5.Eleven leading manufacturing companies in FYROM are founders of the non-profit company ‘Pakomak’, member of the international network of packaging waste management Pro Europe, and thus receives the license to use the symbol "Green Dot" (www.pakomak.com.mk);

6.OSDA is essentially home-grown focused on the Public Private Partnership concept of SD in Africa (www.osdaworld.org);

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

8.VHS Bhaktapur defines itself as a community learning center, with the aim to provide, practical oriented non formal education, which can directly contribute to a better SD of Nepal (www.vhsbhaktapur.org);

9.Stowarzyszenie Instytut Nowych Technologii [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 entrepreneurs in Poland (www.newtechlodz.com);

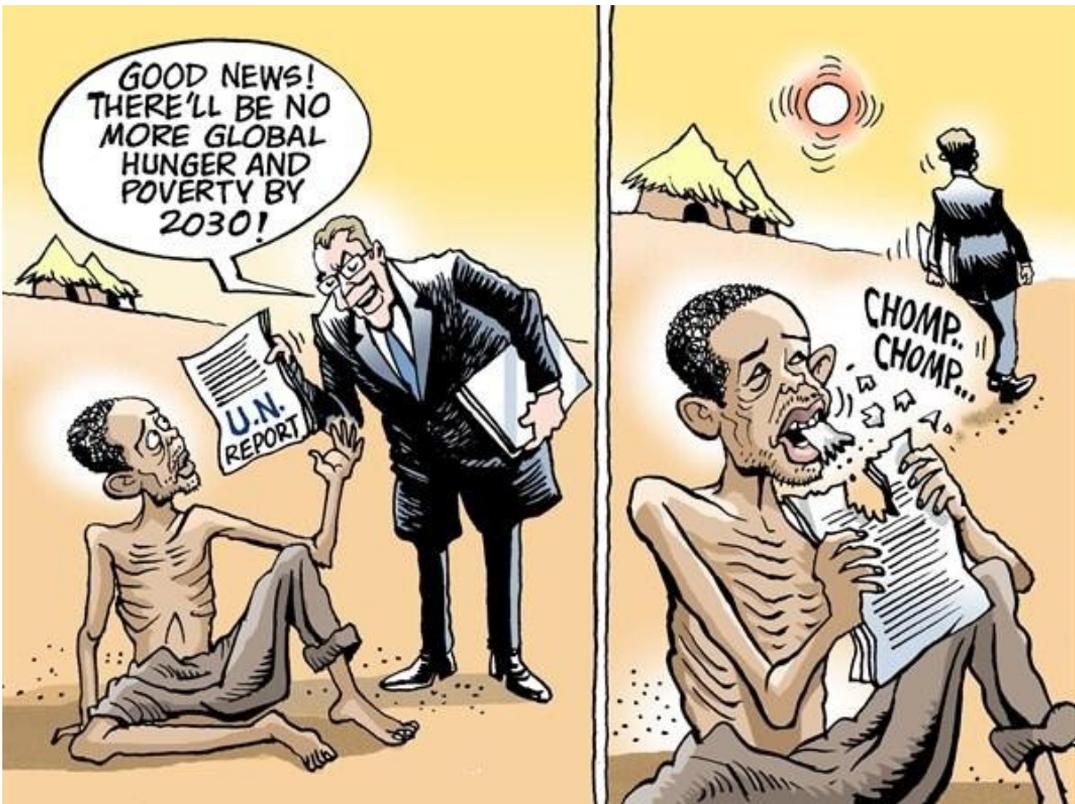
Participants

10. Yelow Shirts objectives are to promote the active citizenship, solidarity, tolerance and cultural diversity in Romania.

11. Mainly MCDD activities are focused on activating the youth and including them in active project management for SD in Slovenia (www.mcdd.si)

12. Motto of Slovakian Association for Development, Education and Labour (www.adelslovakia.org) is: "Youth is not just a temporary state on the way to adulthood, but the space for our own journey, opinions and solutions – and we want to fill in this lack of space!"

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.



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.

www.iyacbulgaria.com

Legal representative / Contact person:
Nikolay Nikolov



Urbana mladež

Urbana mladež (Urban Youth) is a nonprofit organization whose main objective is active participation of young people and development of their potential through non formal education, mentoring and support. We are organizing and implementing programs, projects and activities in the field of video production, music production, entrepreneurship and social entrepreneurship, active citizenship and democracy, social media, urban culture, amateur sport and recreation.

Urbana mladež is active on;

- Local level in designing and organizing projects and events in our neighborhood and city. We cooperate with cultural centers, theaters, other NGO's and organizations, companies and shopping malls.
- National level in designing and organizing projects and events on national levels under various public tenders and in cooperation with other cities.
- European level with active participation in Erasmus plus programme.

Urbana mladež has its multimedia studio called PMP Studio which is consistent of;

- Dance studio in Dubrava Culture Center where we teach breakdance and hip-hop dance lessons and variety of recreation activities to kids and youth.
- Music studio where we work with demo musicians in many genres of music like hip-hop, pop, rock, folk, classic, etc. Music production like instrumentals, beats, vocal production,, mixing and mastering.
- Video section where we work on video recording and video editing for our projects, dance studio, our musicians and members, other artists, organizations and institutions.
- Photo section where we work on photo sessions and picture editing for our projects, dance studio, our musicians and members, other artists, organizations and institutions.

<http://www.urbanamladez.hr>

Legal representative / Contact person:

Roberto Mesir



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.

[www.http://eycb.eu](http://eycb.eu)

Legal representative/ Contact person:

Miklín Jakub



Marketing Gate

Association for research, education and development “Marketing Gate” is a non-profit, non-governmental organization, founded on July 2, 2008. Our founders and members are pupils, students, prominent businessmen, university 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; Discovering Talents Network; By learning you will teach, by teaching you will learn!; Creating of Tomorrow's Leaders; Entrepreneurship is a piece of cake; Youth Marketing Policy Makers; Youth Marketing Leaders; Youth Long Term Policy; Day of Marketing Leaders (6 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.

Also, in last three years we published: Business Plan: From idea to Realization (guide); Gorilla marketing vs. Gorilla Companies (proceeding); Internal Trade (guide); Packaging Waste: Collection and recycling (research paper) and Selective collection and recycling of packaging waste: Experience of student’s population (research paper).

www.marketinggate.org

Legal representative/ Contact person:

Prof. Panche Jovanovski, PhD

Marketing
Gate

PAKOMAK

Pakomak is a nonprofit company, founded on 3/12/2010, whose main activity is management of packaging waste. According to the new Law on management of packaging and packaging waste, since January 10, 2011 Pakomak is the first company in Macedonia, licensed by the Ministry of environment for selection and processing of packaging waste.

Eleven leading manufacturing companies in Macedonia are founders of the company: Pivara Skopje AD Skopje, Prilepska Pivarnica AD Prilep; Vitaminka AD Prilep; Pelisterka DOO Skopje; Magroni DOO; Koding Doel Kavadarci; Kozhufchanka DOO Kavadarci; Vivaks Doel Skopje; Blagoj Gjorev AD Veles; VV Tikvesh AD.; VV Stobi AD.

Company's goal is to build long-lasting and solid cooperation with its customers and the Government and in accordance with European regulations - to minimize the negative impact of packaging waste on the environment, to promote a responsible attitude towards the companies packaging waste, thus allowing better quality of life to all.

Pakomak is open to include all companies that have an obligation to manage their packaging waste and are aware of their social responsibility to provide a healthier environment. As a part of Pakomak, new member-companies have equal treatment as the founding companies. Since May 20th, 2011 Pakomak is the 34th national nonprofit company that joins the international network of packaging waste management Pro Europe (<http://pro-e.org/>), and thus receives the license to use the symbol "Green Dot". Green Dot is a financial symbol, which signifies that for the packaging that has this symbol a fee has been paid for handling the waste after its use.

www.pakomak.com.mk

Legal representative/ Contact person:

Prof. Filip Ivanovski, PhD



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

www.osdaworld.org

Legal representative/ Contact person:

Tawiah Manfred



Public Foundation "Gender - Vector"

Public Foundation "Gender - Vector" is community-based NGO in Karabalta 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



VHS Bhaktapur

VHS Bhaktapur is recognized as a center for innovative projects all around the issue of informal education and educational services. The main focus lays on creating an environment in which project ideas can become a reality. We hope to be the nursery for innovative ideas by training and counseling young innovative persons. We help them access to financial resources for their projects and create synergies by connecting them to the right partners from our network. Projects in this field either improve the formal educational system by making it more accessible, more practical oriented and innovative, or form basis to informal education on societal issues which create more awareness about health, environment, human rights and others.

We work with international volunteers and interns to make the workshops and seminars happen. This informal way of teaching is also a very important form of learning for both sides. Our goal is to create a surrounding where such an engagement is beneficial to all sides: the volunteer, the organization, the host family and the community.

We provide Nepali language courses or introductory seminars which give a very interesting insight in living culture of Nepal and give practical advice for the daily life. Our social aim within this point is to educate people from the west more in intercultural agendas to broaden their understanding and reduce western social problems like xenophobia.

www.vhsbhaktapur.org

Legal representative/ Contact person:

Saroj Bastola



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.

www.newtechlodz.com

Legal representative/ Contact person:

Małgorzata Brzezinska



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 [MCDD]

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 Kreaktor.

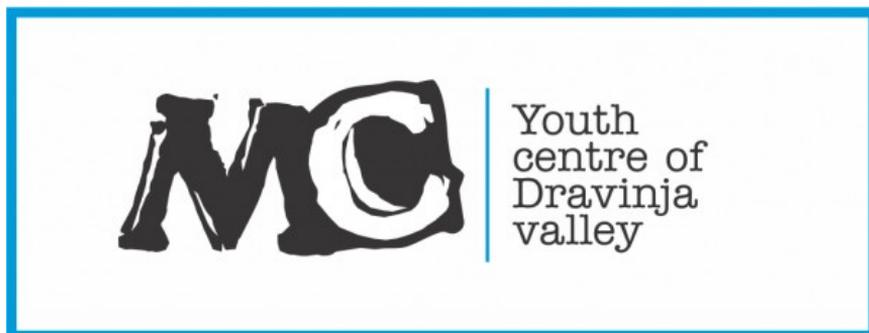
In youth centre our main activities are youth mobility projects (organising, hosting and sending), local volunteering promotion and activation, support to other organisations, intercultural dialogue activities, non-formal education modules development, preparation of sport and cultural events.

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.

www.mcdd.si

Legal representative/ Contact person:

Pavlič Nežika



ADEL Slovakia

We are very active in the field of youth and adult education as holders but also as partners of different kind of projects in our country and abroad. The key for us is to work on both local and international projects and we try to cover broad scale of themes and topics according to what our target group finds interesting. We focus mainly on youth participation, intercultural understanding, active citizenship, entrepreneurship, sport, healthy lifestyle, peacebuilding, but also art and culture. The activities of the organisation are based on the approaches of non-formal education, experiential and intercultural learning, social inclusion and active participation. Our activities include but are not limited to: educational projects (youth exchanges, trainings, seminars....), networking and cooperation, awareness raising and policy development, capacity building, coaching of initiatives, organisational and individual coaching; mobility.

Our team consists of several youth workers and youth leaders with various profiles. Management of our NGO has over 5 years of experience in NGO sector. We are experienced in preparing/ organizing and training different kind of projects and events. We have also broad experience with coordinating of projects, communication between partners, selection of participants, preparation of participants for taking part in the projects, travel arrangements, assisting in logistic support and carrying out visibility and dissemination activities.

www.adelslovakia.org

Legal representative/ Contact person:

Lenka Čurillová



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 participant
IYAC Bulgaria	1 (one)	bus, train	180.00 €
Urbana Mladež	1 (one)	bus, train, plane	275.00 €
EYCB	1 (one)	bus, train, plane	275.00 €
Marketing Gate	1 (one)	bus, train, plane	180.00 €
Pakomak	1 (one)	bus, train, plane	180.00 €
OSDA	1 (one)	bus, train, plane	820.00 €
PF “Gender-Vector”	1 (one)	bus, train, plane	530.00 €
VHS Bhakthapur	1 (one)	bus, train, plane	820.00 €
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 €
A.D.E.L Slovakia	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



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Note



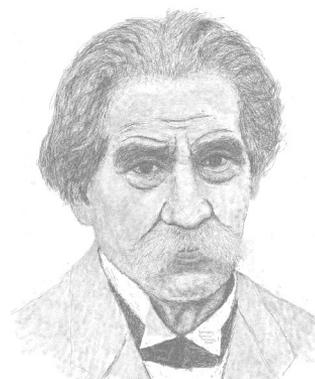
Things do not change; we change.

– *Henry David Thoreau*



Note

Note



Success is not the key to happiness. Happiness is the key to success.
If you love what you are doing, you will be successful.
– *Albert Schweitzer*



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**MUST**



YOUTH MARKETING
Policy Makers for
Sustainable Development