



YouABLE

mYOUTH Leaders for SustainABLE Development

TRAINING OF TRAINERS

The first Training of Trainers was held in the period 17.03.2022 - 27.03.2022 ToT generated knowledge regarding sustainability and social responsibility, providing youth with non-profit digital marketing '8Ps' mix and Social media tools for the implementation of Sustainable Developments Goals [SDGs] policies.

ToT has three (3) sub-activities:

A10-1: ToT - SDGs for facilitators. Non-formal education focused on the main topic of the project: Sustainable development goals; Digital Marketing, especially through using Social media and Smartphones; Entrepreneurship.

A10-2: ToT - Development and implementation of Digital Marketing campaigns. 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.

10-3: ToT - Developing of marketing creativity using smartphones NFE methods & practical teams work on the development of marketing creativity through using Social media, especially using Smartphones.



PROJECT AIMS

The common vision of the project consortia is progress for humankind through the implementation of the SDGs, the most ambitious global agenda ever seen: to end poverty, zero hunger, reduce inequality, and partnership for protecting the planet by 2030.



NEWSLETTER No 02

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Human activity has altered **ALMOST 75 PER CENT OF THE EARTH'S SURFACE**
SDG 15: LIFE ON LAND
YouABLE



GUIDE: mYOUTH LEADERS FOR SDGs

EDUCATION AROUND THE WORLD

There are **1.4 Billion** students on Earth.

Only **65.2 Million** educators Globally.

THE CHALLENGE: *Too many children remain out of school, and those who are in school aren't learning the skills they need for life and work.*

EDUCATION CANNOT WAIT

Marking **SDG 04: QUALITY EDUCATION**

LEARNING NEVER STOPS

10. AMAZING LIFE LESSONS YOU CAN LEARN FROM ALBERT EINSTEIN

1. FOLLOW YOUR CURIOSITY
2. PERSEVERANCE IS PRICELESS
3. FOCUS ON THE PRESENT
4. THE IMAGINATION IS POWERFUL
5. MAKE MISTAKES
6. LIVE IN THE MOMENT
7. CREATE VALUE
8. DON'T EXPECT DIFFERENT RESULTS
9. KNOWLEDGE COMES FROM EXPERIENCE
10. LEARN THE RULES AND THEN PLAY BETTER

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This Guide is a mosaic of 17 infographics, ie one infographic for each SDGs. We thank the authors for their creative approach that allows SDGs to reach the general public in a non-classical way.

The purpose of the Guide is to present sustainable development goals (SDGs) as a universal set of goals, targets and indicators that UN member states will be expected to use to frame their agendas and political policies in the period 2015-2030.

This Agenda is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in greater freedom. We recognize that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development.

They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth - all while tackling climate change and working to preserve our oceans and forests.

All countries and all stakeholders, acting in collaborative partnership, will implement this plan. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership.

OUR WEBSITE UNDER CONSTRUCTION

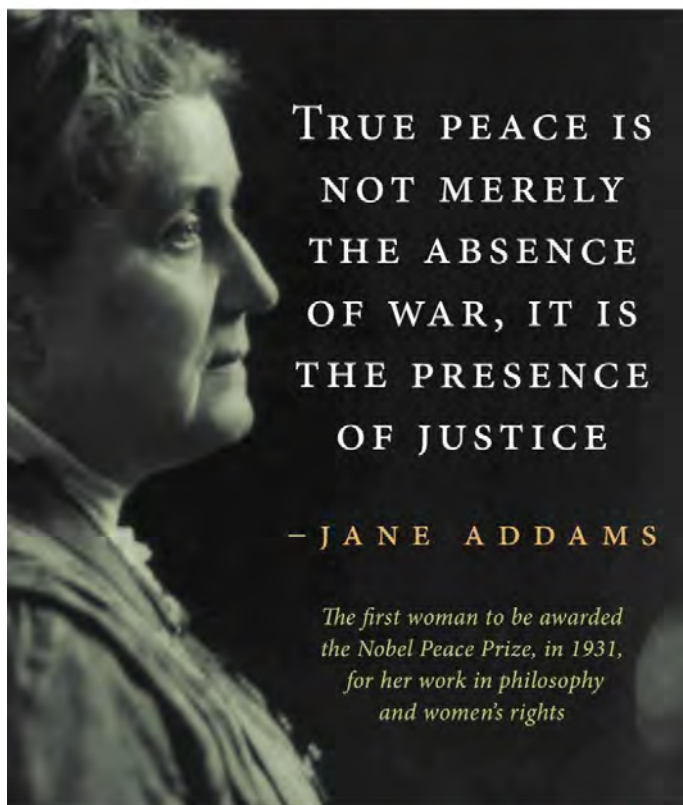




YouABLE: POSTERS AND INFOGRAPHICS



Within the YouABLE project, 17 infographics and 17 posters have been prepared, ie one infographic and one poster for each SDGs. Infographics and Posters have been gaining popularity and become widely used amongst businesses and organizations in both digital and print. They are a clear, effective and artistic way of presenting information without losing the attention of the viewer. In this fast paced, modern age, people are inundated with information every day and attention spans are decreasing by the second. Unfathomable amounts of data is stored online and organized for analyzing and reporting purposes.



From marine and coastal biodiversity

OVER THREE BILLION PEOPLE DEPEND

for their livelihoods!

SDG 14: LIFE BELOW WATER





PROJECT PARTNERS & DATA:



Marketing Gate
www.marketinggate.org



Bulgarian Development Agency
www.bd-da.eu



Youth Empowerment Center
<https://youthecenter.wordpress.com>



Hidak Ifjúsági Alapítvány
<https://www.youthbridgesbudapest.org>



Associazione InCo Interculturalita
& Comunicazione www.incoweb.org



ECHO association
www.echo.kz



Gender-Vector



Career Disha Nepal
www.careerdisha.nepal



Company for packing and packing waste
management 'Pakomak' www.pakomak.mk



Tashkent State Pedagogical University named
after Nizami www.tzpu.uz



Marketing Gate
SDG 01:
NO POVERTY

**STAND UP
TAKE ACTION**
End Poverty Now!



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