



# YouABLE

## mYOUTH Leaders for SustainABLE Development

### SECOND ToT

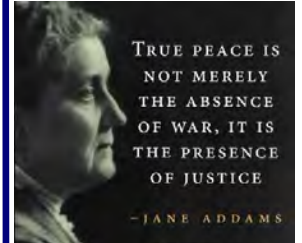
The second Training of Trainers [ToT] was held in the period 14.09.2022 - 22.09.2022. ToT will generate knowledge regarding sustainability and social responsibility, providing youth with non-profit digital marketing '8Ps' mix and Social media tools for the implementation of Sustainable Development Goals [SDGs] policies. ToT has three (3) sub-activities:

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



### FINAL EVENT IN KYRGYZSTAN

This CBY activity has three (3) sub-activities: Workshops, Evaluation meeting and Final conference. Participants: [(Coordinator + hosting organization) \* 2 participants] + [partners organization \* 1 participant] + 1 support staff].  
Period OF REALIZATION: 03.2023



### NEWSLETTER No 03

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Among the institutions  
**MOST AFFECTED BY  
CORRUPTION ARE**  
the judiciary and police.

SDG 16: PEACE AND JUSTICE





## YouABLE SDG's Broshures



### SDG 11: SUSTAINABLE CITIES



In YouABLE are 17 brochures & infographics & quizzes dedicated to the practical implementation of SDGs.

One brochures & infographics & quizzes per one SDGs.

Development of mobile application will be supported by representatives from all consortium members. The members of the project consortium actively participated in preparation, including all activities from idea to production, expert engagement and IT graphical preparation.

The division of tasks was done according to previously expressed interest from the project participants.

Our website: [www.youable.eu](http://www.youable.eu)



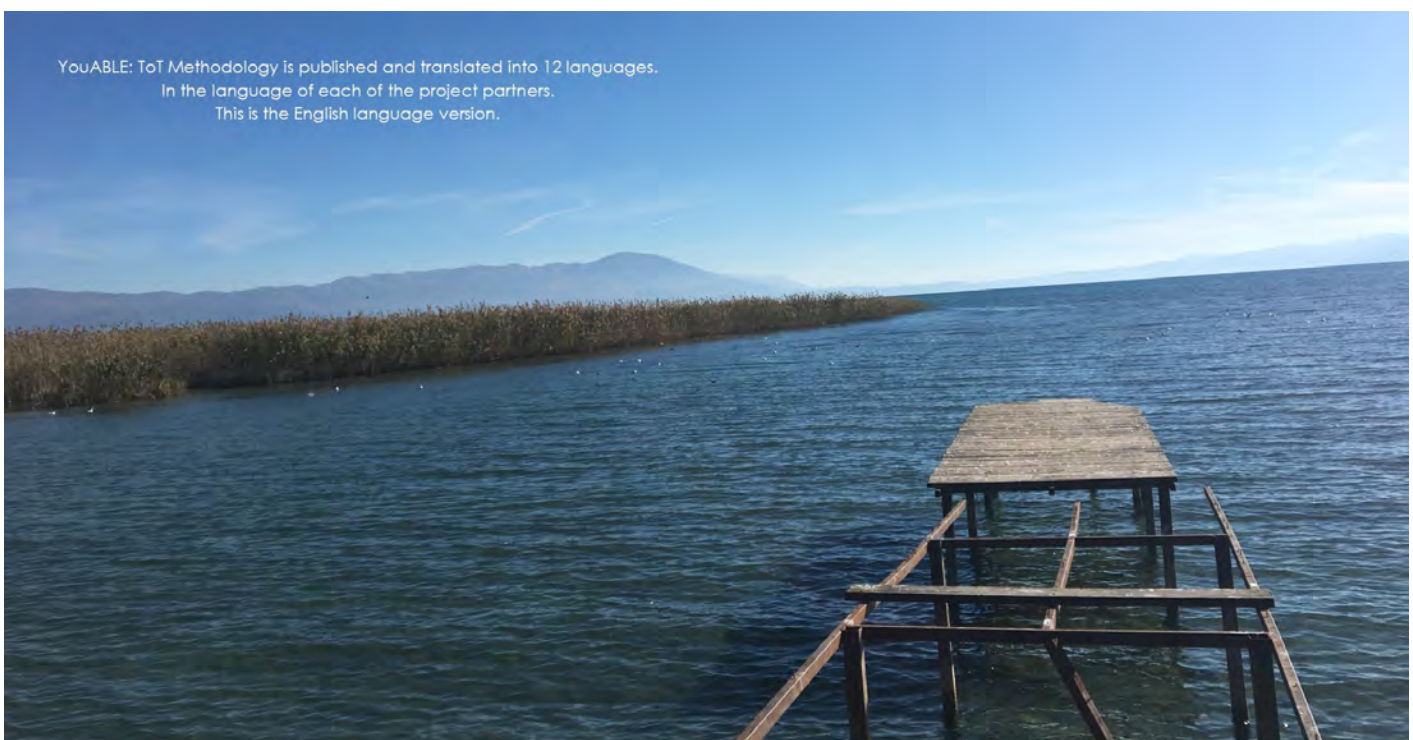




## YouABLE: ToT METHODOLOGY

This Methodology is focused on exchanging ICT know-how about of the key elements, tools and methods of Digital marketing instruments, especially through using Social media. YouABLE ToT Methodology is a mosaic of four modules:

- a. Sustainable Development Goals [SDGs];
- b. European Green Deal
- c. Digital Marketing as contemporary philosophy of working and
- d. Social Media as obligatory tool of our living daily.



*Marketing  
Gate*

**YouABLE**  
**ToT Методологија**

YouABLE ToT methodology intends to disseminate the good practices, knowledge and entrepreneurs' know-how to involve participants to be more aware of the importance of everyone's contribution to saving the Earth implementing SDGs.

This YouABLE training methodology is an opportunity to become an active participant in your community's future, whether you work in the private or public sector or for a civil society organisation, as a citizen, youth worker, teacher, social entrepreneur, concerned parent, pensioner, recent school leaver or university graduate.

The methodology is published in 12 languages: English; Albanian; Bulgarian; German; Greek; Hungarian; Italian; Kazak; Kyrgyz; Nepali; Macedonian; and Uzbek.



## PROJECT PARTNERS & DATA:



Marketing Gate  
[www.marketinggate.org](http://www.marketinggate.org)



Bulgarian Development Agency  
[www.bd-da.eu](http://www.bd-da.eu)



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



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



Associazione InCo Interculturalita  
& Comunicazione [www.incoweb.org](http://www.incoweb.org)



ECHO association  
[www.echo.kz](http://www.echo.kz)



Gender-Vector



Career Disha Nepal  
[www.careerdisha.nepal](http://www.careerdisha.nepal)

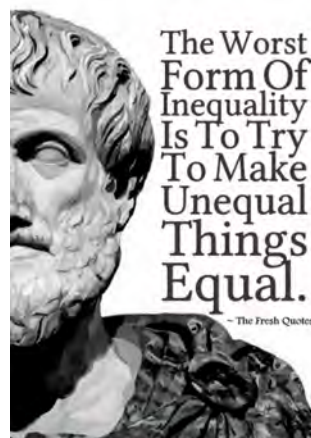


Company for packing and packing waste  
management 'Pakomak' [www.pakomak.mk](http://www.pakomak.mk)



Tashkent State Pedagogical University named  
after Nizami [www.tzpu.uz](http://www.tzpu.uz)

# YouABLE



Marketing Gate **SDG 10:  
REDUCED INEQUALITIES**

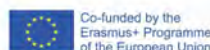
YOU CAN'T STATE  
**DIFFERENCE**

AND ALSO STATE  
**EQUALITY.**

WE HAVE TO STATE  
**SAMENESS**

TO UNDERSTAND  
**EQUALITY.**

**INVEST IN EQUALITY**



**YouABLE**

## Marketing Gate

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