



You COME

mYouth Digital Marketing Leaders for SDGs

PROJECT AIMS

The YouCOME project aims to generate and disseminate knowledge regarding sustainability and social responsibility.

The target group — youth will be provided with non-profit Digital marketing '8Ps' mix and Social media tools focused on increasing the pressure on public authorities and the business sector to implement Sustainable Developments Goals through using the most effective promotion tool — Smartphones.

YouCOME project is based on the achieved outcomes and experience, gained from the YouMUST project, selected from European Commission as a "Success story" and "Good Practice".



mYOUTH Digital Marketing Leaders for SDGs



TARGET GROUP

Together with the experienced youth workers, in YouCOME project implementation will be included the 'newcomers' in this topic who are willing to learn and are strongly motivated to create their new projects; have a basic marketing knowledge and experience; and are familiar with digital technology.

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.

Focus is on arising knowledge for SDGs – Environmental, Economic and Social well-being for today and tomorrow.

IF YOU CAN
DREAM IT,
YOU CAN
DO IT.

-WALT DISNEY

NEWSLETTER No 01

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KICK-OFF MEETING

Online Kick-off meeting has been realized on 17 - 18 March, 2022.

Kick-off meeting was dedicated to discuss starting point establishing the Project Management Team; analysing the project activities; defining quality & monitoring strategies; planning & scheduling dissemination activities; financial management and other YouCOME action points.



PLANNED ACTIVITIES AND EU VALUES

YouCOME project offer opportunities to participants to enhance their skills in line with the new European Green Deal, respecting EU's Europe 2020 Growth Strategy and contributes to the implementation of the EU Youth Strategy (2019-2027) including the 11 European Youth goals, focusing on the goals related to Sustainable Green Europe, Quality Learning and Quality Employment for all. The planned activities and results of the project correspond to all the horizontal aspects of the Erasmus+ Programme as well:

1. Environmental sustainability. Projects should be designed in an eco-friendly way and should incorporate green practices in all its facets helping partners and participants come up with alternative, greener ways of implementing project activities.
2. Inclusion and diversity are core EU values. We will actively provide tailor-made preparation, support, and follow-up for involving the participant with fewer opportunities regardless of their (dis)ability, socio-economic or geographical background and so on.
3. Digital technology is changing people's lives. The EU's digital strategy aims to make this transformation work for people and businesses, while helping to achieve its target of a climate-neutral Europe by 2050.
4. Common values, civic engagement and participation. The framework will be conducted the Training of Trainers events focused of youth workers and national training courses for various groups with similar needs.

OUR **WEBSITE**
UNDER CONSTRUCTION





PROJECT MANAGEMENT TEAM STRATEGY



**The four C's
of making
dreams
COME true:
Curiosity,
Courage,
Consistency,
Confidence.**

WALT DISNEY

The proposed working methodology includes YouCOME project management; Quality assurance and monitoring; and Evaluation. The quality is assured by the members established Project Management Team – PMT. Coordination of activities will be used for performing work packages. Quality is guaranteed by the chosen partner's experience and resources for the implementation of WP or activity.



Skopje, 2022



WHAT IS NEXT?

YouCOME project offers opportunities to participants to enhance their digital skills in line with the new European Green Deal, respecting EU's Europe Growth Strategy and contributes to the implementation of the EU Youth Strategy.

Activities are based on Non-formal education approach Kick-off meeting; Training of Trainers; and Final conference "mYouth make the sustainable future".

Expected outcomes:

- Development of an online platform & Social media;
- YouCOME eMethodology. translated to partners languages, will be important tools to spread SDGs and European Green Deal values due to its usefulness in times like the current ones, where the face to-face meetings are limited or completely restricted;
- Brochures "YouCOME: SDGs Facts"
- Project Quality Assurance Plan and Methodology;
- Dissemination and Communication Action Plan;
- Online quizzes & Infographic & Posters dedicated to the implementation of 17 SDGs & European Green Deal;
- Short movies about project activities etc.

All outcomes will be realized under an open license - OER.



PROJECT PARTNERS:



Research and development institute
"Wisdom" — RDIW
<https://wisdom.edu.al>



Associazione InCo Interculturalita &
comunicazione — InCo
<https://www.incoweb.org/>



Lebanese Development —LDN
<http://www.ldn-lb.org/>



Center for Support of Local and Regional
Development — CeP
<http://centarzapodrsku.me/>



Association for research, education
and development 'Marketing Gate'
<http://www.marketinggate.org/>



Stowarzyszenie Instytut
Nowych Technologii — INT
<http://www.newtechlodz.com>



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Funded by European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.

Co-funded by the
Erasmus+ Programme
of the European Union

