



You COME

mYouth Digital Marketing Leaders for SDGs

TRAINING OF TRAINERS

In the period from 23.09.2022 till 22.09.2022 in Struga, North Macedonia was realized the Training of Trainers event. The aim was to generate the knowledge regarding sustainability and social responsibility, providing youth with non-profit Digital marketing '8Ps' mix and Social media tools focused on increasing the pressure on public authorities and business sector for the implementation of Sustainable Developments Goals [SDGs] policies.



Non-formal education working methods and tools were used throughout the ToT engaging the participants in design and delivering small non-formal activities: team-building games, simulations, role playing, storytelling, problem solving, cooperative challenge, interactive workshops, brainstorming sessions, outdoor activities.

ToT had 3 sub activities: (a) SDGs for facilitators; (b) Development and implementation of Digital Marketing campaigns; and (c) Developing of marketing creativity using smart phones.



NEWSLETTER No 02

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SDG Facts (6 guides)



The guides YouCOME: SDGs Facts in partner countries were created within the Erasmus + project "mYOUth Digital Marketing Leaders for SDGs", co-funded by the Erasmus + EU Programme. To further promote SDGs, but also in order to achieve the goals and objectives of the YouCOME project, this is an integral part of the series SDGs Guides for each country - partner in this project: Albania; Italy; Lebanon; Montenegro; North Macedonia and Poland.



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SDGs Facts in North Macedonia



Dissemination Plan



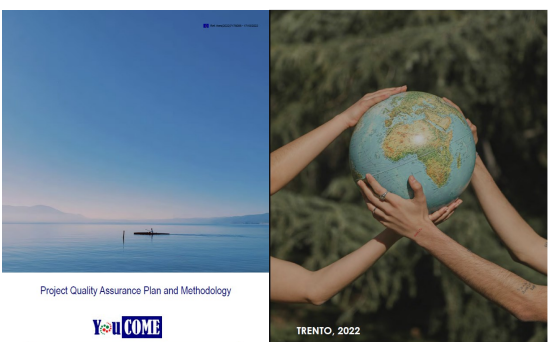
Dissemination and communication plan is designed to provide help and support to the project overall and specific communication and visibility objectives of the project, and to communicate effectively to achieve its core objectives. Thus, the dissemination and communication play a key-role, also to assure that project results will be sustainable after the end of the project and transferable to other educational and socioeconomic contexts.



Dissemination and Communication Action Plan



Project Quality Assurance Plan and Methodology



Quality assurance and evaluation are key elements of the YouCOME project. Measuring quality consists of quantifying the current level of performance of the project activities and outputs with respect to the expected goals. The measurement of quality is closely related to the definition of quality because the indicators to measure quality are related to the quality standards defined by YouCOME.

Standards state the expected level of performance for system levels, and there should be an acceptance and common interpretation of the selected standards among the different stakeholders.



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TRENTO, 2022



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YouCOME: ToT Methodology

The YouCOME methodology intends to promote and disseminate the good practices, knowledge and know-how involving participants to be more aware of the importance of everyone's contribution to saving the Earth implementing SDGs using Social Media.

YouABLE ToT Methodology is a mosaic of eight modules.

Accordingly, each session consists of lectures, discussions, activities, as well as reflection and constant dialogue with facilitators and among participants.

The minimum TOT duration is four days (a half day for each module). Depending on the goals of a given training, the duration of a certain module can be extended, above all, with practical creative activities.

After the training of trainer's course, teachers should have (or mature before the training) solid multi & interdisciplinary competences.

Methodology has been translated into the official languages of the countries participating in the project: Albania, Lebanon, Italy, Montenegro, Poland and North Macedonia.





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

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Funded by the European Union.

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