



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

YouLEAD project 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+ brings together seven existing EU programmes in the fields of Education, Training, and Youth.

More about Erasmus+ programme and opportunities it provides:

[http://ec.europa.eu/programmes/erasmus-plus/index\\_en.htm](http://ec.europa.eu/programmes/erasmus-plus/index_en.htm)



Things do not change;  
we change!

*Henry David Thoreau*

Erasmus+ “YouLEAD” project activities is set on several different methodologies based on non-formal approach.

YouLEAD project promote transcontinental cooperation (Asia, Australia and Europe) between youth with a real positive influence on accepting the value and the meaning of cultural diversity around the world.



*Marketing Gate*

Sava Kovacevikj 47/1-30  
1000 Skopje  
Macedonia  
[www.marketinggate.org](http://www.marketinggate.org)  
[contact@marketinggate.org](mailto:contact@marketinggate.org)  
[marketingporta@gmail.com](mailto:marketingporta@gmail.com)



World without economic borders!

## mYouth Lead in Shaping the Future

The main aim of this Erasmus+ Capacity Building project in the field of youth is to develop the capabilities of participating organizations through gaining creative marketing knowledge for increasing the awareness especially of public authorities and business sector about the three pillars of sustainable development goals : economic, social and environmental benefits.



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# mYouth Lead in Shaping the Future

Previous experiences from preceding activities realized from consortium members, primarily based on achieved outcomes in YiA and Erasmus+ projects encouraged us to develop the idea of CBY in order to cooperate and exchange the best marketing practices and promotion tools for creating policies and implementing imaginative campaigns for Sustainable Development using social media.

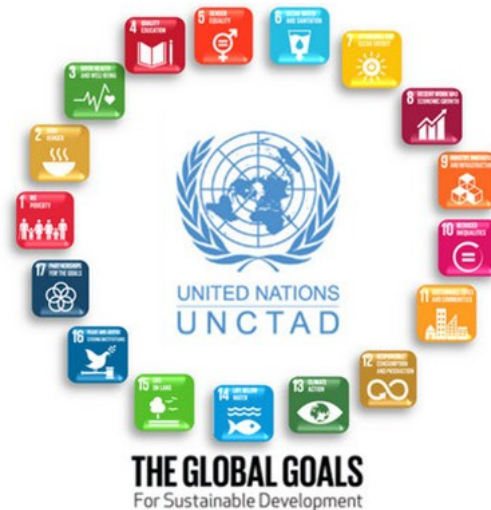
This project should promote active youth citizenship in general gathering 12 consortium partners from Asia, Australia and Europe (Australia, Austria, Bulgaria; Germany, Greece, North Macedonia; Kyrgyzstan; Kazakhstan; Nepal; Poland; and Uzbekistan).

Period of realization:  
01.11.2018–31.01.2020



Albert Einstein once said that he never thinks of the future; it comes soon enough.

It seems that the relevance of his last thought is growing exponentially but the pleasure of the first has diminished decades ago.



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!

