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Erasmus+ **YOULEAD** Marketing Gate

**mYOUth LEAD**  
in Shaping the future

Erasmus+ programme:  
Capacity Building in the field of youth

2 Prof. Panche Jovanovski, PhD 5/13/2017

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Friends, Love, Laughter & Poetry  
*always welcome here*

Sruga Poetry Evenings

2013

3 5/13/2017

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Friends, Love, Laughter & Poetry  
*always welcome here*



▶ 4

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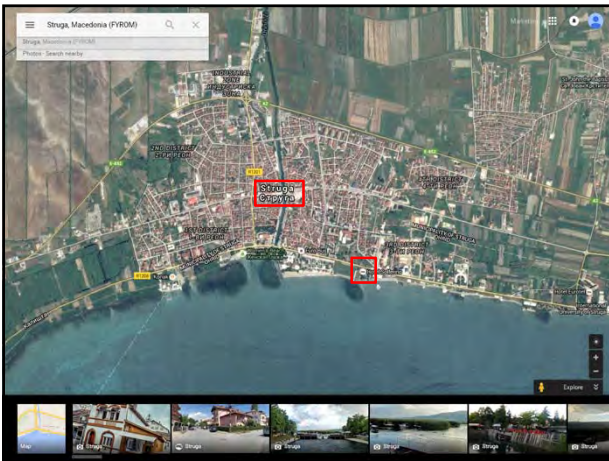
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Every *Family* has a *Story*...  
Welcome to *Ours*

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Prof. Panche Jovanovski, PhD

5/13/2017

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**YouLEAD**

**stop  
wishing.  
start  
doing.**

▶ 7 Macedonia 5/13/2017

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**YouLEAD**

Project will be focused on creating synergies between the next objectives:

- ▶ Capacity building and establishing long-term mutual transcontinental cooperation among youth workers from Australia, Asia, and Europe;
- ▶ Rising knowledge for sustainable development (Environmental, Economic and Social well-being for today and tomorrow);
- ▶ Increasing sense and initiative for Social Entrepreneurship through Marketing Creativity and Communication;

'We cannot solve problems by using the same kind of thinking we used when we created them.'

ALBERT EINSTEIN

▶ 8 Prof. Panche Jovanovski, PhD 5/13/2017

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**Help The Earth**

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### THREE SIMPLE RULES IN LIFE

1. IF YOU DO NOT GO  
AFTER WHAT YOU WANT,  
YOU'LL NEVER HAVE IT.

2. IF YOU DO NOT ASK  
THE ANSWER WILL  
ALWAYS BE NO.

3. IF YOU DO NOT  
STEP FORWARD,  
YOU WILL ALWAYS BE  
IN THE SAME PLACE.

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The core aim of the project is:

1. to increase the creativity of young people;
2. to contribute to developing the capabilities of civil society organizations in the youth field through
3. gaining marketing management knowledge about the three pillars of sustainable development: economic, social and environmental benefits.

“YOUR **FUTURE** IS CREATED BY WHAT  
YOU DO **NOT** { **TODAY** }  
TOMORROW”

▶ 11
Prof. Panche Jovanovski, PhD
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our philosophy

{ 1 + 1 = ∞ }™

Every one-to-one interaction has infinite possibilities of prosperity.

12
Prof. Panche Jovanovski, PhD
5/13/2017

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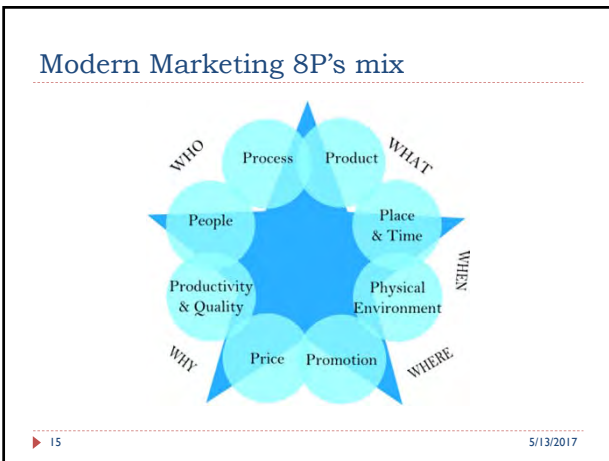
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**SUSTAINABLE DEVELOPMENT GOALS**

1 NO POVERTY  
2 ZERO HUNGER  
3 GOOD HEALTH AND WELL-BEING  
4 QUALITY EDUCATION  
5 GENDER EQUALITY  
6 CLEAN WATER AND SANITATION  
7 AFFORDABLE AND CLEAN ENERGY  
8 DECENT WORK AND ECONOMIC GROWTH  
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE  
10 REDUCED INEQUALITIES  
11 SUSTAINABLE CITIES AND COMMUNITIES  
12 RESPONSIBLE CONSUMPTION AND PRODUCTION  
13 CLIMATE ACTION  
14 LIFE BELOW WATER  
15 LIFE ON LAND  
16 PEACE, JUSTICE AND STRONG INSTITUTIONS  
17 PARTNERSHIPS FOR THE GOALS

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Three pillars of sustainable development:  
economic, social and environmental

Employing green building practices and minimizing carbon emissions  
**Environmental**

Engaging with community and exemplifying corporate responsibility  
**Social**

Promoting business excellence and maintaining highest ethical standards  
**Economic**

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**THE 5 P'S OF SUSTAINABLE DEVELOPMENT**

Source: UN Sustainable Development Goals (SDGs), 2015

PROSPERITY  
PARTNERSHIP  
PEACE  
PLANET  
PEOPLE  
SUSTAINABLE DEVELOPMENT

18 Prof. Paschoa, J. J. J. B. D. 5/13/2017

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“ Online is old news.  
Online in social media is today's news ...  
Social media is not a subset of the internet.  
Social media is the internet. ”

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Laughter  
is the best  
marketing.



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HAPPY PEOPLE  
DON'T HAVE THE BEST  
OF EVERYTHING, THEY  
MADE THE BEST OF  
EVERYTHING

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# CHANCES OF SUCCESS:

0% I WON'T	60% I MIGHT
10% I CAN'T	70% I THINK I CAN
20% I DON'T KNOW HOW	80% I CAN
30% I WISH I COULD	90% I AM
40% I WANT TO	<b>100% I DID</b>
50% I THINK I MIGHT	

believe-to-achieve.tumblr.com

5/13/2017 Prof. Panche Jovanovski, PhD 22

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## YouLEAD :Project activities 1



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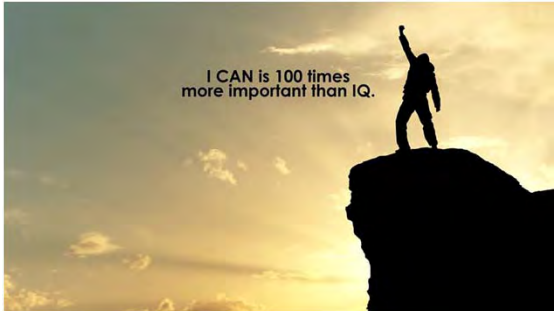
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## Project agenda



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Money is not the MOST IMPORTANT thing in the world.

**LOVE IS.**

Fortunately I LOVE MONEY!

5/13/2017

Prof. Pariche Jovanovski, PhD

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## Travel Reimbursement Form

**You MUST**

**Travel Reimbursement Form**

Title of project: **Visual Marketing Policy Matrix for Sustainable Development (VPM-SD)**

Name and surname: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Activity Date: \_\_\_\_\_ Report Date: \_\_\_\_\_

Please list below every related travel cost item:

No.	From	To	Type of transport	Cost in Local Currency	Cost in Local Currency	Business Date	Cost in Euro
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							

Total travel amount in EUR:

Business:

Private:

Total Reimbursement in EUR:



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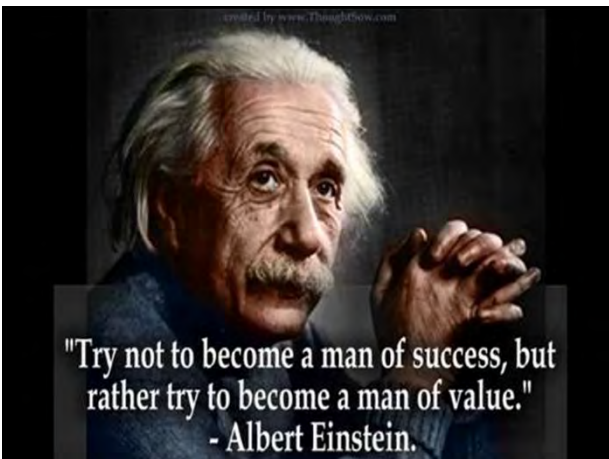
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**B+**  
Not my Blood Group,  
Neither my Grade in Maths...  
It's my Favourite Quote:  
**"BE POSITIVE"**

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**BELIEVE IN  
YOURSELF**

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