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Submission information 

Form: [Call for Proposals - 8th UNESCO Youth Forum](#)

Submitted by Anonymous (not verified)

Sunday, 11 August 2013 - 7:47am

77.28.247.182

I. Identification

N.B: Any incorrect information will automatically disqualify the project proposal.

Organization submitting the project proposal Mladiinfo Skopje

Organization status

Status of the organization Youth-led association

Statutes

Statutes document [STATUTE MLADI INFO.pdf](#)

Year of creation of the organization 2003

Examples of implemented projects

The 2013 Mladiinfo Annual Working Program focuses upon three main activity fields: youth information, volunteerism and youth employment. The achievements of the Annual Program will be measured through the monitoring and evaluation plan, which is also part of the project documentation. During the 12-month implementation period, we estimate 500 direct and 2,000 indirect youth beneficiaries from Macedonia will be involved in the program activities.

In the field of youth information, our general aim is to increase the level of information among youth

and improve access to information on the local level. This takes place by establishing local mechanisms for youth information and counseling, and improving access to information for youth from urban and rural areas, different ethnic communities and marginalized groups.

Raising awareness about the importance of volunteerism among young people and those responsible in local self-government, and facilitating access to volunteering possibilities is the second field of Mladiinfo's annual program. Mladiinfo is initiating and developing cooperation with the NGO sector and business community to open volunteering positions for young people from local communities.

In youth employment, Mladiinfo is working to increase the possibilities for internships, youth employment and self-employment for young people of the Skopje region by strengthening youth's capacity to find jobs more easily, and by raising awareness among companies and local self-government about the importance of enabling internships and employment for young people.

In addition to the annual program, Mladiinfo has realised a wide array of shorter projects, which cannot be fully described in this short space. Here is a sampling of our implemented projects:

"Portraying My Europe": From 1-7 June 2012, Mladiinfo organized this training course, during which more than 30 young journalists and media enthusiasts from 12 countries reported on topics related to youth employability using new and social media. One of the most important aspects of the training course was teaching participants to operate multimedia tools and to report on issues youth face in entering the labour market. The project was supported through the Youth in Action programme.

"Young Journalists and Protection of Authors' Rights Online": On 4-5 November 2011 Mladiinfo organized this international youth conference. More than seventy participants from eight countries (Bulgaria, Bosnia and Herzegovina, Serbia, Slovakia, Macedonia, Slovenia, Kosovo, Montenegro) discussed issues regarding authors' rights in new media. The project was supported by the Central European Initiative.

"Integrating Europe Online": Mladiinfo organized a new media training in July 2011 for representatives of the largest youth media organization in Europe (European Youth Press Network) from 20 countries, supported by the Youth in Action programme.

"Student practice for easier transition from school to work": September – October 2010: Mladiinfo organized this training and internship programme supported by the Norwegian Embassy in Skopje. The 20 selected participants, students in their final years of study, attended a two-day training in Communications Skills and a three-day training in e-business and interactive marketing. Parallel with the workshops, the students interned with companies working in the premises of YES Incubator and wrote internet marketing plans for their respective companies.

Main Resource Person

(please indicate the person who would be responsible for the project – projects can only be submitted by young women or young men)

Main resource person name Mr/Ms Antoaneta Ivanova

Main resource person title President

Deputy Resource Person

(please indicate the person who would be responsible for the project in addition to and notably in the absence of the main resource person)

Deputy resource person name Austin Fast

Deputy resource person title Assistant

Mailing Address of the organization

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Country The former Yugoslav Republic of Macedonia

Phone number(s) of the organization +389 2 520 98 90

Email addresses info@mladiinfo.com

Fax number(s) of the organization n/a

Website of the organization www.mladiinfo.eu

II. Project Proposal

Title of the project Mladiinfo: Your Link to Free Education

Executive summary

Mladiinfo's objective (www.mladiinfo.eu) is to create a skilled and competent youth in developing countries that will not lag behind peers from more developed countries, so they may become more active and engaged agents in society and thus transform it. Mladiinfo is the missing link between youth and institutions that deconstructs the myth that quality education is unavailable for disadvantaged young people around the world. There are other websites that publish similar educational opportunities, but they do not adapt them according to the users' needs, nor do they personally help with the application process. Mladiinfo is innovative by incorporating its guiding principle of "sharing is caring" in all activities, carried out by our diverse intercultural team consisting of young volunteers from Macedonia and from other European countries helping peers reach their educational goals. Mladiinfo addresses actual lack of access to educational opportunities and the perceived lack of access to education felt by many young people in developing countries around the world. Our project helps young people from developing countries who need particular support to fulfill their educational potential, as they are challenged by many educational disadvantages caused by either personal, social, cultural or economic circumstances. Within the scope of this mission, Mladiinfo's three main goals are (1) to raise

awareness amongst young people from around the world about available educational opportunities and how these can be accessed to enable them to be fully integrated in the society; (2) to improve young people's key skills to empower them to apply for different educational programs, training courses, conferences, internships and to improve their entrepreneurship, employability and provide information that helps young people become more employable; and (3) to provide a space for young people where they may prepare for an active role in the society.

Like many developing regions, the Balkans has long struggled with corruption and a lack of transparency. Economic hardship and the misperception that quality education is inaccessible prevent many young people from realising their potential and benefitting from intercultural exchange. Regional government institutions working in the field of youth empowerment possess the necessary resources, but lack a more immediate connection with youth. Mladiinfo is the missing link between youth and the institutions, increasing access to education which in turn creates skilled leaders who can reduce the development gap between Western countries and the developing world.

Since its creation in 2008, Mladiinfo has served as an online platform where everyone gets to share information and their experience in education and active youth participation. This is a non-profit medium managed by young people who share the same idea that everyone should have access to free education at the most prestigious universities and to trainings and conferences as part of their non-formal education. The indicator that this initiative was long-overdue is how quickly our website became popular among youth. Nowadays we have more than 140 000 hits each month from all over the world, more than a million hits per year and we are receiving inquiries to expand our network on other continents.

Our beneficiaries are young people from developing countries that need particular support to fulfill their educational potential, as they are challenged by many educational disadvantages caused by either personal, social, cultural or economic circumstances. Indirect beneficiaries are our volunteers who gain work experience through operating the website and organizing training workshops. Thus far, Mladiinfo has directly assisted 1,500 young people through local workshops and trainings on job interview skills, writing CVs and motivation letters, and similar skills to help youth find employment. Mladiinfo has expanded from working at the national and European level into more on-the-ground local level to directly assist more youth in building their skills to make them more employable and competitive in the job market. European volunteers who helped others online at our original office in Skopje recognized that youth in their countries needed access to information specifically targeting free educational opportunities, and they have already started their own initiatives in Slovakia, Slovenia, the Czech Republic and Montenegro.

With UNESCO support we intend to replicate our recent local-level success in Skopje at our branches and to reach more young people all over the Europe and world who need help to fulfill their educational potential. Our idea is each Mladiinfo branch to become more of a daily center and hub for youth to find information about educational opportunities and how to raise their own skills for employability.

Additionally, we intend to expand our European network of Mladiinfo branches into new countries so that Mladiinfo can even further benefit youth in need of education and job-seeking skills.

Main type of intervention Support for /promotion of youth-led action

Main theme Skills Development

Objective(s) of the project

Mladiinfo (www.mladiinfo.eu) main objective is: To help the young people from the world that need a particular support to fulfill their educational potential as they are challenged by many educational disadvantages caused by either personal, social, cultural or economic circumstances.

Our main goals

1. To raise awareness amongst young people from the world about available educational opportunities and how these can be accessed to enable them to be fully integrated in the society.
2. To improve young people's key skills to empower them to apply for different educational programs, training courses, conferences, internships and to improve their entrepreneurship, employability and provide information that helps people become more employable.
3. To provide the space for the young people where they could prepare for the active role in the society.

While Mladiinfo first focused on the Balkans, the enthusiasm our model met outside Macedonia proved that young people everywhere are in need of relevant educational information. Mladiinfo's as initiative strongly work with young people and organize presentations on job-hunting skills and writing CVs and motivation statements to help local youth increase their level of employability. The Mladiinfo Center is also a hub for resources where youth come to find information and get answers from our team of experienced staff and volunteers to their questions about applying for various formal and non-formal educational opportunities.

We intend to increase the number of young people who have access to free education possibility from 140 000 per month to 240 000 per month, also we would like to place a special emphasis upon expanding local opportunities through presentations on the local level especially in rural and vulnerable communities. Many times our branches are operating in the capital cities or larger urban areas, which typically have a better informed youth with some access to information about educational opportunities. To continue with Mladiinfo's mission of helping young people from around the world who need particular support to fulfill their educational potential, we want our central office in Skopje and our branches to devote more attention and effort to presentations and workshops on employability and obtaining higher education in more rural areas of the countries with traditionally fewer opportunities for such skills trainings or in at-risk minority communities generally lacking in such programming.

Implementation strategy

The implementation strategy of this project begins with Mladiinfo's vision, which is to aid young individuals in developing personally and increasing their independence so that they may become more active agents in the society and thus transform it, which will make them more prepared for forthcoming challenges they might face in the future. Mladiinfo allows youth to focus on participating and creating ongoing change in their communities by helping them to advance their education. In turn, the young women and men who benefit from Mladiinfo's work contribute to their society's well-being by promoting equity and inclusiveness through informing others of the educational opportunities available to them.

Mladiinfo addresses young people's need for full civic engagement and skills development through a

series of workshops in Macedonia, through which it has directly contributed to improve communication skills together with digital competence of more than 1500 individuals from the country and region. Also, the Mladiinfo platform offers a space for youth to express their opinions through their articles (by now we published more than 150 articles written by young people) in English and has helped them improve their communication skills and build their self-confidence and self-expression. Moreover, Mladiinfo actively promotes volunteering – by hosting and sending volunteers we are contributing to society not only by spreading ideas of tolerance and positive thinking among youth, but also by showing them the example that not all processes in society are solely driven by financial gain(by now we hosted 20 youngster from Europe and USA and sent 40 young people from Macedonia abroad as a volunteers) . Our Mladiinfo branches and our original office in Skopje have primarily been working on the national and European level through projects and partnerships, but from this year, Mladiinfo Skopje is undertaking a partnership with the Gazi Baba municipality in Skopje and the Skopje Planning Region in an effort to focus more consciously on the local level. From Mladiinfo's new office in the Gazi Baba Center for Youth and NGOs, we are organizing presentations on job-hunting skills and writing CVs and motivation statements to help local youth increase their level of employability. The Mladiinfo Center is also a hub for resources where youth come to find information and get answers from our team of experienced staff and volunteers to their questions about applying for various formal and non-formal educational opportunities.

This project will focus on developing skills for civic engagement within segments of the population most traditionally at risk and unable to access the formal and non-formal educational opportunities Mladiinfo Skopje has been promoting since 2008. We plan to place a special emphasis upon expanding local opportunities through workshops on raising employability and job-hunting skills in rural communities and among vulnerable minority populations who typically have less access to such information for various reasons including political, economic and social barriers to their success. Many times our branches are operating in the capital cities or larger urban areas of the country, which typically have a better informed youth with some access to information about educational opportunities. To continue with Mladiinfo's mission of helping young people from around the world who need particular support to fulfill their educational potential, we want our central office in Skopje and our branches to devote more attention and effort to presentations in rural areas of the countries with traditionally fewer opportunities for such skills trainings or in at-risk minority communities generally lacking in such programming.

Our intent is that each Mladiinfo branch will become not just a hub for a national website promoting the educational opportunities to that country, but that they will become daily centers where youth may stop in to find information about educational opportunities and ask questions from experienced staff and volunteers on how to raise their own skills for employability. Additionally, we intend to expand our European network of Mladiinfo branches into new countries so that Mladiinfo can even further benefit youth in need of education and job-seeking skills.

We agree with UNESCO's declaration that young people learn best through active participation in all types of settings and situation, both formal and non-formal, and that the development of young people's skills prepares them for a transition into adulthood and the modern knowledge-based society. Mladiinfo's work gives youth a step up as they transition from youngsters into adulthood by helping them to help themselves. We present the information and skills they need to obtain both formal and

non-formal education and then guide them through the process of applying for and carrying out those educational and career opportunities. After our success in larger urban areas of our branch countries, we hope to expand our reach deeper into countries served by Mladiinfo branches and connect with members of rural and vulnerable communities in greater need than ever to develop their skills and plug themselves into society as educated and transformative participants of civil society ready to shape the future of their communities, their countries and their world.

Beneficiaries

- Youth in general
- Young leaders
- Young entrepreneurs
- Young women
- Young researchers
- Vulnerable and marginalized youth
- Youth with disabilities
- Indigenous or minority youth
- Diaspora youth
- Students

Implementing organization(s) Mladiinfo informal network of youth around Europe

Institutional partners

Mayor Toni Trajkovski, Municipality of Gazi Baba Skopje, Str Arhimedova, br 2, phone: +389 (0)2 322 66 55

Project duration (months) 24

Timeframe

first two months are foreseen for planning and mobilization, the active implementation phase is foreseen for next 20 months, and the monitoring and evaluation phase will be done in the last two months

Overall budget (US\$) 50,000

Budget Breakdown

(please indicate roughly the budget envisaged for the main lines of expenditure needed for the project's implementation)

Conferences, meetings \$ 7,000

Training seminars, courses \$ 5,000

Fellowships, study grants \$ 0

Consultants \$ 0

Supplies and equipment \$ 5,000

Publications, translations, reproduction \$ 10,000

Miscellaneous (please specify) \$ 23,000 for Human resources and web page development

Monitoring, reporting and evaluation

The staff at Mladiinfo is constantly monitoring our website to discover which educational opportunities receive the most traffic and interest among our visitors. We also collect testimonials from people who have benefitted from our website and use their comments to guide which posts we select to publish online that would be most beneficial to the largest number of site visitors. In 2011, more than 900,000 youth seeking education from more than 230 countries visited the site, while in 2012 our site visits grew to about 140,000 monthly (1.6 million visits). In that same time, more than 1,500 youth have directly benefitted from our trainings and workshops. Using our website stats and user opinions, we often evaluate how we can better serve our target audience and as such have been instituting a website redesign that is set to be unveiled in September 2013.

Monitoring and evaluating skills development in rural and vulnerable segments of the populations of Mladiinfo's branch countries will be key to this project. Before each presentation in a rural or vulnerable community, Mladiinfo will begin with measures to pre-evaluate the knowledge and job-attainment skills of the participants using surveys. After the presentations and workshops, participants will complete surveys and testimonials to prove their increased knowledge and skills in seeking and applying for various educational and job opportunities. We will also continue to communicate with participants in all of our workshops to monitor when they attain a job or educational opportunity through the skills learned from our workshops or by using the information provided on our web portal. In this way, it will be possible to track the long-term outcome and benefits Mladiinfo workshops will have upon rural and vulnerable communities in the various countries which host Mladiinfo branches.

Supporting documents (3) [MLADIINFO PPT-LAST.ppt](#)

Supporting documents

Supporting documents (2)
