



# Young Scot Card: A Tool for Delivering Policy

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Young Scot is the **national** youth information and citizenship charity for Scotland.

Providing young people aged 11-26 with information, ideas and access to opportunities – to support their to make meaning of their lives as they grow up and face transitions.

30 Years  
of providing young people  
with information

A yellow circular graphic with a white icon of a person and a staircase, representing 30 years of service.

2M+  
page requests per year  
for digital content

A green circular graphic with a white icon of a computer monitor displaying a pie chart and a list, representing digital content usage.

620K  
Young Scot cardholders

A blue circular graphic with a white icon of a person and a list, representing the number of cardholders.

We are ambitious  
for Scotland's  
young people



We want to...



young people aged 11-26 for

- ✓ learning and growing
- ✓ living and thriving
- ✓ working and achieving.

In order to support them in making meaning of their lives as they grow up and face transitions



## Empower



Enable young people to participate and influence change locally, nationally and globally



Young people develop skills through learning and work and are supported to raise their attainment and achievements

Improved public perception of young people, leading to less stigma and more respect



## Impact hub 3

Participation

Co-design  
Participation/Leadership  
Insight services  
YS Awards YOYP



Over the next three years, our strategic aims are to...



## Connect



Support young people to grow, develop and achieve by connecting them to services and opportunities



In order to achieve our outcomes...

Young people are connected to services and opportunities to realise their ambitions in learning, life and work



We will create Impact Hubs to deliver our services, which will include...

## Impact hub 2

Smart-tech to tackle inequalities

Scotland's Youth Smartcard, incorporating rewards, discounts, proof of age and smart-technology



Frontline stakeholder relationship management / Locality insight gathering & reporting / Local promotion & engagement / Insight services / YS Awards YOYP

# What we want to achieve...



## Activate



Create pathways for young people to navigate positively through times of transition



Young people develop skills through learning and work and are supported to raise their attainment and achievement

Young people make informed decisions and choices that support them to grow, thrive and achieve



## Impact hub 1

Cross-platform digital  
Digital information platform, social media & content

Digital Academy, incorporating digital literacy and skills, cyber resilience, digital rights and MA Programme



## Impact hub 4

# The Policy Landscape in Scotland



# Young Scot's contribution



Smart-travel

Digital public services

Increasing physical activity

Building Safer Communities



Tackling inequalities



GIRFEC  
And  
Raising Attainment



Co-production and  
Community  
Empowerment

Developing the  
Young Workforce

Preserving our  
Natural  
Environment

# How we work



# Young Scot National Entitlement Card



650,000+  
YS NEC  
Cardholders

One single  
shared platform  
across 32 local  
authorities

One card =  
multiple  
services

# Get in touch



Visit us on the web at [www.youngscot.net](http://www.youngscot.net)

Call us on 0131 313 2488

Email us at [info@young.scot](mailto:info@young.scot)

@youngscot

Like us at [www.facebook/YoungScot](http://www.facebook/YoungScot)

Follow us on Snapchat at youngscot snaps

Follow us on Instagram at youngscot

Or pop in for a cuppa and a hobnob...

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