



Generalitat de Catalunya
**Departament de Treball, Afers Socials
i Famílies**

YOUTH CARD IN CATALONIA

The social role

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1. YOUTH CARD IN CATALONIA

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- ✓ **552.000** users in 2016
- ✓ **Penetration of 35%** of Young people between 12 and 29 years old and from **50,67%** between 18 and 25 years old.
- ✓ Presence on **territory**, with balance between all the areas
- ✓ **3.722 companies** collaborate with the YC offering more that **8.172 benefits**.
- ✓ Online services: App of YC has more that **350.000 downloads**. It's the app more downloaded of the Catalan administration, with a monthly growing of 5000 downloads.

1. YOUTH CARD IN CATALONIA

- ✓ **53.137** users participating in different calls, registered in the Connected program.
- ✓ **138.262** followers of the Youth Card on Facebook, Twitter, YouTube and Instagram
- ✓ Virtual Youth Pack is the service of Youth Card more appreciated and used for holders, and include more than **160 discounts** with an estimated value of 2.500 euros.
- ✓ With the YC it's include a **travel insurance**.

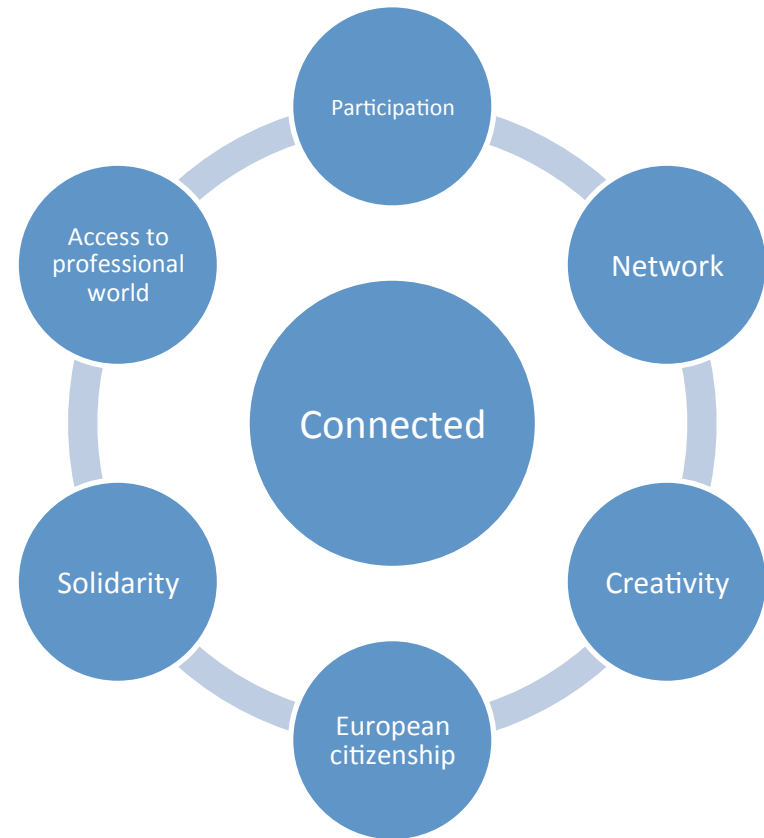
2. THE SOCIAL ROLE OF THE YOUTH CARD

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- ✓ Tool with the aim of contributing to integration of Catalan young people in the current society, at Catalan and European level
- ✓ It has a high level of acceptance
- ✓ Public service more used by young people, it means a direct channel of entrance with young people as individuals (*according to the last youth survey made among more than 3.000 youngsters)
- ✓ Tool of empowerment

2.1. SOCIAL ROLE – CONNECTED PROGRAM

Program Connected propose to holders a variety of initiatives apart of benefits and discounts



2.1. SOCIAL ROLE – CONNECTED PROGRAM

- ❑ **YC Professional grants:** (10) Writing (journalism), Photography (photojournalism), Design (graphic) Comic, Radio, Costume (TV), Staging (TV) Graphisms (TV), Characterisation TV), Musical Arrangements (TV)
- ❑ **Calls:** Jury of International Fantastic Film Festival of Sitges, castings to be part of the spot of YC,...
- ❑ **Connected experiences:** Sagrada Familia (Holy Family), Museum of Science, theatre,...
- ❑ **Social Networks:** Facebook, Twitter, Instagram and YouTube.
- ❑ **Raffle:** tickets for festivals, MOTOGP, Formula 1,...

2.2. SOCIAL ROLE – YC PROFESSIONAL GRANTS

OBJECTIVES:

- ✓ Promoting youth employment
- ✓ Simplifying access to the professional world for young people
- ✓ Selecting the best qualified young people in each sector
- ✓ Helping young people to access learning experiences in top level companies, developing qualified skills
- ✓ Helping in the transfer and occupying the space (for a limited time) between training and practical's and getting a job in a company

2.2. SOCIAL ROLE – YC PROFESSIONAL GRANTS



10 YC Grants in different sectors:

- ▶ Writing (journalism)
- ▶ Design (graphic)
- ▶ Radio
- ▶ Staging (TV)
- ▶ Characterisation TV)
- ▶ Photography (photojournalism)
- ▶ Comic
- ▶ Costume (TV)
- ▶ Graphisms (TV)
- ▶ Musical Arrangements (TV)

2.2. SOCIAL ROLE – YC PROFESSIONAL GRANTS

PROCESS

- ✓ Public competition/subsidies
- ✓ Publication of regulation bases
- ✓ Requirements: presentation of projects and questionnaires
- ✓ Interviews and final tests
- ✓ Objective criteria of assessment: capabilities
- ✓ Assessment Board: Government experts, important companies and outside experts

Each grant is gifted with 5.000€ per year

2.3. SOCIAL ROLE – PROGRAM OF YOUNG PEOPLE IN STATE CARE

Who are they?

Young people who are or have been in the care of the government of Catalonia - fostered, in residence or private houses.

The age of children or young people in care by institutions has been expanded until 21 years old.

We work in this project with the General Direction of Childhood Services of the Government of Catalonia

2.3. SOCIAL ROLE – PROGRAM OF YOUNG PEOPLE IN STATE CARE

The Youth Card as a social tool

We understand the Youth Card as **a tool to support the social, economic and civic integration of young people who are or have been in state care.**

2.3. SOCIAL ROLE – PROGRAM OF YOUNG PEOPLE IN STATE CARE

How it's managed?

- ✓ **Free of charge** delivery of the Youth Card when turning 12.
- ✓ Enjoy the **same services and benefits**.
- ✓ They could **participate in all the programs** and integrated services at Connected program
- ✓ **Daily and regular communication** with the centres of young people in state care, of the proposals and publications of Youth Card

2.3. SOCIAL ROLE – PROGRAM OF YOUNG PEOPLE IN STATE CARE

INDICATOR

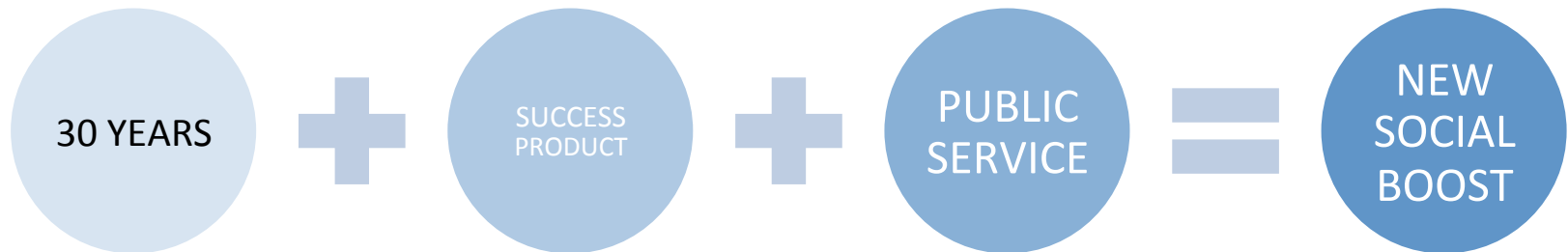
1166 Young People in the care of the government of Catalonia have received the Youth Card since the beginning of this project.

Receiving the Youth Card is voluntary. This action is used as an education tool by the professionals

3. SOCIAL BOOST OF THE YOUTH CARD

3. NEW SOCIAL BOOST TO YC

WHY?



3. NEW SOCIAL BOOST TO YC

AIMS

- ✓ To strength the Youth Card in order to be a more active tool on emancipation and participation of young people. To be a space of integrations, social cohesion and construction of identity and citizenship
- ✓ To reach with the Youth Card young people who are less educated and at risk of social exclusion
- ✓ Make the Youth Card the connector between young people and government services such as education, training, employment, housing, social cohesion, health, etc.

3. NEW SOCIAL BOOST TO YC

ACTIONS:

- ✓ Involving young people in the development of the youth card to maximise the relevance and impact of the programme to them
- ✓ To strengthen the services in the areas of culture, international mobility, training, health,...
- ✓ To strengthen the Connected program: YC Professional grants (professionals)
- ✓ To promote the values on the YC advertising campaign
- ✓ To strengthen communication media to young people: APP mobile, web, segmentation,...
- ✓ Information about the government services to young people
- ✓ Project YC Employment
- ✓ Project YC Territory
- ✓ YC young people in state care
- ✓ YC for newcomers to Catalonia

3.1. PARTICIPATION PROCESS

AIMS

THIS NEW BOOST WE WANT TO DO IT TOGETHER WITH YOUNG PEOPLE

- To know from first hand the need and preferences of young people related to contents and services of the Youth Card
- To adapt the Youth Card to different typologies of young people depending on age, territory, interest, lifestyle,...
- To improve and strength the emotional link of young people with the Youth Card

VECTORS OF WORK

- Participation: massive and open to all young people
- Transparency: of all the process, giving all the information to young people
- Community: to improve the belonging feeling

3.1. PARTICIPATION PROCESS

METHODOLOGY

- Innovative methodological process
- Process by progressive steps: territorial and segmented working groups
- Process linked with decisions

Stages:

- STAGE 1. Participation: Dissemination campaign to motivate participation and answer open to young people (social networks). Collecting information to make groups in the second stage **NOVEMBER – DECEMBER 2016**
- STAGE 2. Interrogation. 20 Focus groups on Facebook (25 participants each group) with moderator **FEBRUARY 2017**
- STAGE 3. Action: 5 workshops on the territory with 35-40 young people each one **MARCH 2017**
- ANALISYS AND FINAL REPORT: What is YC of the future like?

3.1. PARTICIPATION PROCESS

INDICATORS

7568 participants in the first phase of the process filling the form (with 5.190.138 impacts, 177.094 interactions with the spread of the campaign)

3.2. YOUTH CARD FOR NEWCOMERS

To use the YC as an integration tool for youth people who have recently relocated to Catalonia, including young refugees. They have access to all the services of YC (especially the Connected program).

- ❑ YC is a referent for the Catalan society that give access to many services: culture, leisure time...
- ❑ YC is an identity element that promotes and facilitate access of migrant young people to Catalan culture and reality, and an European link

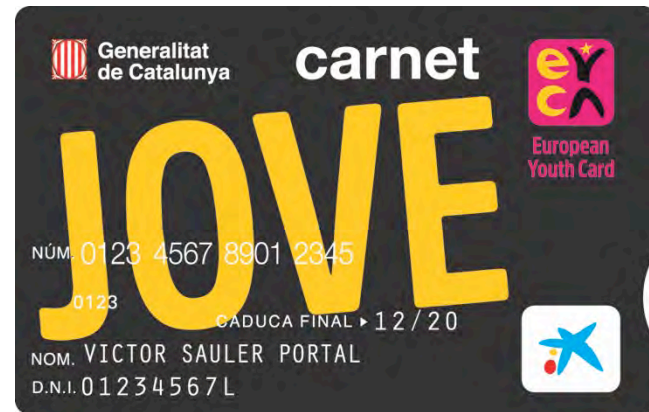
3.2. YOUTH CARD FOR NEWCOMERS

ACTIONS

- Gift of the YC to young migrants newcomers, the first year, like an identity element to contribute to their integration to Catalan society
- Spread and promotion of YC among migration associations
- Guidance for the improvement of the YC among migrants: specific discounts, communication,..

Program developed with the General Secretary of Equality, Migration and Citizenship of the Government of Catalonia

NEW IMAGE OF THE YOUTH CARD



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