

#Routes4U Special Edition of the European Youth Card



Credits: National Youth Card Association Bulgaria (NYCA)

About the #Routes4U Special Edition of the EYC?



This special edition of the European Youth Card is born from a cooperation between the European Youth Card Association and Routes4U.

The latter is a joint programme between the Council of Europe and the European Union. Routes4U aims at fostering regional development through the Cultural Routes of the Council of Europe in accordance with the macro-regional strategies of the European Union.

In a nutshell, these strategies allow countries located in the same region to jointly tackle and find solutions to problems or to better use the potential they have in common.

The European Youth Card Special Edition on Cultural Routes of the Council of Europe covers partially the area of the European Union Strategy for the Danube Region (EUSDR).

Under the scope of this project 2100 will be distributed among young people from Bulgaria, Croatia, Czech Republic, Montenegro, Romania, Serbia and Slovenia.

With this Special Edition of the European Youth Card, young people are invited to explore the culture, traditions, gastronomy and many other aspects by offering hundreds of discounts in selected places of the Danube region. Moreover, we believe that this is a perfect introduction for EYC cardholders to the Cultural Routes of the Council of Europe and wish to be part of similar projects in the future.

Findings from EYCA Member Organisations

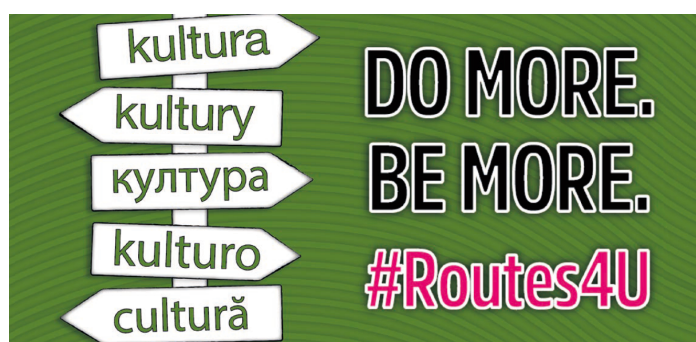
Generally, young people from partner countries have shown great interest in the #Routes4U Special Edition of the EYC.

EYCA Member Organisations report that they have received a high number of request to receive the card. Additionally, most EYCA members inform that the interactions with posts in social media platforms were high.

Some EYCA Members report that this project has given them the opportunity to closely cooperate with other organisations, municipalities and governmental institutions within the scope of the project.

Despite of the current circumstances caused by the COVID-19 outbreak and the limitations in terms of mobility, young people seem to welcome this sort of initiative and we expect that over the next few months, most cardholders will be able to enjoy mobility and to further explore and discover what is in for them in the Cultural Routes of the Council of Europe.

To conclude, EYCA and its member organisations taking part in this project look forward to cooperating in the future to bring similar initiatives to our cardholders all across Europe and to continue enhancing cultural tourism among young Europeans.



eyca.org
coe.int/en/web/cultural-routes
coe.int/routes4u
danube-region.eu

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

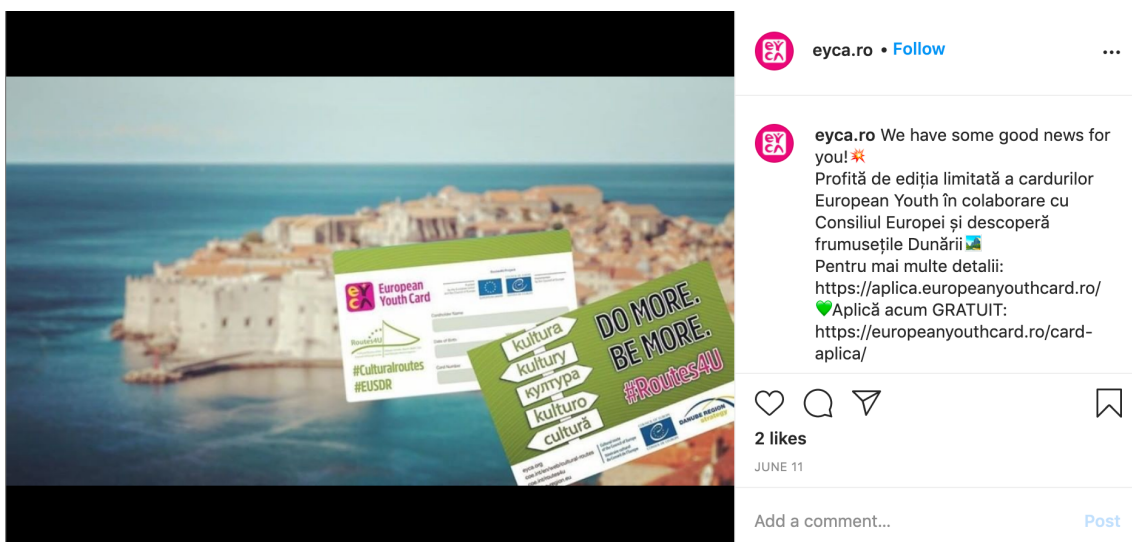


How did EYCA member organisations promoted the #Routes4U Special Edition of the EYC?

Please, see below various examples of how EYCA member organisations have promoted this #Routes4U Special Edition of the card among young people in their countries.

It is also relevant to highlight that the card is free of charge for young people from Bulgaria, Croatia, Czech Republic, Montenegro, Romania, Serbia and Slovenia.

The promotion of the card has been done mainly through social media and the websites of the EYCA member organisations in each country.



**DO MORE.
BE MORE.
#Routes4U**

KULTURA
KULTURY
КУЛТУРА
CULTURA

European Youth Card
Routes4U
Funded by the European Union and the Council of Europe
Cultural Routes of the Council of Europe
DANUBE REGION strategy

EYCA - Evropska mladinska kartica posted an offer. 26 June at 14:19

Get a free European youth card with included free insurance and free membership in student exercise by clicking on the "buy" button below 📌👉
 You can read more about the project
 📌 <https://www.mladinskakartica.si/routes4u>.
 The action lasts until 30. 7. 2020 oz. Until Stocks last

🔗 See original · Rate this translation

**DO MORE.
BE MORE.
#Routes4U**

European Youth Card
Routes4U
Funded by the European Union and the Council of Europe
Cultural Routes of the Council of Europe
DANUBE REGION strategy

EXPIRES ON 30 JUL 2020
Free European Youth Card (Code R4U) Shop Now

