



**Partial Agreement on
Youth Mobility through the Youth Card
Final report 2015**



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INTRODUCTION

The purpose of this report is to describe the activities and impact of the work undertaken by EYCA in 2015 as a result of the support the Association received through the Partial Agreement on Youth Mobility through the Youth Card in the framework of the Council of Europe.

Activities and their impact are described as they relate to the 2015 programme of the PA as well as to the 2014-2015 Programme of the Youth Sector of the Council of Europe: “Developing European youth co-operation through youth policy, youth work and non-formal education/learning”.

I. HUMAN RIGHTS AND DEMOCRACY: YOUTH POLICY AND YOUTH WORK PROMOTING THE CORE VALUES OF THE COUNCIL OF EUROPE

1. Commissioning design and content input for EYCA communications tools

- **EYCA Facebook page** was created in September 2015 to meet the Association’s need to communicate with partners, governments and institutions. The Facebook page is growing steadily. Currently we have just finished publishing a series of interviews with the young people involved in Mobility in the Mind in order to highlight EYCA’s work to support youth employment and entrepreneurship. Also, we use the Facebook page to share information and call from our partners, including the Council of Europe, across our network and among young people.
- **EYCA Update** - the EYCA internal newsletter was sent out at the beginning of each month to all EYCA members.
- **EYCAatcher** - the public EYCA newsletter was sent out quarterly. The topic of the latest edition was European Youth Cards Supporting Volunteering and the main article focused on 17 years of the partnership between EYCA and the European Commission for the European Voluntary Service. The 17th anniversary info was picked up and reported by the Commission on the European Youth Facebook page.
The topics of the next EYCAatcher editions will be: employment and entrepreneurship (January 16) and Learning Mobility (April 16).
- **Article in the magazine *Jeugdbleid***. This is a magazine that specialises on Youth Policies. Some time ago they expressed their interest in EYCA and the work that we do. You will find the article attached with the reference to the Partial Agreement on it.
- **Quarterly Update**. EYCA’s Quarterly Update is conducted with all member organisations as well as all 19 card organisations in the autonomous Spanish regions. The Quarterly Update is a key tool for analysing members’ performance and needs. The questions are re-phrased every quarter to match the current developments in the Association and a comprehensive narrative report is produced for both the EYCA Board and the members themselves. The findings and trends are then presented and discussed at the EYCA Annual Conference and General Assembly.

2. Travel, board and lodging associated with:

- **Quality improvement support to existing members**

Visit to Albania

Meetings participants

Name	Organisation and position
Jonida Lamaj	Director, Youth Act Center
Sidita Gjipali	Project Manager, Youth Act Center
5 staff members	Youth Act Center
Manel Sanchez	EYCA Director
Gazela Pudar	EYCA Group Board Member
Dr. Marenglen Spiro	Rector, Marin Barleti University
Dr. Saemira Pino	Dean, Marin Barleti University
Bardhylka Kospiri	Vice Minister for Social Welfare and Youth, Albanian Government
Leart Kola	Counsellor to the Minister for Social Welfare and Youth in Albania

Objectives of the visit

- To meet the new EYCA member organisation in Albania and the partners supporting the development of the European Youth Card in this country
- As part of Maximising Impact Programme, this visit aimed to support Youth Act Center as a new member to develop up to the minimum quality standards in EYCA
- Take part in a meeting with the Ministry of Social Welfare, with the main partner Marlin Barleti University and Support of the Civil Society in Albania (AMSHC).
- Encourage the Government to join the Partial Agreement.

Background information

Youth Act Center applied for membership to the EYCA Board in September 2014 and was accepted by the General Assembly in February 2015. Youth Act Center is a non-profit organisation established in 2013 and is based in Tirana, Albania. YAC's main partner is Marin Barleti University in Tirana and all activities are developed in co-operation with them.

Meeting with Youth Act Center

- During the afternoon of March 24, EYCA and Youth Act Center prepared the meeting for the next day.
- Jonida presented the development plan to implement the European Youth card in Albania. They planned to develop the card in 2015 with the support of the Ministry and the University. They identified discount providers and started negotiations.
- Also several questions were raised about discounts, strategies, governmental support, Partial Agreement, EYCA Conference, etc.
- Currently 5 people working in the development of the card.

Meeting with Youth Act Staff

- Meeting took place in the Youth Act Center office with staff from YAC
- Several questions were answered by EYCA representatives who explained aspects of card development, including online communication, discount partners, etc.

Meeting with Marin Barleti University

- The purpose of the meeting was to support Youth Act Center in their relationship with their main partner - Marin Barleti University - and help them understand that there is significant European support to develop the project in Albania.
- Both Rector and Dean were delighted with the project and expressed their willingness to support it with facilities on University premises and also financially.

Meeting with Minister for Social Welfare and Youth of Albania

- Meeting with the Vice Minister for Social Welfare and Youth and other two ministerial representatives.
- Purpose of the meeting was to support our member in front of the Government and also to show the European dimension of the card.
- Ministerial support was promised; also they were very interested in the Partial Agreement, and in getting to know more about EYCA and the European dimension of the project.
- Several possibilities were discussed regarding the new Youth Strategy of the government until 2020.

Meeting with Support of the Civil Society in Albania (AMSHC)

- The final meeting was with members of the AMSHC - the organisation responsible for the concession of grants.
- Youth Act Center applied last year for an AMSHC grant to support the development of the card. While they were not awarded the grant, AMSCH encouraged them to apply again this year. EYCA sent a recommendation letter supporting the application. If awarded, the grant will give YAC a maximum of 40,000 euros to develop the card.
- Positive feedback was given after the meeting.

Next steps

- Youth Act Center to attend the General Assembly in Sweden.
- EYCA office provided YAC with a Welcome package including the License Agreement to be signed.
- YAC participated in the Associate Training session as part of the Maximising Impact Programme in Sweden in June 2015.

Visit to Macedonia (FYROM)

Participants

Name	Organisation and position
Ines Curapova Manojlovska	President, POLARIS Group NGO
Mr. Abdilaquim Ademi	Minister of Education and Science of Macedonia
Darko Dimitrov	Director, The National Agency for European Educational Programmes and Mobility
Manel Sanchez	EYCA Director

Background information

Polaris Group, under the ZIP TRAVEL EYCA License, is the EYCA Associate Member organisation for FYROM since 2012. In order to get support from the Government, the member asked EYCA to be part of a formal meeting with the Ministry of Education to present the European Youth Card and agree on next steps.

Meeting with the Ministry of Education of Science

- EYCA Director gave a presentation to attendees that included:
 - Introduction to EYCA
 - Various good practice examples from EYCA members across Europe
 - Benefits that this program can have for governments in terms of helping to implement youth policy, communication with young people, etc.
 - The Relationship between EYCA and European institution like the Council of Europe and the European Commission. Introduction and explanation of Partial Agreement with the Council of Europe and potential for cooperation.

Next steps

- It was agreed that the Council of Europe would send the Macedonian government an invitation to participate in the Scotland Seminar at the end of April.

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- The Minister conclude the meeting by saying that this is a very good project for Macedonian young people and that they are ready to support and implement the European Youth Card in Macedonia through Polaris.

EYCA Maximising Impact Seminar on Business Intelligence and Data Management

On November 12 and 13, eleven participants from ten EYCA member organisations got together in Brussels to learn and expand their knowledge about Business Intelligence and Data Management. The seminar took place at the Microsoft Executive Business Centre in Brussels. The programme included:

- Introduction to Business Intelligence and Data Management
- The essence of predictive analysis for managers
- Data-driven management strategy
- European Legal Framework. Protection of personal data
- Good practice examples from EYCA members
 - Data driven discounts, from member acquisition to user relevance - Mecenat, Sweden
 - Use of Geckoboard Data Dashboard as a service for strategic partners - Young Scot, Scotland
 - Connection to ticketing systems - CJP, The Netherlands.

• **Identifying new member organisations for EYCA**

- **England (January):** A visit to the British Youth Council (BYC) was made on January 21st to explore the cooperation between BYC and EYCA. Discussions focused on the best possible model for a future European Youth Card in England and a market research study was conducted. BYC became a Member of EYCA and was very active in 2015. The organisation was in the first stages of implementing the card in England through an agreement with the National Student Union, a powerful Student organisation in the UK. Final negotiations are on the way and the card is ready to be in place during the first semester 2016.
- **Germany (February):** The EYCA Board Member responsible for white territories and the EYCA Director held a meeting on February 6th in Berlin with Kay-Michael Stybel, Head of Marketing and Sales from the German Youth Hostel Association. Several possibilities were explored and it was agreed that communication will follow. In principle they see the development of the card as an opportunity and negotiations are still on the way. Also a meeting was held in Baden Baden in July to explore different possibilities to launch the card in the territory.
- **France (March):** An EYCA Board Meeting was conducted at the CDIJ venues in Paris in order to promote the implementation of the European Youth Card in France. Philippe La Salle, CDIJ director addressed the Board. The Partial Agreement was discussed during the meeting and government representatives were encouraged to consider joining the PA. In November a meeting with the Municipality of Strasbourg was held at the European Youth Centre. The possibility of a cobranded card between EYCA and the City of Strasbourg were explored and is still under negotiations.
- **Turkey (July):** The Turkish NGO Civil Life Association was accepted as an Associate EYCA Member for the territory of Turkey in July 2015. The card is to be launched in the first semester of 2016.
- **Latvia (May):** A meeting was held in Brussels with representatives of NEXT NGO (www.nextyouth.org), an organisation established in 2006 and based in Aizpute, Latvia. Their core activities are participation, employability and communication. Their target group is young people aged 15-26 although the organisation is also interested in communicating with a younger age group as well. There are a total of 300.000 potential cardholders in Latvia. The government of Latvia was also contacted and future cooperation among both entities and EYCA is expected.

- **Legal support dimension of quality improvement**

Domain registration and protection

- To ensure the reciprocity of European Youth Card discounts and benefits in all European countries, the registration and protection of online domains is crucial. To make sure youth information is easily accessible to young people, EYCA has registered europeanyouthcard.xy and eyca.xy domains, so that they can be used by member organisations.

Effective license and sub-license agreements

- According to the EYCA Statutes, there can only be one license holder for the European Youth Card per territory, i.e. one organisation developing the card for the given country/territory. However, to expand the distribution network and to make the card available to all young people, there are also sub-license agreements in some cases. EYCA provides the legal services connected to both license and sub-license agreements.

II. LIVING TOGETHER IN DIVERSE SOCIETIES: YOUTH POLICY AND YOUTH WORK PROMOTING INTERCULTURAL DIALOGUE

1. Commissioning technology infrastructure:

- to support good practice database development
- to support EYCA's members' group structure

- The existing EYCA intranet is being extended into a comprehensive EYCA Customer Relationship Management system (CRM), gathering information about all EYCA members and partners into one online database, together with a log of the Office and Board communication with EYCA Member Organisations (MOs) and partners. This system is necessary to:
 - Inform the decisions of the EYCA Board
 - Structure the information and knowledge collected from members by the Office into an easily accessible form for all
 - Create an EYCA knowledge database for sharing successful practice, useful documents and important information between member organisations
 - Enable easier production of summary statistics and analysis
 - Support Maximising Impact work to assess the situation/capacity of EYCA members and to inform the development of action plans
 - Record the communication between Office/Board and members
 - Support the work of the Group Board members
 - Ensure knowledge transfer and continuity (changing members, staff, Board members, etc.)

2. EYCA's members' group structure, including specific Conference workshops

EYCA regional meetings were organized as following:

- Group 1 - Andorra, May 11-12
- Group 2 - Goteborg, June 11
- Group 3 - Amsterdam, May 27
- Group 4 - London, December 7-8
- Group 5 - Belgrade, May 13-14

Partial Agreement evolution and new possibilities of implementation were discussed in the meetings. Also the PA programme 2016 was discussed.

3. Commissioning the generation and dissemination of knowledge relating to volunteering and youth citizenship

Since 1999, EYCA in cooperation with the European Commission has been issuing a special EVS edition of the European Youth Card to all volunteers of the EVS Programme. A new agreement was signed in December 2014 estimating that 23,000 EVS European Youth Cards will be issued from November 2014 until December 2016. With this new agreement, additional actions were agreed to increase the visibility of the European Youth Card:

- Include EVS-European Youth Cards into EYCA Common Cardholder Database

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- Generate intelligence about the use of the European Youth Card: EVS participants' final report on their service will include 3 questions related to their European Youth Card
- Promotion of the EYC and the EVS Programme:
 - The European Commission agreed to publish an article about the EYC in the European Youth Portal under the section dedicated to Volunteering in Europe
 - The European Commission agreed to promote the EVS European Youth Cards through the Erasmus+ National Agencies. EYCA Office has prepared a short presentation "EVS European Youth Card" to be integrated in the orientation courses that the National Agencies organise for all arriving EVS volunteers.
- EVS European Youth Card online competition
 - EYCA ran between 1 April - 15 May 2015 a pan-European video competition called "2015 EVS European Youth Card Awards" for EVS Volunteers in Europe.
 - The purpose of this competition was to increase the visibility of the European Youth Card and the EVS and create positive mobility role models by disseminating personal stories and testimonials of EVS European Youth Cardholders. These videos will be used by EYCA in our communications.
 - Two EYCA member organisations (Greece and Cyprus) volunteered to offer the prizes for the competition consisting in two all inclusive weekend trips. Prizes were redeemed in summer 2015.

III. SOCIAL INCLUSION OF YOUNG PEOPLE

1. Travel, board and lodging associated with knowledge exchange meetings and events related to promoting and developing social inclusion aspects of youth card organisations

- **Meetings with the European Youth Forum**

The YFJ is one of EYCA's key partners in the area of youth policy; there are several national members who hold both the EYCA and the YFJ portfolio. EYCA cooperates with YFJ on Structured Dialogue (SD) by encouraging card organisations to distribute the SD questionnaire to cardholders and encourage them to participate. The information collected then feeds into the national report. EYCA also facilitates the cooperation of YFJ and European Youth Card organisations on national level.

A Memorandum of Understanding was signed between the two organizations in order to establish an official cooperation on Structured Dialogue. A letter has been sent in January 2016 to all EYCA members and all SD National Working Groups to encourage them to work together bring the SD to as many young people as possible.

- **March 2015: Mobility in the Mind Symposium, Lisbon**

In March the Mobility in the Mind project was launched with a Symposium in Lisbon. Mobility in the Mind is an 18-month project that enabled EYCA members to build upon, extend and promote employment and entrepreneurship actions. Actions were developed in 2015.

The objective of the project was to support young people to co-create routes to finding and generating work for themselves and others in Europe. EYCA cooperated with all relevant stakeholders, including the business sector, to identify and create youth card-related opportunities in specific sectors of the economy (selected because they are relevant to individual EYCA member organisations, and because they are considered to have potential growth for entrepreneurship opportunities for young people). These are:

- Green initiatives; environmental conservation; sustainable construction etc.
- Tourism and hospitality
- Communications/digital technology
- Cultural industries
- Social enterprise

48 participants, among them 8 governmental representatives, participated in the Lisbon symposium. As CoE representative Natalja Turenne stated during the event, one of the priorities of the Council of Europe youth sector is to promote mobility, intercultural dialogue and active participation of young people in the life of society. This, in turn, helps with employment opportunities for young people. The Youth sector of the Council of Europe, including its Partial Agreement on Youth Mobility through the Youth Card, advance these goals through various youth policies, notably through co-operation with EYCA. Natalja Turenne also highlighted the necessity to support initiatives to implement policies to enhance youth mobility to have an impact learning process and working opportunities.

- **April 2015: PA seminar in the framework of the 2nd European Youth Work Convention, Brussels**

The seminar on 'The role of the European Youth Card in Youth Work' was part of the 2015 programme of activities of the Council of Europe Partial Agreement on Youth Mobility through the Youth Card in the framework of the 2nd European Youth Work Convention. The seminar was organised by the PA in partnership with EYCA. The purpose of the event was to showcase best practice examples from EYCA

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members in connection with youth work and to promote the Partial Agreement among states that were not part of the PA at the moment.

16 participants, among them 4 governmental representatives from Latvia, Lithuania, Russia and Finland, were present.

- **April 2015: PA seminar on 'The role of the European Youth Cards in Implementing Youth Policies in CoE member states', Edinburgh.**

The event was organised by the Partial Agreement on Youth Mobility through the Youth Card of the Council of Europe in partnership with the European Youth Card Association (EYCA). The event was hosted by Young Scot, the EYCA member organisation in Scotland.

In addition to the seminar, participants attended the Young Scot Awards Ceremony - 10th Anniversary. The ceremony took place at the iconic venue of Usher Hall in Edinburgh. Since 2006, the Young Scot Awards celebrates the achievements of young people in Scotland who have made a real difference in their communities. Young Scot puts these everyday heroes front and centre in a very high-profile annual ceremony with extensive media coverage. Over 1000 guests attended while thousands more watch these inspirational young people on television.

15 participants from Spain, France, Israel, Romania, Belarus, Albania, Serbia, Scotland, Finland and Lithuania were present in the event, in addition to CoE representatives and the EYCA Office.

2. Commissioning generation and dissemination of knowledge relating to social inclusion

- **May 2015: 3rd World Forum on Intercultural Dialogue, Baku**

EYCA hosted the workshop entitled 'Promoting youth mobility to enhance intercultural understanding: the successful experience of the Youth Card' under the umbrella of the Partial Agreement. EYCA representatives also presented the No Hate Speech Movement during the workshop.

3. Participating in meetings and events to support the development of youth information across Europe

- **January 2015: 8th NHSM Follow-Up Group meeting 28-30, Strasbourg**

EYCA participated in the 8th NHSM Follow-up Group meeting. The No Hate Parliamentary Alliance was launched.

- **February 2015: Participation and presentation delivered at POYWE youth work event in Rotterdam.**
- **October 2015: Steering Group of the European Platform on Learning Mobility, Istanbul**

EYCA is part of the EPLM Steering Group and was present in the Conference 'Learning Mobility in the Youth Field: towards opportunities for all - Evidence, experience, discourse', that took place in Istanbul, followed by an evaluation meeting, also in Istanbul, that was organised in December.

- **July 2015: Meeting with the Erasmus Student Network, Brussels**

Erasmus Student Network (ESN) is a non-profit international student organisation. There are 250.000

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members from 424 local sections in 36 countries working on a volunteer basis in higher education institutions under the principle of students helping students. EYCA and ENS representatives met to discuss a potential cooperation.

- **September 2015: Meetings with Uniplaces, Brussels**

EYCA representatives have met with Uniplaces, an organization that supports student mobility and helps students find accommodation across Europe, in order to facilitate learning mobility for young people in Europe. An agreement is now in place for European Youth Cardholders to enjoy a discount on Uniplaces services.

- **ERYICA and EURODESK**

Meetings of the three networks Directors were conducted on a regular basis. EYCA is now partner to an ERYICA event marking the organisation's 30th anniversary. The seminar will take place in Finland, from April 20 to 21, 2016 and will focus on 'Challenges and Opportunities of Youth Information and Counselling in a Digital Era'.

EYCA representatives attended both the ERYICA Annual Conference and the Eurodesk Annual Conference. Both organisations were invited to and attended the EYCA Annual Conference that took place in Goteborg, Sweden in June 2015.

- **March and September 2015: EU Youth Conferences in Riga and Luxembourg**

EYCA attended the two EU conferences that took place in 2015 as part of its work to support the EU Structured Dialogue with young people.

All of the above mentioned youth organisations are natural partners for EYCA in the field of youth policy as well as volunteering/active citizenship/youth information projects. EYCA is looking into possible joint projects and/or co-branded cards or cooperation on national level by member organisations.

IV. POLICY APPROACHES AND INSTRUMENTS BENEFITING YOUNG PEOPLE AND CHILDREN

1. Commissioning technology infrastructure

To support the operation of the common cardholders database (CCDB). In order to increase the database with additional member organisations, a CCDB plan divided in 3 phases was created by the EYCA Office with the goal to have all European Youth Cards in this system by the end of 2016.

2. Travel board and lodging associated with negotiating with potential PA members

- Albania: See section I of this report.
- Macedonia: See section I of this report.
- France: See section I of this report.
- Turkey: See section I of this report.
- Following the presentation that took place in Strasbourg during the PA Board of Coordination, a meeting to explore possible ways of collaboration between EYCA and the Council of Europe Cultural Routes was agreed and took place on January 14th 2016.

3. EYCA Think Tank Initiative

As agreed in the 2015 PA programme, a desk research study on youth mobility policies and practices across European countries has been commissioned and work has started. Manfred Zentner is the person chosen to conduct the research. The plan is to have the results before the CDEJ meeting in March 2016 so they can be presented there.

A high profile publication will be produced based on the findings of the study. The intention is that this publication will mark the foundation of a Think Tank on Youth Mobility as a specific long-term project in the PA framework.

The publication will offer European policy recommendations relating to the specific value of the potential contribution of youth cards to youth mobility, and will inform the 2016-2017 work programme.

The idea behind the Think Tank is to offer policy makers and other relevant stakeholders expertise and advice in the field of youth mobility, developing a centre of excellence under the auspices of PA.

In addition, a PA-EYCA Seminar on evidence on youth mobility will be organised, inviting researchers to explore the initiative of developing the youth mobility think tank in the framework of PA on Youth Mobility. Considering that policy makers often refer to the lack of evidence-data on youth mobility and mobility practices, this seminar would be dedicated to boosting cooperation between EYCA and researchers to provide evidence-based directions for mobility policies on the European and national levels. The publication of desk research findings on youth mobility policies and practices across European countries will be presented at the event. The event is planned for March 2016 before the CDEJ meeting, linked to the Board of Coordination.

Invitations to PA-EYCA seminars will be open to CDEJ representatives from all CoE member states and to EYCA member organisations, as well as to relevant national stakeholders.

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Subsidised places will be offered to the CDEJ/EYCA member organisation representatives from Partial Agreement-contributing countries e.g. accommodation and/or travel costs covered.

There is also an intention to explore the possibilities of cooperation with the EU-CoE Partnership in the publication of the results and also in the organisation of the seminar.