Young Scot Card: A Tool for Delivering Policy

Mark McGeachie
Director of Partnerships and Innovation
@YS_MarkM
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
- **2M+** page requests per year for digital content
- **620K** Young Scot cardholders

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**European Youth Card Association**
We are ambitious for Scotland’s young people

We want to...

- Activate
- Connect
- Empower

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
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

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

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 achievement

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

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

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 2

Smart-tech to tackle inequalities
Scotland’s Youth Smartcard, incorporating rewards, discounts, proof of age and smart-technology

Impact hub 3

Participation
Co-design
Participation/Leadership
Insight services
YS Awards YOYP

Impact hub 4

Frontline stakeholder relationship management / Locality insight gathering & reporting / Local promotion & engagement / Insight services / YS Awards YOYP
The Policy Landscape in Scotland

- Smart-travel
- Digital public services
- Increasing physical activity
- Building Safer Communities
- Tackling inequalities
- Co-production and Community Empowerment
- Developing the Young Workforce
- GIRFEC and Raising Attainment
- Preserving our Natural Environment
Young Scot’s contribution

Activate
Smart-travel

Digital public services

Increasing physical activity

Building Safer Communities

Connect
Tackling inequalities

GIRFEC
And Raising Attainment

Empower
Co-production and Community Empowerment

Developing the Young Workforce

Preserving our Natural Environment
How we work

Our partners...
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
Call us on 0131 313 2488
Email us at info@young.scot
@youngscot
Like us at www.facebook/YoungScot
Follow us on Snapchat at youngscotsnaps
Follow us on Instagram at youngscot

Or pop in for a cuppa and a hobnob…

Mark McGeachie – markm@young.scot / @YS_markm
www.youngscot.net