



Generalitat de Catalunya
Departament de Drets Socials
**Secretaria d'Infància, Adolescència
i Joventut**



**“ReStart – ReNew – ReIntegrate”
Opportunities for young people after the
coronavirus pandemic**

**EYC as a one stop shop support
system for youth**

29th of October of 2021

“During the lockdown and the pandemic it has boosted a way of working and assess young people online that it will continue and improve it after all”

“Some thing have changed in a good way and we have to use it”

A. ACTIONS OF THE YOUTH CARD

B. YOUTH MENTAL HEALTH

C. FUTURE ACTIONS

A. ACTIONS OF THE YOUTH CARD

1. Information COVID-19

2. Promotion of online discounts, proposals and raffles

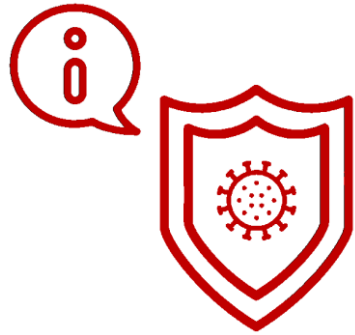
3. Information of postponed events

4. Spread of online universal and free proposals

5. Support to SME

6. Collaboration to search spaces to host vulnerable groups affected by COVID-19

1. Information COVID-19



Using the youth card as a channel of communication with young people, we have realized actions to inform about valid prevention measures related to COVID19, both through youth card channels and profiles on social networks.

In this sense, we have spread measures related the use of mask (including discounts for buying it), social distance, hand washing and mobility restrictions and access to shops and commercial services.

Also, we have specially promoted youth card discounts on psychological services to help youth people affected by COVID-19 situation.

2. Promotion of online discounts, proposals and raffles

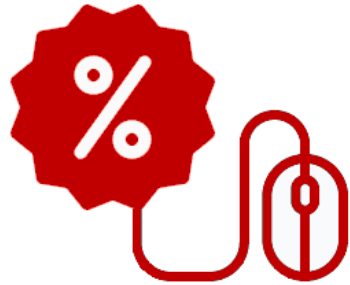


To offer online discounts is a strategic line that we have been once working in order to recruit and maintenance of Catalan Youth card of Catalonia.

Taking into account the COVID-19 situation created, this working line has been improved and prioritized in order to offer to cardholders online discounts, proposals, and raffles during confinement and after with the return to normality (with restrictions to access to shops and services)

2. Promotion of online discounts, proposals and raffles

✓ Online benefits:



- Subscriptions and loan of contents in audiovisual platforms as Filmin, Rakuten TV or PlayTheatres
- Discounts on the electronic books platform Rakuten Kobo (ebooks and readers)
- Promotion of online discounts on sport activities (Kaizen health).
- Gratuity on online consultation service ophthalmologic (Innova Ocular)

2. Promotion of online discounts, proposals and raffles

- ✓ Online benefits

- Offers of gratuity or with discount online training:
 - 5 free courses at Benowu (International Academy of Digital Training specialized on online courses).
 - Benefits on online courses of permanent collaborators of Youth Card: languages school, writing school, digital driving school, natural cosmetic manufacturing...

2. Promotion of online discounts, proposals and raffles

✓ Online benefits:

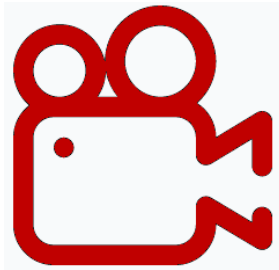


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2. Promotion of online discounts, proposals and raffles

✓ Online proposals:



On the framework of contention measures against COVID-19, and in order to achieve the social distance, we have redraft one of the most successful among youngsters: Youth Card Casting.

In order to do it, we have call a first phase of participation only online, where more than 4.400 young people have been registered. They have had the opportunity to upload their video casting on the participation

2. Promotion of online discounts, proposals and raffles

✓ Online proposals:

With this action we have limited the social contact during this first online phase, where we have selected 200 youngsters that will go to the on-site casting phase.



This last phase has been developed with all the preventive measures and with small groups all over the territory in order to reduce the mobility of young people.

2. Promotion of online discounts, proposals and raffles

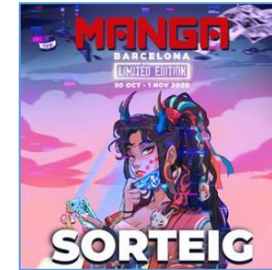
- ✓ **Online raffles:** We have done raffles through Instagram profile of the Catalan Youth Card in order to promote interaction and participation of young people.



Among others we have done raffles of Netflix subscription, Xiaomi headphones, Meller sunglasses, one Huawei laptop Benowu, or packs of t-shirts, poster packs de samarreta, poster and complements of Online Manga event.

2. Promotion of online discounts, proposals and raffles

✓ Online raffles:



3. Information of postponed events



With the aim of having and updated communication with young people and in order to support hosts and promoters that offers discounts on temporal events to youth cardholders, close contact with these contributor companies.

This continue contact has allowed us to inform to cardholders about delays, cancelations, limited capacity and program modifications of big events like [Canet Rock](#), [Sónar](#) or Primavera Sound, but also with smaller or local events.

4. Spread of online gratuity and universal proposals



Together with the online discounts promotion, during confinement we have prioritized the dissemination of online gratuity and universal proposals among cardholders.

Among others, we have promoted cultural proposals as virtual visits to museums or theater productions online for free; sport activities and free fitness training programs, and leisure time activities (like virtual scape rooms) offered by permanent collaborators.

5. Support to SME



With the aim of doing a correct communication to young people and maintaining the contact with youth card collaborators, all over the confinement situation, we have done up keeping tasks and update data of collaborators.

During these contacts we realized about their situation in order to give them support and promoting the local commerce and services of proximity among cardholders during de escalation. The action has been very well received among collaborators. They have appreciate the contact, that has been repeated in autumn..

6. Collaboration searching spaces to host vulnerable groups affected by COVID-19



Tapping the relation with contributor companies of the youth card, we have created a special working group in order to collaborate with the Government searching and booking of hotels and other spaces to host vulnerable people that have needed isolation during the emergency.

We have search spaces to host elderly people, disable persons or non accompanied minors. This initiative is been positive received by collaborators. This action has put in value their social responsibility in front of young people and to other groups

B. YOUTH MENTAL HEALTH

1. Practical tips for youth and youth workers during lockdown

2. Advisory at [Adolescents.cat](https://adolescents.cat) (teenagers)

3. Training for professionals – basic mental health

4. Emotional education and skills for life

5. Creation of a working group for preventing youth suicide

1. Mental health guides

Practical tips for youth and youth workers during lockdown



As a response to the lockdown caused by the COVID-19 pandemic, the Catalan Youth Agency (ACJ) has published two interesting guides targeting young people and youth work professionals.

The aim of “How to find meaning in it” is to **help young people and those working with young people** - such as youth workers, youth information workers and educators - **deal with the lockdown in a meaningful way**

Originally produced in Catalan, we have made the guide available in English, French and Spanish

1. Mental health guides

Practical tips for youth and youth workers during confinement

Online master class for professionals linked to the guide (150 participants)

EN- [How to find meaning in it](#) for youth

EN- [How to find meaning in it](#) for youth workers

FR- [Quel sens donner a tout cela?](#) for youth

FR- [Quel sens donner a tout cela?](#) for youth workers

ES- [Démosle sentido](#) for youth

ES- [Démosle sentido](#) for youth workers

2. Advisory at adolescents.cat (teenagers)



Queries (26th march – 30th of june) 400

- Love 35%
- Anxiety 25%
- Friendship 10%
- Coexistence 10%
- Loneliness 7%
- Other issues
 - Studies 10%
 - Suicide alert 10 queries



3. Training for professionals – basic mental health

During 2020 there were trained 125 professionals on Mental Basic Health (online and around the territory)



4. Emotional education and skills for life

In 2021 continuous training for professionals and also to young people (through youth offices and youth information points (25 workshops)



5. Creation of a working group for preventing youth suicide

Composed by professionals, experts and representatives of different ministries.

Aims of the group:

- Training and advisory plan for youth workers
- Communication and awareness campaign for young workers on social networks
- Epidemiological study, reports and data collect



C. FUTURE ACTIONS

1. Sustainability

2. Boost digitalization

3. Improve social – local actions

1. Sustainability

Sustainability it was already one of the main aspects in our strategically plans. Young people has show that one of their main concerns are the effects of the climate change (and the pandemic has help to see better a lot of them).

We will work in order to improve this strategically line.



2. Boost digitalization

Digitalization it has been already one of the main objectives of the youth card, but now more than ever, this has to be worked in a serious and quality point of view.



3. Improve social – local actions

The social aspect of the youth card has to be improved in order to help young people in all their need that that have been appeared or increased during the pandemic. We have to update de project to COVID19 consequences.

- Increase our work with young people in risk of social exclusion
- Improve social discounts / benefits
- Implementation of the local youth card to all the territory in 2022





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THANKS!!!

www.gencat.cat/joventut