

A black and white photograph of four young women standing close together and smiling. They are in a studio setting with a white backdrop. The woman on the far left wears a denim jacket over a white top and dark pants. The second woman wears a patterned sweater and jeans. The third woman wears a patterned sweater and jeans. The woman on the far right wears a plaid shirt over a black top and jeans. The text 'EMPOWERING EUROPE'S YOUTH' is overlaid in large yellow letters.

EMPOWERING EUROPE'S YOUTH



European Youth
Card Association

eyca.org

EMPOWERING EUROPE'S YOUTH

Introducing EYCA

40 member
organisatio
ns

38
countries

7 million
Youth Cards

Empowering Europe's Youth

Our vision

A Europe where all young people are mobile and active.

Our mission

EYCA member organisations work together to help more young people to be socially, culturally, educationally and economically mobile by:

- delivering quality European Youth Card services
- contributing to better policy on youth mobility and active citizenship.

European Youth Card



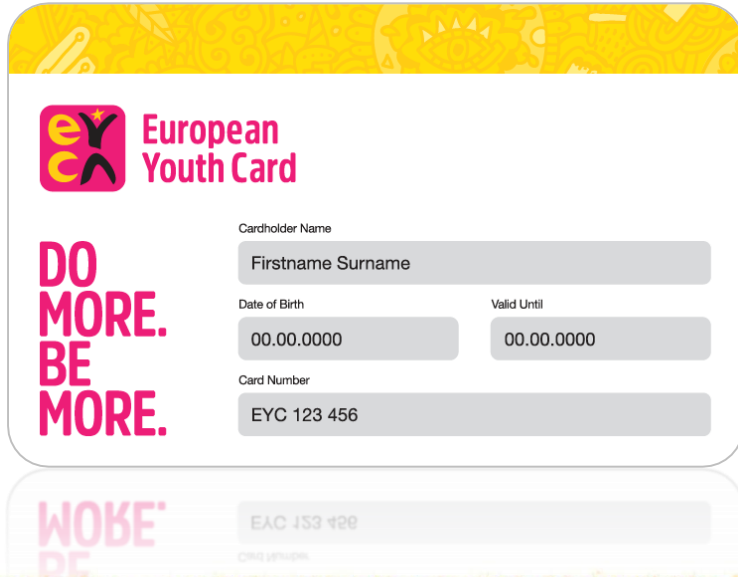
39,000 +
Discounts in
Europe

Travel
Accommodation
Culture
Services
Products

Information &
Opportunities

Mobility
Participation
Employability
Entrepreneurship
Culture

The diverse roles of the card



- National entitlements & rewards card
- National student card: Hungary, Greece, Portugal, Sweden.
- Youth organisation membership card
- Culture card
- Regional/municipality/city card
- Bank card
- Discount card
- Travel and health insurance card

European Youth Card reach

16 million
web
visitors/year

58 million
page
views/year

>3 million
followers on
social media

>2.7
million
app downloads

Membership



EUROPEAN PARTNERSHIPS

Council of Europe

EYCA-Council of Europe Partial Agreement on Youth Mobility through the Youth Card

Since 1991, we have been working with the Council of Europe to support youth mobility in the framework of the Partial Agreement on Youth Mobility through the Youth Card (PA).

21 Council of Europe Member States contribute to the PA. Each year we deliver a PA work programme that connects Council of Europe Member States with EYCA member organisations and helps them work together to develop more effective policy and practice responses to youth mobility

Council of Europe

EU-CoE Youth Partnership

EYCA is part of the steering group of the European Platform on Learning Mobility, an EU-CoE Youth Partnership initiative.

No Hate Speech Movement

EYCA was also part of the steering group of the No Hate Speech Movement and an early supporter of the campaign. During the campaign, EYCA members issued special No Hate editions of the European Youth Card and organised dedicated events.

European Commission

EU Youth Dialogue

EYCA has been a long-standing partner and supporter of the EU Youth Dialogue called in the past Structured Dialogue with Youth (SD) - a process that gives young Europeans the opportunity to influence youth policy in the EU.

EYCA members support this process and, as a result of their work, many of the young people involved in this are European Youth Cardholders.

To further increase our impact, we have partnered up with European Youth Forum, committing to working together to help more young voices shape national and European policy.

European Commission

EVS & ESC European Youth Card

- For the past 20 years we have been working with the European Commission to issue a special EVS edition of the European Youth Card to all young people in the European Voluntary Service for free.
- Over 150,000 EVS European Youth Cards have been distributed so far.
- The card is a token of gratitude for the admirable work these amazing young people do, dedicating their time to improving communities abroad.
- The card helps them experience and explore more in their host country and take full advantage of their time with the EVS. As of 2021, 110.000 participants in the European Solidarity Corps will receive the European Youth Card every year.

European Commission

European Solidarity Corps

EYCA is supporting the European Solidarity Corps and is working with the European Commission to develop a special edition of the youth card dedicated to young volunteers of the Solidarity Corps.

ERYICA & Eurodesk

After years of informal cooperation with ERYICA and Eurodesk, we formalised our partnership through a Memorandum of Understanding signed in September 2016.

The highlights of the new partnership include:

- a joint position paper to inform the next EU Youth Strategy
- a training for youth workers from the organisations
- a collection of good practice from across the three networks.

More joint projects are in the pipeline.

ETHICAL BUSINESS PARTNERSHIPS

CSR Europe & the European Pact for Youth

- We believe a cross-sector approach is the only way to truly have a positive impact in terms of boosting young people's employability and entrepreneurship. To achieve this, we teamed up with CSR Europe, the leading European business network for Corporate Social Responsibility, and are working together to develop joint projects for the benefit of young people.
- We are also part of the **European Pact for Youth**, a cross-sector initiative where companies, schools and universities, youth organisations and European institutions work together to fight youth unemployment and give young people a real chance of reaching their full potential.

EYCA YOUTH PANEL

For young people, with young people

In 2018, we introduced a new advisory body to the EYCA Board – the EYCA Youth Panel.

10 cardholders from across Europe are working together to:

- Advise the EYCA Board on the priorities, interests and concerns of young Europeans;
- Help to co-design European Youth Card programmes and services;
- Receive support from EYCA for the activities they want to develop in their communities and at the European level.

#STANDFOR SOMETHING

- Pan-European campaign led by 21 young activists supported by 16 EYCA member organisations and co-funded by the European Union.
- Aimed at engaging and exposing young people to conversations on themes related to the European Union, its future and how they can shape it as part of the Conference on the Future of Europe process.
- Implemented in Belgium, Bulgaria, Czech Republic, Spain (Andalucía & Catalunya), Italy (Lazio), Croatia, Greece, Malta, Portugal, Slovenia, the Netherlands, Cyprus, Ireland, Romania, Hungary & Austria.

#STANDFOR SOMETHING

- 90+ activities held up to now, mostly centred around grassroots campaigning
- Research on youth attitudes towards the Future of Europe (EYCA's first research study of its kind)
- Strong online presence and brand recognition. Approximately 10 million people reached already through social media campaigns.
- Expected to distribute 60,000 special edition European Youth Cards across Europe.

EYCA AS SOCIAL TOOL

- EYC AS AN EMANCIPATION TOOL
- EYC AND SOCIAL INCLUSION
- EYC AND INTEGRATION
- EYC AND EMPLOYABILITY
- EYC AND DEMOCRATIC ENGAGEMENT
- EYC AND BRAIN DRAIN BRAIN GAIN
- MUNICIPALITY CARD

THANK YOU!