

ReSTART - ReNew - ReIntegrate

Opportunities for young people  
after the coronavirus pandemic

27-29 October, Budapest



Institut Balear de la Joventut



# Empowering youth through active citizenship

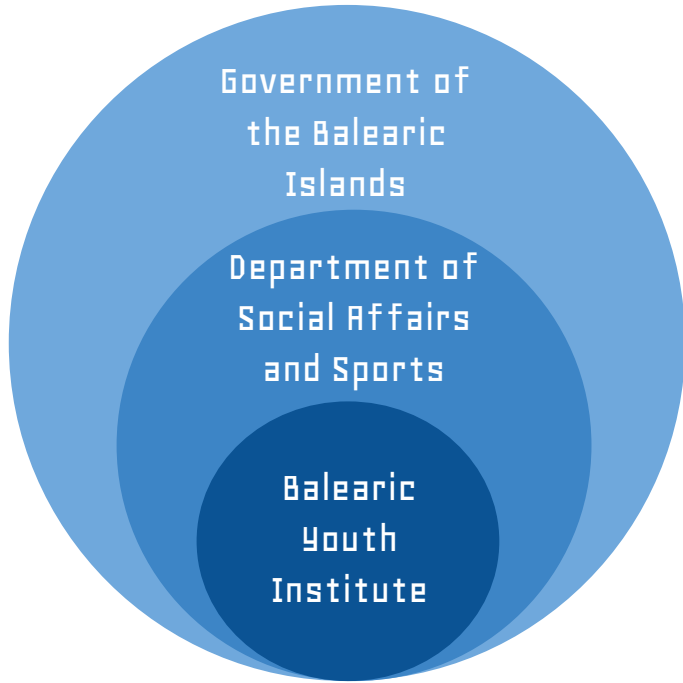
Institut Balear de la Joventut  
Balearic Youth Institute

Carnet Jove de les Illes Balears  
European Youth Card in the Balearic Islands

- Social Context
- How our services were affected
- How we reacted
- We move on...



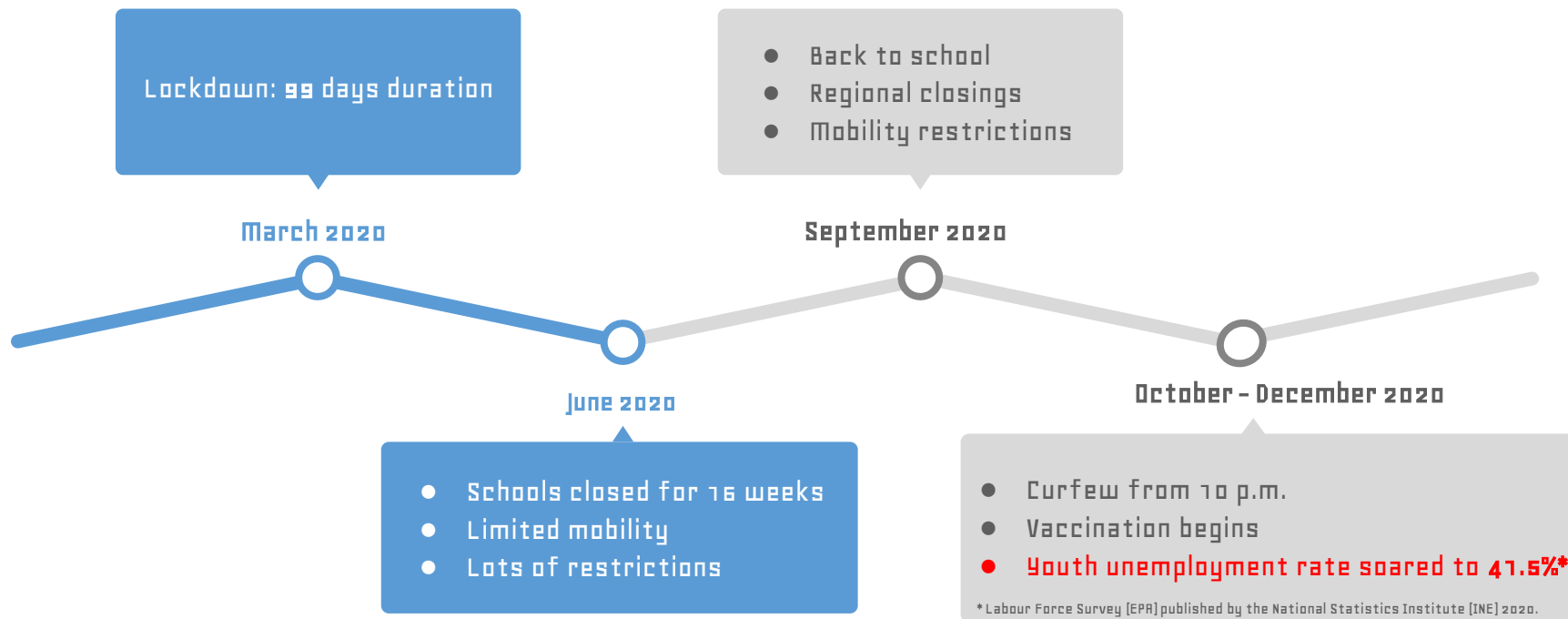
# Balearic Youth Institute



Among its objectives:

- To promote the Youth Card Programme in order to increase the loyalty of cardholders through discounts, quality advantages and different initiatives.
- To disseminate the Youth Card and all its advantages and discounts to young people from 12 to 30 years old through the digital platforms of the Youth Card.

# Chronology of the pandemic in the Balearic Islands





# European Youth Card in the Balearic Islands

246,485 young people  
aged between 12-30  
years in 2021\*

Young people with  
youth card:  
29.835\*\*

Market  
Penetration rate  
12%

\*[Ibestat, 24/2/2021]

\*\* September 2021 data





Most of our partners were closed

Others were opened with limited opening hours

How our services were affected

Some published good practices in their social networks

Decrease in the number of youth cards issued

We disseminated these good practices in our social networks

# HOW WE REACTED





## SOME OF OUR INITIATIVES:

- Blood donation campaign: *Treu el millor de tu [Bring out the best of you]*
- First Carnet Jove Awards and Grants for Self-Employment Projects 2020

How can we help young people?



# Blood donation campaign: *Treu el millor de tu* (Bring out the best of you)

## Objectives:

- To encourage and support **social participation** and **voluntary action** of youth.
- To improve the information that young people have about blood donation.
- To ensure the **generational replacement** of donors.
- To promote **altruism** among citizens through this campaign.
- To contribute to public health policies.

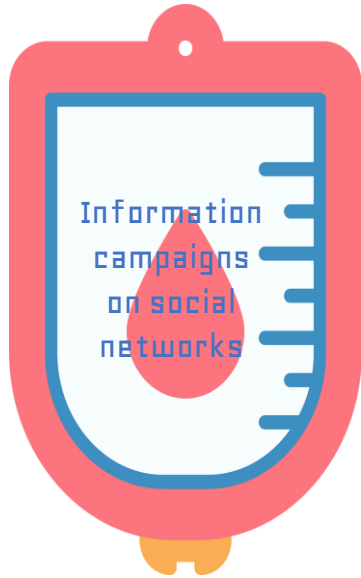


## The campaign was structured around two fundamental axes:

- The dissemination, through the Youth Card website and social networks, about the places and times of the planned donation campaigns. Merchandising items were given away to European youth cardholders who participated.
- The protagonism of young donors and recipients who explain their experience with videos, photos, texts, etc.

# Blood donation campaign: *Treu el millor de tu* [Bring out the best of you]

## Next steps:



# First Carnet Jove Awards and Grants for Self-Employment Projects 2020

## Target

Holders of the Youth Card between the ages of 18 and 30

## Objectives

- To **raise awareness** of self-employment as a viable option for young people and their direct participation in the Balearic Islands' business fabric.
- To **promote knowledge** about self-employment among young people who want to start an economic activity, as well as the resources available to them.
- To **help young people to transform** their business ideas into economic activities through self-employment.
- To **promote the viability** of young people's businesses, as well as increasing awareness of the Youth Card and the Balearic Youth Institute through the design and development of programmes within the framework of youth policies.

## Awards & Grants

- A cash prize + financial aid to start up the project + a course on business creation.
- A maximum amount of **€30,000** was allocated for prizes. Of this amount, €14,000 were used for prizes and €16,000 were used for grants to start up the winning projects.

## Easy & quick participation process

- Business project with a maximum length of approximately 1,500 words.
- A 4 minute video explaining:
  - Their motivations to launch their business idea
  - Their academic and professional background
  - The strengths of their project.

## Evaluation

- Feasibility
- Social impact
- Environmental sustainability
- Innovation

## Outcome

- 16 projects submitted
- 5 were awarded prizes and grants
- 3 were launched

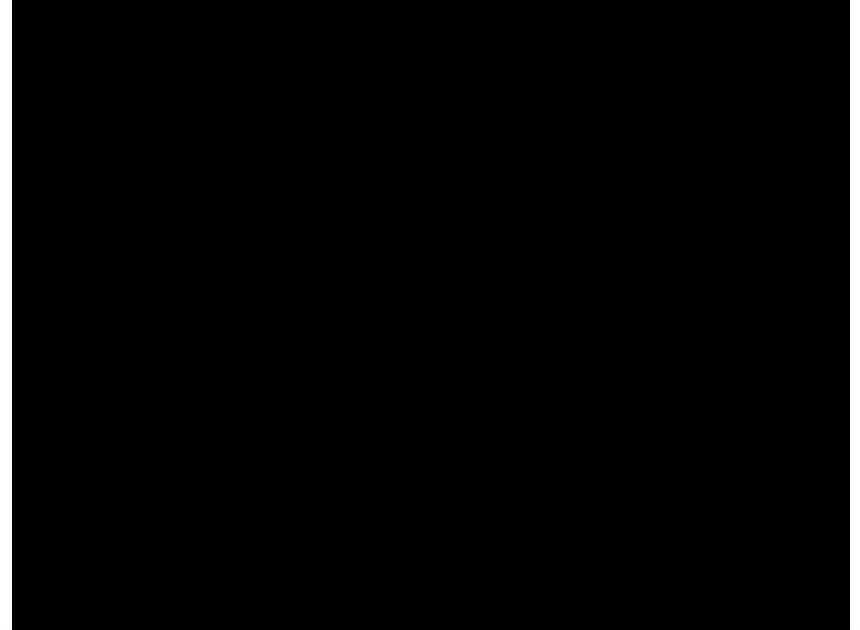




FIRST PRIZE: *Ant Dimension*



SECOND PRIZE: *Streaming Balears*





EYCA EXCELLENCE AWARDS 2021  
Youth Mobility & Active Citizenship  
Award

First Carnet Jove Awards and Grants  
for Self-Employment Projects  
2020

# We move on...

## *Second Carnet Jove Awards and Grants for Self-Employment Projects 2021*



- Increasing the budget to € 60,000:
  - € 14,000 will go to the prizes
  - € 46,000 will be used for grants to start up the winning businesses.
- 9 grants of €3,000 each, for those projects that do not win a prize but meet all the requirements.
- 18 projects have been presented so far



KEEP  
ON  
AND  
THINK IT'S  
WORTH IT

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THANK YOU!