



European Youth
Card Association



50-50 Seminar of the Partial Agreement on Youth Mobility through the Youth Card

Synergies to implement the Youth Work Recommendation CM/Rec(2017)4

Can the European Youth Card be used as a policy tool?

25-26 April 2022
Santa Venera, Malta

For Partial Agreement Member Governments and European Youth
Card Organisations

*In advance of the Spring University of the Council of Europe
27-29 April, Santa Venera, Malta*

REPORT

TABLE OF CONTENTS

DAY 1 | MONDAY, 25 APRIL 2022

1.1 Opening and welcome	3
1.2 Setting the scene	
1.3 Introducing the Council of Europe Recommendation on Youth Work	5
1.4 The role of the EU-CoE Partnership in the field of youth in supporting youth work	6
1.5 The complexity and diversity of youth work realities	
1.6 Good practices of youth work in EYCA organisations	9

DAY 2 | TUESDAY, 26 APRIL 2022

2.1 Possible synergies on how to use the European Youth Card for youth work practices	11
2.2 Good practices of youth work in EYCA organisations	12
2.3 Challenges and opportunities in youth work – from recognition of the profession to meeting the needs of digital natives	13
2.4 Connecting the challenges and opportunities of the Council of Europe Recommendation on Youth Work and the European Youth Card services	14

APPENDICES

Appendix 1 – Concept note	16
Appendix 2 – Programme	18
Appendix 3 – List of participants	20

1.1 Opening and welcome

Manel Sanchez, European Youth Card Association (EYCA) Director, officially opened the event and welcomed the participants.

Miriam Teuma, Chair of the European Steering Committee for Youth (CDEJ), welcomed the participants and presented the Agenzija Żgħażaġh, hosting the event. She stated that the role of the Maltese Youth Agency was to provide and coordinate youth work services and NGOs on the island. She explained that the 50/50 Seminar was gathering representatives of the CDEJ and EYCA members, in the perspective of creating synergies.

Natalja Turenne, Administrator and Co-secretary to the CDEJ at the Council of Europe Youth Policy Division pointed out that this was the first 50/50 seminar organised in the framework of the Partial Agreement (PA).

Jan Pelozza, EYCA President, introduced the topic of the 50/50 seminar. He declared that there were more than 7 million cardholders and that EYCA's goal for 2025 was to reach 20 million cardholders.

1.2 Setting the scene

Aims of the seminar

The aims of the seminar were the following:

1. **Strengthening the capacity** of policy makers and Youth Card organisations to work together in implementing Council of Europe standards in the field of youth work;
2. Offering a unique space for members of the Partial Agreement on Youth Mobility to **build stronger partnerships with their country's counterparts** from the European Youth Card organisation (where relevant);
3. Identifying possible **synergies between different policy processes** and understanding better what the role of the European Youth Card could be in addressing youth work challenges.

Expectations and needs

The participants expressed the following expectations and needs regarding the seminar:

- to learn about the European Youth Card, how it works in practice;
- to create new connections, to do networking, to learn about the EYCA network and to meet people with different backgrounds;
- to learn about and share experiences, knowledge, good practices and techniques and to find out different practices on EYCA projects through various countries;
- to find ways of future collaboration and to create synergies, notably to revive youth mobility after COVID-19;
- to get to know more about what other countries do to support and empower youth;
- to come up with new ideas, to return home with a new perspective of youth participation;

- to understand how the EYC is a powerful tool for policy, to explore opportunities for and ways to use the Youth Card as a tool, in particular for young people's development;
- to get to know different perspectives and views on youth policies.

Introduction to the EYCA and to the Partial Agreement on Youth Mobility through the Youth Card

Natalja Turenne explained that the **Partial Agreement** had been created at the initiative of the Secretary General of the Council of Europe in 1991 with 5 member States to facilitate mobility of young Europeans as well as their access to the various goods and services for their personal and cultural development. She specified that the number of members currently amounted to 23 and that other members were encouraged to join. She added that, in the framework of the Partial Agreement, seminars, webinars and workshops were being organised and contributed to the development of various aspects of youth policies through the European Youth Card as part of intergovernmental co-operation of member States.

Manel Sanchez introduced the EYCA. This **non-governmental organisation**, created 30 years ago, comprising 40 members, from 38 countries, and 7,3 million cardholders, envisions a Europe where all young people are mobile and active. The card, accessible to all young people regardless of their nationality and status (no need to be a student) is based on **two pillars**. The first one, the most visible for young people, is composed of around 42 000 **discounts and opportunities** in the fields of travel, accommodation, culture, services and products all over Europe. The second one consists in information provided on topics such as **mobility, participation, employability, entrepreneurship, culture** (non-exhaustive list) used by young people according to their age, situation, etc. In that respect, EYCA is engaging the EYC cardholders community to **advance youth mobility and European citizenship**, notably by promoting campaigns such as the Council of Europe's ones – “No Hate Speech” and “Democracy Here | Democracy Now” – as well as #StandForSomething (to foster youth participation in the Conference on the future of Europe) and #GiveAVote (to mobilise young voters for the EU elections in 2019); by supporting the EU Youth dialogue; by offering the card to the youth taking part in the European Solidarity Corps as well as the “Discover EU” action; by working in cooperation with the EU-CoE Youth Partnership and by involving young people in the EYCA Youth panel. Indeed, created in 2018, the **EYCA Youth panel** is an advisory body that helps the EYCA board identify the priorities, interests and concerns of young Europeans and design EYC programmes and services. The 10-12 Youth panel members also receive support from EYCA for the activities they wish to develop and represent EYCA at the European level.

Information about the EYC is notably disseminated through the website (16 million web visitors/year, 58 million page views/year) and social media (more than 3 million followers on social media and more than 2,7 million app downloads). In that regard, during the pandemic, the card was used to connect communities, to exchange on issues such as health, human rights, etc.

Manel Sanchez explained that to be a member, an organisation needed to show a balance between the two pillars and that the right combination was not easy to find. He added that 2021 was marked by the 30th anniversary of the **EYCA-Council of Europe Partial Agreement on Youth mobility through the Youth Card**. 23 Council of Europe member States currently contribute to the PA and, in collaboration with EYCA member organisations, strive to develop more effective policy and practice responses to youth mobility. The EYCA has also formalised a partnership with the **European Youth Information and Counselling Agency**, an independent European organisation, involved in intensifying European and international cooperation in the field of youth information work and services as well as with **Eurodesk**, a

European youth information network making information on learning mobility comprehensive and accessible to young people and those who work with them.

The presentation made by EYCA is available [here](#)¹.

1.3 Introducing the Council of Europe Recommendation on Youth Work – Miriam Teuma, Chair of the Joint Council for Youth

Miriam Teuma presented the Recommendation CM/Rec(2017)4 of the Committee of Ministers to member States on Youth Work, which was adopted in 2017.

The Appendix to Recommendation CM/Rec(2017)4 **defines youth work** as “a broad term covering a wide variety of activities of a social, cultural, educational, environmental and/or political nature by, with and for young people, in groups or individually. Youth work is delivered by paid and volunteer youth workers and is based on non-formal and informal learning processes focused on young people and on voluntary participation. Youth work is quintessentially a social practice, working with young people and the societies in which they live, facilitating young people’s active participation and inclusion in their communities and in decision making.”

This Recommendation expresses the conviction of the Committee of Ministers that:

“- the sustainability of European identity and the Council of Europe’s core values (human rights, rule of law and democracy) relies on the **creativity, competences, social commitment and contribution of young people** and on their confidence in the future as well;

- government policies should support young people in **realising their full potential** as autonomous members of society, enabling them to develop life plans and exercise their democratic citizenship;

- youth work makes an important contribution to **active citizenship** by providing opportunities to acquire the knowledge, skills and attitudes for civic engagement and social action.”

Therefore, the Committee of Ministers recommends that the member States “renew their support for youth work” by taking a series of measures:

1. ensuring that the establishment of further development of quality youth work is safeguarded and pro-actively supported within **local, regional or national youth policies** [...];
2. establishing a coherent and flexible **competency-based framework** for the education and training of paid and volunteer youth workers [...];
3. taking into consideration the **measures and principles** proposed in the appendix [...];
4. supporting the initiative of the Council of Europe’s youth sector to set up an ad hoc high-level **taskforce of the relevant stakeholders** in youth work in Europe [...];
5. fostering national and European **research** on the different forms of youth work and their value, impact and merit;
6. supporting the development of appropriate forms of **review and evaluation** of the impact and outcomes of youth work;
7. promoting the Council of Europe **Quality Label for Youth Centres** as an example of good practice.”

Among the **measures** proposed in the appendix appear the following ones:

“i. provide an **enabling environment and conditions** for both proven and innovative youth work practices [...];

1 If you are reading the printed version of the report, the presentation can be found in the folder available here:



- ii. **strengthen the role and position of youth work** in order to facilitate cross-sectoral cooperation between youth work (...) and other sectors [...];
- iii. promote and support **coordination between local, regional, national and European levels** of youth work [...];
- iv. promote the **recognition** of the values, attitudes, skills, knowledge and critical understanding developed through participation in and delivering youth work;
- v. promote **equal access** to youth work;
- vi. promote the **role** of youth work [...];
- vii. respect the **freedom and autonomy of youth organisations** and other NGOs doing youth work;
- viii. foster **knowledge-based youth work**;
- ix. encourage the use of **research, evaluation and continuous follow-up** [...]"

The full Recommendation CM/Rec(2017)4 as well as the explanatory memorandum can be found here: <https://rm.coe.int/cmrec-2017-4-and-explanatory-memorandum-youth-work-web/16808ff0d1>

1.4 The role of the EU-CoE Partnership in the field of youth in supporting youth work – László Milutinovits, Youth Policy Division, Council of Europe

László Milutinovits, Senior Project Officer, explained that the role of the EU-CoE Partnership was to **foster synergies between the priorities and activities** of the two partner institutions that were within their shared interests: youth policy, youth research and youth work.

He gave some examples of the Partnership's contributions: the EU Youth Strategy 2019-2027 and the Council of Europe Youth Sector Strategy 2030, the European Year of Youth of the European Union, the Council of Europe's campaign "Democracy Here | Democracy Now" and the implementation of the European Youth Work Agenda.

He described the action of the Partnership, implying (non-comprehensive list) collecting materials and research on youth work, providing studies, editing the Coyote magazine, training kits as well as youth knowledge books, coordinating the European Platform on Learning Mobility, the European Knowledge Centre for Youth Policy as well as the Pool of European Youth Researchers, piloting Massive Open Online Courses (MOOC) on youth work, youth policy and youth research and producing the "Under 30" podcast series.

1.5 The complexity and diversity of youth work realities

Anne Murphy – KDYS Killarney Youth Centre – Council of Europe Quality Label Centre (online connection)

Anne Murphy presented youth work from an Irish perspective. Created in 1971, the KDYS Killarney Youth Centre has been the first organisation in the country having **trained youth workers**. She detailed the diversity of actions undertaken within her Centre, in the **8 areas of initiatives**: education and training, employment and entrepreneurship, health and well-being, participation, voluntary activities, social inclusion, youth and the world, as well as creativity and culture. She highlighted some key elements in her work, such as its **complexity and diversity**, the **continuous professional development** of youth workers and the importance of **social media**. She also emphasised the importance of **evaluation** in the recognition of the work done. In that regard, she evoked the possibility of designing a new tool to evaluate youth work.

Aġenzija Żgħażaġh Youthwork team

An historical overview of youth work in Malta

As an introduction, Miriam Teuma shared a historical overview of youth work in Malta. She told participants that its genesis dated back to 1908, when the first scout troop had been set up in Malta. At that time, it was only the second overseas troop to be established outside the United Kingdom. At the same time, the first Don Bosco oratory was founded in Sliema. Miriam Teuma explained that this situation reflected the reality of that time, marked by two political forces: the British empire and the Church. In 1923, the Malta Girl Guides was set up, followed in 1931 by the Żgħażaġh Azzjoni Kattolika (Youth Catholic Action) as a branch of the Maltese Catholic Action. 60 years later, the National Youth Council (KNZ) was established following on the first National Youth Conference in Malta. Regarding the professionalisation process of youth workers: in 1992, the Institute of Youth Studies was established in the University of Malta. Six years later, the first youth work graduates created the Maltese Association of Youth Workers (MAY) and, in 2014, the Professional Youth Work Act was enacted. The Aġenzija Żgħażaġh was founded in 2010.

Following Miriam Teuma's introduction, her colleagues from Aġenzija Żgħażaġh's team facilitated four parallel workshops, presenting various aspects of the youth work conducted in Malta, as follows: EYCA in Malta, transition and inclusion, detached youth work as well as youth work at school.

EYCA in Malta

Among the 110 000 youth present on the island, more than 10 000 are EYCA cardholders. There has been a significant increase in the past 7 years. At the beginning, to apply for the card, young people had to fill a form, requiring a huge amount of information. More recently, the procedure has been simplified and digitalised. An application form is available in English and Maltese on <https://eyca.mt/> (local website) as well as on <https://www.servizz.gov.mt/> (state service website). Young people can also drop in at the youth information centre. The Aġenzija collaborates with the Malta identity unit that issues ID cards. Thus, all youth from 14 on are being given an EYCA application and the cards are issued within 3 days. EYCA cards for Maltese residents are free of charge.

Interaction with cardholders is facilitated by the local EYCA website, monthly newsletters, mail shots, local events, collaboration with schools, detached youth work (interaction with young people in the streets), youth cafes in various localities, youth hubs in post secondary schools, etc. In addition, an EYCA digital app has been developed and will be launched soon.

To foster **cardholders' involvement**, the Agency asks them to participate in surveys, as well as in strategic dialogues. Furthermore, young people are invited from time to time to suggest service providers or retailers they mostly make use of (partnerships have been notably developed with insurances, dental clinics, Malta heritage, allowing young people to access all sites for one euro, etc.) Moreover, a Maltese representative is part of the EYCA Youth panel.

Transition and inclusion

3 main programmes are being implemented in the fields of transition and inclusion of young people.

SWISH is a weekly programme implemented in schools promoting inclusiveness through sport, which targets young people with and without disability.

BE is a weekly youth hub.

YOUTH.INC is a daily programme – **the only youth work programme accredited in Europe** – through which 16-21 year-old participants are learning subjects by doing. This is a 3-year programme but most young people only do 2 years (they directly enter the 2nd year). It mainly targets life skills such as budgeting, IT, communication, resilience, etc. using non-formal methodologies. Participants need to find a **work placement** in order to develop new skills and get more empowered. Out of 80 young people currently participating in the programme, 70 have found a placement. Every Friday, youth workers facilitate a discussion with young people about what happened at work: highlights, what went wrong, etc. To take part in this programme, young people apply online, in August. All applicants are invited to an interview as well as a group activity, so as to test their team building skills, etc. Once accepted, each participant is assigned to a youth worker who will support him or her.

In addition to these 3 programmes, the Agency offers other opportunities to young people in the fields of transition and inclusion, such as Erasmus + projects on topics such as social citizenship.

Detached youth work

This programme is mainly influenced by the United Kingdom. Street work with young people started with an Erasmus + Key action 2 in 2014 to train youth workers to this kind of intervention. Now, the project has finished but youth workers are still providing the service, mainly in 4 localities. A duo of youth workers go once or twice a week in each locality, to meet with young people hanging out, in order to open discussion on a diversity of topics including school, hobbies, employment and needs. Once young people get used to youth workers, they begin to provide information about themselves. Some projects are developed **in collaboration with other stakeholders**, for instance football games with the community police, clean up with a local council, the creation of a skate park with a group of young people, a municipality and an NGO. Regarding young people with whom youth workers are less familiar, the youth card is used as a tool to approach them and as an opportunity to share information.

More information on detached youth work in Malta is available here:

[https://youth.gov.mt/wp-content/uploads/2020/01/Detached Youth Work compressed.pdf?80b578&80b578](https://youth.gov.mt/wp-content/uploads/2020/01/Detached_Youth_Work_compressed.pdf?80b578&80b578)

Youth work at school²

Various projects are implemented within schools. They are **discussed and developed with educational officers** in schools, who ask youth workers to focus on a specific part of the curriculum. The methodology then designed by youth workers offers a space for young people to express their views. The overarching theme of all these projects is active citizenship. Among these projects it is worth mentioning **“It’s my choice”**, related to personal and life skills in different contexts: stressful situations, career paths and first-time voting. Besides, through the **“I.S.S.A”** projects (Strengthen the School with Active Students) **“Democracy Now”** and **“Contribution Now”**, students learn how to advocate and think critically and are invited to experience active citizenship within their communities. With **“Young parliamentarians”**, students are trained to represent their school in a debating competition. In the same vein, through the **“Student councils Democracy Award”**, youth workers support students councils and the school coordinators through toolkits, small funding, training and advice. In addition, youth workers disseminate information in schools about the European Youth Card. **“Team worth”** is a team building session aiming to increase students’ self-worth and teamwork skills. Finally, the **“Model European Parliament”** is a simulation of the European Parliament for young people aged 16-19 that has been running since 1994.

More information on these various programmes and on Aġenzija Żgħażaġh are available here:

<https://youth.gov.mt/>

² If you are reading the printed version of the report, a presentation of this programme can be found in the folder available here:



1.6 Good practices of youth work in EYCA organisations

Jan Peloza – European Youth Card Slovenia as a policy tool

Jan Peloza shared experiences and practices related to the use of the European Youth Card as a policy tool in Slovenia. In Slovenia, 138 000 young people are cardholders, which represents 46 % of the youth. In the last years, the huge increase of cardholders has been facilitated by the partnerships developed with schools and universities, and the support provided by the office for youth. The majority of cardholders are university students.

Jan Peloza underlined that the discounts provided by the card represented a “trick” to get young people engaged. He added that the EYCA local organisation **MOBIN – the Institute for youth Mobility and Information** – represented a cross-road between youth, the Slovenian government, companies and youth organisations. He specified that this politically independent organisation was not an advocacy organisation, but merely a convener and facilitator.

Regarding communication, a newsletter is disseminated, with high opening rate and a mobile app allows users to have an overview of the available discounts and services as well as their profile. This app has also been used to conduct surveys, in order to **foster dialogue** between young people, to let them be heard and, in this manner, **participate in the future** of their country. In that respect, thousands of Slovenian young people have participated in the “Catalyst 2030”, asking people around Europe how they saw the future and have answered to a questionnaire about the ecological footprint, including possible paths of action. In addition to online participation, some physical events have been organised.

Finally, Jan Peloza gave some advice to the seminar’s participants who could have been interested in integrating the EYCA membership. He said applying members should consult and discuss what they would like the card to be and ideally have **public policy interest** as a prerequisite because knowledge on social enterprise could be acquired at a later time. He outlined that governmental support was very important. In that respect, considering the issue of ethical standards in the conversation/cooperation with governmental and financial authorities, he explained that in his context, an **ethical council** was making regular checks.

Monica Sala – Carnet Jove Andorra

There are around 17 000 young people (12-30 years old) in Andorra, among which 50 % are cardholders. Monica Sala, Director of Associació Carnet Jove Andorra, explained that the purpose of the European Youth Card was to **maximise opportunities** for all young people, allowing them to **participate as citizens and consciously decide their future**. She said that the challenge was to create a service that would allow the EYC to evolve from a discount card (274 discounts have been negotiated with 211 partners in various areas such as culture, sports, education, mobility and travel, emancipation, health and leisure) to a key tool supporting personal growth experiences, networking activities and youth-related information and therefore helping to shape the future of their country. In that respect, she outlined that in Andorra, youth information was scattered due to the lack of a central youth information centre. Thus, one of their goals was to gather all the needed information for young people to disseminate it through the Card.

Among the **strategies** developed by Carnet Jove Andorra to reach out young people it is worth mentioning the following ones: segmenting their services and discounts according to young people’s age and needs, designing the EYC services together with young people, working with experts to maximise

the dissemination of information, adapting continuously to young people's language and communication channels, as well as encouraging and rewarding all actively involved young people.

Carnet Jove Andorra has developed **collaboration with public authorities**, for instance by concluding agreements with the Ministries of Foreign Affairs, Health, Culture and Social Affairs, and with financial institutions and by participating in the coordination and communication of youth policies. Monica Sala raised participants' attention on the fact that this bilateral cooperation also meant more work and knowledge from both sides. In order to combine the work with the banks and with public institutions, it was outlined that 50 % of the staff were youth workers, and 50 % commercials. She added that once you had an agreement with a bank, you had to be very constant with your work, otherwise young people could think that the card would be a bank's product.

Carnet Jove launched the **Moviment Jove**, a participatory process aiming at obtaining an exhaustive and detailed knowledge of the reality of young people in Andorra (2018-2019), in order to redefine the youth policy in Andorra, to better reflect the reality of young people, to involve all governmental bodies, companies, non-profit and other organisations related with the youth field and to shorten the gap between the youth and public administrations. The process, including workshops and digital participation, supported by 61 stakeholders including media and schools, involved 1400 youngsters. It allowed a significant collection of input and allowed the government to improve internal youth mobility but needed some improvement in the last phase consisting in responding to young people.

The presentation made by Carnet Jove Andorra is available [here](#)³.

Nuria Ramon – Agencia Catalana de la Joventut

Nuria Ramon explained that, in Spain, youth competences were delegated to the regions. Spain benefits from an important information network comprising 17 regional agencies and more than 100 offices. In Catalonia, the EYC, which started 35 years ago as a self-financed public service thanks to the annual fee, represented the third public service best valued by young people in 2018 and more than 500 000 cardholders in 2021.

The Agencia Catalana de la Joventut launched a **pilot project**, including 64 proposals for action, to boost the social aspect of the Youth Card, to increase its involvement in youth policies, in order to open the door of government services for youngsters. This example raised the issues of the (dis)advantages of a **decentralised system** and the relevance of a **common platform** for all these agencies. Some countries who do not yet have a youth card managing organisation are wondering which way would be the most appropriate in their local context.

Manel Sanchez concluded this first round of presentations by indicating that countries such as Georgia and Portugal had created **municipal youth cards**, outlining that, sometimes, the more local you went, the more impact you had. This remark raised some questions: How was the process to approach different municipalities? Do organisations have feedback from local businesses and from municipalities, for instance regarding young people's **sense of belonging**?

Finally, 4 working groups were created in order to discuss the possible synergies on how to use the European Youth Card for youth work practices.

3 If you are reading the printed version of the report, the presentation can be found in the folder available here:



2.1 Possible synergies on how to use the European Youth Card for youth work practices

Representatives from each group shared the main outcomes of their discussions. Participants outlined a series of possible synergies, pointing out that the European Youth Card could:

- raise young people's awareness and promote **inclusive participation and active citizenship**, notably through the **dissemination of campaigns**, such as the current Council of Europe's campaign "Democracy Here | Democracy Now";
- be promoted at local level through campaigns such as the previously mentioned one and the EU Year of Youth;
- serve **cross sectorial cooperation** in the field of youth;
- foster **exchanges and cooperation** between the **government** representatives, **Youth Card** representatives and other stakeholders such as municipalities, educational institutions, NGOs, parents, care-takers, private companies, banks, etc.;
- contribute to develop **user-friendly youth services**;
- allow the creation of safe spaces for better **connection and communication with and between the youth**, in order to share ideas, exchange on projects, get advice, network as well as create a community and a sense of belonging;
- allow a better **collection of information** from young people, especially on youth services, to develop horizontal relationships, notably through local contact points;
- facilitate a **trustful dialogue and collaboration on projects** between the youth and public authorities, giving some guidelines to "game changers", notably on access to social rights, for instance in the field of **housing**;
- allow the practical application of the **co-management system**, by creating an advisory board consisting of representatives of public authorities, EYCA member organisations and cardholders, to devise youth strategies and their implementation with and for youngsters;
- contribute to promote the **recognition of youth work and youth workers**;
- help young people organise **physical activities** such as boot camps.

A group raised a necessary condition to these synergies: the Card should be **inclusive** in every aspect. For instance, the websites and applications should be accessible, attention should be paid to the language used, inclusiveness should be taken into account in terms of gender, age, necessities of the different groups of young people. In that respect, a special consideration should be given to reaching out to NEETs, who may need those cards more than other youngsters.

Some participants raised the sensitive issue of the **data bases** of cardholders created by organisations, that could be used to identify trends and preferences and shared with public authorities. In that regard, they pointed out a paradox: in many countries young people do not trust authorities but leave all their personal information on social media. Therefore, would public authorities be considered less trustworthy than commercial platforms? How to develop a pedagogy that would strengthen the trust between public authorities and young people? Through a campaign supported by Youth Card organisations? Through youth workers?

Another group raised the question of the **motivation** of young people to use the card, considering that in some countries there are already other discount cards or opportunities offered by governments to youngsters.

2.2 Good practices of youth work in EYCA organisations

Pedro Pinto and Rafaela Nunes – Movijovem, Portugal

Pedro Pinto and Rafaela Nunes presented Movijovem, an entity of public interest focusing on implementing youth policies in the fields of mobility and youth tourism, particularly promoting 3 youth policies instruments: Hostelling International, the European Youth Card and Intra-Rail. Indeed, they pointed out the fact that the EYC, possessed by around 110 000 youngsters and offering an average of 4 000 advantages, and benefiting from a special app, represented **a social instrument of youth policy**. They added that some municipalities had developed their own digital youth cards, with a local, national and European dimension, thus contributing to develop a sense of belonging among the youth, to support local business as well as territorial cohesion.

Rafaela Nunes explained that she was part of the EYC **Youth panel**. This panel comprises 11 members and is experiencing its second mandate. Therefore, Rafaela Nunes outlined that the panel was at the stage of building its identity and laying its foundation. The panel's strategy aims at empowering the youth, communicating with EYCA bodies, participate in seminars and acting as a consultative body about youth needs. It has already been implemented on the national level in Portugal, through a group of young EYC ambassadors, to foster their active participation, their motivation and their citizenship.

Rafaela Nunes also presented the **campaign #StandForSomething**, meant to gather the opinion of young people around Europe. It was facilitated by 21 activists, who participated in events and conducted research. This campaign represents a striking example of how the scope of the EYC goes well beyond discounts and includes experiences that can have an impact on policy making.

Manel Sanchez highlighted Portugal's model of development of the EYC, in terms of balance and variety of means, in the fields of hostelling, festivals, international representation, etc.

The presentation made by Movijovem is available [here](#)⁴.

Marie-Ange Neu – ANIJ, Luxembourg

Marie-Ange Neu, from the Agence Nationale pour l'Information des Jeunes in Luxembourg, shared her experience with the EYC. She said their vision was the EYC to become an offer appreciated by young people in terms of benefits, that could make their life simple, an essential partner in terms of culture, entertainment and travel, as well as learning, studies and information. She acknowledged that there was a small number of cardholders in Luxembourg so far but that they were working on it.

She emphasised some main values of the EYC: putting young people at the centre of their actions, **raising their awareness** on certain issues such as responsible consumption, involving them in different **projects** – notably thanks to a reward system – as well as supporting **local businesses** through partnerships. She added ANIJ wished to become a reference for information and best practices in the fields of culture, travel, healthy food and ecology as well as develop a **learning network**, including language learning and “Peer Square Europe”, a community platform for university students to sustain their transition from

4 If you are reading the printed version of the report, the presentation can be found in the folder available here:



school to university or work. In this regard, ANIJ has developed a communication strategy including events, tools, social media, connections building, etc.

ANIJ strives to develop its network through start-ups, to promote EYC as a tool for learning and for entertainment without exclusion, to create some mobility packages, to increase communication with municipalities as well as to be a reference for schools and parents.

The presentation made by ANIJ is available [here](#)⁵.

2.3 Connecting the challenges and opportunities of the Council of Europe Recommendation on Youth Work and the European Youth Card services

In the framework of a plenary, a discussion with a panel of youth work experts and practitioners focused on the challenges and opportunities encountered in youth work, from recognition of the profession to meeting the needs of digital natives.

The panel included:

- Jacob Kornbeck, Policy Officer, Youth Unit – European Commission, DG EAC (on-line connection)
- Spyros Papadatos – Advisory Council on Youth
- Simon Schembri – Youth work Manager, Aġenzija Żgħażaġh
- Gjorgji Tasev – Prime Minister’s Advisor, North Macedonia (on-line connection)
- Kartin Olt – Ministry of Youth, Estonia, CDEJ Bureau member

1/ Youth work is often seen as part of or an aspect of youth policy. But is there a case to be made for a distinctive youth work policy at European and member State levels? If so, what do you think would be the main features of such a policy?

Panel representatives raised various points, notably that youth work and youth policy were complementary. They stated that youth represented around 25 % of population in Europe but were little consulted or represented. It was outlined that ownership was essential and required the engagement of young people. One panellist raised the question of how to oversee the implementation of youth policy.

2/ Youth work relies significantly on the communities of practice, as it is so diverse across Europe, has different levels of recognition and resource allocation. However, would you say youth work is a sector that should remain flexible and mainly self-regulated by the communities of practice, or is there a need for a coordinated approach on recognition of skills, competences and knowledge of European youth workers?

A member of the panel explained that one of the challenges was to create a space that could engage all those working with young people – notably through youth workers associations – to cooperate. Another panellist called for the support from local authorities as well as local NGOs, to move away from a centralised approach and to foster implementation on the local level. A speaker recalled that the community was very diverse, starting with youth workers themselves and authorities, and that youth work was a living organism, always evolving.

⁵ If you are reading the printed version of the report, the presentation can be found in the folder available here:



3/ The Declaration of the 3rd European Youth Work Convention says that quality development in youth work calls for better outreach and information about existing support structures and mechanisms. Does this reflect your understanding of quality development in youth work or are there other contexts and areas for promoting quality development?

A speaker recalled that youth workers were expected to deliver quality services but that it was difficult to get indicators, as well as a baseline for assessment. It was emphasised that making youth work more visible, disseminating success stories helped better understand the impact of working with young people and communicate benefits to other actors such as authorities, funders, etc.

A panellist warned that assessment should be updated and always one step ahead, since young people as well as youth work were changing. Nevertheless, a speaker outlined that youth work and youth workers were not established in all societies, thus creating an obstacle to establishing something mainstream.

4/ What do we mean when we speak of youth work as a profession? Is there a distinction to be made between "professionalisation" and "professionalism" and what are the advantages and disadvantages of both?

It was recalled that youth worker as a profession had been established in Malta in 2014, even though courses had already been introduced at university. A speaker called for a youth work's code of ethics and a common body of knowledge (which is still being developed in some countries).

A panellist declared there was professionalism in youth work and pointed out the connotations of the term "professionalisation". Indeed, he outlined that several youth organisations were professional enough to benefit from funding in order to implement activities with minimum outreach, at the expense of less professional but more legitimate organisations in terms of impact on young people.

A speaker pointed out another downside of professionalisation: while it can bring recognition and salaries, it can also imply downgrading for those doing their work voluntarily. He said it would be possible to bridge the gap between professionalisation and professionalism by focusing on the skills and roles of youth workers instead of focusing on the paid/unpaid status.

5/ Digitalised youth work appears to have come into its own during the pandemic. What were its advantages and disadvantages, its strengths and weaknesses and in view of these how can digitalised youth work be used more effectively and further developed?

Some panellists emphasised the roles of the European Youth Card during the pandemic as a tool and platform to provide information updates, to give access to services, to provide online counselling, to raise awareness, to keep citizenship active and to empower young people, allowing them to express themselves, including those who were geographically isolated, as well as a tool for interactions with policy and decision makers.

Other speakers expressed concerns: youth work needed to be available for everyone and the EYC could be more dynamic. There could be another tool at their disposal to reach a larger number of youngsters.

2.4 Plenary: Connecting the challenges and opportunities of the Council of Europe Recommendation on Youth Work and the European Youth Card services

Participants reflected in groups on the seminar, and shared their conclusion as well as their ideas, proposals and questions during the last plenary.

A group underlined one major advantage of the EYC: the possibility to **combine separate initiatives** into a comprehensive policy instrument. Some participants declared that the EYC was not only a tool to reach out to young people but also to **engage and empower them** and that it represented an opportunity to make **connections**. In that regard, a participant outlined the need to take advantage of the **already**

existing technologies and to use the EYC as a platform to connect young people, service providers – notably the use of the EYC in youth hostels and universities – youth workers and policy makers. Likewise, some participants claimed that the EYC represented one of the greatest opportunities to **build trust** between policy makers and young people.

A group insisted on making **information accessible**. In the same vein, other participants called for empowering the EYC as a **youth policy trendy tool** by ensuring a free massive distribution by governments and/or official entities connected to the youth sector.

The impact of the EYC on **identity** was also discussed, underlining its potentiality in terms of discovering competences, developing oneself and one's skills.

Regarding challenges, a group raised the question of the EYC being considered by some agencies as a **competitor** rather than a partner and proposed to work on that issue. Some participants also pointed out the necessity to **diminish the gap** between youngsters and the EYC. A group raised the following question: how can the EYC differ from other student cards or cards offered by organisations? and agreed on a need for a **full participation** of young people at each stage of the EYC development. Another challenge encountered was the question of the “sustainable practice”: how to go on, to put in practice the opportunities inspired from different countries, to implement core values through the services provided, and to ensure a long-term support between participants of the seminar.

Manel Sanchez concluded the session by stating that the European Youth Card should be made **available** for all young people for free. He outlined that, as much as a government could **support** an EYCA member, it was also true the opposite way. He added that the topic of **companies' social responsibility** had not been much raised and outlined that EYCA was choosing the companies it wished to collaborate with. He recalled the importance of the **GDPR** regarding data collecting. In addition, he reminded participants that the EYC could be used as a **connector**, a connector between governments and young people as well as a connector between various sectors. Finally, he emphasised the role of the EYC as a policy tool in the field of youth.

Appendices

Annex 1 – Concept note

Introduction

The 50/50 seminar on *“Synergies to implement the Youth Work Recommendation CM/Rec (2017)4: Can the European Youth Card be used as the policy tool?”* is organised as part of the 2022 work programme of the Partial Agreement on Youth Mobility through the Youth Card. It is particularly dedicated to policy makers, civil servants and youth card organisations from member States of the Partial Agreement.

About the organisers

The Partial Agreement on Youth Mobility through the Youth Card exists since 1991 and is a programme of the Council of Europe⁶ aimed at developing the youth card scheme, particularly at European level, in the best interests of young people with a view to facilitating their mobility as well as access to the various goods and services necessary for their personal and cultural development.

The European Youth Card Association (EYCA) groups 38 youth card organisations all over Europe and is the Partial Agreement’s statutory partner. EYCA’s vision is a Europe where all young people are mobile and active (socially, culturally, educationally and economically). EYCA’s mission consists in delivering quality youth card services and in contributing to a better policy on youth mobility and active citizenship. Today, over seven million youth cardholders benefit from youth card opportunities.

Agenzija Żgħażaġh (Malta) is the agency which manages and coordinates the National Youth Policy and to promote and safeguard the interests of young people. It also provides young people with the time and space to make friends, learn in new ways and develop their talents through its regional youth services and an extensive empowerment programme. Through an interactive youth information service, Agenzija Żgħażaġh provides information on services and opportunities for young people as well as listening to their views on issues that impact their lives.

About the seminar

Organised for Member States of the Partial Agreement on Youth Mobility through the youth card, the 50-50 seminar aims to strengthen the relationship among Governments and European Youth Card organisations, in view of better policy implementation. The seminar will focus thematically on supporting policy makers and youth card organisations to implement youth work policies and services meeting the standards of the Council of Europe in this field. Using as a starting point the Council of Europe Recommendation CM/REC (2017)4 on Youth Work addressed to its member governments but also other resources⁷ available, the seminar aims to:

1. Strengthen the capacity of policy makers and youth card organisations to work together in implementing Council of Europe standards in the field of youth work;
2. Offer a unique space for members of the PA on Youth Mobility to build stronger partnerships

6 The Council of Europe is the leading Pan-European international organisation promoting inclusive, human-rights based youth policies.

7 <https://www.coe.int/en/web/youth/youth-work>

with their country's counterparts from the European Youth Card organisation (where relevant);

3. Identify possible synergies between different policy processes and understand better what can be the role of the European Youth Card in addressing youth work challenges.

Profile of the participants

This 50/50 seminar is bringing together governmental representatives from member States of the Partial Agreement on Youth Mobility through the Youth Card and the European Youth Card organisations. Governmental representatives interested in their country becoming part of the Partial Agreement on Youth Mobility are also attending.

DAY 0 | SUNDAY, 24 April 2022

Arrival of participants

Arrivals
19.30 **Dinner at the hotel**

DAY 1 | MONDAY, 25 April 2022

Welcome and short presentations

09.30

- Ms Miriam Teuma CEO Agenzija Zghazagh – Maltese Youth Agency
- Ms Natalja Turenne – Policy Division, Youth Department COE.
- Mr Manel Sanchez – Director EYCA

Aims and objectives

10.00 **Introduction** of the rapporteur

Introduction of the participants
Mapping expectations and needs

10:45 **Coffee Break**

Introducing the Council of Europe Recommendation on Youth Work – Miriam Teuma, Chair of the Joint Council for Youth

11:15 **The complexity and diversity of youth work realities**

Inputs by

- Anne Murphey, Youth Information Co-ordinator, KDYS Killarney Youth Centre – COE Quality Label Centre (online connection)
- Agenzija Zghazagh, Youth work Team

13.00 **Lunch break**

14.00 **Reflections on the reality and diversity of Youth work**

14:45 **Good practices of Youth work in EYCA organisations**

- Monica Sala – Carnet Jove Andorra
- Nuria Ramon – Agencia Catalana de la Joven

15:30	Coffee Break
16:00	Possible synergies on how to use the European Youth Card for youth work practices
17:00	Closing Reflections
20:00	Dinner

DAY 2 | TUESDAY, 26 April 2022

9.30	Introducing the day
9:45	<p>Good practices of Youth work in EYCA organisations</p> <ul style="list-style-type: none"> • Pedro Pinto and Rafaela Nunes – Movijovem, Portugal • Marie Ange Neu – ANIJ, Luxembourg <p>Panel discussion: Challenges and opportunities in youth work - from recognition of the profession to meeting the needs of digital natives.</p> <p><i>Panel Guests:</i></p> <ul style="list-style-type: none"> • <i>Jacob Kornbeck, Policy Officer, Youth Unit – European Commission, DG EAC, on-line connection</i> • <i>Spyros Papadatos– Advisory Council on Youth</i> • <i>Simon Schembri – Youth Work Manager, Agenzija Zghazagh</i> • <i>Gjorgi Tasev – Prime Minister’s Advisor, North Macedonia, on-line connection</i> • <i>Kartin Olt – Ministry of Youth, Estonia, CDEJ Bureau member</i>
10:30	
11:30	<i>Coffee Break and Light Food</i>
12:00	Meeting up the challenges and opportunities of the COE Recommendation on Youth work
	Conclusions
13.00	Evaluation and closing
	Departure of the participants who do not stay over for the CDEJ Spring University

Appendix 3 – List of participants

Governmental representatives

ARMENIA

Narine **HOVHANNISYAN**

Specialist

Youth Policy, Supplementary and Continuing Education Unit
Ministry of Education, Science, Culture and Sport

Armenuhi **PETROSYAN**

Ministry of Education, Science, Culture and Sport

CROATIA

Marina **SMERNIĆ**

Head of Independent Service for International Cooperation in the field of Demography and Youth
Central State Office for Demography and Youth of the Republic of Croatia

CYPRUS

Michalis **KATSOURIS**

Board Member of the Administrative Board

Youth Board of Cyprus

ESTONIA

Martti **MARTINSON**

Head of Youth Monitoring

Ministry of Education and Research of Estonia

Kartin **OLT**

Chief Expert

Ministry of Education and Research of Estonia

Department of Youth and Talent Policy

GEORGIA

Kristine **KAPANADZE**

Deputy Head

Youth Agency of Georgia

Dea **ABULADZE**

Head of the Department “Building and Supporting the Profession of Youth Work”

Youth Agency of Georgia

GREECE

Chrysanthi **PAPADOPOULOU**

Youth Sector Collaborator at the Office of the Secretary General for Vocational Education, Training,
Lifelong Learning and Youth

Hellenic Ministry of Education and Religious

LUXEMBOURG

Charles **SCHILTZ**

Youth Policy Officer

Ministère de l'Éducation nationale, de l'Enfance et de la Jeunesse

Direction générale du secteur de la jeunesse – Service de la jeunesse

MALTA

Miriam **TEUMA**

CEO

Agenzija Zghazagh (Maltese Youth Agency)

Ministry of Education and Employment

Sarah **SPITERI**

Agenzija Zghazagh (Maltese Youth Agency)

Ministry of Education and Employment

Ruth **MIFSUD**

Agenzija Zghazagh (Maltese Youth Agency)

Ministry of Education and Employment

PORTUGAL

Joao **EIXA**

Senior Officer

Portuguese Institute of Sport and Youth

Department of information, Communication and International Relations

Ana Cristina F.T. **DA COSTA GARCIA**

Portuguese Institute of Sport and Youth

Maria do Rosario **CARDO NUNES CORREIA**

Senior Technician

Portuguese Institute of Sport and Youth

Pedro **FOLGADO**

Director

Portuguese Institute of Sport and Youth

SAN MARINO

Riccardo **VENTURINI**

State Secretariat for Territory and Environment, Agriculture, Tourism,

Civil Protection, Relations with the AASLP Company, Youth Policies

SLOVENIA

Igor **JESIH**

Ministry of Education, Science and Sport

Office of the Republic of Slovenia for Youth

TURKEY

Bulut **ALTUN**

Expert of Youth and Sports

Ministry of Youth and Sports of the Republic of Turkey

Eray **ALARÇIN**

Assistant Expert of Youth and Sports Assistant Expert

Ministry of Youth and Sports of the Republic of Turkey

Mehmet Ali Orhun **SULUNGUR**

Expert of Youth and Sports

Ministry of Youth and Sports of the Republic of Turkey

Representatives of the Advisory Council on Youth (CCJ)

Spyros **PAPADATOS**
European Students' Forum (AEGEE)

Representatives of the European Youth Card Association (EYCA)

Jan **PELOZA**
EYCA President – Slovenia

Manel **SANCHEZ**
EYCA Director

Marie **ANGE NEU**
National Agency for Youth Information (ANIJ) – Luxembourg

Pedro **PINTO**
Movijovem – Portugal

Rafaela **NUNES**
EYCA Youth Panel – Portugal

Josep **MOLINE**
Catalan Youth Agency – Spain
EYCA Vice President

Nuria **RAMÓN PÉREZ**
Director General of the Catalan Youth Agency – Spain

Marko **KOLETIC**
Hosteling International – Croatia

Monica **SALA**
Carnet Jove Andorra – Andorra

Corina **PIRVULESCU**
EYCA Member Support & Project Manager

Nana **ROBITASHVILI**
Tbilisi Youth Centre – Georgia

Representatives of the EU Commission

Jacob **KORNBECK**
Policy Officer, European Commission, EAC.B.3 (Youth Unit) (Policy Sector)

Jordi **TORRES ROSELLO**
Assistant Policy Officer, European Commission, EAC.B.3 (European Youth Portal)

Council of Europe Secretariat

Natalja **TURENNE**
Administrator & Co-secretary to the CDEJ
Youth Policy Division

Giovanna **MONTAGNA**
Assistant to the CMJ & CDEJ
Secretariat to the Youth Statutory Bodies

Facilitator

Louis **DEBONO**

University of Malta, Department of Youth and Community Studies, Faculty Member

Rapporteur

Florence **MOURLON**

Other participants

Ann **MURPHY**

Youth Work Co-ordinator

Killarny Youth Centre, Ireland