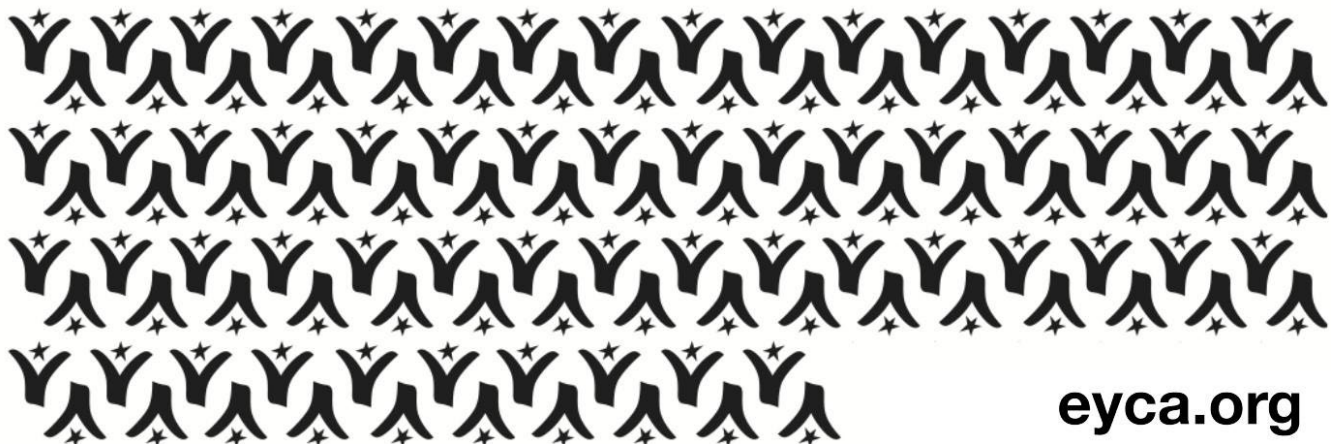




AP-Carte-J(2026)1

# Development of the European Youth Card: Partial Agreement on Youth Mobility through the youth card and the European Youth Card Association

Report 2025



[eyca.org](http://eyca.org)

## INTRODUCTION

The aim of this report is to describe the activities of the work undertaken by EYCA in 2025 considering the financial support the Association received in the framework of the Partial Agreement on Youth Mobility through the Youth Card of the Council of Europe.

The Partial Agreement on Youth Mobility through the Youth Card remains one of the most valuable partnerships for EYCA. The year 2025 was one of reflection and re-alignment, therefore much of the time and resources were allocated to undertake critical research impact and continue offering support to EYCA members, so they can deliver the best youth card services.

European Youth Cards are a valuable tool for the physical and social mobility of young people. Not only do they offer benefits that help young people save up and reinvest in their personal development, but having an EYC also exposes young people to various professional opportunities. Moreover, European Youth Cards provide communication channels, enabling policy-makers (1) to design youth-focused policies and services, and (2) to effectively engage young citizens in democratic life.

### Priorities

Having in mind priorities 2024-2027 of the Council of Europe's Youth Sector adopted by the Joint Council on Youth, we argue that youth mobility remained in 2025 an important tool for achieving these objectives.

The proposed specific aims for the Partial Agreement work programme 2025 were:

- To take stock of the achievements of PA since 2013 till 2024 by means of a dedicated research in view of sharing the conclusions in appropriate settings organised during the European Conference of Ministers responsible for youth affairs (7-9 October 2025, Malta);
- To explore new avenues of co-operation between the Partial Agreement on Youth Mobility and other Council of Europe Partial Agreements with a view to enhancing the use of the European Youth Card as an effective tool for youth mobility- and access to rights policies with participation of representatives of the Partial Agreement's member States, EYCA member organisations, partners (ERYICA, CCJ, YFJ, etc.) and the secretariat of other Council of Europe Partial Agreements identified as possible partners. In view of setting youth perspectives into action a workshop «Youth Perspectives in action: Council of Europe's Partial Agreements after the Reykjavik Summit» was held on 11-12 March 2025 in the European Youth Centre in Strasbourg;
- To further explore the cooperation with Enlarged Partial Agreement on Cultural Routes of the Council of Europe, by attending the 14th Annual Forum of Cultural Routes of the Council of Europe (October 2025, Cappadocia, Türkiye).

## I. HUMAN RIGHTS AND DEMOCRACY: YOUTH POLICY AND YOUTH WORK PROMOTING THE CORE VALUES OF THE COUNCIL OF EUROPE

### 1. Commissioning design and content input for EYCA communications tools

#### **1.1 Communication activities have been implemented as planned.**

- The EYCA Facebook page is steady, with over *5800 likes*.

- EYCA’s Instagram page, is its most active social media channel, serving the purpose of reaching out to young people directly. The page has organically grown over the past year and now counts *5470 followers*.
- On LinkedIn, EYCA has slightly grown its following, with *1765 followers* and a professional tone, promoting the PA on Youth Mobility events, among civil society and policy makers.

### 1.2 Website

- The EYCA website was updated throughout the year. EYCA has also started an internal process of restructuring the website and making it more user friendly. The new version will be launched in early 2026.
- Information on the PA is prominently featured - <https://www.eyca.org/partial-agreement>.

### 1.3 Podcast

- Over the months of September and October 2025, EYCA launched *Under the Spotlight*, a weekly podcast to shine a light on stories, actions and ideas that matter to young people around Europe.
- Across its first season, the podcast explored key themes: from youth participation in elections and sustainable travel, to mobility opportunities, youth engagement with the EU, rural youth issues, and girls’ empowerment through education.
- A total of 19 countries and 200+ listeners were reached.

### 1.4 Young Creators

- This brand new EYCA programme was launched in 2025 to produce short videos and highlight topics that are relevant for young people.
- 8 volunteers were selected and produced content that was then published on EYCA’s Instagram.
- Emerging topics include AI and its ethical implications for young people, mental health and isolation, the cost-of-living and housing crisis, among others. So far, the programme has been a successful initiative, continuing to amplify youth voices and produce engaging, youth-led content.

### 1.5. PA on Youth Mobility branding

- In 2025, EYCA advertised the branding of PA on Youth Mobility during the organised events and open calls. Approximately 150 persons were directly exposed to the branding in person only during PA events, in particular during our statutory meetings.

### 1.6 EYCA Update

The EYCA internal mailing list offered information to all members about opportunities at European level, news from members and benefits for young cardholders. The PA related events were promoted accordingly, and member organisation were encouraged to make the best use of outputs.

## 2. Travel, board and lodging associated with:

### Quality improvement support to existing members

In 2025, EYCA continued to offer support to member organisations to improve their youth card related services, diversify the offer for young people and ensure EYCA offers a digital and sustainable product.

Key elements of each of the visits and capacity building events are offered below:

### **Exchange visit between members in Belgium and the Netherlands**

- EYCA member organisations from Belgium and Netherlands undertook an exchange visit in October and November, focused on culture and the use of European Youth Card as a cultural pass.
- The organisations agreed on creating a good practice series with a strong focus on culture, especially as benefits in EYCA are now more focused on ESG standards.

### **Visit to Hungary**

- The Comunidad Autonoma de Madrid has visited the member organisation in Hungary to learn about their strategy in working with the Universities.

### **Visits to Young Scot**

- EYCA member from Estonia, newly established in 2025, has visited Young Scot to get inspiration on how they would like to set up the business model. The visit comes at particular times when EYCA is looking for active membership in the Baltic and Nordic countries.
- Other EYCA members have been approved grants to visit the Scottish organization. A visit of EYCA members from Sardinia (Italy), Montenegro and Kosovo is planned for early 2026. Preparations and grants took place in 2025.

### **Visit to Italy**

- EYCA members from Austria and Portugal have been offered grants to undertake an exchange visit to Italy and visit the three EYCA members there.
- The visit will focus on the one hand on the institutional design, as the EYCA member in Austria is considering making some organisational changes. They requested assistance from EYCA and inspiration from other members). On the other hand, a significant portion of the visit will focus on communication and outreach.

### **Maximising Impact Seminar in Podgorica, Montenegro**

- Every year, EYCA organizes a flagship capacity-building event dedicated exclusively to member organisations. In March 2025, EYCA organised the MI seminar focused on the rebranding process of EYCA, with a workshop delivered by The Mood Project.
- The event brought together EYCA members to take ownership of the process, representatives from the Board, EYCA Youth Panel and European stakeholders.
- This year, the event was co-organised and hosted by Centre for Youth Education in Montenegro and welcomed **35 participants coming from 20 different countries**.

Objectives of the event:

1. **Engage EYCA members in refining the Brand Narrative** – Collaboratively develop the implementation plan across all key areas to ensure consistency and adaptability within the network.
2. **Enhance members’ ownership of the brand** – Foster a shared understanding of the new brand vision and empower members to actively integrate it into their local and national contexts.
3. **Test and refine branding proposals** – Gather feedback from EYCA members on the branding agency’s recommendations to ensure alignment with the network’s identity and strategic direction.

Profile of participants:

- Communication managers and officers from youth card organisations
- EYCA members representatives
- EYCA Board representatives
- Professionals in branding and strategy

### PROGRAMME OF THE SEMINAR

DAY 0 – 31 <sup>st</sup> of March	
Arrival of participants	
19.30 – 21.30	Welcome dinner
Day 1 – 1 <sup>st</sup> April	
9.00 – 9.30	<p><b>Welcome</b></p> <ul style="list-style-type: none"> <li>• Jugoslav Radovic – EYCA Vicepresident</li> <li>• Podgorica Municipality</li> <li>• Monica Sala – EYCA Vicepresident and Board portfolio Member for Branding and Communications</li> </ul> <p>Round of introductions from participants</p>
9.30 – 11.00	<p>Presentation of the Brand Narrative: introduction of the finalised Brand Narrative to all attendees.</p> <p>Group feedback sessions: participants will work in groups to provide feedback and propose improvements for each section of the narrative.</p>
11.00 – 11.30	<i>Coffee break</i>

11.30 – 13.00	Group feedback sessions: participants will work in groups to provide feedback and propose improvements for each section of the narrative.  Collection of conclusions: group findings will be gathered and summarised.
13.00 – 14.30	Lunch
14.30 – 16.00	Workshops to deploy the narrative across key areas: participants will divide into teams to work on three critical areas: <ul style="list-style-type: none"> <li>• Product and Service</li> <li>• Identity</li> <li>• Communication</li> </ul>
16.00 – 16.30	Coffee break
16.30 – 17.30	Challenges and opportunities  Closing of the day
18.00 – 20.00	Guided tour or free time
20:00	Dinner
<b>DAY 2 – 2<sup>nd</sup> of April</b>	
09.00 – 11.30	<ul style="list-style-type: none"> <li>• Presentation of Brand Narrative refinement: Overview of the final consolidated Brand Narrative, including insights from the previous day.</li> <li>• Team presentations: Each team presents their outcomes from the workshops (6 teams, 15 minutes per team).</li> <li>• General conclusions and next steps: summary of key learnings and a roadmap for implementing the Brand Narrative and its implications.</li> </ul>
11.30 – 11.45	<i>Coffee break</i>
11:45 – 13:00	<i>Clarifications and Q &amp; A</i>
13:00 – 15:00	Lunch and Departures

### **Identifying and supporting the new member organisations of EYCA**

Following on the last year’s efforts to identify new EYCA members in these regions:

1. Baltic countries
2. Nordic countries
3. Western Balkans.

In 2025, EYCA welcomed new member organisations in: Estonia, Republic of Moldova and Kazakhstan and it’s currently exploring the possibility to have a new organisation in Ireland (membership application received in December 2025).

In April 2025, EYCA undertook a support visit to the new EYCA member in Republic of Moldova, the National Agency for Youth. It is a governmental structure responsible for youth policy cooperation in the country. As Republic of Moldova is a signatory state of the PA Youth Mobility, there is an encouraging prospect of having the EYC services in the country already available as of next year. Part of the EYCA office travelled to Chisinau (Rep. Moldova) to offer technical assistance

On the occasion of EYCA's General Assembly, hosted by our member the Ministry of Culture, Youth and Sport in Kosovo, a new member organisation has joined – the Assembly of Youth of Kazakhstan. This is the first EYCA member in Central Asia, an aspect which is truly aligned to the EYCA Strategy 2025 – 2030.

Although the member organisation in Estonia, named *Koolisysteem*, has officially joined in 2024, this year it was when the European Youth Card became available for young Estonians. As the organisation has a special partnership with educational institutions, most of the European Youth Cards are cobranded with schools and distributed through the educational sector.

### **Legal support dimension of quality improvement development**

#### **Domain registration and protection**

- To ensure the reciprocity of European Youth Card discounts and benefits in all European countries, the registration and protection of online domains is crucial. To make sure youth information is easily accessible to young people, EYCA has registered [europeanyouthcard.xy](http://europeanyouthcard.xy) and [eyca.xy](http://eyca.xy) domains, so that they can be used by member organisations.

#### **Effective license and sub-license agreements**

- According to the EYCA Statutes, there can only be one license holder for the European Youth Card per territory, i.e. one organisation developing the card for the given country/territory. However, to expand the distribution network and to make the card available to all young people, there are also sub-license agreements in some cases. EYCA provides the legal services connected to both license and sub-license agreements

## **II. LIVING TOGETHER IN DIVERSE SOCIETIES: YOUTH POLICY AND YOUTH WORK PROMOTING INTERCULTURAL DIALOGUE**

### **1. Commissioning technology infrastructure:**

- to support good practice database development
- to support EYCA's members' group structure

#### **EYCA discount database & intranet**

- The new **EYCA discount database** was introduced in 2018 together with the website. The database allows members to use APIs to add their discounts to the EYCA database automatically. This translates into quality discount information for young people at all times. Throughout 2023, the discounts were updated

in the new database and organised in a user-friendly way, which makes it more accessible for young people. **Currently there are 25.631 valid discounts available to all cardholders across Europe, an increase of 4000 from the previous year.**

- In 2025, EYCA has transitioned to using the Microsoft package including SharePoint as an intranet. All EYCA members, the Board and the Office are currently connected to SharepPoint, which has saved resources and time to develop new intranet.
- The CCDB (Common Cardholders Database) has a total cards of **9.268.484** which can be verified, meaning this is the **current number of young people holding a valid European Youth Card.**

### **myEYC App**

Launched in August 2024, the myEYC app has seen strong uptake. Currently, 29 member organisations have requested admin access, and **179.686 users are actively using the platform**, with user engagement steadily increasing. This number represents triple number of users compared to 2024.

It is important to mention that active users include all organisations using CCDB with the exception of Scotland and Catalonia that do not provide data on card expiration and Austria that does not use CCDB numbering all together, that excludes nearly 2M users from creating an account in myEYC.

### **2. EYCA's members' group structure, including specific Conference workshops**

EYCA regional meetings were organized and hosted by member organisations and attended by most of the EYCA members and EYCA Youth Panel representatives. They took place as follows:

- Group 1 – 5-6 June, Malaga (Spain)
- Group 2 – 9-10 June, Prague (Czech Republic)
- Group 3 – 12 June, Berlin (Germany)
- Group 4 – 3 June, Edinburgh (Scotland, UK)
- Group 5 – 21-23 May, Tirana (Albania)

Partial Agreement evolution and new possibilities of implementation were discussed in the meetings.

### **3. Commissioning the generation and dissemination of knowledge relating to volunteering and youth citizenship**

In line with the adopted programme, the year 2025 represented the starting of a turning point for the Partial Agreement on Youth Mobility through the Youth Card. It was marked by the evaluation researched commissioned by the Council of Europe and EYCA to have a better overview of the state of affairs of implemented PA events for the period 013 – 2025).

In this regard, [EYCA and the Council of Europe opened a call for tenders](#) which was granted to [People. Dialogue and Change](#), a UK based consultancy company renowned in the European youth sector. The authors of the research report are Dan Moxon and Cristina Bacalso.

The executive summary of the report reads:

*“Since 2013, the Partial Agreement on Youth Mobility through the Youth card of the Council of Europe, in partnership with the European Youth Card Association (EYCA), has hosted 37 activities (seminars, conferences, knowledge exchanges, study visits, and workshops). The Board of Coordination of the Partial Agreement on Youth Mobility commissioned this report through the EYCA to better understand the impact of the Partial Agreement activities.*

*This report utilises a desk review and semi-structured interviews with past participants. “Impact” in the context of this report means examining the effects of Partial Agreement activities at the individual, programmatic, and policy levels, as described by past participants in these activities. This research represents a reflection on the effects of the Partial Agreement activities to date, to add to the discussion on how to best move forward in 2026 in the implementation of the Partial Agreement by the Board of Coordination.*

*Throughout the period 2013-2025, approximately 700 participants completed these activities, representing at least 41 of the 46 Council of Europe Member States, and all 35 of the Partial Agreement countries. The activities mainly covered themes about revitalising pluralistic democracy and living together in peaceful and inclusive societies, responding directly to the thematic priorities of the Council of Europe Youth Sector Strategy 2030.*

*Past participants who took part in interviews were able to reflect on ways in which the activities influenced: their individual work; how youth sector relationships were affected; how the European Youth Card, as well as other youth programmes, are delivered in their countries, and the potential impact on youth policies. Impact is reported by interviewees most at the individual level and in youth sector relationships, and least at the level of programme delivery (including the Youth Card) and the policy level, including national youth policies.*

*Recommendations include increasing opportunities to connect youth sector stakeholders within the same country and providing opportunities for participants to extend their engagement beyond one-off activities, to support the growth of a network or community of practice. Targeted groupings of participants are also suggested, based on similar needs or context, to clarify whether the objective of an activity is capacity-building or policy change. Moreover, clarity is needed about the role of youth mobility in the achievement of Partial Agreement aims, and to consider expanding the themes covered by the activities to cover more of the Council of Europe youth sector priorities. Lastly, to better measure impact in the future, it is suggested to devise a theory of change for Partial Agreement activities, including identifying clear goals and outcomes, as well as creating a robust monitoring and evaluation framework with regular data collection and reporting.”*

Once finalised, the report was discussed on several occasions in detail by the Board of Coordination of the Council of Europe and the recommendations would be implemented within the feasible limits.

### III. SOCIAL INCLUSION OF YOUNG PEOPLE

#### 1. Travel, board and lodging associated with knowledge exchange meetings and events related to promoting and developing social inclusion aspects of youth card organisation

In 2025, EYCA related events were organised for different statutory bodies of EYCA:

##### EYCA Board

The Board met three times this past year: two times in Brussels (in February and in October) and in Prishtina, Kosovo, ahead of the EYCA Conference and General Assembly.

The Board made strategic decisions for the development of the organisation and EYC services across Europe and met also online, every time it was needed.

##### Support visits

As every year, EYCA offered support visits to member organisations who requested it. In 2025, the EYCA Director and other EYCA office staff members had support visits in: Republic of Moldova, Spain (Balearic Island), Italy, Andorra, Luxembourg, Austria, Hungary and Montenegro.

The most recent support visit to Austria, on 15 – 16 December, included a discussion with the representatives of Federal Ministry on Youth, and topics related to the Partial Agreement on Youth Mobility were included. The representatives were also informed on the upcoming changes in the institutional design of the EYCA member. The support visit agenda with JugendInfo, the EYCA member, is presented below:

#### ***YOUTH CARDS MEETING DECEMBER 2025***

**16 December 2025, Vienna**

Co-Working Space Schraubefabrik (Youth Info / Youth Card Office)

Address: Lilienbrunnngasse 18/2/41, 1020 Vienna

#### **Provisional Agenda**

##### **Time Item**

10:00 - 10:15 Opening & Welcome

10:15 – 11:15 Q&A European Youth Card (Association)

11:15 – 11:30 Break

11:30 - 12:30 Introduction Round Part 1:

Short presentation: structure & main activities/products of each Youth Card including current updates

20 min per Youth Card (10 min presentation + 10 min Q&A)

12:30 - 13:30 Lunch Break

13:30 - 14:30 Introduction Round Part 2

14:30 - 14:45 Break

14:45 – 15:45 (Future of the) European Youth Card Austria

15:45 – 16:00 Other Business & Closing

**16:00 End**

## Partial Agreement seminars and other related events

### 1. Workshop «*Youth Perspectives in action: Council of Europe's Partial Agreements after the Reykjavik Summit*»

On 11-12 March took place a workshop on cooperation between the PA Youth Mobility and other Partial Agreements of the Council of Europe. The event was hosted at the European Youth Centre in Strasbourg.

#### The context of the workshop

The Council of Europe (CoE), in line with its member states' requests, has always encouraged transversal co-operation between its various sectors. The Reykjavik Declaration adopted by the Heads of State and Government at the 4th Council of Europe Summit in May 2023 has prescribed the integration of a "youth perspective" into the intergovernmental work of the Council of Europe, this being also the case for the Partial Agreements (PAs).

In order to start the implementation of this objective and with the aim to explore new avenues of co-operation between the Partial Agreement on Youth Mobility through the Youth Card and other Council of Europe Partial Agreements, this workshop was organised on 11-12 March 2025 in the European Youth Centre in Strasbourg.

The Partial Agreement's member states, EYCA member organisations, partners (ERYICA, YFJ) and the secretariat were invited to discuss, among other things, ways of enhancing the use of the European Youth Card as an effective tool of communication and flow of information between the governments and the young people, as well as between the young people and the CoE Partial Agreements.

The EDQM, EPA, EPAS and the Pompidou Group had been identified by the Board of Co-ordination of the youth sector's Partial Agreement (52nd meeting, 12 November 2024) as the first four priority Partial Agreements for developing co-operation given their direct relevance to the concerns and needs of young people.

#### Objectives of the workshop

1. to serve as a platform for the stakeholders of the Partial Agreements, member states, EYCA organisations, young people and other partners to get acquainted with each other through:
  - short presentations of their structure and work;
  - sharing about respective interests, expectations, perceptions or challenges and uncertainties regarding the youth perspective;
2. to determine pathways, and if possible, concrete possibilities for co-operation within the respective work programmes of 2025, 2026 and 2027 (including budgetary opportunities), with a possibility of tripartite events.

The report of the event is [available on the restricted website](#) of the Partial Agreement on Youth Mobility.

### 2. The working breakfast at the Council of Europe 10<sup>th</sup> Ministerial Conference in Malta

Titled "*Partial Agreement on Youth Mobility through the youth card: looking ahead to new horizons*", the working breakfast was organised on 10<sup>th</sup> of October under the auspices of the high-level Ministerial Conference in Valletta, Malta. The event brought together 36 policy makers, youth activists, EYCA members and representatives of international bodies who reflected on the following questions:

- *Is youth mobility politically relevant in your country and wider (now and in the future)?*
- *If yes, what implications it could have on the development of youth policy in your country?*
- *How, in your opinion, can the European Youth Card contribute to youth mobility on a national and European level?*
- *Any tips for the steps forward for the PA on Youth Mobility through the youth card?*

The reflections and answers to these questions inform the next year's PA programme and shape the political and policy conversations related to youth mobility and hosted during 2026 events. Among the highlights of the event, some reflections on youth mobility include:

*“The PA Youth Mobility has always embodied the spirit of moving around the mind, freedom to explore who we are and who we can become, not only of traveling physically. What we must ensure is that mobility becomes an opportunity, not only for the privileged ones. The question is not only how far young people can travel, but how deeply they can connect. The PA not only a framework, but a living ecosystem.”* (Miriam Teuma, previous Chair of the CDEJ).

### **3. EYCA delegation attended the [4<sup>th</sup> Youth Work Convention](#) in Malta**

EYCA had a delegation attending the Youth Work Convention in Malta on 27 – 30 May 2025. The delegation included EYCA membership (Montenegro, Italy), a person from the Youth Panel, the EYCA Director and the EYCA President.

As a contribution, EYCA collected good practices from across membership and shared in workshops and discussions. EYCA has also attended the Stakeholders meeting (in January 2025), validating the approach and programme of the Youth Work Convention.

### **4. Attending the CDEJ and Advisory Council Youth of the Council of Europe**

EYCA has attended, as observer, all meetings of the Joint Advisory Council on youth of the council of Europe, having representatives both in the Governmental and youth bodies.

## **IV. POLICY APPROACHES AND INSTRUMENTS BENEFITTING YOUNG PEOPLE AND CHILDREN**

### **Commissioning technology infrastructure**

The EYCA common card number database (CCDB) allows for card numbers to be verified instantly online. This allows cardholders to use online discounts and services such as mobile applications.

The development of the CCDB continued in 2024. New member organisations added their card numbers to the database, with **over 9.2 million card numbers verifiable via the CCDB currently**.

In 2025, EYCA offered a state-of-the-art app to EYCA members, free of charge, where they could add local cards and relevant information for cardholders at national and local level as well. The

### **Special edition of the European Youth Card**

In 2025, EYCA continued using the EYCA special editions app especially to promote active participation and mobility of young people. Ahead of the European elections which had a profound impact on the continent, EYCA has developed again a special edition of the EYCA to support active youth participation in the democratic life of Europe.

Signed:



**European Youth  
Card Association**

Manel SÁNCHEZ | EYCA Director

18 December 2025

12/12