

Country	Developments regarding the European Youth Card scheme and/or youth mobility policy by 10 October 2022
ANDORRA	<p><b>Who we are</b>  The Carnet Jove Andorra is a non-profit organisation (professional association). The members of the association are the Government of Andorra and the 7 regional councils.</p> <p><b>Our challenge is</b>  To create a service that allows us to evolve from a discount card to a key tool helping to shape the future of our country.</p> <p><b>In what we believe?</b>  We believe active young people have the capacity of driving change and improving our society.</p> <p><b>Our purpose is</b>  To maximise opportunities for all young people, allowing them to participate as citizens and consciously decide their future.</p> <p><b>What do we do?</b></p> <ol style="list-style-type: none"> <li>1. We offer tailored discounts and services in different areas such as culture, sports, education, mobility, emancipation and leisure.</li> <li>2. We create captivating experiences in many areas where young people can flourish individually.</li> <li>3. We promote networking activities for like-minded young people with the support of youth organisations and other national and international organisations.</li> <li>4. We offer information to answer the needs and doubts of young people. This information facilitates their own decision-making for each vital step in their lives.</li> </ol> <p><b>How do we do it?</b></p> <ol style="list-style-type: none"> <li>1. Segmenting our service according to young people’s age and needs.</li> <li>2. Designing the youth card services together with young people.</li> <li>3. Encouraging and rewarding all young people who are actively involved.</li> <li>4. Adapting continuously to their language and their communication channels.</li> <li>5. Strengthening the values and bonds within Europe.</li> <li>6. Collaborating with our governments, organisations and companies to help them develop and implement youth policies.</li> </ol> <p><b>Examples of what we do regarding the youth mobility scheme and youth policy in general</b></p> <ol style="list-style-type: none"> <li>1. <b>Coordination of a national project</b> called “Moviment Jove” (Young Movement). The Government of Andorra, the seven Councils, the Carnet Jove Andorra Association, the Sociological Research Centre (CRES) and the National Youth Council of Andorra (FNJA) have promoted a participatory project in order to obtain an exhaustive and detailed knowledge of the current reality of young people in Andorra.</li> </ol>

**Goals:**

- To obtain an extensive and quality knowledge about young people in Andorra, their needs and their opinions and expectations on how they should be answered.
- To settle a foundation to redefine and promote youth policies and the interventions to be develop, according to the needs and resources available.
- To involve all governmental bodies, companies, non-profit and other organisations related with the youth field in the country, each of them from their action field.
- To shorten the gap between young people and public administrations, improving the relationship and common knowledge, and empowering different young groups and organisations.

**Phases**

- Design and start.
- Interviews and working sessions with stakeholders (public administration, organisations and companies). 35 interviews.
- Workshops and Digital participation with young people. 1.500 youngsters.

**Results**

To obtain a Youth Report of Andorra, where the current reality and the needs, interests and expectations of young people are going to be described. This report will be used as a reference and orientation for the definition and development of youth policies and programs in Andorra. The results: <http://www.movimentjove.com/>.

This project led public institutions from local and national levels to create a joint task force. Their main goal is to coordinate actions and give answers to young people's demands and priorities appointed by this project.

2. **Information service for cardholders** in our website: Communication for answering the needs and doubts of young people. This service is possible thanks to the partnership with the Government of Andorra, the 7 regional councils and professionals from different sectors. This information facilitates their own decision-making for each vital step in their lives. Check: <https://carnetjove.ad/informacio/>.

3. Andorra has carried out research on the needs of young people to push the government to increase the services to YP based on the needs.

New app launched in October. The new app tackles one of the main issues they face in Andorra which is low renewal rate.

New communications strategy implemented in early 2022.

	<p>Organising campaigns to obtain fidelity and also to get new cardholders by giving a free membership for one year.</p> <p>Through research gathered partially by Carnet Jove, the government has decided to implement a new National programme for youth. The Council of Europe visit in June 2022 supported the process.</p>
<b>ARMENIA</b>	<p>Currently EYCA is in communication with the Ministry of Education, Science, Culture and Sport in order to see the best options to implement the programme in the country for the benefit of all young people in Armenia.</p>
<b>AUSTRIA</b>	<p><i>Updated September 2021</i></p> <p>The European Youth Card in Austria is built on the realities and strengths of a federal state and therefore mainly based on the cooperation with the regional youth cards. Hence, strengthening and enhancing the cooperation with the regional youth cards is always a top priority of the EYC in Austria. Every year several measures and activities aiming at this goal are put in place.</p> <p>While the regional youth cards support their card holders to make the best out of the opportunities available in their region, the EYC co-brand complements this by offering and promoting nationwide and European opportunities and discounts to the young people - thus fostering and supporting youth mobility Austria- and Europe-wide.</p> <p>Developing youth mobility opportunities through the youth card is also one of the priorities of the Austrian regional youth cards. Notably the youth card in Salzburg, S-Pass, has established a ground-breaking cooperation with the Salzburg state's public transport network. Concretely the digital s'COOL-CARD and the SUPER s'COOL-CARD, both reduced travel cards for students and apprentices, in the S-Pas app are full-feature substitutes for the respective plastic cards. The Carinthian Youth Card also has a free ride function, due to its integration into the free ride system for pupils and apprentices of the Carinthian Lines Transport Association, and due to its cooperation with the Carinthian Executive it is likewise an officially recognised ID card that is anchored in the Youth Protection Act. Furthermore the youth card in Lower Austria is piloting together with the edu.card (a school/student card) and the youth ticket of the Austrian eastern region public transport network (reduced travel cards for students and apprentices in Lower Austria, Vienna and Burgenland) the project youth app Lower Austria. The aim is to combine/join all three cards in one digital card.</p> <p>Since March 2021, and especially in recent months and with the aim of contributing to the containment of the corona virus, the Austrian Youth Cards have regularly informed their cardholders about the corona vaccination as well as fake news about the vaccination.</p>

	<p>Furthermore, as part of the Conference on the Future of Europe, which gives us all the opportunity to help shape the future of the EU, the pan-European youth campaign #StandForSomething was launched to find ideas and answers together for the Europe of tomorrow. The youth campaign is run by the European Youth Card Association (EYCA) together with youth card organizations in 16 countries. In Austria, it is implemented by the aha card in Vorarlberg and the S-Pass, the Salzburg youth card. The Salzburg Youth Card currently focuses on apprenticeships. As part of the focus, they provide information about the Salzburg apprenticeship card, which is both an apprenticeship card and proof of age and offers many advantages and discounts. Furthermore, they inform young people about useful tools such as the 'talent check' or the 'career check' for high school graduates, and give them useful application tips and valuable information about apprenticeships and apprenticeship searches.</p> <p>They are also a partner for the EYCA #Standfor something Campaign aiming at understanding and collecting the opinion of young people about the Future of Europe</p>
<b>AZERBAIJAN</b>	<p>Updated October 2021</p> <p>European Youth Card in Azerbaijan is implemented by Azerbaijan Student Youth Organisations' Union with financial support of the Ministry of Youth and Sport of the Republic of Azerbaijan and cooperation of the Ministry of Education.</p> <p>The web-page eyca.az and mobile application for android and IOS platforms has been developed to make students more comfortable using the capabilities of the Azerbaijan Student Card. More than 200 public catering facilities, cafes and restaurants, the hotels in the country have been reached by creating discount network.</p> <p>Facebook and Instagram pages operate in order to promote Azerbaijan Youth and Student Card and public places where discounts are provided. CCDB numbers are used as the main numbering method in order to achieve recognition of the card international.</p> <p>After an internal restructure the Card has been in full implementation during 2021.</p>
<b>BOSNIA AND HERZEGOVINA</b>	<p><i>Updated February 2022</i></p> <p>The European Youth Card Association has a new member in Bosnia and Herzegovina. PRONI Center for youth development is a non-political organisation founded with the purpose of organising and implementing education in the field of social work with young people.</p> <p>It was founded in 1998 with 30 active youth clubs across the country and 16 full time employees in the 5 different cities and offices.</p> <p>European Youth Card program in Bosnia and Herzegovina started on International Youth Day 2020 and they issued 2700+ youth cards. They have 60+ discounts in Bosnia, and they have 32000+ visits on their site <a href="http://www.omladinskakartica.ba">www.omladinskakartica.ba</a></p>

	<p>The European Youth Card Program in Bosnia is supported in 2022 by Brcko district government with 2500EUR for promotional activities and from Delegation of European Union 2500EUR for promotional activities.</p> <p>They have new person in position of coordinating activities, and currently they are in process of transition.</p>
<b>CROATIA</b>	<p><i>Updated October 2021</i></p> <p>Developing youth mobility opportunities through European Youth Card is one of Croatian priorities in the field of youth policy. It is planned as a measure in Croatian new strategic baseline document for youth.</p> <p>Youth mobility is also one of the priorities of annual call for projects that Central State Office for Demography and Youth (hereinafter: Central State Office) publishes every year.</p> <p>Therefore, Central State Office has a strong cooperation with National Agency for mobility and EU programmes as well as the card holder.</p> <p>Holder of the European Youth Card is Croatian Hostel and Ferial Alliance (HI Croatia). They promote the European Youth Card scheme and discounts.</p> <p>Central State Office recognizes the importance of youth mobility, especially of youth in remote and rural areas as well as young people with fewer opportunities.</p> <p>Central State Office supports activities that promote and encourage youth mobility through European Youth Card and sees NGO and NGYO as an important partner in that process.</p> <p>They are also a partner for the EYCA #Standfor something Campaign aiming at understanding and collecting the opinion of young people about the Future of Europe</p>
<b>CYPRUS</b>	<p><i>Updated October 2021</i></p> <p>The EYCA member organisation in Cyprus has substantially increased the number of cardholders in the past few years.</p> <p>At the moment, they are immersed in promoting activities and projects related to active citizenship and raising awareness about a number of topics among young people. In addition, the European Youth Card is being promoted via other programmes developed by the Youth Board of Cyprus in order to reach as many young people as possible.</p> <p>Their discount portfolio is currently under review to increase the quality and quantity of the discounts. In terms of promotion of the European Youth Card, the member in Cyprus has been present in several meetings and fairs and has also awarded two young EVS volunteers with a visit to Cyprus.</p> <p>They are also a partner for the EYCA #Standfor something Campaign aiming at understanding and collecting the opinion of young people about the Future of Europe</p>

<b>FINLAND</b>	<p>Allianssi, the EYCA member organisation in Finland is currently planning to restructure the administration of the youth card from Allianssi association to Allianssi Youth Exchanges. The goal of this restructuring process is to link the European Youth Card to mobility programmes.</p> <p>Several new student unions are planning to co-brand their student card with the EYC. With these new agreements, the member organisation in Finland envisions that the total number of cards will be doubled within the next 12 months.</p> <p>Allianssi, was also a partner for the EYCA Youth Activation Campaign aiming at encouraging young people to get informed and vote in the European Elections in May 2019.</p>
<b>GREECE</b>	<p><i>Updated October 2022</i></p> <p>The Ministry has around 20.000 cards active and work closely with INEDIVIM (Youth and Lifelong Learning Foundation), including on finding new partners to provide discounts.</p>
<b>HUNGARY</b>	<p><i>Updated February 2022</i></p> <p>The Hungarian student card is a state-funded plastic card, with electronic data storage, that provides state-guaranteed discounts and many other additional benefits. The EYCA logo is also present in the card. This way the cardholder is also entitled to access the international benefits provided by the organisation. The card is offered to all students free of charge.</p> <p>The goal is to broaden the variety of these discounts, in order for the students to be able to acquire more discounts from various fields, e.g. culture, transportation.</p> <p>The member organisation in Hungary is currently putting in place structural and IT changes regarding the discount system. An expansion in the number of partners and users is hallmarking the system. On the one hand, the cashless methods were strengthened. On the other hand, due to the promotion in devices and monitoring of need, we were able to continue the innovation.</p> <p>They are also a partner for the EYCA #Standfor something Campaign aiming at understanding and collecting the opinion of young people about the Future of Europe.</p> <p>The "ReNew, ReStart, ReIntegrate" youth policy seminar was held in Budapest on 27-29 October 2021, in accordance with the "youth" part of the "next generation" priority set by the Hungarian Presidency of the Committee of Ministers of the Council of Europe.</p> <p>The event that was organized by the Deputy State Secretariat for Youth of the Minister without Portfolio for Families, primarily aimed to respond to the biggest challenge of recent times, the impact of COVID-19 on young people and their communities.</p>

	<p>The seminar was attended by more than 80 people. Participants from Council of Europe member states represented ministries, agencies and international professional networks responsible for youth (including Erasmus + National Agencies, EYCA, Eurodesk) and representatives of the Council of Europe's youth sector on the one hand, and on the other hand representatives of national and international youth organizations and youth delegates participated in the program, in accordance with the Council of Europe's youth policy co-management system.</p> <p>The event served also as the seminar of the European Youth Card Association and The Partial Agreement on Youth Mobility through the Youth Card. In this segment the participant were informed on the European Youth Card itself and the pandemic's effect on youth mobility. Moreover, 4 different EYCA member organisations from 4 different countries had the opportunity to introduce themselves and present their national situation and realities.</p>
<b>IRELAND</b>	<p><i>Updated October 2021</i></p> <p>In Ireland, the European Youth Card Association and the European Youth Information and Counselling Agency are currently represented by Youth Work Ireland. Youth Work Ireland recognizes the role that youth mobility plays in affording young people opportunities to: learn and acquire new skills and languages; appreciate different cultures; further their personal development; enhance their employability; build a sense of EU citizenship and tolerance to diversity.</p> <p>Youth Work Ireland is currently in contact with the Department of Children and Youth Affairs in order to explore the best options for the benefit of all young people.</p> <p>They are also a partner for the EYCA #Standfor something Campaign aiming at understanding and collecting the opinion of young people about the Future of Europe</p>
<b>LUXEMBOURG</b>	<p>The member organisation in Luxembourg is currently reviewing its discount portfolio and contacting potential new partners and discount providers. In order to update and improve the opportunities and benefits offered to Luxembourgish young people</p> <p>In addition, the EYCA member in Luxembourg is organising contests, further advertising and promoting the card, updating the website and designing a new outreach strategy.</p> <p>Last but not least, the Luxembourgish member will soon join the digitalisation strategy by issuing digital cards and promote the EYCA app among their cardholders.</p>
<b>MALTA</b>	<p><i>Updated October 2021</i></p> <p>Agenzija Zghazagh, the national youth agency in Malta, is constantly promoting the European Youth Card and its local and international events aiming young people deriving from different walks of life through its Youth Information Centre.</p>

Currently 9000+ young people in Malta hold the card and are making use of the numerous and various discounts which assist them in pursuing their goals which are relevant to active citizenship, leisure and education.

The card is granted to the young people ( 13 – 30 years of age) for free and one can apply for the card either online (a recent application which has eased the process of attaining the card), from our head office and youth cafés and youth hubs which are situated in different localities in Malta and also from Identity Malta when applying for or renewing their identity card. The collaboration between Agenzija Zghazagh and Identity Malta, has resulted in an increase of card holders and youth participation. In order to facilitate the process and assuring the card reaches the young applicant, the card is sent by mail on the given address.

Agenzija Zghazagh seeks to increase the discounts provided on a monthly basis; in order to achieve this, young people are asked to bring forward their suggestions of service providers or retailers so that discounts are more applicable to their needs and wants. More-over young people receive a newsletter at the end of each month which features opportunities on a European Level whilst they are also involved in research through online questionnaires and polls.

By means of our social media platforms young people are reminded of the different discounts they can benefit from both on a national and European level. These features allow the young people to also learn about the benefits they can make use of even when travelling. To add to the above, Agenzija Zghazagh has built a strong network with different entities who open initiatives and provide opportunities related to different themes to the card holders.

Agenzija Zghazagh also supports the Maltese young representative who is part of the EYCA Youth Panel. Communication between the 2 parties is constant and very active.

In 2019, Agenzija Zghazagh has been awarded with the award for ‘Knowledge of Young People’, during the EYCA awards following its success in reaching a good number of youth and granting the young people with the European Youth Card during the campaign developed by EYCA ‘ If you give a shit, give a vote’, which Agenzija Zghazagh was a partner of.

Agenzija Zghazagh is also a member or Eurodesk and ERYICA; as a result to this the 3 EU networks represented all by Agenzija Zghazagh in Malta provide and promote learning mobilities and develop engaging events which grant the young people access to explore a wider picture of learning mobility whilst assisting and providing them with reliable information which increases youth participation. Agenzija Zghazagh, is always driven to partner in projects and training developed by Eurodesk, ERYICA and EYCA.

Agenzija Zghazagh owns youth friendly websites featuring learning mobility opportunities, information and projects which reflect youth participation (youth.gov.mt, eyca.mt, eurodesk.mt, youthinfo.gov.mt), which allow the young people to easily access information and apply for opportunities online. The use of the websites breaks down barriers which young people seeking information might encounter. Through these websites, the young people can contact our Youth Information Centre for further assistance and information.



	<p>This year, Aġenzija Żgħażaġħ has achieved the Quality Award. The Quality Award is a distinction awarded to departments and entities within the Public Administration, whose service delivery to customers reaches those standards of service defined through the 4 Pillars (voice and understanding the customer, design and implementation of policies and services that meet customer expectation, delivery of a quality service and accountability, where people become part of the excellence of the service provided), the 10 Quality Service Determinants as defined by the SERVQUAL quality model (Reliability, Responsiveness, Competence, Access, Courtesy, Communication, Credibility, Security, Understanding/Knowing the Customer and Tangibles), Directive 4-1 and any other directives or policies which establish quality standards within the Public Administration.</p> <p>Malta recently launched its new National Youth Policy “Towards 2030; Reaching out to, working with, and supporting young people”. The new policy has eight strategic goals with the first strategic goal focusing on how to listen and support the voice of young people and raise awareness among young people of issues that impact on their everyday lives and provide youth information. One of the actions of this strategic goal is to promote and expand the use of the European Youth Card.</p>
<b>MOLDOVA</b>	<p>The Republic of Moldova has initiated in 2011 the process of accession to the Partial Agreement on Youth Mobility through the Youth Card. Respectively, all the internal procedures were started for the legally accession to Partial Agreement on Youth Card, and also external ones referring to communication and acceptance by the Council of Europe as a membership of the country within this international treaty. Inclusively, at national level was approved a government decision, in this sense a law was adopted, signed a decree of the president, all documents being published in the Official Gazette). The accession process was completed in 2012.</p> <p>On February 13, 2019, in cooperation with EYCA an information session was organised on the opportunities and benefits of Youth Card, which took place in Chisinau, Moldova. The goal of the event was to promote the Youth Card and to identify some partner organisations. At the moment there is a process of identifying the partner organisation to implement the Youth Card, the process is directed by the Youth Department of the Ministry of Education, Culture and Research.</p>
<b>MONTENEGRO</b>	<p><i>Updated October 2021</i></p> <p>The European Youth Card (EYCA) in Montenegro is the only official free benefit card for young people, which allows all Montenegrin citizens aged 13-29 to use benefits such as discounts and cashback in over 270 partner companies in Montenegro and more than 70.000 throughout Europe.</p> <p>The implementation of this international socially responsible program from 2018. contributes to strengthening the mobility of young people, their non-formal education, better information process, networking with peers at local, national and European level, creating digital youth society, and reducing youth unemployment in our country.</p> <p>The European Youth Card (EYCA) in Montenegro is being implemented by the NGO "Center for Youth Education" and the Directorate for Sports and Youth, with strong support of the Ministry of Education, Science, Culture and Sports on behalf of Government of Montenegro.</p>

Please, find more information visiting our website <https://www.omladinskakartica.me/> and in text below:

### **Long-term sustainability of the EYCA in Montenegro**

In September 2021, a four-year Agreement for cooperation was signed between the NGO Center for Youth Card and the Directorate for Sports and Youth.

The Government of Montenegro adopted the Information on the creation and implementation of the strategic framework of the EYCA program for the period 2022-2024. years, so European Youth Card (EYCA) will be recognized as a program of public interest for youth people in next period.

### **Partnership with Universities**

In the previous period, the EYCA project team signed long-term cooperation agreements with the State University of Montenegro and the private University of Donja Gorica, in order to more involve students with all benefits of European Youth Card in our country.

Through these partnerships, students of I year from both Universities received their co-branded card, and EYCA community in Montenegro increased by 4.100 students.

All issued cards are free for each student and have a validity period of 4 years.

### **Cooperation with international organisations**

EYCA project team has great support and cooperation by OSCE Mission to Montenegro, which has provided support in development of new EYCA website, promotion of card via social networks and card printing.

In cooperation with the Delegation of the European Union to Montenegro, the celebration of the International Youth Day was organized through the organization I International EYCA Educo Camp, which was realized in the period 12-15. August in this year.

The event gathered 30 young people from Montenegro, Serbia, Bosnia and Herzegovina, Slovenia, Croatia and Hungary, who in 3 working days received the necessary knowledge in the field of human rights, youth participation, media literacy, youth mobility and digitalization.

### **Marketing activities with cardholders**

The website of the European Youth Card in Montenegro started working in October 2018, and with the support of the OSCE Mission to Montenegro, we made a development of new one in March of 2021. We are so proud to announce the fact that we have more than 800,000 pages views annually by interested young people and cardholders

Regarding social medias, we have created an online strategy and we are present on Facebook, Instagram and LinkedIn, where we have more than 8,000 followers.

We have created Customer care support and we provide our services through the following platforms:

Mail communication;

Phone;

Live Chat on website;

Newsletter;

Social network

	<p>We are happy that we distributed more than 18.000 cards in Montenegro until October 2021.</p> <p>In the first quarter of the year, a survey among cardholders was conducted. European Youth Card (EYCA) project in Montenegro was rated with 4.4/5 grade among 250 cardholders votes across all the country.</p> <p><b>Big names in EYCA portofolio</b></p> <p>The European Youth Card (EYCA) project team has a active cooperation with private and state companies, universities, international organizations and the civil sector.</p> <p>We are pleased to say that we have more than 270 discount partners in Montenegro, which are providing discounts for young people: Deutsche Telekom, NLB Bank Montenegro, INA Montenegro, Lovćen osiguranje AD, Hard Rock Café, Xiaomi Montenegro, Cineplex, Sport Vision Montenegro, Adore Chocolate, iCentar. Railway Montenegro, Montenegro National Theater and others.</p> <p>Regarding non-formal education, which is our key activity, EYCA project team realizes educational workshops in cooperation with company doMEn, which is the registrar of the Montenegrin national domain .ME.</p> <p><b>Cooperation with Local municipalities</b></p> <p>The European Youth Card (EYCA) project team is working with 6 local municipalities to create co-branded cards for young people and establish new benefits in local areas. We have a full cooperation with Tivat, Herceg Novi, Kotor, Budva, Bar and Ulcinj.</p> <p>Regarding this established partnerships, more than 3.000 young people received a free card that allows them bigger mobility, inclusion, non-formal education and networking with peers.</p> <p><b>Key acitivity - Digital youth people</b></p> <p>The main goal of the European Youth Card (EYCA) project team is to promote digital tools in youth policy, and one of the first results will be the development of the EYCA mobile application at the end of 2021.</p> <p>We will do our best to enable great user experience to cardholders and access to a large amount of information in the areas of discounts, mobility, non-formal education and other important areas for youth people.</p>
<p><b><i>THE NETHERLANDS</i></b></p>	<p><i>Updated October 2021</i></p> <p>CJP, the Netherlands states in its mission that we want to broaden the (cultural) horizon of our cardholders. That means that we inform, inspire and facilitate young people to investigate their own needs and desires regarding their own cultural development.</p> <p>There for CJP Netherlands cooperates with almost 80% of the school in both secondary education as vocational training to integrate cultural activities offered by cultural institutions in their curriculum. CJP offers travel discount cards to enable schools to travel to different cultural institutions. We report over important cultural trends and upcoming artistic movements in the Netherlands and the rest of the world. We organise cultural events such as film and theatre festivals were young people can meet the rest of the world cause of the international dimension of these festivals.</p> <p>These activities should have a significant impact in the ability of young people to move around in this complicated world with enough self-assurance and confidence.</p>

	<p>They are also a partner for the EYCA #Standfor something Campaign aiming at understanding and collecting the opinion of young people about the Future of Europe</p>
<p><b><i>NORTH MACEDONIA</i></b></p>	<p><i>Updated September 2021</i></p> <p>Successful implementation of the European Youth Card is one of the youth priorities of the North Macedonia Government. EYC is a discount and benefits card for young people aged 15 to 29, in different categories.</p> <p>The card gives young people the opportunity to travel, meet new people and make new friendships across Europe. Through the card, young people can also be educated, learn new things and start their careers, make a real difference in the community, be well-informed and be active citizens who shape society. Young people need to use the card to their full potential, to be more and to do more.</p> <p>In North Macedonia EYC is free, and every young person aged 15-29 can have it. Application process is taking place online via <a href="http://www.mladinskakarticka.mk">www.mladinskakarticka.mk</a>. After the application process is finished, every user receives their cards on the address they registered. The validity period of the card is 2 years, with the possibility of renewal if it is within the allowed age limit.</p> <p>Young people as card users have benefits and discounts in various categories, such as: sports, culture, retails, transport, education, training, and also at cafes, restaurants, hotels, sport and cultural events and others that offer benefits. As of September 2021, over 300 entities have joined this project and over 6000 young people are beneficiaries of the card.</p> <p>Implementation of the European youth card started in July 2019 and so far, the Agency of Youth and Sports and National Agency for European Educational Programmes and Mobility have conducted campaigns in high schools, colleges, NGOs.</p> <p>An online campaign was launched to promote the card, through which the opportunities and benefits offered by the card on social media were promoted. Facebook and Instagram are the main social media platforms that we are using to promote the EYC.</p> <p>The European Youth Card is a project of the Agency of youth and Sport and the National Agency for European Educational Programmes and Mobility. Through National Agency for European Educational Programmes and Mobility, the Republic of North Macedonia is a member of the European Youth Card Association, which means that young people from our country in addition to the benefits offered here, will be able to enjoy the same benefits as over 6 million young people in over 30 countries across Europe.</p> <p>In the next period, work will be done on the digitalization of the European Youth Card, becoming full members of EYCA and joining the Partial Agreement on Youth Mobility through the Youth Card.</p>

<b>PORTUGAL</b>	<p><i>Updated October 2021</i></p> <p>By the end of 2019 an ambitious plan for 2020 was defined for the Youth Card, in order to reinforce it's role as a Youth Policy tool:</p> <ul style="list-style-type: none"> <li>. redesign/update the programme according to Youth modern trends;</li> <li>. follow on the recommendations of the Final Declaration Lisbon+21 Conference of Youth Ministers;</li> <li>. direct the activities always with sustainability and environmental protection factors in place;</li> </ul> <p>The outbreak of Covid-19, the subsequent stop in the activities of our partners and many discount providers and the overall confinement of Young People (#StayHome) lead to a change in activities.</p> <p>During the first semester of 2020 we focused on:</p> <ul style="list-style-type: none"> <li>. Develop communication with the cardholders regarding the Covid-19 and ways to protect themselves and others in regards to it <a href="https://www.cartaojovem.pt/Informacao/Noticias/FICAEMCASA">https://www.cartaojovem.pt/Informacao/Noticias/FICAEMCASA</a></li> <li>. Act as a channel for deploying information and guidance issued by the National Health authority to Cardholders using our social media (Instagram and Facebook), in the framework of a formal Agreement established between Movijovem and Direção-Geral de Saúde.</li> <li>. Act as partners to academic studies directed to analyse the impact of Covid-19 on youngsters, namely Youth Card holders.</li> </ul> <p>Some projects underlined to support the planned actions 2020 are on hold, namely:</p> <ul style="list-style-type: none"> <li>. development of the project <b>Youth Card Forest</b>, directed to replanting with indigenous species burned areas in Portugal, in a sustainable way (3 to 5 years duration) resulting from the commitment of the Local Authorities (with whom we are already have the Municipality Youth Card) to take care the area and the trees;</li> <li>. Development of a national enquiry directed to understand the needs of young people in this digital era, regarding their social awareness and the (right now more than ever) changing mobility trends.</li> </ul> <p>Regardless of actions on hold we are now developing:</p> <ul style="list-style-type: none"> <li>. A process of rethinking our presence on Social Media and development of a new Digital Marketing strategy;</li> <li>. Readapt the partnerships we have to the new reality, focusing on digital commerce and information;</li> <li>. Direct our efforts to work on projects framed to directly help young people to address the challenges of the post Covid-19 era.</li> </ul> <p>They are also a partner for the EYCA #Standfor something Campaign aiming at understanding and collecting the opinion of young people about the Future of Europe</p>
<b>SAN MARINO</b>	One of the objectives of EYCA is to be present in San Marino during 2022.
<b>SERBIA</b>	<i>Updated September 2022</i>

	<p>The European Youth Card is a tool for raising awareness among young people in Serbia. Overall, the European Youth Card has around 60,000 users in Serbia. In addition to the many commercial benefits and discounts that are being made, the European Youth Card in Serbia provides constructive and facilitated access to young people through cultural events, museums, theatres and other culturally significant institutions.</p> <p>Some of the most significant discounts in Serbia, when it comes to culture are within the following institutions: Belgrade City Museum; Belgrade City Theatre; Museum of Theatre; Museum of Contemporary Arts; BITEF Theatre; Sabac Theatre; Museum of Yugoslavia; Atelje 2012; Terazije Theatre; Slavija Theatre; Chocolate Museum and the Museum of Illusions.</p> <p>As for commercial discounts cooperation has been established with international brands such as Under Armour, Nivea, Body Shop, Converse, Springfield.</p>
<b>SLOVENIA</b>	<p><i>Updated October 2021</i></p> <p>Mobin, the member organisation in Slovenia, has experienced significant growth in 2019. Currently, Mobin has surpassed 120 thousand cardholders which represent 40% of the Youth Population in the country.</p> <p>At the moment, 45% of high school students have become European Youth Cardholders. Besides, Mobin is also cooperating with two of the three largest universities in the country, which enables 85% of all university students to receive their European Youth Cards.</p> <p>The EYCA member organisation in Slovenia is currently immersed in a digitalisation process by developing a phone app that will allow young people to look for opportunities related to volunteering, and also activities in the field of youth work. It will also reward young people for their participation based on the Scottish and Austrian models.</p> <p>They are also a partner for the EYCA #Standfor something Campaign aiming at understanding and collecting the opinion of young people about the Future of Europe</p>
<b>SLOVAK REPUBLIC</b>	<p>The member organisation in Slovakia has an approach to youth mobility based on travelling, travel-related services, and facilitating connections while being abroad.</p> <p>The EYCA member in Slovakia has negotiated a deal with one of the leading phone operators in the country that offer cardholders the possibility to use a subscription with special conditions.</p> <p>Besides, the EYCA member also cooperates with train and bus companies in the Slovak Republic. In the future, the goal will be to secure better fares for all cardholders in public transport. This would have a significant impact in terms of providing mobility opportunities to young people.</p>

<b>SWITZERLAND</b>	<p>The original member of EYCA in Swiss was until 2013: euro26 Schweizer Jugendkarte AG.</p> <p>In 2013 the new EYCA member coming from the same organisation (euro26 Schweizer Jugendkarte AG) was Young Swiss Schweizer Jugendkarte AG, they were based in Bern and remained members until the beginning of 2018.</p> <p>After that EYCA was in contact with different organisations to find the proper organisation to develop the European Youth Card program in the country:</p> <ul style="list-style-type: none"><li>- SwissEduNet: and NGO that is mostly dedicated to educational programs. They sent EYCA a letter of intent to become EYCA member and are now currently in the process of evaluating their options to successfully implement the program.</li><li>- STUcard, an organisation developing a similar card scheme already in the country mostly dedicated to Students.</li></ul> <p>At this moment EYCA is in the process of finalising a concrete agreement with the right organisation to stablish the European Youth Card project in the country.</p>
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