



Narrative Report Grant Agreement 2025

Ref. no.: GR 01/2025



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Introduction

Since 1997, the Council of Europe and ERYICA have been cooperating in the framework of a Partnership Agreement that is maintained through the work of the Joint Coordinating Committee (JCC). This partnership aims to foster and develop European cooperation in youth information and counselling, especially by organising training activities and developing resources for professionals in the field of youth information and counselling. ERYICA is also an observer at the CDEJ (European Steering Committee for Youth) and at the Advisory Council on Youth.

Following a dominance of online activities for a number of years, particularly since the COVID-19 pandemic, the need has emerged to provide more opportunity for personal contacts and presential programmes. For this reason, the CoE-ERYICA Partnership Agreement included more programmes of this kind in 2025, notably an in-person seminar, while maintaining the established and well-functioning processes, such as the European Youth Information Quality Label.

On a broader scale, the Partnership's activities in 2025 fall in line with the priorities of the CoE Youth Sector, notably:

- Revitalising pluralistic democracy: youth participation in decision-making and active citizenship are among the aims of ERYICA and youth information and counselling as well, therefore all the listed activities implicitly support the realisation of this priority.
- Young people's access to rights: access to information is the prerequisite of access to rights, therefore it is a fundamental priority of youth information and counselling too.
- Youth work development: continuous professional development of youth information workers is included in ERYICA's 6-year strategy 2024-2029. The eLearning activity of the Partnership Agreement supported the realisation of this priority.

The initiatives also complete the youth policy criteria as established by the Council of Europe and listed in the [Self-assessment tool for youth policy](#), such as youth policy facilitates the provision of relevant youth-friendly information, and access of all young people to it, both offline and online. Last but not least, the programme, and the seminar on climate action and youth information in particular, addressed the new [Council of Europe Recommendation on Young People and Climate Action](#).



As youth information providers, ERYICA and its members are well aware of the positive impact that quality, youth-friendly information can have on young people's participation and access to rights. Therefore, ERYICA envisaged all the activities under the Partnership Agreement in line with these, as well as with the Council of Europe [Recommendation CM/Rec\(2016\)7](#) on young people's access to rights, [Recommendation CM/rec \(2015\)3](#) on Access of young people from disadvantaged neighbourhoods to social rights, and [Recommendation CM/Rec\(2010\)8](#) on youth information. This report describes their implementation over the year 2025.



Objectives

The objectives of the Grant Agreement for 2025 can be summed up as follows:

- Holding a presential seminar on the topic of climate action and the role of youth information services in this critical public policy area.
- Providing eLearning opportunities, enabling youth workers, youth information workers, managers and administrators in the youth sector to enhance their skills and expertise.
- Continuing to advance and strategically support the promotion and the implementation of the European Youth Information Quality Label, with the invaluable support of its Task Force.
- Promoting recognised CoE-ERYICA partnership resources and CoE youth policy tools and documents and ensuring that key policy decisions of the CoE are communicated in a youth friendly way within the very large ERYICA network.

These initiatives underscored our commitment to promoting excellence in youth information and strengthening the network of dedicated professionals who support young people throughout Europe.

Activities under the Grant Agreement

1. Seminar on Climate Action and Youth Information

The seminar was organised with the title *Equipping Youth with Skills for Climate Action: Youth Engagement and Effective Information Sharing* and took place at the European Youth Centre Strasbourg on 12-13 November 2025. The event addressed a pressing challenge of our time, which is at the same time an important factor in young people's mental health: climate and its change. Climate action and its connection to youth information provision were the main focus of the programme, in light of the new [Council of Europe Recommendation on Young People and Climate Action](#). We invited youth (information) workers, young people, green NGO representatives and stakeholders such as CoE Advisory Council on Youth and EYCA representatives to participate in joint discussions and forward-looking planning. The seminar provided a collaborative space to equip young people with the skills necessary for effective engagement in the vital area of climate action.

The seminar had the following aims and objectives:

- To raise awareness and promote the understanding of the new Council of Europe Recommendation on Young People and Climate Action among youth information professionals and other stakeholders, by applying a user- and youth-friendly approach.
- To explore the role of effective information sharing in empowering youth engagement in climate action.
- To promote the mainstreaming and implementation of the Recommendation at the national and local levels.
- To discover the role of misinformation as a threat to democratic participation in all fields, including climate action, and how youth information and counselling services can counter it.
- To map good practices and innovative approaches of youth information providers on this topic.
- To facilitate networking and exchange of experiences among participants from different countries and backgrounds.



The seminar included plenary sessions, interactive workshops, group discussions, a panel discussion and good practice presentations. These provided ample opportunity to share knowledge, exchange ideas and collaborate with fellow professionals. The seminar built on the expertise of the Council of Europe and the ERYICA network, with contributions from experts, including those affiliated with the Council of Europe. To our great contentment, a representative of the Freedom of Expression and CDMSI Division of the CoE participated in the panel discussion, and Pegah Moulana, the rapporteur of the Recommendation process accepted to hold a keynote speech.

Following 3 last-minute cancellations due to external reasons, 18 participants from 13 countries attended the seminar.

The programme of the seminar was the following:

11 November: Arrival

Afternoon	Registration
18:30-20:00	Dinner @EYCS

12 November: The Recommendation and current good practice

9:00 **Opening**

- Welcome Address
 - **Tobias Flessenkemper**, Head of the Youth Department, Council of Europe
 - **Anja Frohner**, Director of ERYICA (*online*)
- Overview of the Seminar programme and objectives
- Get to know each other

10:00 **Understanding the new Council of Europe Recommendation on Young People and Climate Action** - Keynote speech by **Pegah Moulana**, Secretary General, Youth and Environment Europe

- Introduction to the Recommendation and its significance for youth engagement in climate action
- Links to role of youth information and counselling
- Q&A

10:45 Break



11:15 **Workshop 1: Effective information sharing for climate action**

- In this workshop, participants shall explore efficient and innovative methods and tools for effective information provision, in order to promote further engagement of young people in climate action. Participants will also consider how these methods would enhance outreach and mainstreaming of the topic. The focus will be on empowering young people to take active roles in climate initiatives within their communities.

12:45 Lunch

13:45 **Countering misinformation in climate action** – panel discussion

- **Elena Brodeala**, Council of Europe, Steering Committee on Media and Information Society
- **Jannis Gustke**, CoE Advisory Council on Youth, International Young Nature Friends
- **Florine Büchner**, Jugendstiftung Baden-Württemberg
- Discuss the impact of misinformation and strategies to combat it through youth information services
- Q&A

15:00 Break

15:30 **Workshop 2: Mapping good practices**

- The workshop will offer space for youth information providers to share and discuss successful initiatives and approaches to mobilise young people in climate action. The presented practices will provide participants with a collection of existing projects and activities that can inspire them to take action. Youth information providers will gather ideas and insights that can be adapted and implemented in their own work. The workshop will also allow for networking.

17:00 **Reflections on the day** – key takeaways and potential collaborations

18:30-20:00 Dinner @EYCS

13 November: Call for action

9:00 **Workshop 3: Empowering youth for local action**

- Focusing on practical strategies for implementing the Council of Europe Recommendation on Young People and Climate Action, this workshop will aim to empower participants to initiate and co-ordinate local climate initiatives. Attendees will examine the development of community-specific action plans, involving local resources

- and partnerships. The approach will focus on promoting youth leadership, advocating for policy changes and sustaining engagement, ensuring that young people's voices and efforts are integral to local climate actions.

10:30 Break

11:00 **Sharing experiences from the seminar**
Closing remarks and reflections

- Summary of the seminar insights
- Reflection on key learnings; commitments for moving forward
- Evaluation and feedback
- Closing words: *Clementina Barbaro*, Head of the Youth Policy Division, CoE

12:30 Lunch
Departure of participants

2. Providing eLearning opportunities, enabling professionals to enhance their skills and expertise: Advanced YIntro eLearning course

In the framework of the Partnership Agreement, we agreed to translate and deliver the **Advanced YIntro eLearning course**, which was developed by our Member Organisation, the Catalan Youth Agency, from ERYICA's face-to-face version of the same course. In the phase of soliciting quotes for the translation from Catalan to English, we realised that the service prices for less common languages are higher than the level we experienced on other occasions. More importantly, later in the process we became cognisant that the course on the eLearning platform includes numerous hidden SCORM packages, which actually constitute the majority of the text. The translation of these packages was not taken into account at the stage of planning the 2025 Grant Agreement.

For these reasons, we requested a budget amendment in May 2025 and half of the course was translated in 2025. In line with the approved amendment request, the deliverables for 2026 will include the second part of the translation and the course delivery in the Partnership Agreement. The grant also supported the maintenance of the DOYIT eLearning platform, where the course is hosted.

The Advanced YIntro course is targeted at experienced Youth Information Workers who aim to further develop their skills and competences, as well as to broaden their youth information expertise on a more abstract level.

3. Continuing to advance and strategically support the promotion and the implementation of the European Youth Information Quality Label

The recognition of the European Youth Information Quality Label has been further reinforced in 2025, which is marked by its inclusion in the Final Declaration of the 10th Council of Europe Conference of Ministers responsible for Youth. The document states that, among others, the European Youth Information Quality Label should remain a priority “for the Council of Europe youth policy and action in the coming years”.

Besides this commendable development, the regular operation of the Quality Label system was maintained. 5 organisations were awarded the Label at its celebratory ceremony, which took place at the National History Museum in Chisinau, Moldova on 19 May 2025. Besides the 55 participants of the ERYICA General Assembly, local youth workers and volunteers also joined the event, raising the number of participants near one hundred. The awarded organisations were:

- FIJWB – Fédération InforJeunes Wallonie-Bruxelles (Belgium) – applied in autumn 2024;
- Directorate General for Youth of the Region of Madrid (Spain) – applied in autumn 2024;
- Harno – Education and Youth Authority (Estonia) – applied in autumn 2024;
- zeTT Youth Information Centre (Germany) – applied in autumn 2024;
- Eurodesk Italy – applied in spring 2025.

The labelling system being based on the principle of subsidiarity, two national labelling commissions have also disseminated the Quality Label in their countries. These are Ireland and Lithuania. In Ireland, we welcomed 5 new Label holders in 2025, namely the following youth information centres:

- KCYS Killarney;
- YMCA Cork City;
- Crosscare Clondalkin;
- Limerick Youth Service;
- FDYS Wexford.

The Quality Labelled LiJOT, the Lithuanian Youth Council has started the national level dissemination of the Label in Lithuania in 2025 and awarded the following 4 organisations:

- Lithuanian Psychology Students Association;
- Lithuanian Medical Students Association;

- Liberal Youth of Lithuania;
- Vilnius Union of Youth Organisations “Round Table”.

In order to achieve this, the Quality Label Task Force held two meetings in 2025, at the following dates:

- 29-30 April (Edinburgh, Scotland, UK): assessment of the application received for the spring deadline, finalisation of the 3-year review documents, discussions on the communication strategy, meeting the Quality Labelled Young Scot youth information team;
- 24 November (online): assessment of the first 3-year reviews and smaller agenda items (see the annexed report).

The tradition of holding **online info sessions** before each application deadline also continued. The two info sessions of 2025 were held at the following dates:

- 20 February;
- 26 September.

These were followed by the two application deadlines, 1 April and 31 October.

To maximise the label’s visibility, recognition and impact, a dedicated **communication strategy** has been established. The strategy guides awarded organisations in showcasing their achievement, support potential applicants, and ensure that diverse audiences understand the Label’s value. It is built on three key pillars: Youth Information Services, Stakeholders, and Young People.

Each pillar outlines targeted actions to increase visibility, foster community engagement, and promote the Label’s values across Europe. The proposed actions for each pillar are structured across stages, following the Quality Label process timeline.

Overall, the Strategy proposes the following actions:

1. Online Q&A Session
2. Promotional Materials Evaluation Form
3. “Label Journey at a Glance” infographics
4. General Assembly Session
5. Quality Label Award Ceremony
6. Physical Promotional Materials
7. Quality Label Corner During the GA

8. Awardees Press Kit
9. Announcement on ERYICA Channels
10. Display on the Quality Label Page
11. Dedicated Section in ERYICA's Annual Activity Report
12. "Behind the Label" Social Media Posts
13. Stakeholder List Development
14. Institutional Presence at the Award Ceremony
15. Quality Label Impact Report
16. External communication agency support

Successful implementation relies on the commitment of the Quality Label Task Force, along with the support of the ERYICA Secretariat and Governing Board.

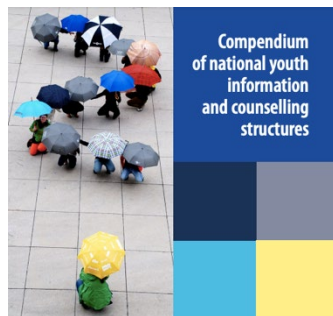
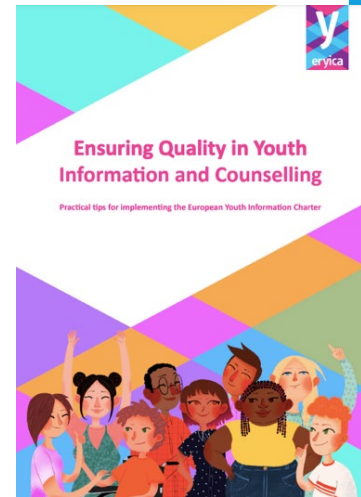
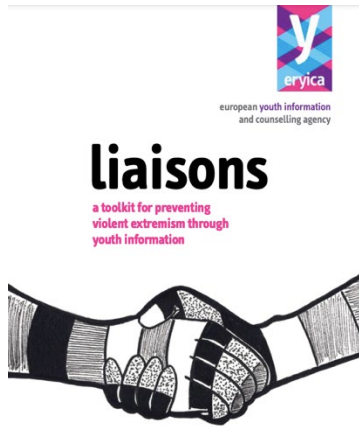
All in all, the European Youth Information Quality Label continues constituting a major pillar of the CoE-ERYICA Partnership Agreement and welcomed more Label holders this year.

4. Promotion of CoE-ERYICA partnership resources

The following publications, conceived in the framework of the Partnership Agreement, have been further promoted and disseminated in 2025:

- [Liaisons](#)
- [Youth Information and Counselling in 2020](#)
- [Ensuring Quality in Youth Information and Counselling](#)
- [Compendium on National Youth Information and Counselling Structures](#)
- [Youth Information Starter Kit](#)
- [Ukrainian Displaced Youth: Identifying Information Needs and Aspirations](#)

The dissemination took place at various online and in-person events, including a conference of the European Youth Card Association held in Pristina or the 10th Council of Europe Conference of Ministers responsible for Youth (Valletta, Malta, 8-9 October 2025). The dissemination channels included both face-to-face and online environments.



Conclusion

For another year, the valuable support of the Council of Europe meant that ERYICA continued offering and developing a range of services and tools in the field of youth information and counselling. A seminar discovering the links between climate action and youth information services, the translation of an eLearning course, the continued operation of the European Youth Information Quality Label and the dissemination of CoE-ERYICA joint publications constituted the backbone of these activities.

The results of this year's cooperation would have not been achieved without the support of the Council of Europe. This long-standing commitment and mutually positive collaboration between the two organisations are a source of great developments in youth (information) work for service providers in whole Europe. ERYICA highly esteems the partnership and distinct cooperation with the Youth Department.