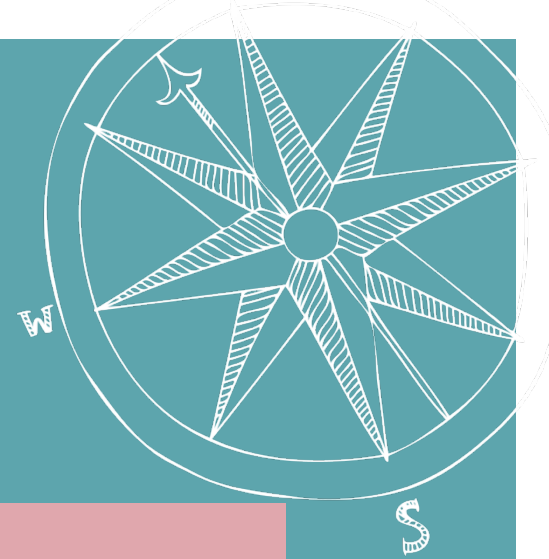
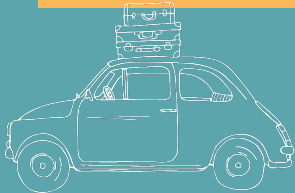


Diákkedvezmény Nonprofit
Kft and EYCA



European Youth Cards:

Contributing to a Europe where all
young people are mobile and active



CoE Partial Agreement for Youth Mobility Through the European Youth Cards,
Budapest, Monday 24 March 2014

www.eyca.org



European Youth
Card Association

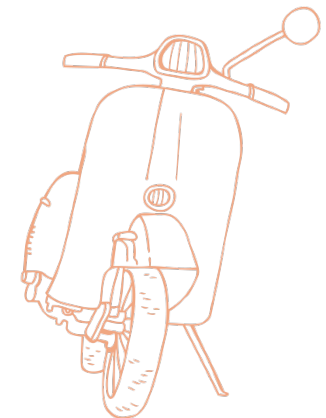
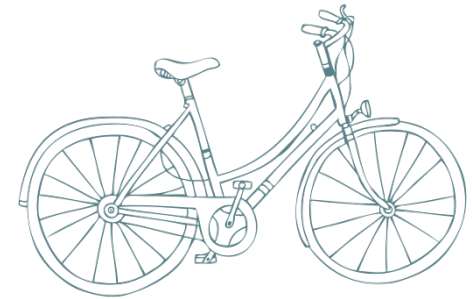
EYCA's Vision

- *a Europe where all young people are mobile and active.*

EYCA's Mission

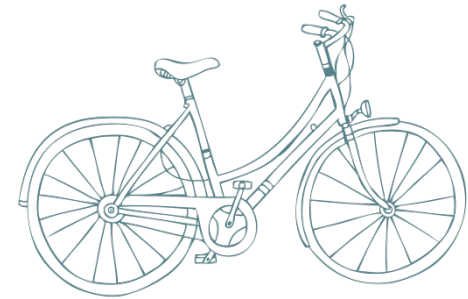
Member organisations work together to stimulate more young people to be socially, culturally, educationally and economically mobile by:

- delivering quality European Youth Card services
- contributing to better policy on youth mobility and active citizenship.



European Youth
Card Association

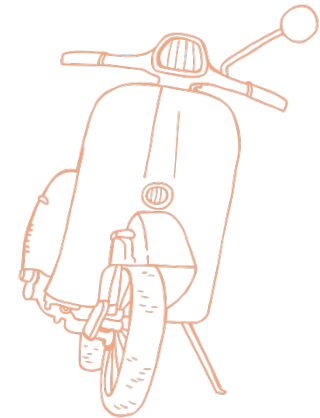
EYCA's Vision



- ***a Europe where all young people are mobile and active.***

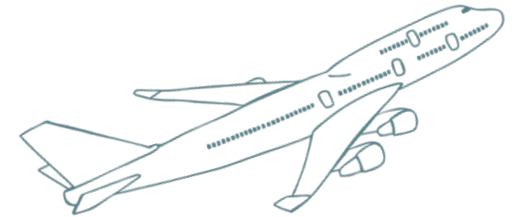
- ***1986 - The first definition of the Youth Card***

“A key to new opportunities for young people, a coherent set of measures designed to encourage young people to broaden their horizons, to develop their autonomy (as individuals or in groups), to be better informed in general and more discerning as consumers, to become more enterprising socially as well as in an economic sense.”

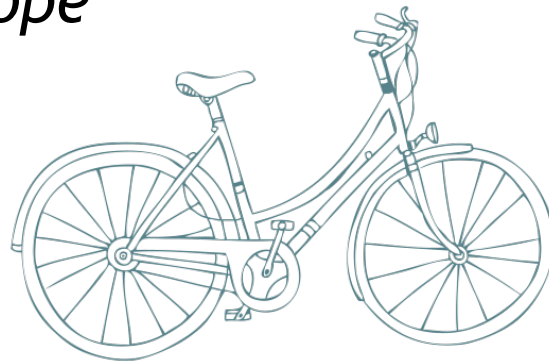


**European Youth
Card Association**

EYCA Member Organisations

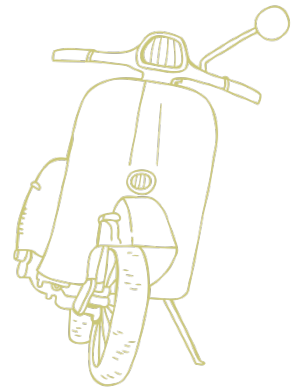


- *EYCA is an association of 41 member organisations in 38 countries*
- *Distributing European Youth Cards to 5 million cardholders*
- *Offering 60 000 discounts and benefits on transport, accommodation, culture, sports and leisure time across Europe*



EYCA Members

- **National Youth Foundations/NGOs** - Scotland, Italy, Netherlands
- **National Youth Councils** - Finland, Czech Republic, England
- **National Youth Information Agencies and Coordinators** - Austria, Luxembourg
- **Governmental Agencies** - Malta, Cataluña, Hungary
- **Social Benefit Enterprises** - Switzerland, Sweden



EYCA Governance



- **Governing Board**
11 members representing 5 regional members groups

Supported by:

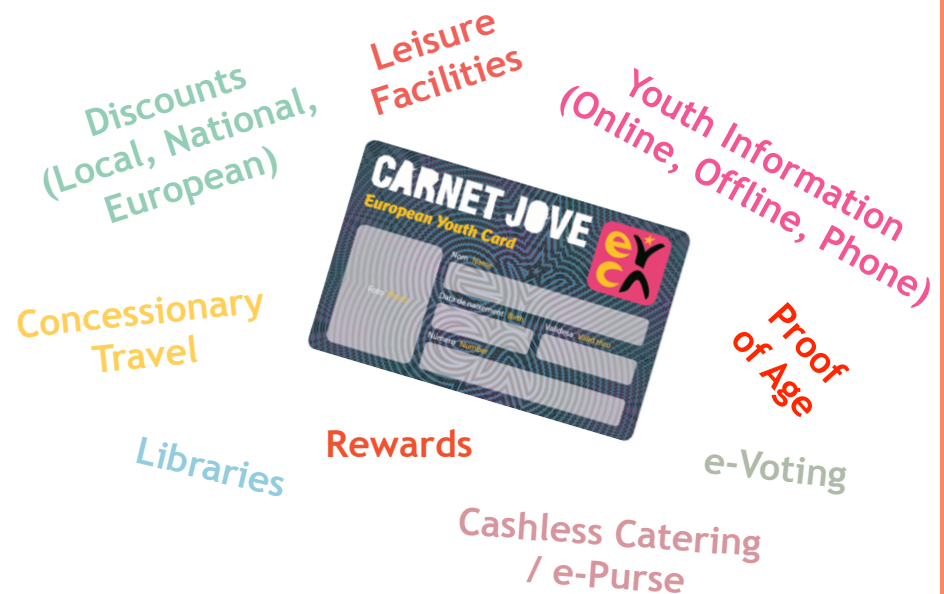
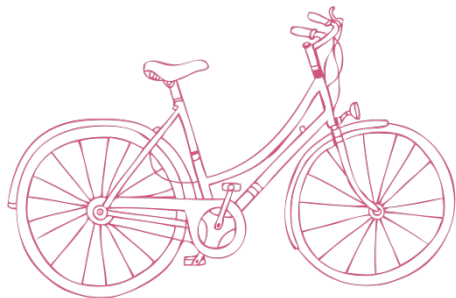
- **Maximising Impact Group**
10 EYCA members
- **Brand and Communications Group**
10 EYCA members
- **Office in Brussels**



European Youth Cards

Depending on the member organisation's mission, the focus of the European Youth Card's activities, benefits and opportunities varies and can be one or several of these:

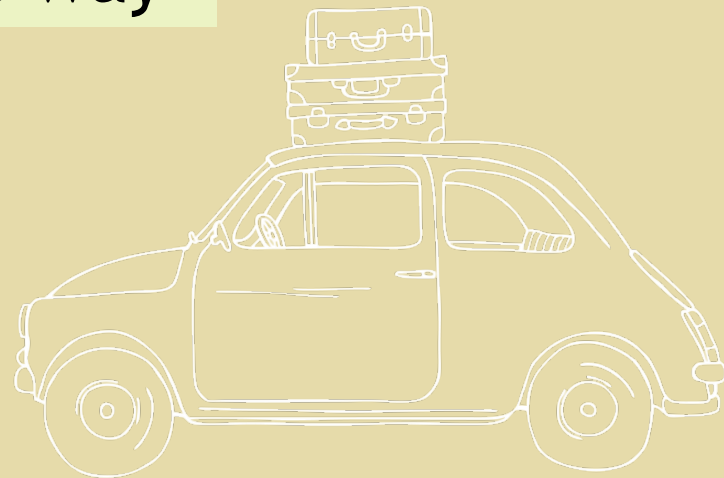
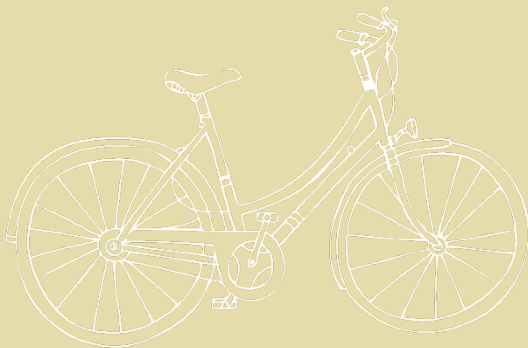
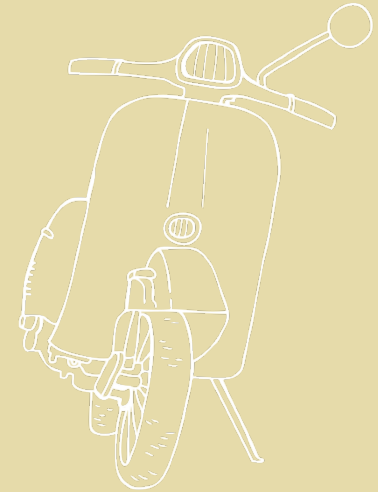
- National Entitlements & Rewards Card
- National Student Card
- Youth Organisation Membership Card
- Culture Card
- Regional/Municipality/City Card
- Bank Card
- Discount Card
- Travel and Health Insurance Card



Developing EYCA

to achieve its Mission

in the most sustainable way

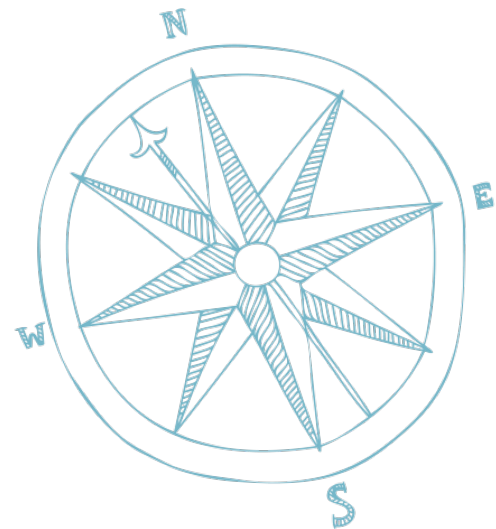


European Youth
Card Association

Maximising the Impact of European Youth Cards

EYCA Standards of Excellence:

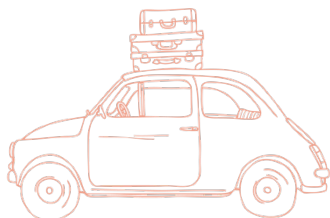
- Being sustainable organisations
- Developing Quality benefits and discounts
- Supporting youth mobility and active citizenship
- Understanding and using knowledge of young people
- Communicating with young people
- Exchanging good practices to develop the Association and the impact of European Youth Cards



European Youth
Card Association

Brand and communications strategy

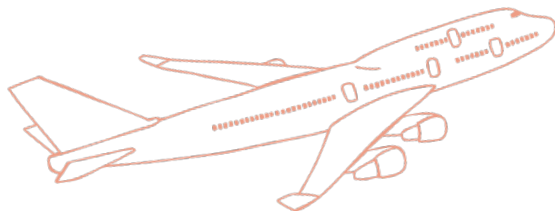
- Create a shared understanding of the desired impact for EYCA
- Connect EYCA work programmes and external communications
- Support the impact of EYCA member organisations through more effective use of the EYCA brand
- Improve EYCA communications tools and systems



Innovations

- Common Cardholders Database (CCDB)
- Rewards
- Pan-European Online Discounts Platform
- Mobile Applications

do
stuff
get
rewards



Common Cardholders Database

Supporting the Creation of a Pan-European Cardholders Community

- Fully functional system established
- 1 million EYCA cards from 1/3 of the EYCA network are already uploaded into the CCDB
- Simple electronic identification system to verify the card validity across borders and so strengthen the reciprocity of discounts
- First pilot - a pan-European competition to support youth mobility facilitated by the CCDB system
- It could also be possible to detect if European Youth Cardholders respond to particular initiatives e.g. Structured Dialogue Consultations



Reward's System

Quality benefits: Going beyond discounts



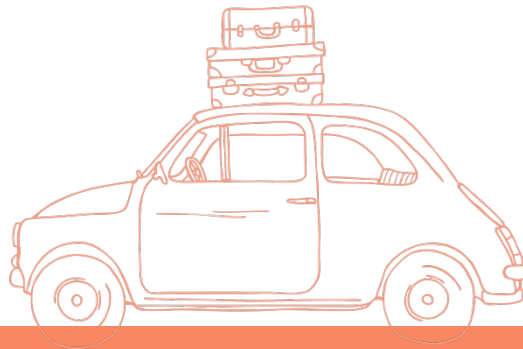
- an important tool to make the EYC more useful to young people with better opportunities for Governments and Partners to engage young people through youth cards.
- Concept of points and rewards to encourage young people to participate in positive activities which benefit themselves, their communities and the environment
- Rewards = “money-can't-buy” experiences that give young people recognition and rewards (job shadowing, traineeships, volunteering opportunities etc.)
- potential to have significant impact on young people



Pan-European Online Discounts Pilot

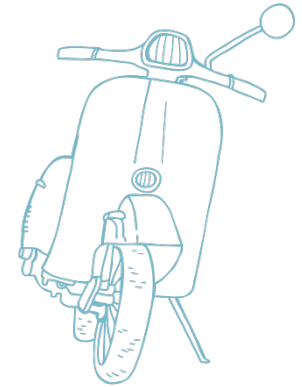
Increasing leverage by adding relevance, value and mobility

- Bigger, more relevant types of partners - one place to find them in Europe
- Pan-European online discount presence designed to add value to existing national discount technology and agreements
- Online platform facilitates the efficient development of discount and CSR partnerships with corporate sector
- Pilot will be tested during 2014



Mobile APPs

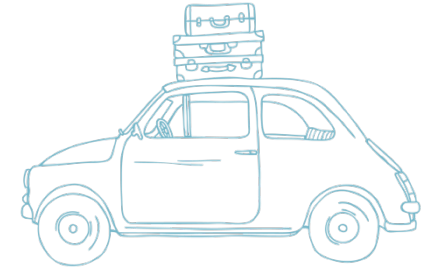
Benefits, opportunities and information where young people are



- Card in the mobile - identical to the physical youth card image and enables to get discounts
- Discount information
- News connected to the websites of members
- Emergency telephone numbers
- Law for the protection of the youth
- Push notifications
- Official proof of age

Today EYCA members have more than **575 000 downloads** of cards in the mobile

EYCA Members adding value to the Structured Dialogue Process



- OUTREACH
- VISIBILITY
- QUALITY AND CREDIBILITY
- FOLLOW-UP
- IMPLEMENTATION

Austria, Malta, Poland, Finland, Sweden

EYCA GPS 4

GOOD PRACTICE SERIES


**EUROPEAN YOUTH CARDS
AS A TOOL
FOR INVOLVING YOUNG
PEOPLE IN STRUCTURED
DIALOGUE**

European Youth Card Association (EYCA) is an association of 41 member organisations in 38 countries across Europe, which develop and distribute youth cards to almost 5.1 million cardholders.

European Youth Cards are a tool for youth mobility and active citizenship. As part of a commitment to active citizenship for young people, EYCA member organisations increasingly support national and local governments, National Youth Councils and others to engage young people in democratic participation.

Structured Dialogue is one specific approach of engaging young people, which facilitates discussions between young people and policy makers at the European level.

Structured Dialogue is an initiative of the European Union organised in partnership with the EU Member States and the European Youth Forum.



How does Structured Dialogue work?

The Structured Dialogue process is connected to the Presidency of the Council of the EU. It is implemented in 18-months cycles divided into three half-year consultation exercises.

Young people in each country of European Union answer the same set of questions and the process is

managed in each country by a National Working Group (NWG) whose members include:


- Representatives of Ministries for Youth Affairs
- National Youth Councils
- Local and regional youth councils
- Youth organisations
- People active in youth work

- Youth researchers
- Individual young people

Joint conclusions of the EU Youth Conference of the Irish and Lithuanian Presidency:


http://europa.eu/youth/content/structured-dialogue-cycle-it-social-inclusion_en

National consultation results are compiled into a report, which informs the debate at the EU Youth Conference held within each Presidency that brings together young people and policy makers from across the EU. The final outcomes are turned into a European resolution.



**European Youth
Card Association**

www.eyca.org

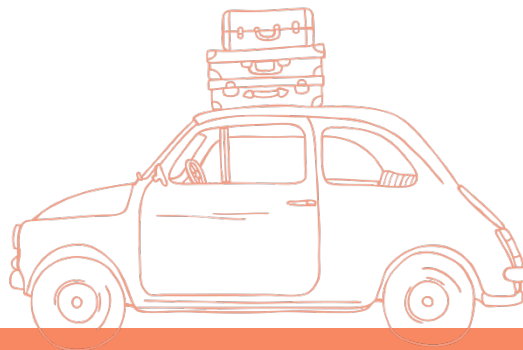


**European Youth
Card Association**

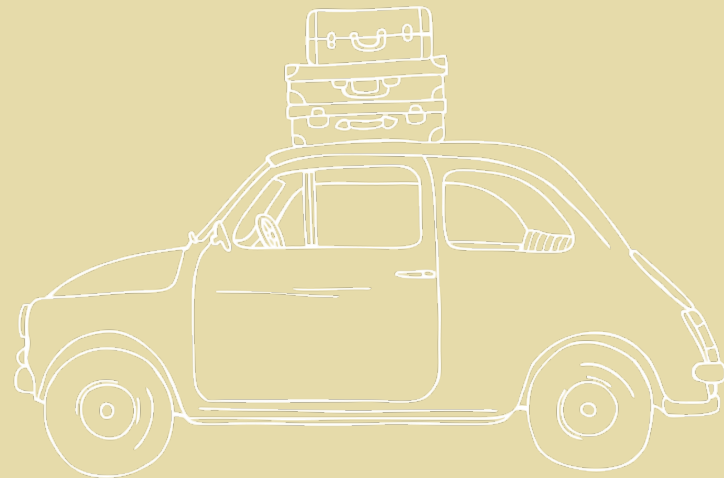
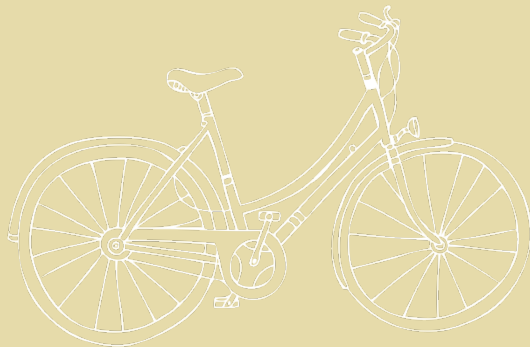
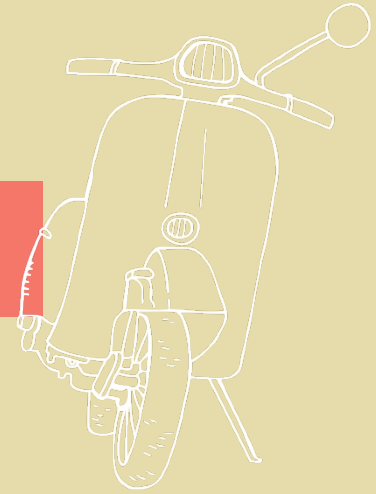
Partial Agreement work programme

Supporting Government responses to inclusive youth mobility

- 3 seminars planned for 2014
- First seminar in Vienna - **“Inclusive mobility - Better mobility opportunities for young people with disabilities or from disadvantaged backgrounds**
- Reports will be produced and disseminated



In Focus for EYCA - 2014



Work Programme 2014-2015

- **Mobility in the Mind**
Supporting young entrepreneurs to create new routes to employment in 5 areas of potential growth - green jobs, tourism and hospitality, digital jobs, social enterprise, cultural industry
- **Supporting Government Responses to Inclusive Youth Mobility**
Two year programme with CoE to help governments gather intelligence on youth mobility related issues
- **Democratic participation and Human rights education i.e. active support of the No Hate Speech Movement**
EYCA members issue a special edition of European Youth Cards dedicated to the No Hate Speech Movement



Partnerships

European Institutions

Council of Europe - Partial Agreement for Youth Mobility through the Youth Cards 1991

European Commission - EVS



Partnerships with European Youth Information and Counseling Networks

ERYICA - YoMIM (InfoMobility)
Eurodesk

eurodesk



European Youth Organisations

European Youth Forum - National Youth Councils

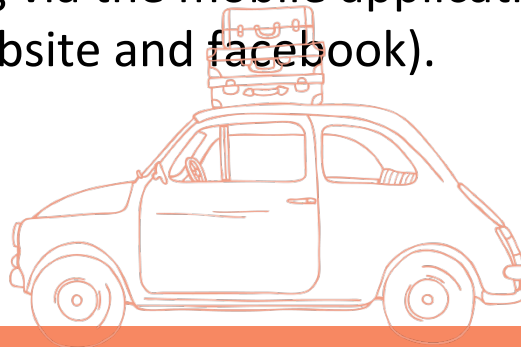
EUFED - EU Federation of Youth Hostel Associations



EYCA example in Hungary....

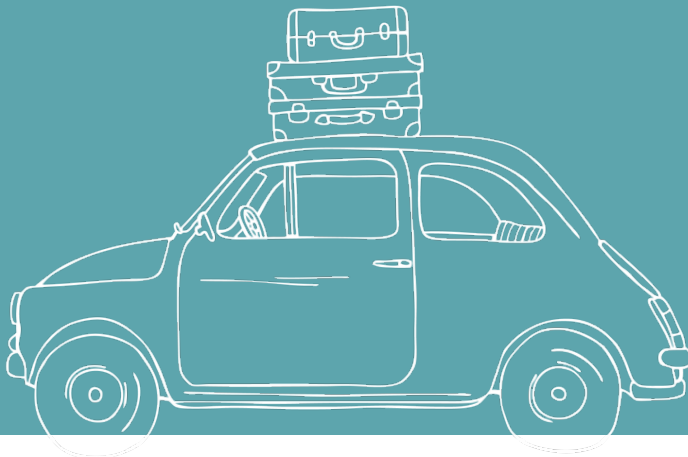
Diákkedvezmény Nonprofit Kft. – 175,000 young people have a card

- Diákkedvezmény's new mobile applications provided free of charge for all Student Identity Card and EYCA Card holders. Government supports marketing
- Student Meal programme (still strategy development) phase. Card holders will use cards at school canteens to order and pay for meals online, via our site. It will give a real value to the card and help young people recognize all EYCA and youth mobility opportunities.
- Goal is to build up a massive audience of under 30s, with whom we will be communicating via the mobile application and other online media (especially our website and facebook).





Thank you



www.eyca.org



European Youth
Card Association