

EUROPEAN YOUTH CARDS

AS A TOOL FOR YOUTH MOBILITY

AND ACTIVE CITIZENSHIP

EYCA GPS
GOOD PRACTICE SERIES

European
Youth
Card
Association



European Youth Card Association (EYCA) includes forty organisations in 38 countries that are committed to promoting youth mobility and active citizenship.

In October 2012 EYCA worked with its Swedish member organisation Mecenat to explore how to make better use of the European Youth Card as a tool for youth mobility and active citizenship and to explore how European Youth Cards can be used to promote better youth policy.

Participants in the discussions represented the following organisations and institutions:

- Allianssi (EYCA member organisation in Finland)
- Carte Jeunes Européenne, Luxembourg (EYCA member organisation in Luxembourg)
- Council of Europe
- EURO26 Serbia Association (EYCA member organisation in Serbia)
- European Commission
- European Youth Card Association
- Mecenat (EYCA member organisation in Sweden)
- Movijovem (EYCA member organisation in Portugal)
- Polish Youth Projects Association (EYCA member organisation in Poland)
- Scottish Government, Children and Families Directorate
- Sveriges ungdomsråd (Swedish Youth Council)
- Swedish Government, Ministry of Education and Research, Division for Youth Policy
- Young Scot (EYCA member organisation in Scotland)



European Youth
Card Association

www.eyca.org



EUROPEAN YOUTH CARDS
AS A TOOL FOR YOUTH MOBILITY
AND ACTIVE CITIZENSHIP:
FOR EXAMPLE...
IN SWEDEN

Mecenat

- Mecenat card is issued for free to university students in collaboration with universities and student unions.
- Mecenat sends a monthly e-mail newsletter to the more than 600,000 members and their website mecenat.se has over 300,000 unique visitors per month.
- Several of the world's **strongest brands use Mecenat as a partner** for their student discounts, including Apple, Microsoft, HP, DELL, ICA food store, Swedbank, SAS airline, etc.

EYCA needs to make the biggest possible impact to support young people in a time of economic crisis.

Jonas Levin, CEO, Mecenat:

"Mecenat is working with young people since 1988, and we currently engage with **900,000 students from high-school to university age**. We want to help 'connect the dots' to make a positive impact for young people in Sweden."

Jarkko Lehikoinen, President, EYCA:

"EYCA does not represent young people, but we can communicate with large numbers of young people. EYCA needs to make the biggest possible impact to support young people in a time of economic crisis. Using EYCA's ability to communicate with young people to create better youth policy and opportunities for youth participation and youth mobility is more important now than ever before.

We came to Sweden to think and learn together, not only for Mecenat but for everyone to take ideas home and be inspired."





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CASE STUDIES AND EUROPEAN

PARTNERSHIPS

CASE STUDY 1:

Young Scot



- The national charity for youth information and citizenship for Scotland
- Over **500,000 Young Scot youth cards** are used by young people in Scotland
- Young Scot works in partnership with youth work organisations and with the Scottish Youth Parliament
- All **32 local authorities are key partners** for Young Scot
- Scottish Government sees Young Scot as a main vehicle to deliver services to young people and to communicate with them
- Children and Families Directorate and Health and Social Care Directorate are the central Government partners for Young Scot, but there are also close connections to parts of Government responsible for employability, transport and environment
- The youth card is central to how Young Scot achieves its goals

Jan Murray, Children and Families Directorate, Scottish Government:

"Young Scot helps deliver results for all aspects of Scotland's National Performance Framework: Wealthier and fairer Scotland, Safer and stronger Scotland, Smarter Scotland, Greener Scotland, Healthier Scotland.

Young Scot achieves that through **imaginative projects to encourage participation** in decision making and to promote positive life choices in relation to healthy eating, volunteering and relationships."

David McNeill Rewards and Entitlements Director, Young Scot:

"The card itself is meaningful to young people, they like it because it is their tool and they identify it with access to positive opportunities. The **card can remove stigma and barriers**: it is a universal tool that can also be used by cardholders with fewer opportunities to access specialist support and services. The new Rewards system attached to the card shows that **doing positive things leads to impact and rewards.**"

Jan Murray, Children and Families Directorate, Scottish Government:

"Young Scot do a great job. They make sure that young people's opinions challenge and inform the level and quality of the services Young Scot delivers. That is good for Young Scot and for Scotland. That's one of the reasons Young Scot received a very positive review from their recent Government inspection."

David McNeill Rewards and Entitlements Director, Young Scot says:

"Young Scot can't stand still. In the future, we want to **personalize the information we send to cardholders based on their individual interests** (volunteering, music, sports etc.). We are looking at ways to record long-term changes in young people's behavior (e.g. sports and healthy lifestyles) with government agencies. The European dimension is important for Young Scot. It contributes to global awareness and helps represent Scotland in Europe."



EUROPEAN PARTNERSHIPS

Council of Europe

- Youth mobility is a the key priority for the Council of Europe (CoE)
- Council of Europe cooperates with EYCA to implement the Partial Agreement on Youth Mobility through the Youth Card
- 20 of the CoE's 47 member states sign up to the Partial Agreement to support more effective development of youth cards
- Youth cards are one means of reaching out to young people: to ensure their social and cultural development and to promote Council of Europe values such as non-discrimination

Natalja Turenne, Council of Europe:

"Youth cards can be an effective intermediary: the state engages on a local/regional/national level but, through discounts and rewards, **young people can be taken out of a 'welfare victim' logic to be individual actors.** The card can be a tool to encourage them to be active, show initiative.

The card is a tool to reach out to all, including those from disadvantaged neighbourhoods.

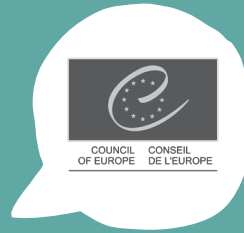
It can be difficult to get in touch with young people who are not students. **The card is a tool to reach out to all**, including those from disadvantaged neighbourhoods."

European Commission

- The European Union Youth Strategy (2010-2018) includes eight fields of action. Mobility is an overarching theme.
- Key recent European Commission activities include
 - » Completion of the EU Youth Report
 - » Study on Youth Participation in Democratic Life
 - » Further development of **Structured Dialogue**
 - » European Youth Portal re-development
 - » **Youth On The Move Card package** – where EYCA is one of the key partners.

Graeme Robertson, European Commission, Youth Policy Division:

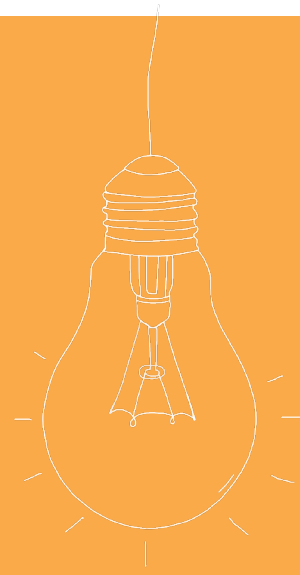
"Youth cards can and should be considered as a **central tool to develop strategies for social inclusion and mobility for young people.** Youth cards operate best when they are connected to youth information and to structures and opportunities for promoting young people's participation. Relationships between youth card organisations and national governments are very important, but so too are relationships with local government."



CASE STUDIES

2 AND 3

Euro 26 Serbia Association



- Euro26 Serbia Association has contributed to shaping youth law in Serbia by consulting young people in cooperation with local youth offices
- European Youth Cards support local youth councils in Serbia through specific discounts and innovative communication channels to reach 'non-organised' youth
- Euro26 Serbia Association has a memorandum on cooperation with Ministry for Youth and Sports which includes activities to promote healthy lifestyles.

Milos Milenkovic, President, EURO26Serbia Association says:

"Our cooperation with the Ministry for Youth and Sports is a win-win situation. The card organisation receives **institutional support and access to local youth offices** (in almost every municipality), while the Ministry uses the youth card as an information channel reaching non-organised young people and works with a reliable partner."

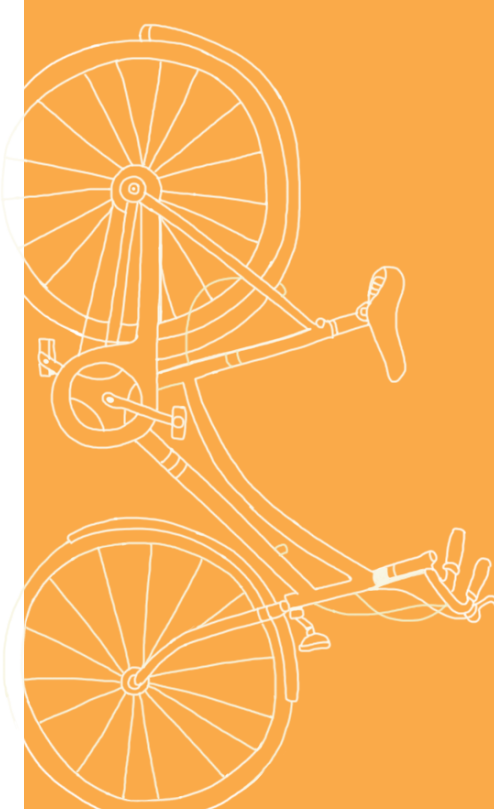
Allianssi FINLAND

- Allianssi is the national youth council of Finland and the national service and interest organisation in the field of youth work.
- It has 118 member organisations (all national youth organisations) and offers – training, research, exchanges, information services and more.
- Allianssi is the Finnish member of several international youth structures (European Youth Forum – YFJ, European Youth Information and Counselling Agency – ERYICA).
- Allianssi issues the European Youth Card to more than 140.000 young people.



Jarkko Lehikoinen, Director of International Affairs, Allianssi says

"Previously, the responses to the **Structured Dialogue** questions were limited to a professional working group from within youth organisations but Allianssi opened up the process to young cardholders who receive a questionnaire by e-mail. The format is user-friendly and cardholders can win incentives by filling it in."

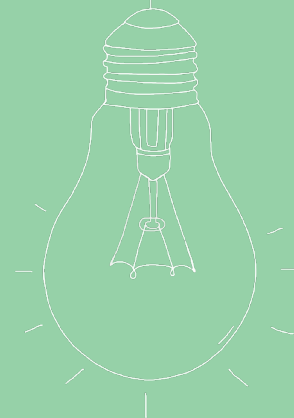


CONCLUSIONS

ACTION AND

NEXT STEPS

next steps



• A clear, overall strategy for the role of youth cards in promoting and developing active citizenship should be identified.

- Mecenat should **connect to relevant structures and networks in Sweden:** Ungdomspolitiska Rådet (Ministerial Advisory Group on youth); Ungdomsstyrelsen (National Board for Youth Affairs); Landsrådet för Svergies Ungdomsorganisationer (National Youth Council and Swedish member of European Youth Forum); www.ungdomar.se website.

- Swedish Government and partners should **examine how European Youth Cards could be more valuable in Sweden by adding services to the card** and removing barriers for young people with fewer opportunities.

- Explore how to make **better use of information the youth card organisation holds** about young people to improve mobility, participation and information offers to young people.

- Mecenat could use their knowledge of young people in not-for-profit ways, e.g. to produce a publication about young people's behaviours and aspirations ("Being Young in Sweden")

• Mecenat could establish and publicise a small grant scheme to support young people-led projects.

- Mecenat will work together with the Ministry of Education and Research and with the LSU (National Youth Council) to identify **how to connect Mecenat with youth organisations.**

- Mecenat should try to **build a relationship with the umbrella organisation for Sweden's 270 municipalities - SKL** (Sveriges Komuner och Landsting).

- A clear, overall strategy for the role of youth cards in **promoting and developing active citizenship** should be identified. Starting points could be a specific focus on sports, healthy lifestyles or culture.

- Mecenat could **establish and publicise a small grant scheme** to support young people-led projects.

• Explore how to make better use of information the youth card organisation holds about young people to improve mobility, participation and information offers to young people.