

# EUROPEAN YOUTH CARDS

## THE ROUTE

### TO FINANCIAL INCLUSION

## FOR YOUNG PEOPLE

The European Youth Card Association (EYCA) has 40 member organisations in 38 countries. All are committed to promoting youth mobility and active citizenship for young people.

This Good Practice Series outlines how EYCA members are responding to this challenge.

In the context of the current financial crisis, now more than ever, young people need whatever support or benefits can be made available to help them manage their own finances and to make limited incomes go farther.

Financial capability develops young people's level of financial understanding, and equips them with the skills and confidence to make effective decisions throughout their lives. European Youth Cards contribute to this development.

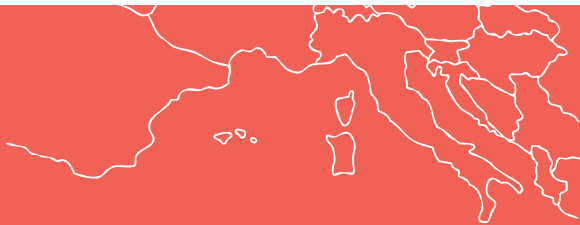
Many EYCA member organisations have successful partnerships with banks. This offers one direct route to supporting young people's financial well-being. Here are some examples of how EYCA member organisations are working with banks to enhance young people's financial understanding and practices.



# BANKING BENEFITS

## POLISH YOUTH PROJECTS ASSOCIATION

European Youth Card



The Polish Youth Projects Association (PYPA) communicates directly with more than 150,000 young people in Poland via their Euro26 Magazine (in print but mostly online). Bank partners support **the marketing and promotion** of the Magazine and, together with PYPA, organise **competitions for young people** to inform them about new products and to engage with them. The Magazine informs cardholders about new discounts, services offered by bank partners, and carries youth information on travel, education, etc. As the number of European Youth Cardholders has risen, so the Bank partners have reported a corresponding **increase in the number of young/new clients**.

The option to include an **insurance policy with the card** offers important added value for the banking partners as well as for young people. Through PYPA's co-operation with insurance partners, young people have access to cost-effective medical, accident and civil liability insurance cover.

### Co-operation with banks – how does it work in Poland?

PYPA issues European Youth Cards in co-operation with three banks.

- mBank
- Millennium Bank
- Credit Agricole

#### Euro26 mBank

is the first card in Poland to offer students the possibility to apply for **a credit loan**, ranging from 800 to 1,500 zł (approx. €190- €350), which comes with **a bank account free of charge**. Access to credit (and the amount) depends on the young person's school results. Through an online mBank form, young customers can find out immediately what credit amount will be available to them. The card also functions as a student ID.

When signing up to the Euro26 mBank card, cardholders can choose from three insurance policies: World, Sport or Poland. In all cases, the insurance is valid all year round and entitles the cardholder to indemnity of up to 20,000 zł (approx. €4,700) in case of an accident. The World or Sport policy covers up to €60,000 for medical expenses abroad and liability insurance up to €50,000.

#### The Euro<26 Millennium card

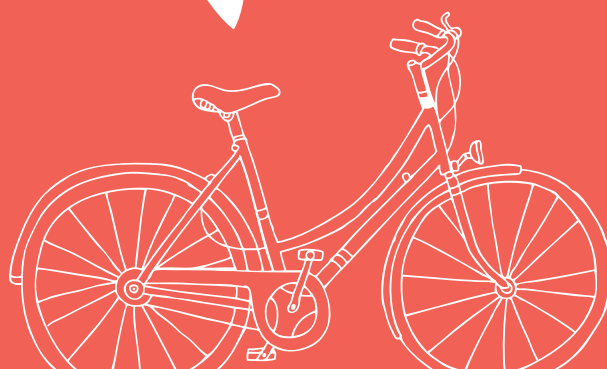
is available to **all young people between 13 and 26** and includes the World insurance. In addition to the usual services, cardholders can check their accounts and make transfers via the Millennium and Euronet network of cash machines. Users can also look up the list of ten last transactions and change the PIN code of the card.

#### The VISA Student Euro26 LUKAS Bank

(now Credit Agricole) card is a student bank card **certifying the student status of the cardholder**. It is valid for two years and the cardholders can choose from three insurance policies: Poland, World or Extreme.



Europejska Karta  
Młodzieżowa  
EURO26



# YOUNG PEOPLE – NEW MARKET

European  
Youth Card



## EURO 26 SERBIA ASSOCIATION

The EYCA member in Serbia works in co-operation with three banking partners **to educate young people on basic financial issues**. Through this co-operation, the banks open new communication channels with young people who are still a relatively un-explored market in Serbia. [EURO26 Serbia Association](#) can reach almost 50,000 young people in a very short time via a wide distribution network and through valuable partners.

The banks support the **marketing and promotion** of the European Youth Card and, together with EURO26 Serbia

Association, organise different actions and competitions for young people in order to inform them about bank products and to encourage them to use payment cards. Even now, during the first year of the project, bank partners are reporting substantial numbers of new European Youth Debit Cardholders.

### Co-operation with banks – how does it work in Serbia?

The European Youth Card is co-branded with the Dina bank card, which is a **national payment**

**scheme**. The DinaCard system was set up in 2003 by the National Bank of Serbia in co-operation with commercial banks, and aims to support the development of non-cash payments, decreasing the amount of cash in the money supply and fighting the 'grey economy'. As of today, Dina includes 31 banks, more than 58,000 point-of-sale terminals and more than 2,800 ATMs all over the country.

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Three banks have co-branded their DinaCards with the European Youth Card.

- Piraeus Bank
- Hypo Alpe Adria bank
- Univerzal bank

European Youth Card design is dominant on all three co-branded cards, which is a great success. **The designs of the three debit cards differ only in the bank logo.**

To any young person between 18 and 30, the European Youth Debit Card offers the following.

- » A bank account with no charges.
- » All banking and payment benefits for the price of a European Youth Card (no bank card activation fee).
- » Payment option at all sales points with the Dina or Diners sign.
- » Free e-banking.
- » Free SMS notifications on the account balance.
- » Possibility to top-up their mobile phones using the card.
- » Travel and accident insurance.
- » All discounts in the EYCA network Europe-wide.

# FINANCIAL LITERACY

## EUROPEAN YOUTH CARD LITHUANIA



A combination of **bank services and a financial literacy programme**, together with a quality discount network, easier access to travel and education, and modern **youth information channels**, presents an attractive package to young people in Lithuania.

### Co-operation with banks – how does it work in Lithuania?

European Youth Card Lithuania, in co-operation with Swedbank, issues a Zoom bank card with multiple functions. Swedbank's Zoom platform offers young people aged 18-23 a co-branded EYCA – Zoom MasterCard, which is a **debit card with loan opportunities**, e.g. for student tuition or accommodation.

Young people receive updates through two websites (the card organisation's and the bank's), **an online newsletter and a Facebook page**. The European Youth Card co-operates with the Lithuanian Youth Council to provide relevant and up-to-date youth information about travel, housing, employment and many other topics.

The programme also supports the improvement of young people's financial literacy, teaching them about safety when buying on the internet, investments for the future, pension funds etc. There is also a focus on the management of finances during studies – how to choose a study programme, how to arrange accommodation, how to deal with expenses for food and clothing, how to travel on a budget, and so on. Young people can also participate in an "Investment game" organised by the Stockholm School of Economics in Riga. With the EYCA – Zoom card, all cash

withdrawals in Latvia, Lithuania and Sweden up to LT 1000 per month (approx. €1,400) are free of charge in Swedbank's ATMs. The card enables the young people to purchase on the

Lithuania. Zoom is also available as a mobile phone app for managing the bank account on the go.

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internet, and book plane tickets and hotels, all with attractive discounts at more than 600 places all over



## MULTIFUNCTION

## BANK CARDS

EURO 26  
SCHWEIZER  
JUGENDKARTE AG

euro26.ch  
have a good time!

European  
Youth Card



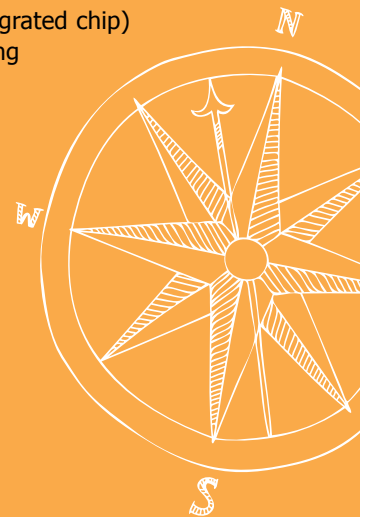
For the Swiss youth card, the Cornèr bank is an ideal partner included in their top ten discounts together with the Mobiliar insurance company, Apple online store and the proARTE cultural pass, where cardholders have free entrance to all Swiss museums. For each of these partners, [euro26.ch](http://euro26.ch) designs **targeted communication and projects**.

### Co-operation with banks – how does it work in Switzerland?

Through a co-operation between euro26.ch and Cornèrcard, young people can get either a pre-paid VISA card (from the age of 14) or a MasterCard credit card (from the age of 18). Additional benefits of the co-branded card for the cardholder include:

- » up to 30 % discount on **skiing tickets**, and up to 25% discount on **rent-a-bike** from Velopass
- » a low yearly fee

- » the possibility to use the smartcard as a key for cars rented from mobility rent-a-car
- » **loading tickets for concerts and events** onto the card and never queue again access function (thanks to integrated chip)
- » online banking



## NEW DIRECTIONS FOR

## BANKING HUB

CARNET JOVE  
ANDORRA



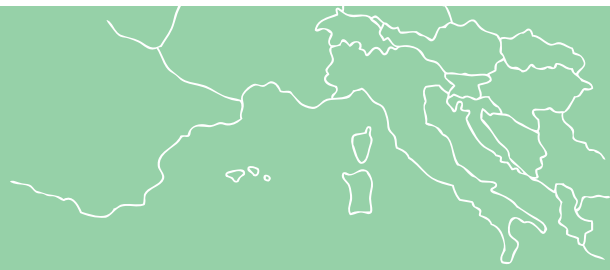
In a very competitive market (Andorra is a financial hub for many banks), Crèdit Andorrà values the co-operation with the youth card in Andorra, who have a **50% market penetration** in the target group. The bank benefits mainly from being associated with a well known and valued brand among young people and for the European dimension of the card and its reciprocity - giving the customers a unique offer of 355 national discounts and 60,000 discounts Europe-wide. Another key to a successful co-operation is Carnet Jove's **connection to the local governments** who distribute the card. Last, but not the least, the bank gains loyal customers among young people who appreciate the **cool design and modern communication** of the [European Youth Card in Andorra](#).

### Co-operation with banks - how does it work in Andorra?

**The co-operation of Carnet Jove with Crèdit Andorrà has the following features.**

- » The offer is valid for all young people aged 16 to 30 (both ages included).
- » The Carnet Jove 16PUNT30 card costs €6 for two years.
- » There are **no fees** for ATMs outside Andorra.
- » Financial products are adapted to young people's needs: to study, to build their business, buying a house etc.
- » Travel, fraud and accident **insurance** is included.
- » Additional discounts and special offers are available through the "16PUNT30" club of the bank.

# NATIONAL CO-OPERATION



## JUGENDKARTE GMBH AUSTRIA

The Bundesnetzwerk Oesterreichische Jugendinfos (BÖJI) is the umbrella organisation of the European Youth Card for all the nine Austrian regions. Through co-operation with Raiffeisen bank on the VISA RELOAD card, they reach young people in the entire country and create **a national identity for the card**, originally perceived as very regional.

The European Youth Card is now available to 228,000 young people, a 500% increase in cardholders in 2011.

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### Co-operation with banks – how does it work in Austria?

European Youth Card Austria (Jugendkarte GmbH) together with Raiffeisen Bank International issue a co-branded VISA RELOAD card for young Austrians. Advantages include:

- » not necessary to have an account or bank contract;
- » can be used for **internet banking and withdrawals**;
- » young people can **choose the design** of their card and select a PIN code of their choice;
- » SMS notification about account balance;
- » when the young person is already a European Youth Card holder, there is a discount on the activation (€10) and quarterly service fee (€5).

