



## Partial Agreement on Youth Mobility through the Youth Card

Final report on the programme 2011



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### Introduction:

The purpose of this report is to describe the activities and impact of work undertaken by EYCA during 2011 as a result of support through the Partial Agreement on Youth Mobility through the Youth Card.

Activities and their impact are described as they relate to the 2010-2012 Programme of the Youth Sector of the Council of Europe: “Developing European youth co-operation through youth policy, youth work and non-formal education/learning”.

2011 has been a year of significant change for EYCA with a new Board and President elected in June and a new Director in post since August. Consequently 2011 has been a year of continuing the excellent work from the past few years whilst also laying the foundations for a revised strategic plan to be implemented from the start of 2012.

### 1. Human rights and democracy: youth policy and youth work promoting the Council of Europe’s core values.

#### a. Youth participation, democratic citizenship and the development of youth work and youth organization

#### b. Increasing the role of youth organisations in environment and sustainable development issues

EYCA’s work on supporting effective youth policy and youth work to promote fundamental values relating to human rights and democracy, focuses on supporting existing member organisations to do this within their own territories as well as to do this in partnership with other EYCA member organisations on an internal basis. Of equal importance EYCA seeks to promote and develop effective youth policy and youth work through extending the benefits of the European Youth Card to young people in countries where the card is not yet established. EYCA seeks to identify the most appropriate member organisations through actively networking with Governments, established NGOs and other stakeholders.

New member organisations were welcomed to EYCA in the following countries during 2011:

GEORGIA	New associate member <b>Academy for Peace and Development</b> ; have good cooperation with Ministry of Sport and Youth Affairs and are working together to explore becoming a member of the PA.
IRELAND Also a member of PA	New associate member <b>European Youth Card Ireland</b>
BOSNIA HERZEGOVINA	<b>Association of Citizens Auctus</b> became associate member in October 2011.
SWEDEN	<b>Mecenat.se</b> has already distributed 80,000 European Youth Cards and is committed to a programme of cooperation with Government and NGO agencies in Sweden to contribute to effective youth policy development.

Key priorities for establishing new members throughout 2011, which continue to be key priorities for 2012 are England, France and Germany.

Work during 2011 to develop a European Youth Card in partnership with the National Youth Agency in England culminated in a dedicated workshop in London in November. The purpose of this event was to define a clear rationale and business model for establishing a successful European Youth card in England and included discussion with representatives from EYCA’s

member organisations in Andorra, Flemish-speaking Belgium, Finland, Portugal, Scotland and Slovakia as well as with the EYCA office. Partial Agreement funding supported the participation of these EYCA members in this important workshop. The next steps during 2012 are to consider the feasibility of creating a NYA-owned Special Purpose Vehicle to operate European Youth Card in England. A separate note of this workshop is attached.

During December 2011 discussions took place with CIDJ - Centre d'information et de documentation jeunesse in Paris about possible next steps to build connections with Ministère de la Santé, de la Jeunesse et des Sports to explore possible future European Youth Card in France. Whilst no conclusive actions have been identified this continues to be a priority for EYCA.

An existing agreement with [EURO<26 Schweizer Jugendkarte AG](#) (EYCA's member organisation in Switzerland) to operate an online European Youth Card in Germany has been extended until the end of 2012. Identifying a member in Germany will be a priority for 2012. EURO<26 Switzerland is a leader among EYCA's member organisations when it comes to involving commercial partners in not-for-profit activities. Their communication tools with cardholders (website, social media, mobile phone applications) and their educational initiatives for young people serve as best practice within the Association and transfer of knowledge is essential from such a well performing member. Because of the strategic importance of Euro26 Schweizer as a best practice member and as the current entry point to establish a youth card in Germany, it was essential to travel there on two separate occasions during 2011 thanks to Partial Agreement funding.

In addition, discussions have taken place during 2011 with potential new members in Denmark, Israel, Malta, Northern Ireland, Norway and Wales which included a visit by the EYCA president to . It is hoped that this will lead to new EYCA members during 2012.

Supporting member organisations to develop effective youth work and youth policy is the core of EYCA's work. Developing EYCA Quality standards and Quality Improvement meetings with members have been the key tools to achieve this and have benefitted from the support of PA funding to cover travel and board/lodging costs. Quality Improvement meetings also help identify best practices to be shared across the whole membership; to promote members' involvement in youth policy; and to support development of projects and participation in EYCA's pan-European projects. Reports of these visits are produced along with recommended next steps and suggestions for improvement. Together with the EYCA Board, the office monitors the implementation of the recommendations.

2011 QUALITY IMPROVEMENT VISITS	DATE	NOTES
SWITZERLAND	February / September 2011	PA member
UKRAINE	March 2011	PA membership discussed with card organisation
ANDORRA and SPAIN (Catalonia-Barcelona)	May 2011	PA members
CZECH REPUBLIC	August 2011	PA membership discussed with potential future card organisation "Czech Council for Children and Youth"
CROATIA	September 2011	PA member; national student card discussed with Ministry of Youth
ESTONIA	October 2011	PA membership discussed with card organisation
AUSTRIA (Linz, Bregenz)	September 2011	PA member
NETHERLANDS	October 2011	PA member

- The Ukrainian card is facing many challenges with regards to development, among them the unstable political situation (no support from government), large territory, difficult financial situation of young people, low access to internet. Support was offered through the EYCA network.
- Carnet Jove in Andorra is one of EYCA's role models for how to run a card in a small country. Their cooperation with local municipalities as well as bank co-brand ensure that they reach almost half of all young people in the country; their communication is very modern and participatory. EYCA wants to ensure transfer of good practice to other small territories such as Liechtenstein, Luxembourg or the German-speaking community in Belgium.
- The European Youth Card in Catalonia is a forerunner of all the organisations issuing the card in the Spanish regions. EYCA approached them to be a "tutor" for other card organisations in the fields of discount development, communication channels and projects.
- Support visit in the Czech Republic wants to ensure smooth transition of card license from current member Karta mladeze to applicant Czech Council for Children and Youth, which is strongly involved in youth policy and information.
- EYCA member HFHS will collaborate with the Ministry of Education, Science and Sports to create a youth card for all Secondary School students in Croatia. The EYCA office will support the organisation by facilitating successful examples from the Association.
- European Movement Estonia is an EYCA member organisation, which successfully combines issuing the European Youth Card and providing youth information within the Eurodesk network. They run a youth information portal and are actively involved in the European Voluntary Service.
- After jugendinfo.cc has become the EYCA member for Austria, there is a strong emphasis in developing the card in all the nine regions and ensure their cooperation on projects and provision of youth information.
- Netherlands - CJP is EYCA's premier member organisation with a specific emphasis on promoting cultural opportunities, which during 2011 have included sustainable development opportunities.

Developing EYCA's technology infrastructure is one key dimension of EYCA's quality improvement support to member organisations, particularly to help ensure that EYCA member organisations continue to provide benefits and opportunities that are perceived to be relevant to young people. EYCA's ability to provide online discounts and opportunities has taken significant leaps forward during 2011 through the initial development of a Common Cardholders' Database (CCDB). Validity of all European Youth Cards will be verified through CCDB and a database of card data for 4 million young people will enable EYCA to develop partnerships with large online services to offer strong added-value, verifiable opportunities for all young people. CCDB will also drive forward other technological developments for EYCA member organisations such as the electronic version of the card for mobile phones or benefits and rewards scheme (already developed by Young Scot), which rewards young people's participation in volunteering and youth initiatives through rewarding them with online points and prizes. Member organisations have been consulted and provided feedback throughout the first stages of development of CCDB. An online interface to manage the card database, bulk card import, partners and card verification access sites was developed during 2011. Card verification online application for partners and discount providers to ensure card validity created and checked with EYCA member organisations. A specialist IT-Development company was contracted to deliver this work and the initial development is set to be completed in early 2012.

CCDB is a significant building block to help sustain the capacity of EYCA member organisations to engage young people and to further promote and develop opportunities, which will contribute to youth participation and democratic citizenship. For this reason EYCA has allocated significant resources to developing this initiative. PA funding has supported the initial investment in this initiative, further development and implementation will utilise membership contributions.

Ensuring the reciprocal validity of discounts is one of principal features of the European Youth Card. No matter where a young person purchases the card, he or she is entitled to benefits throughout the EYCA network. This principle is guaranteed by EYCA's corporate identity - the use of the logo and the brand "European Youth Card". Currently, EYCA is in a transition period between the old "Hercules" logo and the new EYCA logo. The EYCA Graphic Chart is the manual, which guides both member organisations and discount providers, to use and recognise the new logo and design of card. With four million cards issued and many other print and online publications, the Graphic Chart is an indispensable part of our work. A professional company was contracted to guide this process and PA funding contributed to those costs. A completely revised Graphic chart was produced and disseminated to EYCA members during 2011.

Understanding members' work in all its aspect is an essential part of the EYCA office tasks. All intelligence gathered helps facilitate good practice exchange and provides EYCA with its most detailed overview of member organisations': set up, funding/finances, card and cardholders, discounts, PR and communications, website and use of intranet, plans for next year, EYCA as an association, involvement in youth policy and provision of youth information including human rights. Members fill in the survey online (in English and Spanish) and the data are thoroughly evaluated for each country and the association as a whole. The office together with regional Board members gives feedback to every card organisation.

## **2. Living together in diverse societies: youth policy and youth work promoting intercultural dialogue.**

During the European Year of Volunteering in 2011, EYCA has continued to issue cards and provide information to every volunteer in the European Voluntary Service programme. In addition, EYCA supports all volunteers who participate in programmes and projects of The Alliance of European Voluntary Service Organisations. These young people volunteer outside of EVS and, through EYCA, they receive the European Youth Card for free; cost for printing cards are covered by Alliance and EYCA charges no additional fees. Through this cooperation, 5000 European Youth Cards with the new EYCA logo were distributed to volunteers in 15 countries.

EYCA has promoted volunteering as part of the "Volunteer! Make a difference." campaign on both national and European level through the EYCA tcher newsletter, the eyca.org and eyca.org/trafo website as well as in its annual report. EYCA members were encouraged to join the national stops of the European Year of Volunteering Tour and to promote it among their cardholders. EYCA's member organisations are committed to both informing young people about volunteering opportunities as well as creating voluntary placements within their organisation. A working group within the EYCA Board is working to create an EYCA "pool of volunteers" during 2012, to enable exchanges of young people interested in contributing to the work of card organisations as volunteers.

EYCA's annual conference, which is attached to the EYCA General Assembly, is a major learning and knowledge sharing and intercultural dialogue opportunity for EYCA members. This year's conference included a panel discussion on Youth On The Move, which featured representatives from Council of Europe, European Commission and ISIC. Dirk-Jan de Haan from DBF (DataBase Fulfillment) spoke to conference participants about innovative membership concepts that help reach young people. In his speech he introduced new technologies and trends that can help card organisations to better reach their goals with regards to reaching out and attracting a young target group through for example the foursquare online community, by using "influentials" to

promote activities or through so-called behavioural targeting.

Knowledge exchange events for EYCA members during 2011 also supported by PA funding included: regional meeting of all card organisations developing the European Youth Card within the Spanish communities (Mollina, May 2011) and meeting of all card organisations developing the European Youth Card in the Austrian regions (Linz, September 2011). EYCA also supported regional meetings of members groups before the annual EYCA conference (Amsterdam, June 2011). Developing EYCA's group structure and the role of group Board members will be a strategic priority for 2012.

Innovative approaches to promoting intercultural dialogue with young people was a particular focus for knowledge exchange between EYCA members during 2011. An inspirational workshop was delivered by Judith Liefting from the YoungWorks, a research bureau specialising in youth communication, within the 2011 EYCA conference. She presented their study about the values and behaviour of young people in different subgroups. The Young Mentality study is based on interviews with pupils and students about their motivations and desires. The study divides young people into groups not based on usual criteria (such as age, education, gender etc.) but on their lifestyle. Recommendations were made to EYCA member organisations to devise campaigns to communicate with specific target groups of young people.

On a European level, EYCA contributes to cooperation with Eurodesk and ERYICA within the Three Networks structure as well as other organisations, namely ISIC, Erasmus Student Network, European Students' Union and European Youth Forum. Along with these stakeholders, EYCA is contributing to an expert working group with the European Commission to shape the future Youth on the Move card as a key tool to promote and develop youth participation and youth mobility.

Analysis of EYCA's annual members' survey helps inform the development of EYCA's work programme in relation to supporting EYCA member organisations to contribute to youth policy-making. PA funding supported the implementation of an online survey methodology which enabled efficient analysis and reporting.

### **3. Policy approaches and instruments benefiting young people and children.**

#### **a. Enhancing international co-operation in the field of youth and child policy**

#### **b. Promoting youth mobility**

#### **c. Youth information and counselling**

"Young People Influencing Policy: A Critical role for European Youth Cards" was the most significant EYCA event in 2011. The seminar took place in Edinburgh on March 9-12, 2011 and was co-organised by EYCA and Young Scot, EYCA's member in Scotland. It provided a platform to showcase good practice on youth cards as a tool to engage young people in policy making through co-ordinated approaches combining youth cards, youth information and social technology.

PA funding enabled more than fifty delegates to take part in the three-day seminar: youth card workers, policy makers and young people from fifteen EYCA member countries. Member states of the Partial Agreement were represented by: Andorra, Austria, Finland, Luxembourg, the Netherlands, Serbia and Spain (Aragon).

Key European networks and institutions, including the European Youth Information and Counselling Agency (ERYICA), Eurodesk and the European Commission, also provided additional input. Through presentations and working groups, delegates explored how youth cards can be a tool to involve young people in policy-making processes and how to shape the design and

delivery of local services.

The conference produced recommendations from young people on how youth cards could contribute towards addressing challenges relating to unemployment, education, health and mobility for young people across Europe by 2020. Recommendations were also generated for national and local governments to recognise youth cards as a tool for engaging young people.

On the final day of the conference delegates were asked to devise individual and collaborative initiatives. Participants' plans for project work are detailed in the conference report. The EYCA office is following up to monitor progress and to ensure effective knowledge exchange between member organisations.