

COUNCIL OF EUROPE



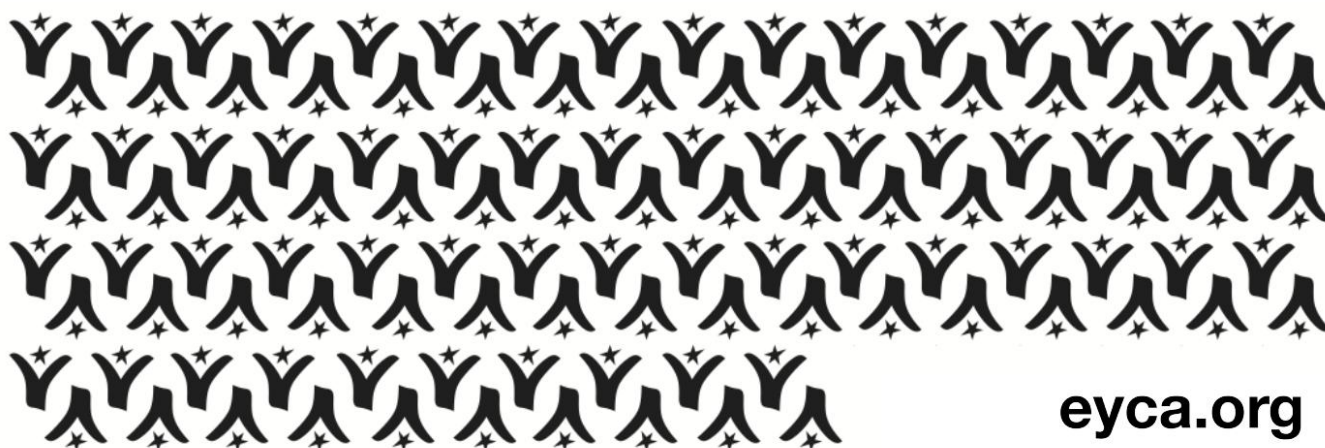
CONSEIL DE L'EUROPE



**European Youth
Card Association**

PARTIAL AGREEMENT ON YOUTH MOBILITY THROUGH THE YOUTH CARD

Final report 2018



eyca.org

INTRODUCTION

The purpose of this report is to describe the activities and impact of the work undertaken by EYCA in 2018 as a result of the support the Association received through the Partial Agreement on Youth Mobility through the Youth Card in the framework of the Council of Europe.

The Partial Agreement on Youth Mobility through the Youth Cards has become one of core priorities of the European Youth Card Association, through 30 years of its operations. EYCA has invested significant efforts to revive and strengthen its relationship with the Council of Europe as part of implementing its vision to improve youth mobility and active citizenship for all young people in Europe.

The process of revising the Partial Agreement was launched in October 2012, leading to better-tailored activities which are beneficial for both PA member states and EYCA members. There has been an effort to design the work programmes to more accurately meet the needs of governments who already contribute, and communicate more effectively its potential value to governments who could contribute.

Youth Mobility is a current priority for all policy-makers with an interest in youth issues in Europe. Having in mind its different aspects (work mobility, learning mobility, touristic mobility, etc.), EYCA has a great potential to fulfil the gap which is recognized by all policy stakeholders when it comes to the available data and development of mobility policies.

Policy makers are interested to learn more about good practices in other countries. EYCA can provide excellent insights into these practices, having in mind 38 countries in its network, all dedicated to supporting youth mobility. EYCA is equipped to easily and promptly generate intelligence from different European countries on any aspect of mobility, which is of interest for stakeholders.

European Youth Cards are a valuable tool for mobility of young people, which is to be further promoted and strengthened. Youth cards connect young people to all kinds of information, services and opportunities, many of them are linked to employability and entrepreneurship, which has definitely become the focus in Europe in recent years. Youth Cards provide communication channels which can enable policy-makers (1) to provide young people with information, and (2) to consult young people directly. And many youth card organisations create innovative practices to engage young people as active citizens and in co-designing solutions.

Priorities

Having in mind the priorities for the 2018-2019 programme of activities of the Council of Europe's Youth Sector adopted by the Joint Council on Youth, we strongly advocate that youth mobility is an important tool for achieving these objectives.

Mainstreaming the importance of 'opportunities for youth mobility' as a positive narrative, changing the perspective on young people with refugee background and seeing them as *opportunity youth*, offering the space for youth workers to be innovative and

Therefore, the proposed specific aims for the Partial Agreement work programme 2018-2019 are:

- To generate and mobilize knowledge about youth mobility in Europe;
- To support governments to develop opportunities for meaningful youth participation in democratic processes and in their communities;
- To support innovation in youth work towards a better inclusion of young migrants, refugees and asylum seekers and promoting the positive narrative of youth mobility;
- To stimulate and present youth card practice that contributes to ensuring young people access to their civic, economic and social rights.

I. HUMAN RIGHTS AND DEMOCRACY: YOUTH POLICY AND YOUTH WORK PROMOTING THE CORE VALUES OF THE COUNCIL OF EUROPE

1. Commissioning design and content input for EYCA communications tools

1.1 Communication activities have been implemented as planned.

- The EYCA Facebook page is growing, with 2.531 likes and an average organic reach of 20.000 people per month.

1.2 Website

- The new EYCA website was launched in October 2018 after extensive development work.
- The new website is device responsive (easily accessible from all devices, from mobile to desktop).
- Information on the PA is prominently featured - <https://www.eyca.org/partial-agreement>.
- The new website also highlights the good practice of EYCA members via a dedicated section - <https://www.eyca.org/national-projects> - to which content is added constantly.

1.3 EYCA Update

The EYCA internal newsletter was sent out at the beginning of each month to all EYCA members.

1.4 Quarterly Update. EYCA's Quarterly Update is conducted with all member organisations as well as all 17 card organisations in the autonomous Spanish regions. The Quarterly Update is a key tool for analysing members' performance and needs. The questions are adapted every quarter to match the current developments in the Association and a comprehensive narrative report is produced for both the EYCA Board and the members themselves. The findings and trends are then presented and discussed at the EYCA Annual Conference and General Assembly.

2. Travel, board and lodging associated with:

Quality improvement support to existing members

In 2018, EYCA has offered support services to member organisation in order to improve youth card services and make mobility opportunities more accessible to young people. EYCA has offered specific services in the following countries: Spain, Andorra, France, Russian Federation, Czech Republic, Azerbaijan, Ukraine, Romania, Hungary, Luxembourg, Belgium, Germany, The Netherlands, Scotland, Finland, England, Sweden, Malta, Italy, Greece, Albania, Croatia, Serbia, Cyprus, Slovenia, Montenegro, FYROM.

Among these, we will detail on the following:

Visit to Greece to support the youth card services development:

- The support visit helped the INEDIVIM staff to plan strategically for the development of the youth card services in 2018, both at operational and political level;
- The central office of the youth card services was moved to Thessaloniki and new thematic areas were explored, such as using the youth card to promote social inclusion of young migrants or unemployed youth.

Visit to Ukraine:

- Focused on developing the youth card services in particular in partnership with municipalities across Ukraine;
- The visit was undertaken by EYCA Director and Board Group Member, thus offering the chance for strategic, high-level meetings with the Ministry of Youth and Sports representatives in Ukraine.

Visit to Albania to support negotiations between youth card organisation and the Government representatives

- Following the participation of Deputy Minister of Education, Education, Youth and Sports of Albania at the promotional PA Seminar in Varna (December 2017), the Youth Act Centre (EYCA member in Albania) requested visit to support the negotiations between them and the Government;
- The visits in Albania resulted in a stronger cooperation between EYCA member organisation and the Ministry of Youth, making the European Youth Card part of the implementation of public youth policies.

Visit to Germany

- Over the course of 2018, several visits to Germany took place in order to support the youth card development services, as Reisenetz e.V. is one of the newest EYCA members;
- The visits focused on explaining the internal resources available in EYCA, the requirements related to tech and quality standards in the youth card development, and also strategically planning to grow the card services in Germany.

EYCA members in Albania and Germany were also present during the Board of Coordination of the PA in Budapest

Identifying and supporting the new member organisations of EYCA

In 2018, the EYCA GA launched the European Youth Card in the strategic territories: Germany, England and Montenegro. EYCA office and board members travelled to visit both organisations and offer them technical and institutional support in designing the card services, negotiate different partnerships and launch the card in Germany.

In addition, EYCA worked to develop new card services in other countries such as Republic of Moldova, Georgia and Armenia. The EYCA Director travelled to Georgia and Armenia to meet the Government representatives and discuss the possibilities of supporting the youth card project in their respective. Discussions are currently on-going and both countries are expected to join in the near future.

Legal support dimension of quality improvement development

Domain registration and protection

- To ensure the reciprocity of European Youth Card discounts and benefits in all European countries, the registration and protection of online domains is crucial. To make sure youth information is easily accessible to young people, EYCA has registered europeanyouthcard.xy and eyca.xy domains, so that they can be used by member organisations.

Effective license and sub-license agreements

- According to the EYCA Statutes, there can only be one license holder for the European Youth Card per territory, i.e. one organisation developing the card for the given country/territory. However, to expand the distribution network and to make the card available to all young people, there are also sub-license agreements in some cases. EYCA provides the legal services connected to both license and sub-license agreements.

II. LIVING TOGETHER IN DIVERSE SOCIETIES: YOUTH POLICY AND YOUTH WORK PROMOTING INTERCULTURAL DIALOGUE

1. Commissioning technology infrastructure:

- **to support good practice database development**
- **to support EYCA's members' group structure**

EYCA discount database & intranet

- The new **EYCA discount database** was introduced in 2018 together with the website. The database allows members to use APIs to add their discounts to the EYCA database automatically. This translates into quality discount information for young people at all times.
- The existing **EYCA intranet** continued to be expanded into a comprehensive EYCA Customer Relationship Management system (CRM), in order to streamline the collaboration between EYCA and its member organisations.

EYCA App

- The EYCA app project has grown and is currently being used by 8 EYCA member organisations. The project features two development options: the use of a general European Youth Card app or receiving support from EYCA to develop a local card app.

2. EYCA's members' group structure, including specific Conference workshops

EYCA regional meetings were organized as following:

- Group 1 – Amiens, France, 16 – 18 may 2018
- Group 2 – Warsaw, Poland, 11 – 13 May 2018
- Group 3 – Brussels, Belgium, May 25th.
- Group 4 – Goteborg, Sweden, 1-3 May
- Group 5 – Valetta, Malta, 22 – 24 May 2018

Partial Agreement evolution and new possibilities of implementation were discussed in the meetings. Also, the PA programme 2018 - 2019 was discussed.

3. Commissioning the generation and dissemination of knowledge relating to volunteering and youth citizenship

- Since 1999, EYCA has been working with the European Commission to issue a special edition of the European Youth Card to all young volunteers of the EVS and Erasmus+ Programmes. A new agreement was signed in December 2018.
- As part of the collaboration with the European Commission, the second edition of the Erasmus+ Volunteering Awards was organised in 2018. The video competition had 10 winners who created inspirational videos about their volunteering experience. All attended the European Youth Event in Strasbourg in May.
- In 2018, EYCA ran two surveys to gather information about:
 - The challenges in communication with young people and the different strategies and methods youth workers use to deliver their services. This helped EYCA member

organisations to diversify their opportunities to young people, to better communicate them and to have higher engagement from young cardholders. The survey gathered approximately 100 answers from youth workers across Europe.

- CSR dimension of EYCA members activity – what is member's understanding on CSR, how they engage with companies and use the services to the benefit of young people, to foster their employment and inclusion on labour market.

III. SOCIAL INCLUSION OF YOUNG PEOPLE

1. Travel, board and lodging associated with knowledge exchange meetings and events related to promoting and developing social inclusion aspects of youth card organisations

- **Engaging young people in democratic processes and shaping the youth card services at European level**

Throughout 2018, EYCA advanced youth participation in democratic processes and their closer engagement in shaping the services offered through the European Youth Card. Youth mobility and participation was at the centre of agenda, with two major processes getting started in 2018:

- 1) EYCA Youth Panel – resulted from a large consultation process with cardholders, the selection of first generation of EYCA Youth Panel members started in 2018. EYCA Youth Panel aims at offering the space, tools and knowledge to non-organised young people, direct beneficiaries of the youth card services, to contribute to shaping the services offered to almost 7 mil. young people across Europe. They will represent EYCA at different youth related events, will act as ambassadors of the European Youth Card in their communities and will be active in promoting mobility and active participation among their peers;
- 2) Young people participation in democratic life and electoral process – during the EYCA Conference, cardholders were invited to co-design a European campaign to get out the vote at the European Parliament elections in 2019, but also to learn more about the European institutional design and what is the role of Council of Europe and European Union in advancing opportunities for young people.

PA seminars

From youth policies to good practices: the European Youth Card as a tool to promote access to social rights for all young people 22 – 24 April 2018, Budva, Montenegro

The Council of Europe is one of the leading institutions in promoting inclusive, human-rights based youth policies. With legislative framework such as the Council of [Europe Charter on Education for Democratic Citizenship and Human Rights Education](#) and [The European Social Charter](#), citizens and governments have important mechanisms at their disposal.

However, when it comes to vulnerable population groups, especially young people, their access to civic, social and economic rights is particularly important. A series of recent Recommendations of the Committee of Ministers highlight the importance of youth work and services to ensure young people have access to their social and economic rights, are correctly informed and aware of the instruments they can use:

- youth work - CM/Rec(2017)4,
- young people access to rights - CM/Rec(2016)7
- access of young people from disadvantaged neighbourhoods to social rights - CM/Rec(2015)3

The seminar aimed at ***identifying possibilities of using the European Youth Card as a tool to reach out to the most vulnerable young persons and to ensure that they have access to information that defends their social rights.***

The guests attending this seminar represented a variety of stakeholders at local, national and international levels: municipality and national ministers for youth affairs, youth workers at local level, young leaders or official of international, inter-governmental organisations. The diversity of the

Day 1 of the seminar

On the first day, guests had the chance to listen to presentations from both keynote speakers and representatives of EYCA member organisation. The day was opened by Mr. Nikola Jankovic, the Minister of Sports of Montenegro who expressed a warm welcome for guests and the importance of hosting this event in Montenegro.

An official welcome was also given by Ms. Natalja Turenne, on behalf of the Council of Europe. She explained the work and role of the institution and the importance of Partial Agreement through the Youth Card for promoting mobility, human rights education and active citizenship among young people.

The EYCA director, Mr. Manel Sanchez, gave an official welcome and thanked the Ministry of Sports from Montenegro for hosting the event. He also delivered a detailed presentation about EYCA and the various ways in which the youth card contributes to implementing public policies dedicated to youth. The full presentation can be found here: <https://goo.gl/Y5sfBC>

Keynote speakers

The first keynote speaker was Ms. Zdenka Maskov, representing the Ministry of Education, Youth and Sport in Czech Republic. Her presentation focused on showcasing models of good practices on youth policy development in Czech Republic, having at its core social and economic rights of young people. In her presentation she stressed the importance of access to rights and opportunities, especially for young people from disadvantaged areas, as in many cases they are very excluded from the processes. She also shared what she and the Ministry of Education, Youth and Sport in Czech Republic has done as specific processes and activities to deal with this challenge. The presentation 'A rights-based approach in national youth policy' can be found here: <https://goo.gl/DdEqQr>

Considering the particular social and political context of Western Balkans and the place where the event took place, we invited Mr. Nenand Koprivica – State Secretary for Youth and Board member of [Regional Youth Cooperation Office](#) - RYCO to offer a regional perspective of the youth affairs and political cooperation. He mentioned RYCO was established in 2016 at part of the Berlin process, based on the experiences from the Franco-German office, with the purpose of increasing reconciliation, youth mobility in Western Balkans and foster intercultural dialogue among young people. RYCO is high on the political agenda when it comes to Western Balkan countries EU integration and it has been recognised as one of the successful results of political cooperation in the region. Moreover, it's a unique model for the region which is co-managed and it functions as a foundation exclusively for youth. More information about his presentation can be found here: <http://www.rycowb.org/>

In line with the theme of the seminar 'access to social rights for young people', we invited Mr. Emil Krstanovski from International Labour Organisation to deliver a presentation related to:

- situation of youth employment in the Western Balkan region
- programmes and policies that advance social rights for young people and decent working conditions
- what are the international organisations (in particular ILO) doing to foster social inclusion and promote access to social and economic rights.

His full presentation is available here: <https://goo.gl/4ijfWr>

The voice of young people was represented by Mr. Matej Manevski – from the Advisory Council on Youth of the Council of Europe. He presented the three recommendations of the committee of Ministers, and the instruments that youth organisations and public bodies have in order to make sure they are implemented at national level:

- youth work recommendation - CM/Rec(2017)4,
- young people access to rights recommendation - CM/Rec(2016)7
- recommendation on access of young people from disadvantaged neighbourhoods to social rights - CM/Rec(2015)3

His full presentation can be found here: <https://goo.gl/rznAZE>

The afternoon of the first day was split between presentations of good practices from EYCA member organisations and a panel discussion framing the state of youth in the Western Balkan region. The good practices from EYCA members were offered by:

- National Youth Card Association – Bulgaria: The role of youth card in fostering Youth Participation
- Youth Act Centre – Albania: The role of Youth Card in promoting tolerance and human rights, combating discrimination and implementing youth projects.
- CJP - The Netherlands: The role of Youth Card in offering mobility opportunities for young people in Vocational Education and Training schools
- vInspired - England, UK: The role of Youth Card in promoting sustainable volunteering programmes.

All presentations from EYCA member organisations can be found here: <https://goo.gl/2yRz8k>

The first day of seminar also included a panel discussion which framed the regional context in which young people grow and develop as citizens and community change makers. The panellists represented national public bodies – the Ministry of Sports of Montenegro, international organisations which develop programmes to foster social inclusion: UNICEF (Montenegro office), the Organisation for Security and Cooperation in Europe (Mission to Montenegro) as well as youth representatives – the Union of High school Students. They presented their programmes and policies for social inclusion and active participation of young people, and the way various stakeholders can work together to advance sustainable policies dedicated to youth.

The day ended with a visit to the local youth centre in Budva, where participants has the chance to learn more about local realities and how youth work is implemented at grass-roots level in Montenegro. A full photo gallery can be found here: <https://goo.gl/sgo2cC>

Day 2 of the seminar

The second day started with a brief summary of the different practices, processes and ideas shared in the previous day. The participants were split in 4 groups topic related where they discussed what specifically can they incorporate in their work to use the youth card further.

The specific groups were:

1. Social inclusion - Preventing and combating discrimination / intercultural learning
2. Youth policies, Participation & Activism
3. Employment - Access to quality jobs & internships
4. Regional cooperation (WB region), Mobility & Exchange

Within this groups they reflected on couple of guiding questions

1. What can / should be the role of the youth card in addressing the topic of your group?
2. Which needs of young people would you fulfil with your action?
3. What could be the possible challenges for the youth card scheme while addressing the topic?

The second part of the morning focused on presentation of the recommendations and outcomes of the working groups, and a discussion on them and the next possible steps.

All of the groups had a very productive working environment and came up with specific recommendations to improve the situation and use the European Youth Card as a mainstream tool to promote the different aspects:

- **Employment - Access to quality jobs & internships**

As the main challenges mentioned were the limits within the reaching out, especially towards disadvantaged youth. It was shared that the market offer with quality jobs & internships is limiting, so there is lack of access for young people to engage within quality jobs and internships due to discrepancy within the educational sector and the market economy and demands, especially concerning the skills required. The identified challenge, but as well opportunity for the youth card was the co-operation with employers, including recognition of the youth card, and using the youth card as a tool to create links among the different actors.

Within this scope the needs and recommendations defined were:

- To promote more the youth card as a platform for dialogue between the young people, employers and the governmental bodies
- To provide free advice, carrier guidance and legal support as part of the youth card services offered, especially when it comes to first employment of young people
- To establish a “quality label for youth friendly businesses” for employers who promote quality jobs and internships, and establish a network among them with young people in order to strengthen links among them
- To advocate for subsidiaries for “youth friendly businesses”, and promote them through the youth card
- To train youth workers and social workers (through online and offline trainings) in understanding and promoting the youth card as a tool to support employability of young people, particularly among vulnerable young people

- **Youth policies, participation & activism**

As some of the main challenges identified within this group were the different barriers for young people to participate, and the lack of clear mechanisms and policies for engagement of young people. It was shared that within the youth policies there is a need to incorporate more visibly the right to information, mobility and other learning opportunities that stimulate participation using the youth card as a tool.

Within this scope the needs and recommendations defined were:

- To incorporate the youth card as a reference within different youth strategies and youth policies, especially ones focusing on youth information and youth motilities
- Promote policies that provide subsidies for young people to engage in different learning opportunities and motilities, through the youth card.
- To develop links among the youth card and different youth information services, to provide information on participation mechanisms, as well as rights and responsibilities for civic participation (for example in voting).

- **Social inclusion - Preventing and combating discrimination / intercultural learning**

The main challenges towards social inclusion, preventing and combating discrimination and promoting intercultural learning identified were again the difficulties in reaching out, especially towards disadvantaged youth. In this regards the difficult economic circumstances that young people are facing were mentioned, which often creates NEET youth, who are detached from the community and creates a lack of sense of belonging within the communities.

Within this scope the needs and recommendations defined were:

- To use the youth card as a reaching out mechanism for disadvantaged youth, through providing quality and youth friendly information, discounts and different offers, promotion of youth services, but also by gathering interests and motivation of young people for their further engagement
- Use the card as a tool to facilitate access and participation of youth (especially from disadvantaged areas) in different social inclusion schemes on local, national and international levels.
- To promote youth focused policies and schemes from different agencies and organisations through the youth card
- To offer the youth card through travel tickets, library & university cards etc in order to promote different services for young people through the card

- **Regional cooperation, mobility & exchange**

The main needs identified within this group were the visibility and accessibility of the youth card among the young people, especially the ones out of universities. Additional challenge was the lack of strong links among private companies and public bodies with the card, as well as not so developed marketing strategies within some regions (namely the western Balkans).

Within this scope the needs and recommendations defined were:

- To initiate regional activities for sharing practices and good examples of usage of the youth card
- To align and promote common policies in the region to provide services and opportunities for young people
- To explore methods for usage of the youth card as a tool to promote reconciliation and peace-building, as well as inter-region motilities (for the western Balkans)
- To support each other regionally to develop stronger links among the youth card and other relevant stakeholders like governmental institutions, platforms of NGOs, the Regional youth cooperation office etc.

Evaluation and feedback

All participants received an online survey, to be filled in anonymously in order to offer feedback on the content and organisational aspects of the seminar. The results include:

- 66% of respondents rated the overall experience of the seminar with 10 / 10 grade (excellent);
- 77% of respondents rated the information about Partial Agreement on Youth Mobility and about EYCA as being 'very useful';
- Over 70% of respondents rated the key-note speeches and information received as being 'very relevant' for the topic discussed;
- Over 80% of respondents rated the EYCA good practices examples from member organisations as being 'very interesting' and in the comments section asked for more examples like these during the seminars;
- Over 70% of respondents rated the panel discussion as being 'very interesting' and over 50% of respondents rated the visit to local youth centre as being 'very relevant';
- Almost 90% of respondents rated as 'excellent' the conditions of accommodation and communication with organisers;
- Among the recommendations for future events, participants mentioned: 'it should last longer than 2 days'; 'there should be more space for sharing good practices'.

SEMINAR PROGRAMME

DAY 1 SUNDAY, 22 April 2018	
	Arrival of participants
19:00	Welcome dinner
DAY 2 MONDAY, 23 April 2018	
09.30 – 10.00	Welcome <ul style="list-style-type: none"> • Mr. Nikola Janovic – Minister of Sports, Government of Montenegro • Ms. Natalja Turenne – Council of Europe representative • Mr. Manel Sanchez - EYCA Director
10.00 – 10.15	Aims and objectives of the Seminar Presentation of the participants
KEY NOTE SPEAKERS	
10.15 – 11.00	EYCA Presentation <ul style="list-style-type: none"> • Mr. Manel Sanchez – EYCA Director Role of youth services in promoting access to social & economic rights <ul style="list-style-type: none"> • Ms. Zdenka Maskova – Ministry of Education, Youth and Sport, Czech Republic
11.00 - 11.30	Coffee break
11.30 – 13.00	Youth: their capacity of accessing social & economic rights: how to prevent the loss of a new generation? <ul style="list-style-type: none"> • Mr. Nenand Koprivica – Board member, Regional Youth Cooperation Office • Mr. Emil Krstanovski - International Labor Organisation Youth leaders advancing social justice <ul style="list-style-type: none"> • Matej Manevski – Advisory Council on Youth
13.00 – 14.00	Lunch
EYCA GOOD PRACTICE ON SOCIAL INTEGRATION OF YOUNG PEOPLE & LINK TO YOUTH POLICIES	
14.00 – 16.00	EYCA member organisations to present their good practices: <ul style="list-style-type: none"> • National Youth Card Association - Bulgaria • Youth Act Centre - Albania • CJP - The Netherlands • vInspired - England, UK • <i>Presentation about Balearic Islands Carnet Jove programme</i>
16.00 – 16.15	Coffee break
LOCAL REALITIES	
16.15 – 17.15	<ul style="list-style-type: none"> • Panel discussion with various local stakeholders • Visiting a youth centre / youth organisation
18.30	Sightseeing tour of Budva city
20.30	Dinner at the hotel
DAY 3 TUESDAY, 24 April 2018	
9.30 – 11.30	<u>Groups discussion</u> How to integrate the youth card in local / national policies and youth services that would facilitate access to social & economic rights for young people. Major topics: <ul style="list-style-type: none"> • Social inclusion

	<ul style="list-style-type: none"> • Access to quality jobs & internships • Preventing and combating discrimination
11.15 - 11.30	Coffee break
11.30 - 13.00	Conclusions: Next steps, main messages and possible new paths to explore
13.00	Lunch

Brain drain or Brain gain: Seminar on the role of the European Youth Card in providing opportunities for young people at home and abroad

28 – 30 October 2018, Zagreb, Croatia

The Seminar *Brain Drain or Brain Gain?* took place in Zagreb, Croatia, on 28-30 October 2018 as part of the programme of the Croatian Chairmanship of the Committee of Ministers of the Council of Europe (18 May - 21 November 2018).

Three partners joined forces for its implementation: The Partial Agreement on Youth Mobility through the Youth Card of the Council of Europe (Croatia is part of the Partial Agreement), the European Youth Card Association (EYCA) and its Croatian member organisation, as well as the Ministry for Demography, Family, Youth and Social Policy of the Republic of Croatia.

Aim of the Seminar

The Seminar aimed to explore the brain drain – brain gain phenomenon and the role which the European Youth Card could play in this respect, notably by providing opportunities for young people at home and abroad.

Objectives of the Seminar

- To explore brain drain, brain gain and other related emerging concepts (e.g. brain circulation), their causes, consequences, current forms and implications;
- To explore the role of the European Youth Card in providing opportunities for young people at home and abroad by:
 - supporting their economic autonomy and active participation, notably through social entrepreneurship;
 - maintaining links with their country of origin;
 - supporting their social inclusion in the host countries;
- To explore the possible role of the European Youth Card in favouring a win-win situation for all stakeholders (country of origin, host country, potential employers, young people themselves).

The seminar resulted in a number of practical recommendations for EYCA member organisations, and possibly for policy-makers, in order to help them to define efficient policy responses and use the opportunities offered by the European Youth Card.

Profile of the participants

This one-day-and-a-half seminar was open to up to 80 participants with expertise in youth affairs/youth mobility, social issues, migration, labour/employment and economic development issues, including:

- Governmental representatives of the Council of Europe member states¹;
- Researchers;
- EYCA member organisations, partners and networks;
- International organisations;
- Youth organisations and civil society organisations.

INPUTS, PRESENTATIONS AND RECOMMENDATIONS

All presentations can be downloaded from: <https://goo.gl/rRhLkD>

The first day of the seminar was dedicated to providing an overview of the phenomena of brain drain and skills development, by inviting a variety of keynote speakers – from researchers and youth workers to business sector representatives and entrepreneurs – to offer their perspective.

Welcome

The seminar was opened by Mr Ivica Bošnjak, Assistant Minister, Ministry for Demography, Family, Youth and Social Policy, Republic of Croatia. Mr Bošnjak welcomed participants and spoke about the relevance of the topic of brain drain and brain gain for Croatia.

His intervention was followed by Ms Natalja Turenne – Council of Europe representative - who presented the Partial Agreement on Youth Mobility through the European Youth Card. The key takeaway of Ms Turenne's intervention was the importance of mainstreaming youth mobility at the policy level.

The European Youth Card Association (EYCA) was introduced in detail by its director, Mr Manel Sanchez.

Exploring brain drain (reasons, consequences, current forms and aspects)

The session aimed to explore the causes and effects of the brain drain phenomenon, with two researchers presenting their work. The first intervention introduced the audience to the situation in Croatia while the second intervention gave a broader perspective about the European context.

Ms. Lucev shared recent studies made on brain drain in Croatia and highlighted the main reasons for young people leaving, staying and returning to the country. Some of the main reasons cited include the desire to experience and learn something new, better economic situation and working conditions, access to education, etc.

To complement with a broader perspective at the European level, Mr. Konstantinos Stergiou – member of the Pool of European Youth Researchers - spoke about the links between youth work, social

¹ Priority was given to governmental representatives of the Partial Agreement: Andorra, Armenia, Austria, Azerbaijan, Bosnia and Herzegovina, Croatia, Cyprus, Finland, Hungary, Ireland, Luxembourg, Malta, Moldova, Montenegro, The Netherlands, Portugal, San Marino, Serbia, Slovenia, Slovakia and Switzerland.

entrepreneurship and the brain drain phenomenon. He gave a European perspective and set the context for the debate over the next day and a half. His presentation can be found here at <https://goo.gl/GCmwUG>

Mr. Stergiou shared basic and important concepts to understand the phenomena such as migration and brain drain. He also underlined the main push-and-pull factors that influence a young person's decision to migrate, especially the situation of youth unemployment in several European countries. As for the role of youth work, he highlighted the need to foster cross-sectorial cooperation to find solutions. He noted that the European Youth Card can play a major role in facilitating synergies across sectors, considering the vast range of partners it enlists.

The audience had the possibility to share their remarks and questions after both presentations. An interesting point shared by several participants was the need to look at this phenomenon from a new and European perspective, as mobility is a key element of the European project and its success and that it should be promoted.

Changing the narrative: from brain drain to brain gain in practice

In the following session, the panellists discussed the importance of finding practical, community-based solutions and involving all stakeholders in changing the narrative. The main takeaway of the discussion was that young people need to be engaged in policy making at the national level in order to feel listened to and empowered to be agents of change in their countries.

The session featured as speaker Ms Tanja Herceg - President of the Advisory Board for Youth of the Government of the Republic of Croatia - who presented the Advisory Board and its role in youth policy and programming in Croatia. Unique to this body is the fact that it goes beyond youth policy, working together with various ministries in a trans-sectorial approach. Ms Herceg also spoke about the role of strong youth policies in preventing the brain-drain phenomenon.

Social entrepreneurship and the importance of finding local solutions for global issues was the next point on the agenda. Ms. Roxana Bajenica from SMART Development Centre in Romania presented a series of good practice examples in developing entrepreneurship / start-up projects for diaspora, offering young Romanians abroad financial support and training to start a business at home. They provide intensive training programmes, incubators for start-ups and a non-refundable grant to start businesses at the local level.

Ms Desislava Karapchanska from Global Shapers Athens Hub presented their network and its impact at the local level. Global Shapers Athens Hub works to ensure that young people have access to training for skills and job placements within the business sector, and that the community is positively impacted. At Global Shapers, the focus is on the importance of addressing global issues with local resources and finding solutions within the communities. Ms Karapchanska presented in more detail the *Regeneration* programme that addressed the brain drain phenomenon by connecting young people and companies.

Social entrepreneurship: a response to brain drain?

The afternoon of the first day was dedicated to the business perspective and the importance of supporting innovation. Mr Jacques Spelkens from CSR Europe started by explaining the concept of Corporate Social Responsibility (CSR) and spoke about the changing economic context and how human capital is the most important resource for a company today. Mr Spelkens mentioned the new skills that large corporations are looking for and how many of these are actually acquired outside of formal education. He shared a good practice example of a company working to develop the competences of migrants and supporting their

inclusion in the host or home country. He also stressed the importance of engaging with the business sector when developing policies related to youth employment.

The afternoon was closed by presentations of good practice examples from Zagreb, Croatia. Ana Vlahov presented the Zagreb Innovation Centre (ZIC), which is an example of the engagement and role of a local authority in finding solutions to brain drain and in attracting and retaining talent. The seminar also offered the space for young innovators (Andrej Mrkonić and Luka Biondić & Ljubomir Lokin) based at ZIC to present their projects, but also to speak about their challenges, the importance of building communities of young entrepreneurs and to have policies and programmes that support them.

Exploring the role of the European Youth Card in providing opportunities for young people

The second day of the seminar was dedicated to good practice examples from EYCA member organisations on how the European Youth Card actively supports young people in their career development, both by preventing the brain drain phenomenon, but also by supporting young expats or migrants.

The three EYCA member organisations that presented good practice examples were:

- Youth and Life Long Learning Foundation – Greece
Mr Babis Papaioannou spoke about his organisation's work with companies and universities and presented in detail their E-shops initiative. These shops are mostly run by young people and they help to foster the local economy.
- Mecenat – Sweden
Mr Jonas Levin presented Mecenat - the leading student card in Sweden - its massive online presence and its ability to reach millions of young Swedes. Having built a close connection with student unions and universities, Mecenat is now introducing a new initiative aiming to create internships for students in companies, in order to help them launch their careers.
- Carnet Jove Balearic Islands – Spain
Mr Joan Ferrá presented the new youth policy programme of the Balearic Islands, a talent return plan and their ongoing internship programme. Running for three years, the programme offers traineeships in different areas including archaeology, communication, environment and social action to both local and migrant young people. Testimonials from Amet and Francisca, programme beneficiaries, were presented as examples of young people who have benefited from this initiative.

The day continued with group discussions in workshops looking in particular at:

- 1. What could be the role of the European Youth Card in keeping up links with the country of origin?**

Recommendations:

- Use online tools such as newsletters to establish a connection between EYCA member organisations and young people as they move across Europe;
- Alumni network with a direct link with the universities;
- An information platform based on the EYCA website;
- A discount strategy for people returning home;

- Activate and cooperate with the NGO network in order to find and connect people;
- Job opportunities for young people offered by European Youth Card discount providers (companies).

2. What could be the role of the European Youth Card in supporting social inclusion of young people in the host countries?

Recommendations:

- Creating an information network (e-mail, social media, radio & other channels) for cardholders in host countries:
 - helping them to contact local NGOs, youth information centres, Eurodesk points, local language cafés, etc.
 - helping them to find local activities or clubs according to their interests (hobbies);
- Create an app to find other cardholders in the area;
- EYCA member organisations should create a special English-language pack of discounts for incomers (culture, social life, etc.);
- Access to labour markets through information, guidance, internships, IT lessons (how to fill out an application);
- Distributing European Youth Cards for immigrant young people;
- Social inclusion programmes supported by the EYC, in the country of origin.

3. What could be the role of the European Youth Card in supporting the economic autonomy and active participation of young people (notably through social entrepreneurship)?

Recommendations:

- At individual level: create a sense of belonging and trust among cardholders and between cardholders and EYCA and use the European Youth Card to link with other sectors and services;
- At organisational level: use the European Youth Card as a direct connection with young people and their needs, a platform to share good practices and build intercultural bridges and learning skills among young people;
- Regarding economic autonomy: provide regular support and create a network where you can find support and information;
- Regarding active participation: use the European Youth Card infrastructure to provide quality and reliable information, an easy connection with other young people, a network with possible partners, trainings, community work and identification with role models, thus encouraging youth participation through storytelling.

EVALUATION AND FEEDBACK FROM PARTICIPANTS

An online evaluation form was distributed among participants and the results include:

- 62% of respondents rated the overall experience at the event with 5/5 and 38% with 4/5;
- 67% of respondents rated as 'excellent' the quality of information received during the seminar;
- 72% rated as 'excellent' the information received about the European Youth Card Association;
- Participants offered a higher rating to the presentations where practice was combined with research and to the presentations about practical examples;

- Participants appreciated the presence of examples of good practices from the local level, in Zagreb;
- 83% of participants rated as 'excellent' the quality of logistical aspects and communication with the organisers.

SEMINAR PROGRAMME

DAY 1 SUNDAY, 28 October 2018	
	Arrival of participants
20.30	Welcome dinner at the hotel
DAY 2 MONDAY, 29 OCTOBER 2018	
09.15 – 09.45	Welcome <ul style="list-style-type: none"> • Ivica Bošnjak, Assistant Minister Ministry for Demography, Family, Youth and Social Policy, Republic of Croatia • Natalja Turenne - Council of Europe • Manel Sanchez - EYCA Director
09.45 – 10.15	Introduction to the seminar EYCA presentation
10.15 – 11.15	Exploring brain drain (reasons, consequences, current forms and aspects) <ul style="list-style-type: none"> • Ivana Lucev - PhD, Head of Service for Migration, Ministry for Demography, Family, Youth and Social Policy, Republic of Croatia • Konstantinos Stergiou – Pool of European Youth Researchers Questions & Answers
11.15 - 11.45	Coffee break
11.45 – 13.00	Changing the narrative: from brain drain to brain gain in practice <ul style="list-style-type: none"> • Tanja Herceg - President of the Advisory Board for Youth of the Government of the Republic of Croatia • Roxana Bajanica – Development Centre SMART (Romania) • Desislava Karapchanska – Global Shapers Athens Hub (Greece)
13.00 – 14.30	Lunch break
14.30 – 16.30	Social entrepreneurship: a response to brain drain? <ul style="list-style-type: none"> • Jacques Spelkens – CSR Europe (Belgium) • Ana Vlahov – Zagreb Innovation Centre Ltd. (Croatia) • Andrej Mrkonić - CROCODER • Luka Biondić and Ljubomir Lokin - 3D tech
16.30 – 17.00	Coffee break
17.00 – 18.30	Free time
19:00 – 22.00	Dinner

DAY 3 TUESDAY, 30 OCTOBER 2018	
9.15 – 11.30	<p>Exploring the role of the European Youth Card in providing opportunities for young people</p> <p>Good practices from EYCA members</p> <ul style="list-style-type: none"> ○ Youth and Life Long Learning Foundation – Greece ○ Mecenat - Sweden ○ Carnet Jove Balearic Islands - Spain <p>Group discussions</p>
11.30 - 11.45	Coffee break
11.45 - 13.00	<p>Conclusions</p> <ul style="list-style-type: none"> ● Summary of the group discussions <p>Closing remarks</p> <ul style="list-style-type: none"> ● Ivica Bošnjak, Assistant Minister Ministry for Demography, Family, Youth and Social Policy, Republic of Croatia ● Natalja Turenne – Council of Europe ● Manel Sanchez - EYCA
13.00	Lunch

2. Commissioning generation and dissemination of knowledge relating to social inclusion

EYCA was present in different in several meetings during 2018.

European Youth Event, 1 -2 June 2018, Strasbourg, France

The EYE2018 took place on 1-2 June 2018 in the European Parliament's seat in Strasbourg. It is a unique opportunity for young Europeans to make their voices heard. During the event, 9,000 participants came up and discussed ideas for the future of Europe with decision makers. During the event, EYCA organized a workshop on youth participation in democratic life.

As a follow-up, EYCA was invited to facilitate one of the sessions with the participants which were not selected, as part of a youth event gather 800 persons. Also, this was an opportunity for cardholders to be present and EYCA financially supported their participation.

Link: <https://goo.gl/w2Qn3G>

Connecting the dots: Young People, Social Inclusion and Digitalisation, 25 – 28 June 2018, Tallinn, Estonia

The 2018 Symposium of the EU-CoE youth partnership focused on exploring the intersection between social inclusion of young people and digitalisation, reflecting especially on how digitalisation affects young people's lives, and what the role of youth policy, youth work and youth research can be in this respect.

The Symposium also explored some possible ways ahead for the youth sector, looking in particular at

YOUTH WORK: smart youth work (including digital youth work), competences needed from practitioners; the role of youth work in developing young people's media literacy; using digitalisation for youth empowerment;

YOUTH POLICY: the role of youth policy in taking up the theme of digitalisation as part of different programmes aimed at curbing inequality, using new channels to reach out and involve young people (for example, through gaming or apps), acting as a regulator or as a support; and the role of digitalisation in shaping youth policy in all its phases;

YOUTH RESEARCH: the role of youth research, identifying further areas of research and the use of data-driven developments for research.

Link: <https://goo.gl/hS6xFA>

'Crosscurrents' – 3rd Commonwealth Conference on Youth Work, 6-8 November 2018, St Paul's Bay, Malta

The third Commonwealth Conference on Youth Work took place in Malta on 6-8 November 2018 during Youth Work Week. The conference was hosted by Aġenzija Żgħażaġh (The Government of Malta's Youth Agency) in partnership with the Commonwealth.

The conference's theme was 'Crosscurrents – steering a course for youth work as a growth profession in the Commonwealth and in Europe'. It explored ways to strengthen youth work as a profession and advocate for its greater recognition on the development agenda. It also promoted dialogue on youth work between Commonwealth and European countries. During the conference, EYCA hosted a workshop explaining the role of the youth card in advancing youth work services and offering young people access to information, mentoring and volunteering opportunities.

Link: <https://goo.gl/SqDVLt>

3. Participating in meetings and events to support the development of youth information across Europe

- **MOVE Conference, 6-7 March 2018, Luxembourg**

EYCA attended the conference related to youth mobility organised by ERYICA. The two-day scientific conference in Luxembourg offered a platform for exchange and discussion on youth mobility in Europe from different perspectives, reflecting the challenges, risks and benefits of youth mobility in Europe. It presented the results of the overall research project, looking into strategies of mobility, the fostering and hindering factors of mobility, as well as positive and negative effects, and describing emerging patterns of mobility within the EU. Six main topic streams were tackled:

- Mobility Policies and Politics
- Mobility and Agency
- Social Inequality and Youth Mobility
- Regional Aspects of Mobility (focus on post-socialist countries)
- Economy and Youth Mobility
- Culture and Youth Mobility

Link: <https://goo.gl/5EeA1Q>

- **March and September 2017: Steering Group of the European Platform on Learning Mobility, Luxemburg and Brussels.**

The Main outcomes of the meeting were:

- The European Quality Charter on Learning Mobility in the Youth Field was adopted by the SG together with the performance indicators;
 - The Quality app to implement the indicators;
 - The Executive Seminar hosted by French NA in Amiens on 16 – 18 May 2018
 - Preparation of the biennial conference to be hosted by the Flemish NA in Ostende, on 2-4 April 2019.
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- **April and September 2018: EU Youth Conferences in Bulgaria and Austria**

EYCA attended the two EU conferences that took place in 2018 as part of its work to support the EU Structured Dialogue with young people.

All of the above-mentioned youth organisations are natural partners for EYCA in the field of youth policy as well as volunteering/active citizenship/youth information projects. EYCA is looking into possible joint projects and/or co-branded cards or cooperation on national level by member organisations.

IV. POLICY APPROACHES AND INSTRUMENTS BENEFITING YOUNG PEOPLE AND CHILDREN

Commissioning technology infrastructure

The EYCA common card number database (CCDB) allows for card numbers to be verified instantly online. This allows cardholders to use online discounts and services such as mobile applications.

The development of the CCDB continued in 2018. New member organisations added their card numbers to the database, with over 4 million card numbers verifiable via the CCDB at the end of the year.

A new grant system was set up in 2018 to support members to add their cards in CCDB by using APIs which ensure automatic synchronisation between the CCDB and local card number databases.

New EYCA website was launched

In 2018, EYCA launched the new website according to the new brand adopted by the GA. The website offers updated information related to available benefits and opportunities for young people and makes the user experience easier and faster for our beneficiaries.

Promoting youth mobility by partnering up with Eurail

In 2018, EYCA and Eurail implemented their agreement aiming to promote mobility among young people across Europe with the following measures:

- More than a 100 InterRail passes were distributed among EYCA members.
- Joint marketing and PR activities were held together by EYCA members and Eurail in Germany, France, the Netherlands, Spain, Slovenia and Scotland.
- Discount on InterRail Global Passes for selected EYCA members in Poland, Hungary, Slovakia, etc.
- Finally, Eurail was also a partner in all the EYCA international campaign and projects.