

A black and white photograph of four young women standing together in a studio. They are smiling and looking towards the camera. The woman on the far left is wearing a denim jacket over a white top and dark pants. The woman next to her is wearing a patterned top and jeans. The woman in the center is wearing a patterned top, a belt, and jeans. The woman on the far right is wearing a plaid shirt over a black top and jeans. The background is a plain white wall with some studio equipment visible on the left and right sides.

EMPOWERING EUROPE'S YOUTH

Introducing EYCA

38 member
organisations

36
countries

7 million
Youth Cards

Empowering Europe's Youth

Our vision

A Europe where all young people are mobile and active.

Our mission

EYCA member organisations work together to help more young people to be socially, culturally, educationally and economically mobile by:

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

European Youth Card



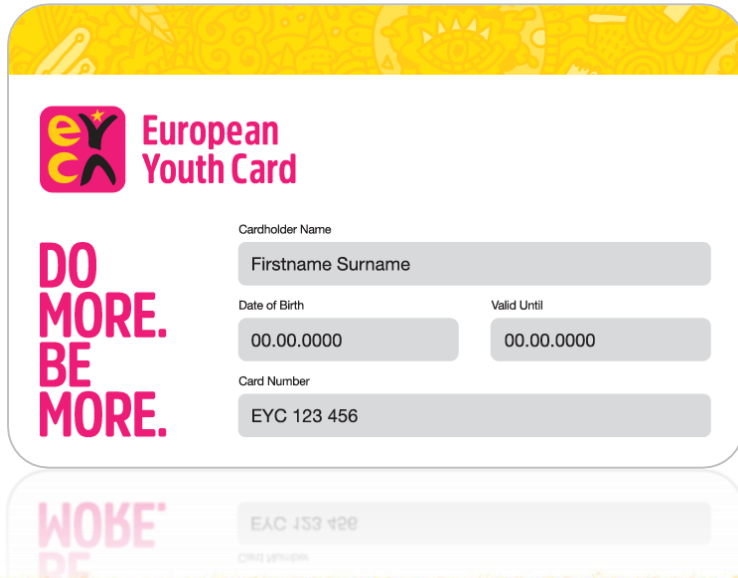
70,000
Discounts in
Europe

Travel
Accommodation
Culture
Services
Products

Information &
Opportunities

Mobility
Participation
Employability
Entrepreneurship
Culture

The diverse roles of the card



- National entitlements & rewards card
- National student card: Hungary, Greece, Portugal, Sweden, Spain.
- Youth organisation membership card
- Culture card
- Regional/municipality/city card
- Bank card
- Discount card
- Travel and health insurance card

European Youth Card reach

13 million
web
visitors/year

52 million
page
views/year

>1 million
followers on
social media

>2.5
million
app downloads

Membership



EYCA AND THE CULTURAL ROUTES

WHAT IS THE OBJECTIVE OF WORKING TOGETHER:

- Mobilize young travellers (cardholders) to get to know the European heritage and to be proud of it.
- Strengthen the communities of cardholders (most of them non-organized young people) around debates & activities related to the Cultural Routes and the macro-regions.
- Strengthen EYCA's position as a unique organization which has the potential to reach out to young people from all walks of life, especially non-organised young people and the ones coming from disadvantaged backgrounds.

EYCA AND THE CULTURAL ROUTES

HOW CAN WE DO IT TOGETHER

- **Suggested activities**

- A1. Create and implement a **Card to invite young travellers to discover the offers and destinations linked to the Cultural Routes** of the Council of Europe in the Adriatic and Ionian, the Alpine, the Baltic Sea and the Danube Region.
- A2. Create and implement a **strong on-line and offline campaign/movement** aiming to mobilize young travelers and provide information on the Cultural Routes and the macro-regions.
- A3. Create a **network of Youth Activists** promoting sustainable travel and cultural tourism among their peers. They will be encouraged to attend key events at national / local level and implement grass-roots actions to inform and mobilise young people to travel.
- A4. Organise a **European High-Level Meeting** where cardholders would have the chance to **report on their travels**. .

EYCA AND THE CULTURAL ROUTES

WHAT OUR MEMBERS CAN DO ALL AROUND EUROPE

- Strongly and neutrally promote the campaign at the national level through all media channels and especially among cardholders;
- Support with identifying EP candidates from all political groups from your country (eligible positions on the list) and getting in touch with them / sending invitations for regional Cardholder Meetups;
- Support Youth Activists (if they are from your country) with organising local actions to promote the campaign and encourage young people to travel with the card and discover the Cultural Routes in the Adriatic and Ionian, the Alpine, the Baltic Sea and the Danube Region.

THANK YOU!

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