

Youth ecosystems essentials:

The role of European Youth Card (EYC)
in advancing ecosystems for
youth empowerment



Jugoslav Radović

Vice President of European Youth Card Association and Executive Director of
NGO Center for Youth education



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Director of European Youth Card Association

Dragoslav Šćekić

Vice President of Government of Montenegro for Demography and Youth and
Minister of Sports and Youth

Aim and objectives of this seminar

- Mapping of the audience
- Expectations
- Brief presentation of European Youth Card scheme and Partial Agreement on Youth Mobility





EMPOWERING EUROPE'S YOUTH



European Youth
Card Association

eyca.org

EMPOWERING EUROPE'S YOUTH

About us

We are the European Youth Card Association (EYCA), a non-governmental, not-for-profit association.

35+ member
organisations

40 countries

> 8.2 million
Youth Cards

Our work

Vision

A Europe where all young people are mobile and active.

Mission

Support young people to be socially, culturally, educationally and economically mobile. Together with the member organizations we:

- Deliver quality European Youth Card services.
- Contribute to a better policy on youth mobility and active citizenship.

About the Card



30,000 +
Discounts in Europe

Travel
Accommodation
Culture
Services
Products

Information &
Opportunities

Mobility
Participation
Employability
Entrepreneurship
Culture

The diverse roles of the card

eYCA European Youth Card

DO MORE. BE MORE.

Cardholder Name
Firstname Surname

Date of Birth
00.00.0000

Valid Until
00.00.0000

Card Number
EYC 123 456

WAKE UP BE

EAC JS3 428

Card number

- National entitlements & rewards card
- National student card
- Youth organisation membership card
- Culture card
- Regional/municipality/city card
- Bank card
- Discount card
- Travel and health insurance card

The card in numbers

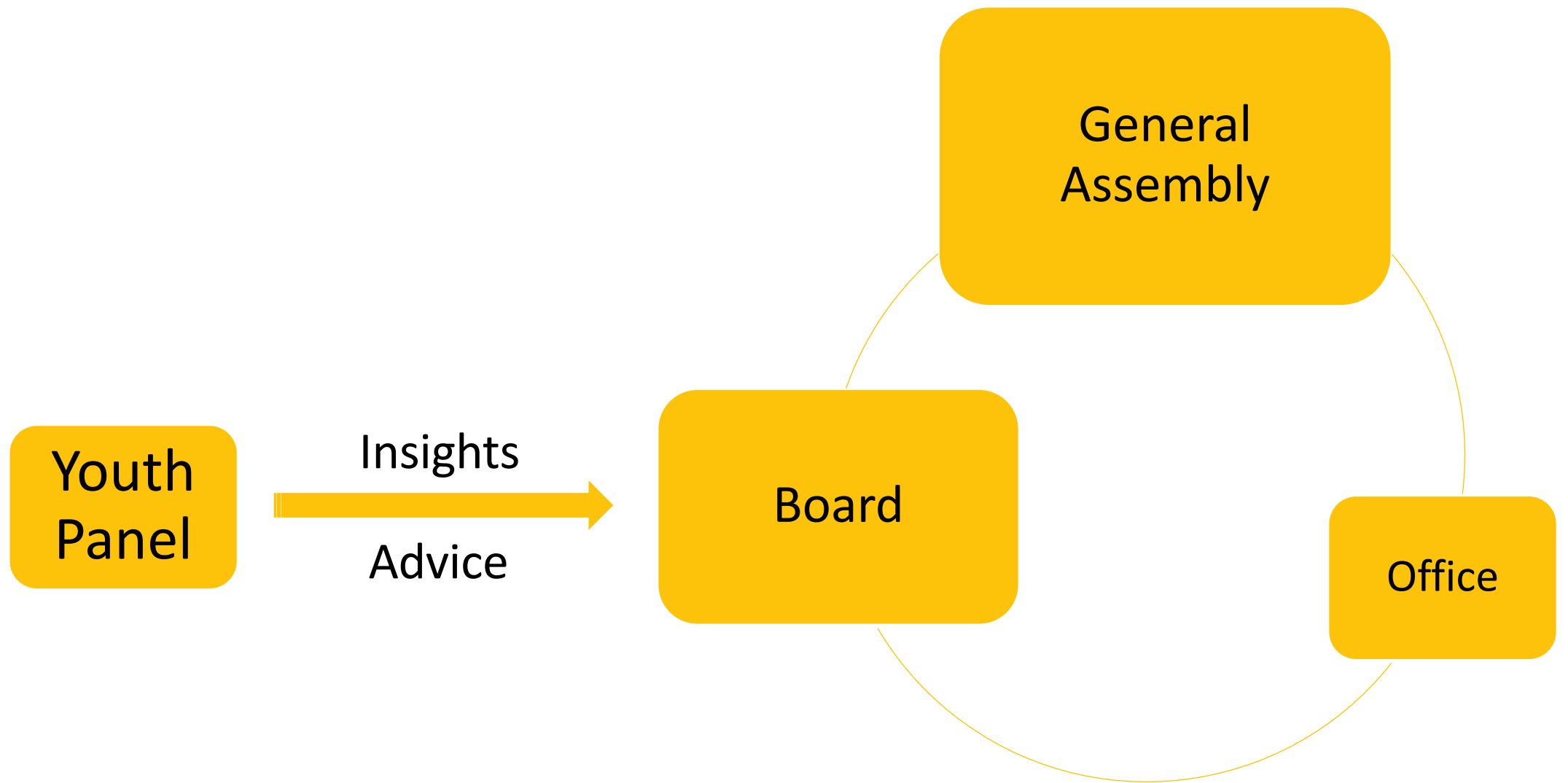
>11 million
web visitors/year

>60 million
page views/year

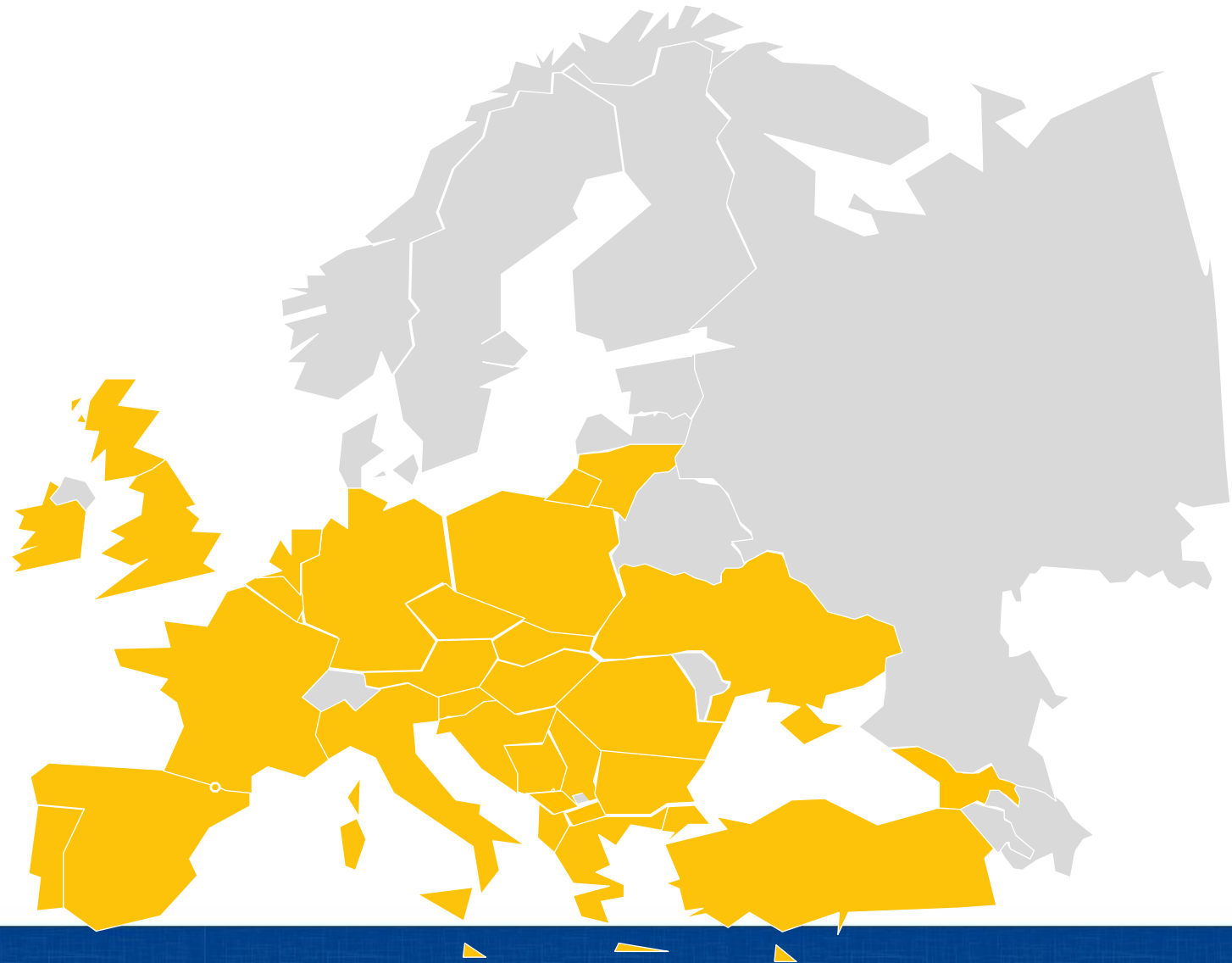
>1 million
followers on
social media

>2.2 million
app downloads

ORGANISATIONAL CHART



Membership



EYCA YOUTH PANEL

For young people, with young people

- In 2019, we introduced a brand new advisory body to the EYCA Board – the EYCA Youth Panel. 11 cardholders from 11 European countries come together to advise the EYCA Board on the priorities, interests and concerns of young Europeans and bring in new themes related to sustainability.
- The Youth Panel today, is a statutory body of EYCA! This year they launched their own project about young people in rural areas. **The Rural Youth Project**

EUROPEAN CONNECTIONS

European Commission

- European Solidarity Corps
- Discover EU
- EU Youth Dialogue

European Parliament

- GOVT for the EU Elections 2019
- Conference on the Future of Europe
- More in 24 Campaign

Council of Europe

- Partial Agreement on Youth Mobility through the Youth Card
- EU - CoE Youth Partnership
- Democracy here. Democracy now.

ERYICA & Eurodesk

- Memorandum of Understanding
- Common goals for youth access to information and opportunities.

THANK YOU!

The Council of Europe

Pan-European intergovernmental organisation:
46 member states + 5 observers + other partners

3 pillars:

democracy, human rights and the rule of law

224 legal treaties (hard core law)

recommendations to member States (soft law)

developed support system to member States



The Council of Europe Youth sector

- Steering Committees with **co-management**, which supports active participation of young people in society
- Training and educational activities
- Two European Youth Centres
- European Youth Foundation
- Partnership between the EC and the CoE
- Partial Agreement on Youth mobility through the Youth Card



What is a Partial Agreement?

- A special programme of the Council of Europe
- Own budget, programme and working methods
- Choice of member States to join



The Board of Coordination

- 8 governmental representatives of member states
- 8 members of the European Youth Card Association
- 1 representative appointed by the Advisory Council on Youth
- Oversees the programme of activities, implemented in co-operation with EYCA



The Partial Agreement on Youth Mobility through the Youth Card

- Open Partial Agreement
- Member states: Andorra, Armenia, Austria, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Finland, Greece, Hungary, Ireland, Luxembourg, Malta, Moldova, Montenegro, The Netherlands, North Macedonia, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Switzerland

YOUTH MOBILITY

- Created in 1991, unanimously supported by the Conference of Ministers responsible for youth held in Lisbon in 1990
- Committee of Ministers' Resolution ResAP(1991) revised in 2003 as Resolution ResAP(2003)1
- The Statute: “The Partial Agreement shall be aimed at developing the Youth Card scheme, particularly at European level **in the best interests of young people** [...] with a view to **facilitating their mobility** as well as their access to the various goods and services necessary **for their personal and cultural development.**”



YOUTH MOBILITY

Aims

- Development of the European Youth Card Scheme
- Development of inter-governmental co-operation in the field of youth mobility and related issues



First aim: European Youth Card Scheme

- Anyone under 35
- Access to advice, discounts and benefits
- In the fields of mobility, accommodation, culture, language courses, services and products
- Both on-line and off-line
- In one own's country and in Europe



Second aim: Better youth policies developed with & for Governments

- Cater to the interests and needs
- Generate and mobilise knowledge
- Share best practices
- Offer policy solutions



- PA membership provides the possibility of giving a **European dimension to national youth policies**;
- PA membership increases opportunities for young people **to be part of the European community of 7 mln card users**;
- PA membership helps to **keep members updated with youth policy issues**. Public authorities can follow and be part of all relevant European initiatives beneficial to young people ("access to events, to expertise, to research in respect of youth mobility");
- Major benefits include **networking, promotion and facilitation of mobility for all youth** within Europe (particularly outside the EU but not only);
- The PA seminars **increase the capacity-building of staff** working on the youth card;
- **Policymakers obtain real and direct feedback from young card-holders across Europe on various issues** - this helps to be proactive in youth policy development;
- An inexpensive programme, **good value for money**.



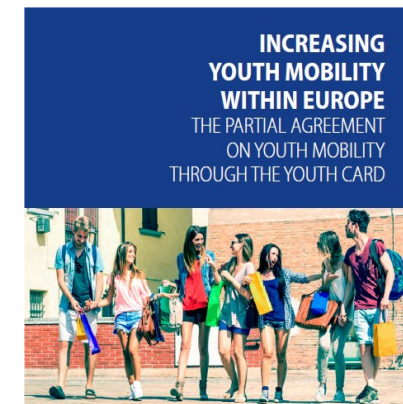
Annual work programme:

(for the member states of the Partial Agreement)

- Seminars, webinars, workshops, study visits, trainings
- Regularly within the official programme of the Committee of Ministers' Presidencies
- Best practice publications
- Co-organised with EYCA
- and host countries

Subjects dealt with by the PA (examples)

- Inclusive youth mobility
(disadvantaged groups, disability issues)
- Active youth participation
- Employability and mobility (brain drain)
- Youth Work
- Intercultural dialogue
- Prevention of radicalisation
- Access to rights
- Mental health and developing resistance



Stakeholders

- Public authorities (national, regional, local levels),
- National youth card organisations,
- National and international Youth NGOs and networks,
- Youth activists and the young card holders themselves,
- Practitioners, experts, academics/researchers,
- Partner bodies and institutions



CONTACTS

Address:

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Youth Department, Youth Policy Division
Council of Europe
F-67075 Strasbourg Cedex

Tel.: +33(0)3 88 41 29 98

Email: youthmobility@coe.int

Website: <https://www.coe.int/en/web/youth/youth-mobility>





COFFEE BREAK



Andrei Popescu

Keynote speaker on aligning objectives and stakeholders to build youth ecosystems



Emma Inglis

Young Scot, Programme Officer



Young Scot



Young Scot

- National youth information and citizenship charity for young people in Scotland.
- We support young people to thrive and make the most of their lives as they grow up.
- We do this by providing universal services for young people, combined with targeted and bespoke support to address stigma, inequalities and inaccessibility.
- Supporting young people to thrive is a powerful way to provide reassurance in times of challenge, help build confidence and resilience, and support them to have fun!

Our work supports young people to:



Be Informed



Be Connected



Be Empowered

Be Informed



Young people make informed decisions and challenge misinformation



Young people have increased access to high-quality and targeted information.



Young people have more opportunities to be content creators and to develop and produce information.



Young people have more opportunities to develop digital information literacy skills and to challenge misinformation.

Be Connected

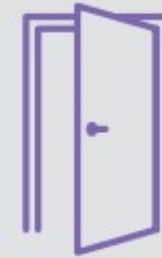
Young people maximise our opportunities, discounts and entitlements to support their wellbeing and improve equity.



Young people have increased awareness of local and national opportunities, discounts and entitlements.



Young people have access to an expanded, improved and accessible range of universal opportunities, discounts and entitlements.



Young people have increased access to improved targeted entitlements.

Be Empowered



Young people are empowered to exercise their rights as system changers, influence decision-making, and share power both locally and nationally.



Young people have improved access to support and training to become system changers and to connect them to opportunities.



Young people have increased opportunities to express their views and participate in decision-making processes, locally and nationally.



Young people are more confident about being system changers, influencing decision-making and sharing power.

The Young Scot National Entitlement Card

Young people in Scotland are entitled to their free smart-enabled Young Scot National Entitlement Card (Young Scot NEC) that connects them to opportunities and services.

The Young Scot NEC is available to young people aged 11- 26 and can be used for:

- Free proof of age
- Free bus travel for under 22's
- Other transport concessions
- School lunch card
- In store discounts
- E-voting and participatory budgeting



**European Youth
Card Association**



Under 22s Bus Travel

Over 800,000 young people in Scotland have a Young Scot NEC

More than 100 million free bus journeys have been made since the introduction of free bus travel for under 22s

Young people have told us the impact this has on them:

"The free bus travel has significantly helped me get to college and back, saving me over £15 a week for bus travel and even lets me see my friends in other villages/towns for free!"

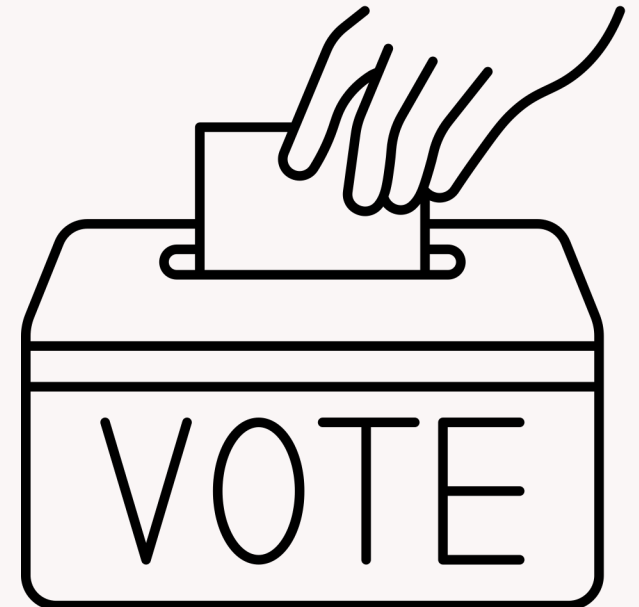
"Its been great. I can go out places without having to ask my mum for bus fares and sometimes she never had enough money to give me. I meet up with my friends more. I visit other towns and feel more independent."

"It means I've become an independent traveller, able to attend college in different area."

"It has made traveling to work, college and extra activities like football a lot easier and also helped me to save a ton of money which will help towards my future."

Participatory Budgeting

- PB voting allows young people to be involved in decisions around budgets that affect them
- Voting is based on a young person logging in to the Young Scot voting platform with their unique Young Scot NEC number
- Young Scot supports our partners in many different ways, including by:
 - Delivering workshops with young people and local staff
 - Using our website to showcase the vote
 - Running targeted information campaigns encouraging local young people to participate
 - Offer incentives for taking part with our Young Scot Rewards Programme



Participatory Budgeting - Case Study, Renfrewshire 2020

Aim: Empower young people of Renfrewshire to use Young Scot's PB platform to have their say on how a fund for youth projects should be spent

The Vote:

- All young people aged 12-25 in the area were eligible to vote
- Young people were targeted via their school platform and youth work organisations
- Young people accessed Young Scot's e-voting platform using their NEC number

Impact:

- Over 1,700 young people took part in the vote
- 68 projects received funding
- Young people were able to express their voice and influence decision making in their local area



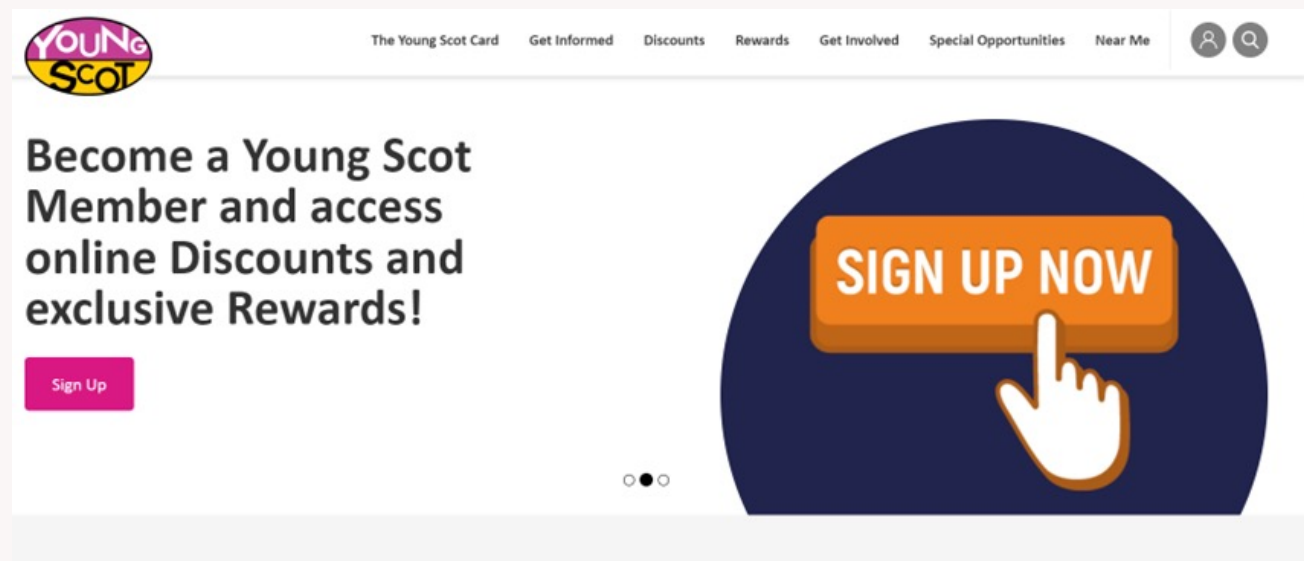
Young Scot Membership

Young Scot Membership is our home for Rewards, online discounts and bespoke entitlements.

Our Young Scot Membership programme encourages young people to be active citizens by rewarding them for taking part in positive activities.

Young people aged 12 – 25 are invited to become a Young Scot Member, using their Young Scot National Entitlement Card to create and verify their account.

130,470 Members currently signed up



Membership Activities

Young people can earn points for taking part and engaging with positive activities such as:

Volunteering

Taking part in workshops

Getting involved in community events

Reading information articles, fun quizzes, responding to surveys and other online activities.

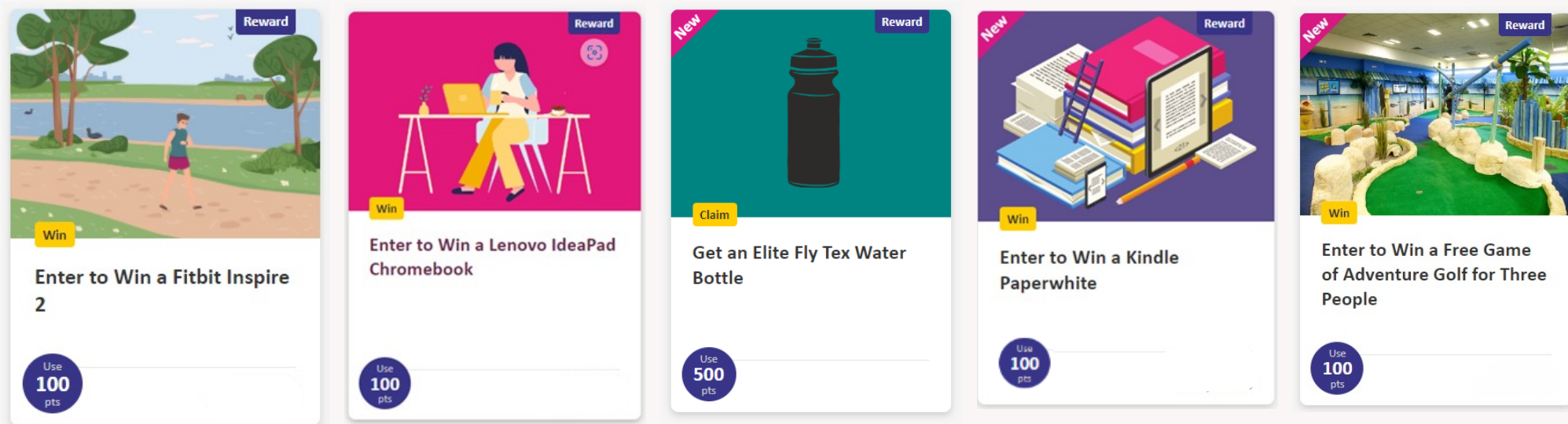
In 2023, young people took part in 23,792 activities

The image displays four activity cards arranged horizontally. Each card features a header with 'Activity' and a 'New' badge. The first card shows a woman in a pink outfit speaking into a microphone, with the text 'Participate Listen to the Young Scot This is How AyeFeel Podcast' and 'Earn 100 pts'. The second card shows a podcast cover for 'THE HIGHER BIOLOGY PODCAST' with the text 'Participate Listen to the Higher Biology Podcast 2024' and 'Earn 100 pts'. The third card shows a hand holding a 'YS' magazine with the text 'Read Check Out Our New YS Magazine!' and 'Earn 25 pts'. The fourth card shows a storefront illustration with the text 'Tell Us We Want To Know Where You Want a Discount in Your Local Area' and 'Earn 50 pts'.

Activity	Earn Points
Participate: Listen to the Young Scot This is How AyeFeel Podcast	100 pts
Participate: Listen to the Higher Biology Podcast 2024	100 pts
Read: Check Out Our New YS Magazine!	25 pts
Tell Us: We Want To Know Where You Want a Discount in Your Local Area	50 pts

Rewards

Young people can exchange their points for exciting rewards, such as:



We offer three types of rewards:

Claim - exchange points for a small reward item or voucher

Win - use points to enter a competition to win a more valuable item

Apply - answer application questions for a chance to take part in a money-can't-buy opportunity or experience

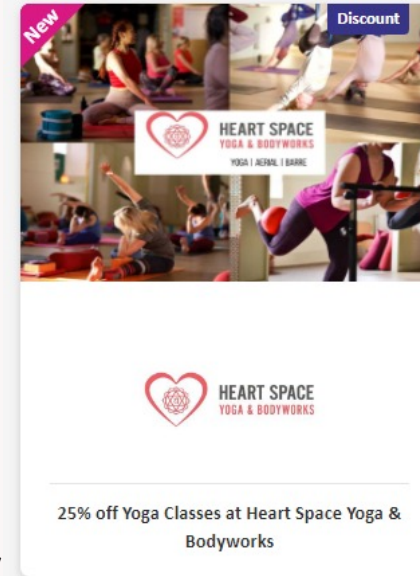
Discounts

Young Scot discounts help young people make the most of their money, while increasing their awareness of local, national and European products and services.


Young people take advantage of discounts with nearly 400 partners in 919 in-store locations, 165 online and in-store and 80 online only discounts.

While using their Young Scot Discounts, young people have been able to:

- Save over half a million pounds every year at a national grocery store
- Over 10k have visited Historic Sites in Scotland
- Over £17k was saved by Young Scot Members at a local bakery business

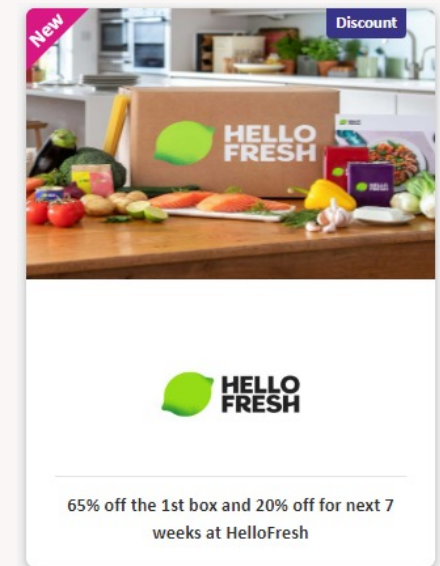


New Discount




HEART SPACE
YOGA & BODYWORKS
YOGA | AERIAL | BARRE

25% off Yoga Classes at Heart Space Yoga & Bodyworks

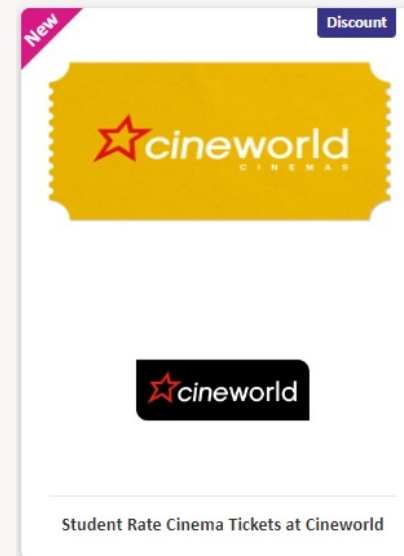


New Discount




HELLO FRESH


65% off the 1st box and 20% off for next 7 weeks at HelloFresh



New Discount

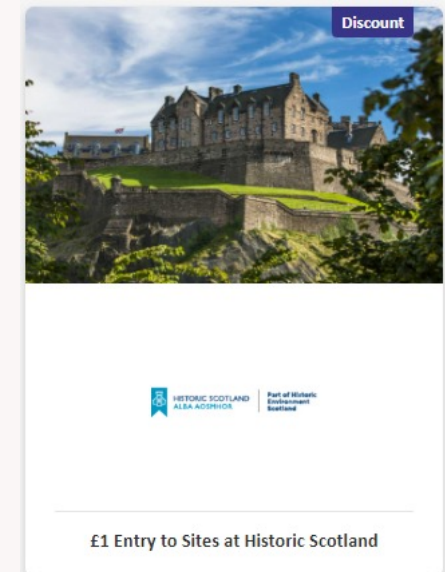


cineworld




cineworld

Student Rate Cinema Tickets at Cineworld



Discount



HISTORIC SCOTLAND
ALBA AODHAIN

Part of Historic Environment Scotland

£1 Entry to Sites at Historic Scotland

Discounts

- Allow Young Scot Members to access local and relevant, opportunities that connect them to their communities
- We work with Young Scot Members to acquire discounts they request in their local areas
- Young Scot Members can also access thousands of discounts in over 36 countries across Europe



Be Empowered


Highlights from 2023:

122 young
people
volunteered

Giving us
934
hours of their
time

We received
5,075
responses to our
surveys

1,908
votes cast
using our
e-voting website

- 
- Community Hubs
- Run maintenance classes with the intention to get a qualification
 - Have maintenance staff or volunteers available to support young people.
 - Provide opportunity for young maintenance volunteers to work at hubs to get volunteering hours and community points.

Be Empowered

Free Bikes Programme Panel 2022/23

Aim:

- Partnership with Transport Scotland, Scottish Government's national transport agency, to deliver the Free Bikes Programme Panel 2022/23
- The panel was made up of 16 young people who were asked to explore an Access to Bikes programme providing bike access for all school aged young people

The Project:

- The young people used our co-design and volunteer process, YSHive, to develop recommendations for how this programme could be improved and benefit a diverse range of young people
- In 2023 they presented their their final recommendations to the Transport Scotland Free Bikes Board and published their final report
- These recommendations include themes around: the bigger picture, bike types and sizes, bike accessories, maintenance and storage, and collection and delivery



Be Empowered

Free Bikes Programme Panel 2022/23

Outcome:

- Transport Scotland commissioned national organisation, Cycling Scotland, to deliver the Access to Bikes programme in 2023 and they actioned many aspects of the Panel's recommendations, despite budgetary constraints
- Cycling Scotland wanted to thank the young people for their hard work and gave them free tickets to attend the Cycling World Championships BMX Racing Finals in summer 2023
- Young Scot has been able to continue championing the young people's recommendations through the Cycling Scotland Advisory Board which developed from the partnership work on this project







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 @YoungScot
 YoungScot





Ana Vukčević

NGO Center for Youth education, Project Manager

DO MORE. BE MORE. BE MORE.



Crna Gora
Ministarstvo sporta i mladih

60.000+
KARTICA



Implemented by **NGO Center for Youth Education** and **the Ministry of Sports and Youth** in Montenegro since 2018.

- Strengthens **youth mobility**;
- Actively works on **non-formal educational activities**;
- Better access to **informaton**;
- **Connectivity** with peers on local, national, and European levels;
- Reducing **youth unemployment**;
- Improving **digital skills** and digital literacy.



Strategic documents

The implementation of the project contributes to the achievement of the goals outlined in:

- The Youth Law;
- The Medium-Term Work Program of the Government of Montenegro (2024-2027);
- Strategic Development Program of the EYCA Card in Montenegro (2022-2024);
- Local action plans;
- The National Employment Strategy (2021-2025);
- Youth Strategy (2023 - 2027);
- European Youth Strategy (2019-2027).



Strategic Development Program of the EYCA Card in Montenegro (2022-2024)

A strategic document adopted in December 2022 at the session of the Government of Montenegro, with the aim of further developing and implementing policies focused on improving the living conditions and social status of youth in Montenegro.

The document consists of:

- The analysis of the current situation (employment, internships and volunteering, youth mobility and information, digitalization...);
- National, international, and legal framework for the development of the EYCA card in Montenegro;
- Financial framework;
- Action plan for the period 2022-2024 and implementation of over 50 annual activities.

Next step: Strategic Development Program of EYCA Card in Montenegro (2025-2028)



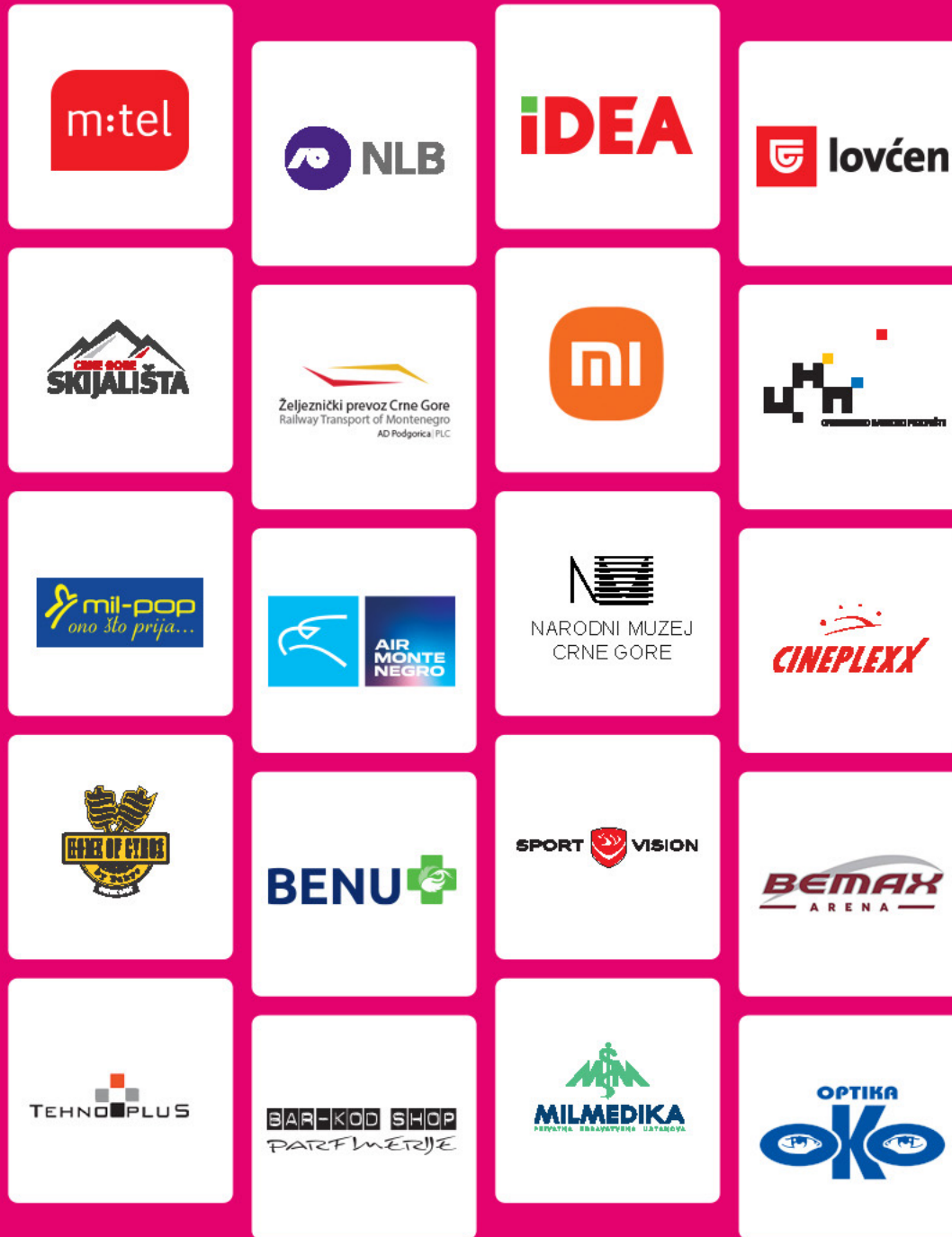
Partnerships

European Youth Card (EYCA) in Montenegro collaborates with more than 250 economic entities, academia, international organisations, local municipalities, governmental institutions, and civil society sector: :

- NLB Bank, M:TEL, INA Crna Gora, IDEA Crna Gora, Five Grupa, Lovćen osiguranje;
- Ministry of Education, Science, and Innovation, University of Montenegro, University of Donja Gorica, Mediterranean University;
- OSCE Mission in Montenegro, Delegation of the EU to Montenegro, UNDP in Montenegro;
- Tivat, Herceg Novi, Budva, Kotor, Bar, Ulcinj, Bijelo Polje, Pljevlja, and Nikšić
- Student Parliament of UCG, High School Students Union of Montenegro, Union of Young Entrepreneurs of Montenegro, Organization of Montenegrins studying abroad, Scout and Guide Association of Montenegro, etc.



TOP 20 BENEFITA



EYCA Card – Classical version



More than 250 benefits in Montenegro



More than 70.000 benefits in Europe

**Classical card is valid for 1 year.*

EYCA Card – Educational institutions



High schools in Montenegro



University of Montenegro



University of Donja Gorica



Mediterranean University

**Co-branded cards are valid for 4 years.*

UZ TEBE NA FAKSU, UVIJEK.



NOVA EYCA SREDNJOŠKOLSKA KARTICA



EYCA Card – Local municipalities & Youth Friendly Cities concept



Tivat Herceg Novi Kotor Budva Bar Ulcinj Bijelo Polje Nikšić Pljevlja

**Co-branded cards with local municipalities are valid for 1 year.*



Evropska omladinska kartica
European Youth Card



**OSNAŽI SE
ZNANJEM**

COCA-COLA PODRŠKA
#Mladima 
#NaučiPrimijeniKreni

EYCA *educa* CAMP 2023



EYCA & NLB Bank Debit card

The co-branded card with NLB Bank is **free of charge** for all EYCA users.

What does it offer?

- Opening of a bank account;
- Using the NLB & EYCA Frendi debit card (Mastercard);
- NLB Click – electronic and mobile banking;
- SMS info – notifications about all changes to the account via SMS;
- Theft insurance;
- NLB Pay – digital wallet;
- Ability to use all NLB discounts.



ZAVIRI U FRENDI SVIJET



Other collaborations



 **mensa**
Crne Gore

DO MORE. BE MORE.

eyca.org
omladinskakartica.me
mensa.me

 **NLB**  **m:tel**  **INA**
CRNA GORA  **IDEA**  **FIVE**  **lovćen**



 **CRVENI KRST CRNE GORE**
RED CROSS OF MONTENEGRO

*humanost
neutralnost
jedinstvo*

DO MORE. BE MORE.

*nezavisnost
nepristrasnost
univerzalnost
dobrovoljnost*

eyca.org
omladinskakartica.me
ckcg.me

 **SVUDA. ZA SVAKOGA.**

 **NLB**  **m:tel**  **INA**
CRNA GORA  **IDEA**  **FIVE**  **lovćen**



EYCA Ambassadors (2024-2026)

10 young advocates on:

- Youth employment;
- Youth mobility;
- Access to information;
- Development of EYCA program on local level;
- Digitalisation.

DO MORE.

GO DIGITAL.



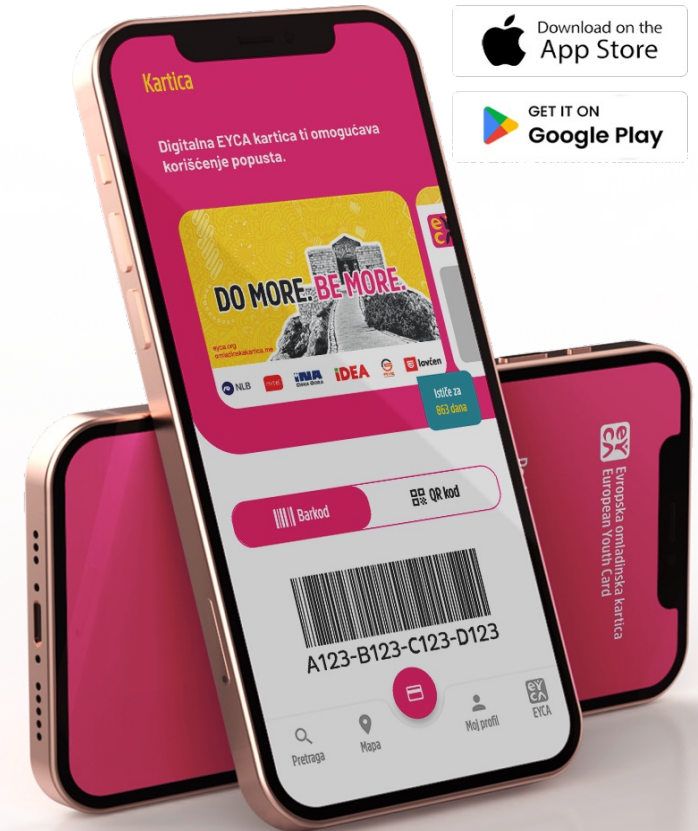
Evropska omladinska kartica
European Youth Card

EYCA
MONTENEGRO

EYCA Digital Card – EYCA App (Android & iOS)

The app enables:

- Creating personalized profile with photo and contact information;
- Access to digital EYCA card using QR & Barcode;
- Quick overview of all EYCA benefits;
- Google Map with all partners marked on it;
- Detailed information on EYCA sponsors and partners;
- Push notifications with latest news, updates, and information.



Online marketing activities

- Website;
- Social media (Facebook, Instagram, Likedin, Youtube, TikTok);
- Direct communication (Viber Community, monthly newsletter & SMS campaign).

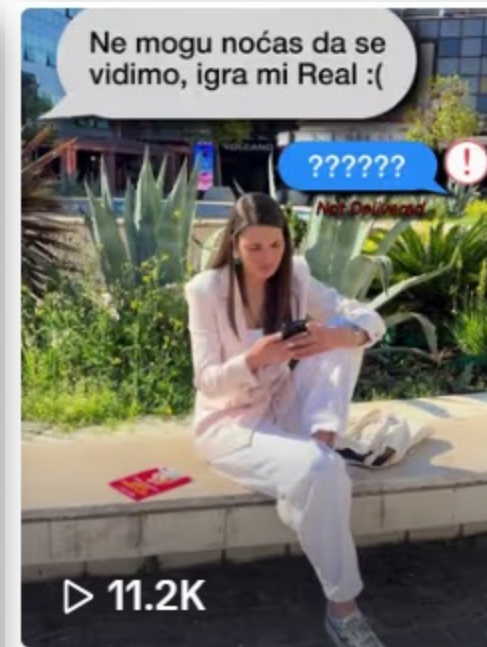
Offline marketing activities

- Printing & distributing of cards;
- Promotional materials (flaysers, posters, notebooks, folders, reusable tote bags);
- More than 40 workshops/trainings/lectures throughout the year together with EYCA partners.

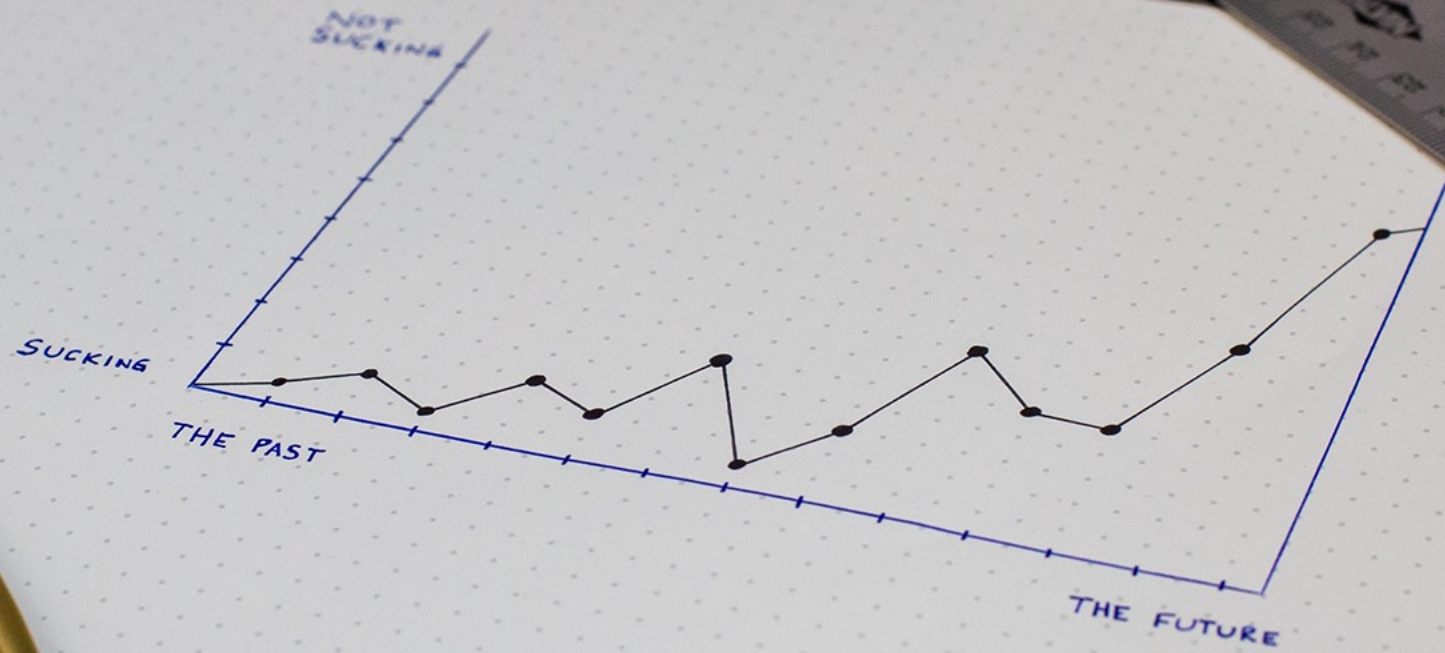
EYCA TikTok / @eycamontenegro



Pitali smo studente



@eyca.me i





4 EU awards for the best
project implementation



60.000+ cards
distributed



750.000+ website views
per year



50+ promotional
events



9.300+ followers
(Facebook, Instagram,
TikTok)



30+ EU seminars

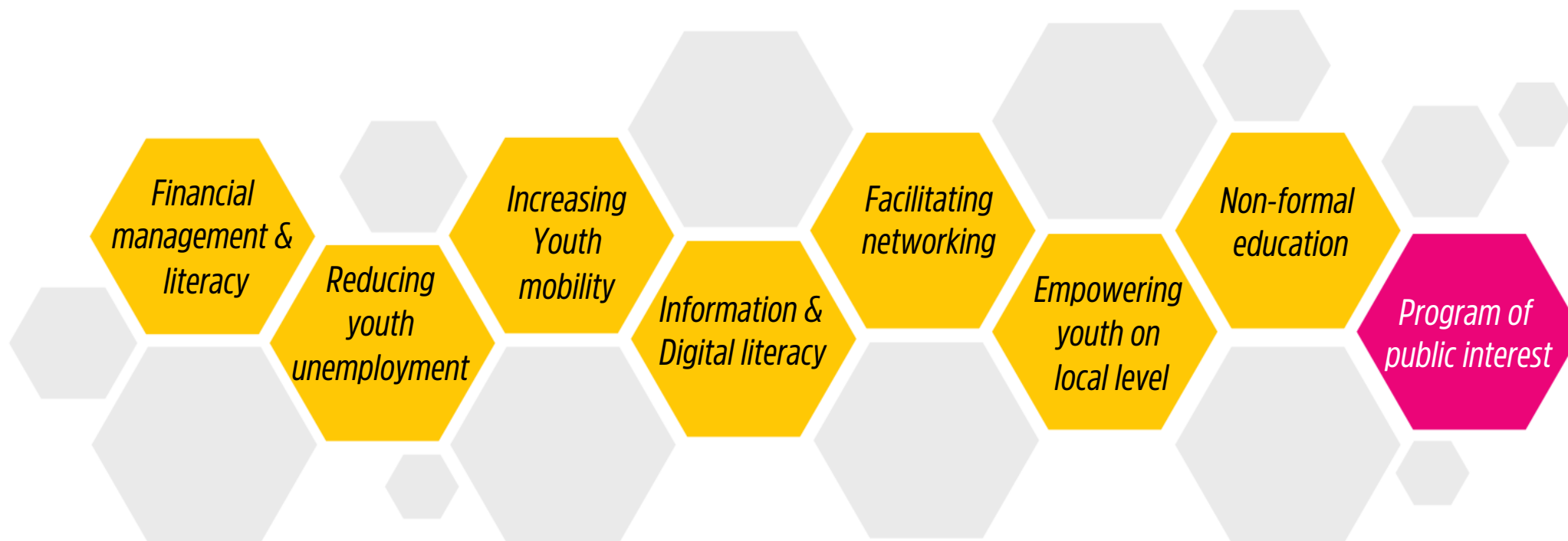


Monthly newsletter
distributed to
60.000+ addresses



User satisfaction survey
4.5 out of 5.00

EYCA AS PART OF A WIDER YOUTH ECOSYSTEM





Evropska omladinska kartica
European Youth Card



ZA SVE
PRILIKE

LUNCH BREAK

PANEL DISCUSSION

Empowering Youth Ecosystems and maximising EYCA potential: European, Regional, and Local perspectives

Natalja Turenne

Administrator of Youth Policy Division in
Youth Department of Council of Europe

Nataša Beširević

Director of Europe House in Montenegro

Jelena Miljanić

Joint Programme Coordinator, UNDP Montenegro

Edin Koljenović

Head of Local Branch Office of Regional Youth Cooperation Office (RYCO)

Katarina Vukadinović

Coordinator of Youth Club Budva

COFFEE BREAK

Youth ecosystems essentials:

The role of European Youth Card (EYC)
in advancing ecosystems for
youth empowerment



Recap of the previous day

PANEL DISCUSSION

Empowering Youth and Stakeholders Collaboration: navigating challenges and opportunities in Montenegro

Dr Ljudmila Mila Popović

General director of Directorate for Interculturalism in the Ministry of Human and Minority Rights

Vanja Drljević

Director of National Erasmus+ office in Montenegro

Ivana Bošković

Adolescent Development Officer in UNICEF Montenegro

Irena Marunović

Youth focal point in the OSCE Mission to Montenegro

Elvira Hadžibegović

Researcher and expert in youth policies

COFFEE BREAK

Untapping the potential of EYC in connecting stakeholders and building youth infrastructure

- Working groups on different topics related to youth ecosystems.

CLOSE OF THE DAY

LUNCH BREAK

