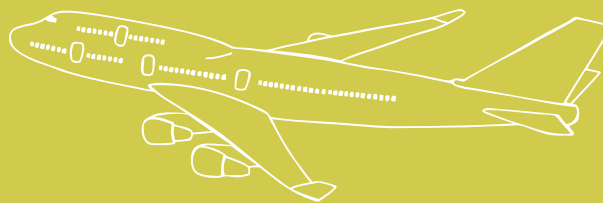


# EUROPEAN YOUTH CARDS: WORKING WITH HIGH-SCHOOLS AND UNIVERSITIES



EYCA GPS  
GOOD PRACTICE SERIES

The European Youth Card Association (EYCA) has 41 member organisations in 38 countries across Europe committed to developing benefits and opportunities for their 5.1 million European Youth Cardholders.

**European Youth Cards are available for all young people, including students.** European Youth Card co-branding is added to well recognised national student cards in one third of countries belonging to the EYCA network. Using this combination of strong national student card brand with the European Youth Card brand, EYCA member organisations are able to reach beyond the local school or university activities to a huge range of national and international opportunities for young people.

This Good Practice Series includes stories about some of these partnerships. The following five EYCA member organisations have integrated European Youth Card services with every-day life in schools and universities:

- **Mecenat in Sweden**
- **Evropski Omladinski Centar in Serbia**
- **Young Scot National Entitlement Card in Scotland**
- **CJP Knaek Student Card in the Netherlands**
- **CKM SYTS Slovakia**



European Youth  
Card Association

[www.eyca.org](http://www.eyca.org)

## ONLINE PARTNERSHIP AND ACCESS

### MECENAT, SWEDEN

The Mecenat card (**Mecenatkortet**) is sent free of charge to students and is valid from when they start high school until they graduate from university or college. Approximately 1.3 million cards were distributed during the academic year 2013/14. **Mecenat's app associated with the card has been downloaded over 500,000 times.**

Mecenatkortet provides access to **student discounts** on thousands of **products and services** from both leading brands and local shops and services. From 1998 until 2011, Mecenat transformed the Mecenatkortet from a simple paper card with travel discounts to one of Sweden's leading discount and loyalty cards.

Since 2002, Mecenat has cooperated with all universities and colleges in Sweden and since the autumn of 2011, **all students in Sweden now carry the same card – Mecenatkortet.** Today Mecenat cooperates with student unions, universities and other agencies to distribute and manage the card.

Mecenatkortet can also be used as a **student union**



**membership card** and all affiliated student unions can have their own profile on the cards free of charge. The card can also accommodate additional functions, for example, access to buildings/facilities, copying, payment for lunches etc.

**Adding the European Youth Card logo to Mecenatkortet means that Swedish students now also enjoy international benefits and opportunities and are connected to European information about mobility and citizenship opportunities.**

[www.mecenat.se](http://www.mecenat.se)

## STUDENT CENTRES

### EVROPSKI OMLADINSKI CENTAR, SERBIA

**EYCA's member organisation in Serbia, Evropski Omladinski Centar, works with all of the major student centres in Serbia – Subotica, Novi Sad, Belgrade, Krajujevac, Nis, and Uzice.** Cooperation with the agencies who manage student restaurants, facilities and accommodation creates additional benefits and opportunities for around 45,000 students every day.

The European Youth Card, co-branded with ISIC, was introduced as an international student identification and multifunctional ID card in 2005. **The card's chip is used as the key to enter dormitories, to pay for meals in student restaurants, and to access student medical services.** In addition, several faculties of Belgrade University use the card as the students' ID card, to

record student attendance.

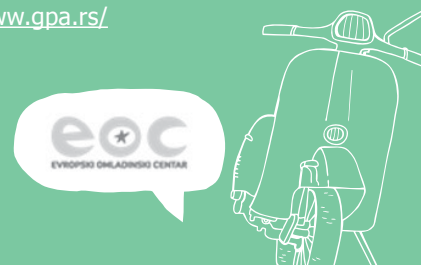
Participating student centres and faculties benefit by being able to provide better, less costly and more efficient services to students. Card usage has stopped abuse of meal vouchers and renting rooms in dormitories to unauthorised persons. **The European Youth Card has contributed to creating a more positive image for student facilities amongst the student population.** Using the card, institutions have also been able to extend services to students, such as efficient tools for keeping study records, paying for exams, etc.

In 2010, Evropski Omladinski Centar established cooperation with high-school centres, which function in the same way as student centers

connected to universities, and can be found throughout Serbia. **Around 10,000 pupils now have the EYC as their identification card in more than 50 high-school centres.**

**Evropski Omladinski Centar** use the comprehensive mailing list generated from these partnerships to send information on activities, new benefits and actions directly to students. **An added plus is that cooperation with institutions and universities gives more credibility to the youth card organisation in terms of attracting new partners and sponsors.**

<http://www.gpa.rs/>



# ADDING VALUE TO STUDENT LIFE



European  
Youth Card



## THE YOUNG SCOT NATIONAL ENTITLEMENT CARD, SCOTLAND

Young Scot Card is part of the Scottish National Entitlement Card programme – a partnership between Young Scot, the Scottish Government, Transport Scotland, all 32 local authorities and other public sector organisations to make it quicker and easier to access services using one card rather than many. This partnership has been crucial to its success and its reach continues to grow, with over **518,000 young people in Scotland now carrying the card. The card is a great example of joining up public services for young people.**

Use in schools means that local authorities issue the card to young people, when they move from primary school to secondary school (age 11/12). **Two out of three secondary schools in Scotland use**

**the Young Scot card to support cashless catering.** Young people, or their parents, **top up their card with money** (either online or through machines in school) and then use it **to pay for their meals and snacks in school.** One of the main advantages of this approach is reducing the stigma attached to claiming a free school meal. Young people who are living in poverty are entitled to a free meal and have this entitlement loaded on to their card anonymously. Some schools also use the card as **their library membership card.**

**Use in colleges and universities** – in 2008 a pilot project was introduced at the University of Abertay to combine the university's own student card with the Young Scot National Entitlement Card (NEC), with student card

branding on one side and the familiar Young Scot NEC branding on the other. Students are now able to use their card to access university services such as **secure access to university properties, university library services and photocopying.**

The pilot project was very successful, with an external evaluation demonstrating that the joint card could **"add considerable value to learning provision"**. The approach has since been replicated in Dundee College and plans are being developed for a joint student card with a number of other colleges and universities.

[www.youngscot.org](http://www.youngscot.org)



## FROM COMPETITION TO COOPERATION

### CJP NETHERLANDS / KNAEK STUDENT CARD

**CJP has a longstanding tradition related to cultural discounts in the Netherlands, with almost 100% brand recognition in the target group and a strong position in the secondary educational field.**

CJP also offers commercial discounts, which are linked with nationally-operating retail chains. CJP wanted to develop the local component in their discount infrastructure, but recognized it was too time-consuming to operate local commercial discount schemes from Amsterdam.

**Knaek Card** first made contact with CJP when they both approached the same commercial sponsor and both quickly understood that their product ranges were fully complimentary – CJP

with cultural and national discounts, and Knaek with local and commercial discounts.

Additional cooperation benefits soon became apparent: CJP using traditional database techniques while Knaek aimed to promote the use **a mobile app** without acquiring personal data.

CJP and Knaek both sell their cards to institutions and to individual students – a very time-consuming and costly approach. Decision-making processes of individual institutions are often complicated, involving both the board of the school and student forums. And after a year you can start all over again if the people involved change post!

**Combined cards and combined sales efforts mean that CJP and**

**Knaek offer a new card with extended national cultural discounts and local commercial ones and can reach students and educational institutions more efficiently.**

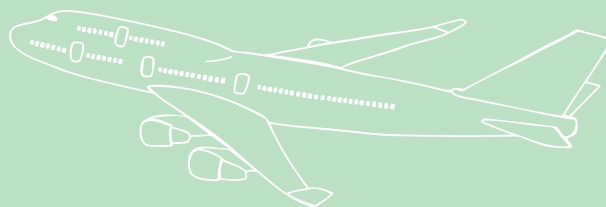
Now, each student has the choice of buying a standalone CJP Card (€15), a standalone Knaek Card or app (€10), or a combined card (€20). Both the CJP standalone and the combined CJP/Knaek Card are co-branded with the European Youth Card. The card is only available for students studying at a higher education level.

[www.cjp.nl](http://www.cjp.nl)

[www.knaek.nl](http://www.knaek.nl)



# INVESTING IN THE FUTURE



## CKM SYTS, SLOVAKIA

**CKM currently cooperates with almost 50% of Slovakia's 750 secondary schools.** The European Youth Cards distributed to students are co-branded, ISIC on one side and EYC EURO<26 on the other.

**CKM focuses on building strong relationships with schools.** Every year, prior to the new student intake (May-June), CKM works with the schools to agree on a communication that schools include with the official acceptance letter sent to every student. This letter contains information on how the school uses the co-branded card and what the chip can be used for e.g. access to school premises or in canteen systems etc. **Schools benefit through more efficient management of school meals and other services the school provides for students.**

By the first day of the new school year, students receive their cards fully loaded and ready for use. This is a very successful and cost-effective promotional tool - last year CKM sold around 15,000 cards while a total of 19,000 letters were distributed. The whole distribution is low-cost as schools only pay the production costs of the letters.

**CKM works closely with the schools throughout the year to provide information to students.** Partici-

pating schools display posters sent by CKM each month (sent by email and printed out by the school) and every week direct emails go to schools with information about the benefits of cards and new discounts and opportunities.

Each year the process for new students is repeated, while for the "old" students there is a separate promotion for them to renew their card for the next school year. CKM's aim is to convince at least 50% of students in every school to become cardholders. The promotion for prolonging the card is supported, in particular, by a coupon brochure featuring benefits and discounts for cardholders from major partners.

The whole idea is to make **the European Youth Card brand** known to students so they can continue using the benefits also after finishing school. Likewise, partners also appreciate access to young people who may remain customers after finishing school.

<http://www.euro26.sk/>

## NEW DEVELOPMENTS

EYCA member organisation Diakkedvezmeny in Hungary co-brands the student cards with the European Youth Card brand in elementary schools, high-schools, and universi-

ties. They have started to develop a school meals programme with technology connecting the cards with schools. Diakkedvezmeny will be the developer and owner of the software.

With every new card issued, cardholders receive an information sheet about the discounts as well as the European Youth Card benefits.

