

EUROPEAN YOUTH CARDS

A TOOL FOR

PROMOTING YOUTH

PARTICIPATION

The European Youth Card Association (EYCA)
has 40 member organisations in 38 countries.
All are committed to promoting youth mobility
and active citizenship for young people.

EYCA member organisations believe that the young people they work with are not citizens of the future, they are citizens of Europe today and, as such, should be fully involved in decisions and developments that affect them.

Member organisations develop and promote participation opportunities for young people – opportunities that give young people the chance to influence their own communities, organisations at local and national level, and what happens in society at large.

Here are some examples of how EYCA member organisations are promoting youth participation. These show how they are working with young people to identify needs, come up with innovative and creative solutions and plan action within communities of interest and organisations.

EYCA GPS 3
GOOD PRACTICE SERIES



European Youth
Card Association

www.eyca.org



A CULTURAL CREDIT

CJP Netherlands

Culture and cultural projects are the main focus of CJP, the 'cultural passport for youth' in the Netherlands.

Between 2008 and 2012, CJP ran a large-scale project, in co-operation with the Ministry of Education, **to distribute a Cultuurkaart to more than 900,000 young people between 12 and 18** in almost every Dutch high school. The Cultuurkaart worked as a cultural credit card, with the Dutch government and private foundations providing each cardholder with a budget that could be used in

sequently added several new attractive national discounts to their portfolio.

Following the very successful Cultuurkaart project, CJP invested much time and effort into negotiating with **the government to sponsor cultural participation projects** aimed at the target group of 12-18 year olds. As a result, the Cultuurkaart 2.0 project has already been awarded large-scale support by the parliament for the school year 2012/2013. "CJP introduced a new business

a €10 cultural budget from their own resources. If they do so, schools will get a €5 bonus and the cardholder will then have €15 on his/her card to spend on cultural events. The €5 bonus will be paid for by cultural institutions, CJP and private partners. The Dutch government has contributed €600,000 to this plan.

"This model was introduced in June 2012 and more than 500,000 students have registered so far," Walter sums up. "CJP collected over €4 million from the schools, and over €1 million through private donations, which can be spent through the Cultuurkaart payment infrastructure at cultural institutions."

"This initiative puts young people in the driving seat" says Walter. "Young people make their own choices and help influence decisions schools and other institutions make about cultural life in Netherlands."

CJP have also launched a new website introducing web applications for handling almost all aspects of card distribution. CJP will also add web services to enable automated data upload for institutional partners such as banks and schools.

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almost every cultural institution in the Netherlands. The interest from the institutions to join the scheme was enormous. In total, the system distributed over €15 million across cultural institutions.

This example of co-operation also led to a growing interest in the card from commercial partners and CJP have con-

model of the Cultuurkaart after the government terminated the previous contract," says Walter Groenen, CJP's Director. "The Cultuurkaart will continue as a voluntary co-operation project between schools and cultural institutions, where the costs are divided." This is how it works. Schools pay €2 per card with the possibility to add

SOCIAL INCLUSION AND DEVELOPMENT

EURO26 Romania

The EYCA member in Romania has a proven track record in creating projects for young people, which focus on **non-formal education and the development of business skills.**

During 2012, EURO26 Romania completed a five-month project, M-Power: Community, Entrepreneurship, Citizenship, based in Bucharest.

It aimed to increase the chances of **social inclusion and integration in the labour market** for 30 young Roma people aged between 18 and 30. Natalia Porubin from the EURO26 Association explains the project's main objective: "The training was

designed to help develop the personal, professional and social skills of young people who have few opportunities. In three levels of coaching we focused on **personal growth, entrepreneurship education and civic responsibility.**"

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The young participants had the opportunity to interact during three workshops, each held over four days. After completing this stage of the project, EURO26 Romania staff members maintain a mentorship programme, in which they support participants for at least six months. This support will include advice on projects which they wish to apply for, guidance on various types of training or personal development consultations.

One key area of development is that all the young people who took part in, and continue to be part of, M-Power are encouraged to **disseminate the information and opportunities** acquired to the wider Roma community. This element of peer education is invaluable in building the competences both of peer educators and of hard-to-reach and often excluded young people.



YOUTH POLICY

AND STRUCTURED DIALOGUE

Česká rada dětí a mládeže



The Czech Council for Children and Youth (**CRDM**), EYCA associate member in the Czech Republic, is also the national youth council. It is composed of almost 100 non-governmental children and youth organisations with more than 200,000 individual members.

Co-operating closely with the Czech Ministry for Youth and Sports, CRDM consults on **youth policies and governmental grant schemes**. They have representatives in the 'youth chamber' consultative body of the Minister, and monitor and comment on the implementation of the Youth in Action programme.

CRDM offers insurance to almost 200,000 young people active in member organisations and is launching a co-branded EYCA card for all 30,000 Scouts in the country as well as other member organisations.

CRDM are exploring ways to connect the card to all of the aspects of their youth work. For instance, they run a **'72 hours' campaign to promote volunteering** among young people and a project on financial literacy for both children and young people as well as youth workers in NGOs. Annually, CRDM organises the 'Bambiriada' event, an outdoor fair where youth organisations present their leisure time activities and offers for

children and young people. It takes place in every region of the country and attracts up to 250,000 people.

CRDM became a full member of the European Youth Forum (YFJ) which will open up even more possibilities for young people to be involved in activities. The most important partnership initiative is the **Structured Dialogue** but they also co-operate with the YFJ in the field of youth policy and actively participate in other projects such as the Africa-Europe youth platform.

Another new feature of the Structured Dialogue will be the possibility for young people to apply for funding and run their own local discussion on the selected theme and on the future national youth strategy for 2014-2020.

In October 2012, the Czech member organisation started the 3rd year of Structured Dialogue project, Kecejme do toho (Have your say). Besides consulting young people on questions that are put forward by the presidency country of the EU (Republic of Ireland in the first half of 2013, Lithuania in the second half), CRDM also runs **national discussion rounds**. The topics of these are decided by young people themselves.

There is a poll open on the website, where they choose whether they would like to debate, for example, politicians and their (in)competence, extremism and racism in today's society or corruption.

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In November 2012, CRDM hosted an international seminar entitled "Participate in the Structured Dialogue" that was funded from the Youth in Action scheme. It brought together young people aged 16-26 who were trained in working with their peers on youth policy questions, promoting youth projects and designing marketing material such as leaflets. Participants came from Germany, Belgium, Poland, Austria, Slovakia and Hungary.



YOUNG PEOPLE AND THEIR MUNICIPALITIES – FRESH IDEAS

Polish Youth Projects Association



The Polish Youth Projects Association (PYPA) is an NGO with 150,000 cardholders. Apart from issuing a very successful card that is known for its insurance, PYPA runs **training programmes and events for young people** and is the main source of collecting the Structured Dialogue responses in Poland.

In 2012, they ran a project in co-operation with four other partner organisations: "Youth Card - the tool of active communication and the builder of civil society." The key aims of the project are to **empower young people**, to begin to build platforms so they can play an important role in **dialogue with local authorities** and to showcase best practices in **building active citizenship using the European Youth Card**.

Another project conducted in co-operation with Young Scot, the Polish Eurodesk relay and Europe Direct regional office – Morena Association is "Supporting social economy institutions based on Polish and Scottish experiences". It is financed from the European Social Fund (Human Capital) and its purpose is to **ensure sustainability of youth NGOs** from the Pomerania Region and to **support youth leaders** that are active in these NGOs by establishing youth information, training and funding for youth projects, based on models developed in Scotland. The key products are the special edition of the European Youth Card Euro26 Leader, Pomeranian Active Fund (for youth groups) and a toolkit on training good practice.

As part of the project, in March 2012, PYPA organised a 'Fresh Ideas Conference', supported through the Youth in Action Programme (Action 1.3 Youth in Democracy). The event provided a platform to showcase **good practice in building active citizenship through the use of European Youth Cards** with local authorities in Scotland, Italy, Romania, Luxemburg and Poland. Each of the four national partners worked with a municipality/local authority:

- [Young Scot](#) – East Lothian Council
- [Euro26 Romania](#) – Promaria Ineu municipality
- [Carta Giovani](#) – Lazio Region
- [Carte National d'Information pour Jeunes](#) – Conference Generale de la Jeunesse Luxembourgeoise
- [Polish Youth Projects Association](#) – Municipality of Kwidzyn

Each delegation included national representatives from the youth card organisation, a representative of the partner organisation and up to four young people active in a youth project (aged 16 to 20). A total of 24 delegates from international partners and about 30 young participants from Poland took part. The organisers produced a video featuring young people's opinions and sent it, together

with a summary booklet, to 500 high schools in the Pomerania region in Poland.

Thanks to that project, PYPA co-operation with Kwidzyn Municipality has been developed both with authorities and young people living there.

One of the innovations will be a smart system built into the card which allows cardholders to collect and 'spend' the reward points – on voluntary, sport, cultural and educational activities and achievements.

As a direct result, PYPA are now working on a common project – a **special edition of the European Youth Card for Kwidzyn** young people aged 13-16 (in secondary schools). The aim is to encourage over 1300 young people to explore more positive active lives using the reward system (Young Scot – page 7). Kwidzyn municipality has agreed to support this for 2013 so the card will be distributed for free. One of the innovations will be a smart system built into the card which allows cardholders to collect and 'spend' the reward points – on voluntary, sport, cultural and educational activities and achievements.

The Fresh Ideas Conference film and booklet will also be presented at the Polish national conference for youth leaders and to Youth in Action project co-ordinators in Warsaw. These events provide excellent opportunities to share young people's initiatives

and to highlight the youth card as a modern, viable tool to build active citizenship.



INFORMATION INTO ACTION ONLINE

Eesti Euroopa Liikumine



European Movement Estonia (EME) has for many years not only issued European Youth Cards, but also successfully managed the National Youth Information Portal (NIP) and Eurodesk. Their aim is to provide **quality information**, services and **benefits/opportunities for young people**, contributing to the **development of youth policy** in Estonia.

In 2011, EME combined all three portfolios into one internet youth portal www.noorteportaal.ee. **Noorteportaal** is a space to promote youth initiatives, a place to share, give feedback and to collaborate. It is a tool to reach more young people, and to provide the services and information they need on an everyday basis. Young people can log into the portal by using their ID-cards and, after identification, start posting and commenting on stories about travel, music, exhibitions, arts, theatre and cinema. Much of the content will be user-generated.

Noorteportaal is connected to Facebook, and **ordering a European Youth Card** is just a click away. The portal is directly connected to internet banking links, which simplifies the process. A Google **discount locator** helps young people to find businesses EME works with.

Partners can also actively use the portal. Discount providers can update data on discounts and other benefits/opportunities they offer, and youth information partners can upload information they want to share with the target groups. The challenge for EME is to keep Noorteportaal attractive for young people and all other partners.

Noorteportaal is a tool to reach more young people and to provide services and information they need on an everyday basis.

RECOGNISING YOUNG VOLUNTEERS

Centre Information Jeunes



In co-operation with the Agency for Volunteering and Ministry of Family and Integration, [Centre Information Jeunes](#) (CIJ – Youth Information Centre), the EYCA member in Luxembourg, issues the Teamk8 card, which is an official **sign of recognition** and is solely provided to those young people who are actively engaged in **volunteer work**. Young people can apply for the card

if they meet the following conditions:

- aged 14 to 26,
- registered as volunteers in one of the organisations recognised by the Agency for Volunteering in Luxembourg,
- for 1 year, they dedicate at least 2 hours a week (or 8 hours per month) to volunteering work.

The young people can then benefit from all the advantages available

through the European Youth Card, as well as **special benefits and discounts** only available through Teamk8. CIJ encourages both public and private sector partners to come up with specialised offers and promotions for the volunteering card such as free tickets for concerts, amusement parks or other activities to recognise all the work done by the young volunteers.

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CIVIC PROJECTS

EURO26 Schweizer Jugendkarte

euro26.ch
have a good time!

Euro26 Switzerland has a partnership with Mobiliar (Swiss insurance company) to provide a tailor-made insurance for travel, household, cars, accidents or legal service for young people. The deal does not only offer advantageous prices but also a 24-hour assistance service.

Euro26 Switzerland collaborated with Mobiliar for a **CleanUp pilot event**, where they encouraged young people to meet for an afternoon to gather litter in the woods. The pilot was a success and was copied by other companies and institutions. The event took place in the summer of 2011 in two cities and was promoted to the cardholders through Facebook, the euro26.ch website, the organisation's online newsletter and printed magazine. Fifty people per city showed up to clean locations chosen with help of the general agencies from Mobiliar.

Environmental protection is a hot topic for Mobiliar, so it was a natural subject for a collaborative project. Another CleanUp took place in July 2012 and more are planned for the future.

As a measure of success, there have been several articles in local newspapers and the organisers received many enthusiastic e-mails from cardholders. The project has helped sustain continuous co-operation with Mobiliar.

Euro26 Switzerland also started a **violence prevention project** "wir schauen hin!" ("we don't look away") at the end of 2011. Project content was prepared in **co-operation with police, teachers, psychologists, youth workers** and many more. Commercial and non-commercial part-

people and the **educational use of new technology** and media such as iPads and Apps. They also agree that it is a very important topic and that this project provides interesting information on it. In 2012, Euro26 Switzerland rolled out the project all over Switzerland, with 40 more

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ners such as Co-op (supermarket), Google, Mobiliar and three foundations are involved in this project to "sponsor" different stations in a "rolling schoolroom".

The project is designed for students at professional schools. Euro26 **rebuilt a trailer into a rolling schoolroom** which contains five stations where students have to solve tasks relating to **cybermobbing and moral courage**. The theme was chosen because it is an issue highlighted also by the Federal Parliament of Switzerland and by the Council of Europe through the Combating Hate Speech Online campaign.

In the first months of the project, six schools in the canton of Berne were visited - 2000 students from 120 courses in 20 days. The feedback from students and teachers has been very positive. They mostly mention the authentic approach to young

classes and another 800 students taking part. In September, young people who filled out a survey on violence took part in a competition, and the winners enjoyed a guided tour of the Google office in Zurich.



ROUTES

TO PARTICIPATION

Young Scot

European
Youth Card



Young Scot, the national youth information and citizenship charity for Scotland, supports the participation of young people in their communities through a wide variety of activities, including the following:

- **Young Scot Rewards** turns the Young Scot National Entitlement Card into a loyalty card for young people who participate in positive activities online or in real life. Young people **collect points for participating in activities** such as volunteering, participating in a focus group, attending an event, completing a survey, taking part in a sports activity or visiting a gallery or a museum. They can then use their points to unlock rewards, which may include enhanced discounts or unique “money can’t buy” experiences, such as meeting a pop star, shadowing a member of staff in a high-profile company or diving with sharks.

Young Scot Rewards platform provides a practical tool for public sector organisations and NGOs to engage young people as well as recognising and celebrating the contribution young people make to their communities, the environment and the economy.

- **The Young Scot Outreach Team** consult and engage face-to-face with over 25,000 young people per year through visits to schools, colleges and events all over Scotland.

- **The Young Scot Academy** provides training to young people on creating podcasts, videos and other online content as well as how to negotiate discounts with businesses.

- **The Young Scot e-Voting platform** allows young people to vote securely using their Young Scot National Entitlements Cards (co-branded with European Youth Card). 20,000 young people in 9 areas voted to elect representatives to the Scottish Youth Parliament in the 2011 elections using e-Voting. It has also been used to support participatory budgeting projects, by allowing young people to choose which youth projects should be funded for a specific area.

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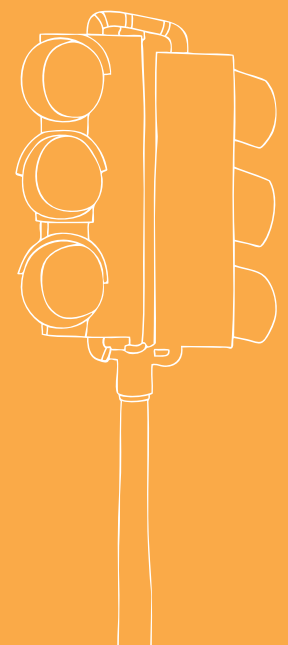
- **Young Scot’s consultation and co-design work** enables young people to influence policy and the design and delivery of relevant services. This includes providing training and support for young people to act as local investigation teams, carrying out youth-led research into issues such as climate change and substance misuse.

Other specific examples include:

- » **The Youth Alcohol Commission** – a year long youth-led research process, where 16 young people investigated Scotland’s relationship with alcohol and presented their recommendations to the Scottish Government.

- » **The “Access All Areas” project** – where 21 groups of young people from race, religion and ethnic minority backgrounds, received training how to carry out research on a topic, which they decided was important to them and then present their findings to local decision-makers. Topics chosen included bullying and racism, sharing cultures, sports and health-care provision, transport, youth activities, etc.

- **Young Scot Action Funds** giving small grants to cardholders to develop their ideas and projects.



YOUTH CENTRES

ARE KEY

Carnet Jove



In Valencia, the card is issued by the Valencian Youth Institute – Institut Valencià de la Joventut and is regulated within the Youth Law of Valencia.

The European Youth Card in Valencia region is operated through 16 renovated **county youth centres all around the Valencia region**. The youth centre is the first point of contact for many young people, as it offers an impressive variety of information, activities and infrastructures, such as computer and study rooms with a small library, youth information office with **information on travelling, intern-**

and a recording studio to be freely used by all young people for a small fee.

The Youth Institute co-operates with commercial partners and other institutions to offer the best variety of quality services at the youth centres. The European Youth Card has a unique position in the market and a very high penetration rate. These two strands of Valencian youth service complement each other, building a strong presence in local communities. An impressive infrastructure and attractive local transport discount (almost all train and bus compa-

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ships, volunteering opportunities, employment and the Youth Card. In each centre, there are also language and entrepreneurship courses available, a branch of the University office, a theatre and concert hall, music rooms

nies) result in most young people and local partners being actively involved in youth services.

