

# EUROPEAN YOUTH CARDS

## THE ROUTE

## TO A NEW MOBILITY

## FOR YOUNG PEOPLE –

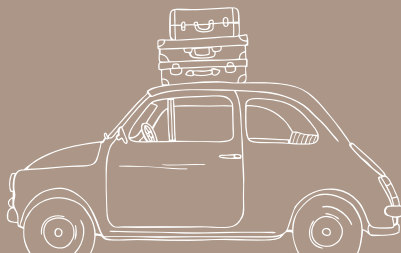
## THE WAY AHEAD

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. This Good Practice Series outlines how EYCA members are responding to this challenge.

Young people across Europe have aspirations to move their lives on – financially, emotionally, educationally, in many ways. While carrying on the discussion about what mobility means now and in the future, EYCA member organisations have already started to investigate how the tools at their disposal can inspire young people to a new mobility.

In December 2012, EYCA worked with its Spanish member organisation [INJUVE](#) and [Comunidad de Madrid](#) on the Commission's Youth on the Move card initiative, within a Youth in Action (YiA) international seminar on "**The European youth card as a tool to support youth mobility**". Representatives from 19 national EYCA member organisations and 11 Spanish regional card organisations participated in a seminar in Madrid to:

- increase awareness of barriers to mobility for young people in Europe
- share best practices using tools connected to European Youth Cards
- identify new methods and solutions using European Youth Cards as a tool to promote youth mobility



### Participants shared their expectations in relation to the goals, content and outcomes of the seminar:

- New experience and tips for improvement.
- Not to reinvent, to share knowledge, and use and adapt existing ideas.
- Learning about why young people don't move and what would motivate them to move.
- To define and redefine mobility, how do we think about it, how do we make our work more relevant for young people.
- Combine different approaches into one common approach, a shared vision how to use the card as a tool for mobility.
- Learning more about Youth on the Move card. (See presentation by Graeme Robertson [here](#).)
- Ideas about how to connect youth card and mobility; how to connect the youth card to other initiatives: Eurodesk, Youth on the Move, etc.
- Finding synergies between different organisations.
- The card is more than just a leisure tool: what is the connection between mobility, employability, education.

EYCA GPS  
GOOD PRACTICE SERIES



European Youth  
Card Association

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

# BARRIERS

## TO MOBILITY

Participants identified the biggest barriers to mobility for the young people they work with:

- economics - prices of services and products
- mind-set - young people only see what is around them, we have to make them see beyond their 'village'
- discouragement - from families, peers or others they are in contact with (teachers, youth workers etc.)
- not enough positive role-models
- not getting enough information on mobility (both for young people and for potential "influencers")
- visa/political issues
- language barriers
- cultural factors
- lack of education – more education usually equals more travelling/mobility
- being mobile on internet could hinder physical mobility

## GOOD PRACTICE & NEW IDEAS FOR THE FUTURE

Using the six EYCA Standards of Excellence as a framework, EYCA member organisations identified good practice and new ideas for the future relating to youth cards as a tool for mobility.



### SUSTAINABLE MEMBER ORGANISATIONS

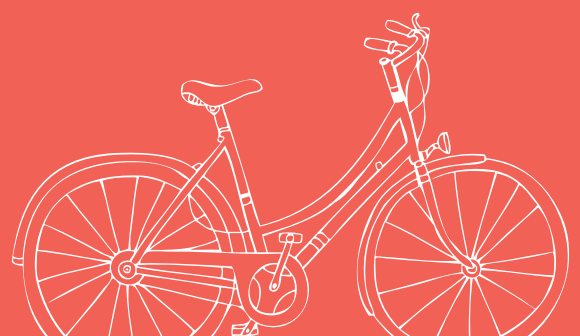
Excellent EYCA member organisations have a clearly defined and communicated purpose. They have sustainable and well-managed resources and capacity focused on achieving that purpose, and they learn from their own and others' experience in order to maximise impact.

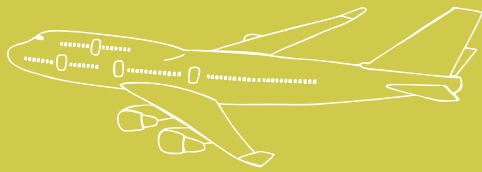
#### EYCA MEMBER ORGANISATIONS' EXISTING GOOD PRACTICE

- income from multiple sources
- good variety of quality discounts/clients
- experienced staff who understand what young people need and want
- hosting EVS volunteers
- strong partnerships and sustained contracts
- sharing services with other youth-related agencies
- partnerships to give free cards to university/high school students
- government subsidising – EYCA card is a service to young people

#### IDEAS FOR THE FUTURE

- collaboration (projects) with other EYCA members
- youth hostels (pan-European opportunities)
- Inter-Rail discount
- all transport discounts
- Youth on the Move (YoM)
- balance between quality and quantity
- more sharing from experienced member organisations
- more financial compensation/sponsorship from commercial entities, but the card remains responsibility of public/NGO entity
- effective co-branding with big companies
- co-brand with schools/education authorities





## QUALITY BENEFITS AND DISCOUNTS

Excellent EYCA member organisations provide and manage a range of quality benefits and discounts, which are attractive to young people and which clearly support the EYCA vision to develop and promote youth mobility and active citizenship.

### EYCA MEMBER ORGANISATIONS' EXISTING GOOD PRACTICE

- online business model: Mecenat, Sweden
- mobility related discounts
  - » national railways in Greece, Junior Railplus in Slovakia
  - » Polish insurance
  - » Vueling flight discounts in Catalonia, Spain
- cultural benefits
- discounts MUST be available for ALL of EYCA
- discounts/benefits to facilitate training, education and employability:
  - » Hungarian job-offer website
- mobile apps to localise discounts

### IDEAS FOR THE FUTURE

- inviting / pushing: to communicate discounts more effectively
- need to negotiate more collectively
  - pan-European discounts
- increase telecom advantages
- more airlines discounts
- more opportunities related to education abroad
- helping (un)employed students with long term accommodation, language courses, training, credits/loans for studies/business
- recognising the EYCA logo and knowing what it means
- contracts with companies who sell online (e.g. Sweden, Mecenat: Apple)
- discounts not enough, need to amplify more what benefits young people need

## YOUTH MOBILITY AND CITIZENSHIP

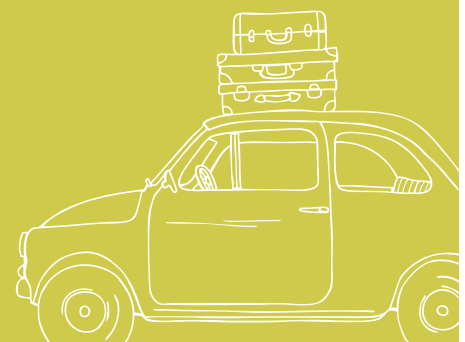
Excellent EYCA member organisations clearly contribute to developing and promoting youth mobility and activity, which supports and develops youth participation. These organisations clearly demonstrate the value of European Youth Cards as a tool to support young people's mobility and active citizenship.

### EYCA MEMBER ORGANISATIONS' EXISTING GOOD PRACTICE

- always dedicate x% of our budget to specific projects
- participation projects: to help young people to become responsible, informed and active participants in society
- in Italy, up to €350 travel costs are reimbursed when young people take part in voluntary activities, language courses, etc.
- work together with other pan-European platforms / projects/ programmes: Youth in Action (YiA), Eurodesk, Eures, EYRICA, life-long learning, etc.
- particular focus on mobility for young people that have fewer opportunities

### IDEAS FOR THE FUTURE

- need to define what exactly is meant by the concept of citizenship vis-à-vis EYCA? Does it mean offering information about European citizenship? How to be or feel really like a European citizen?
- more partnerships with EU programmes such as YiA
- do more to spread the idea of mobility for young people
- definition: need for a common understanding of mobility
- campaign for young people to use their vote in different elections
- youth rights campaign with European Youth Forum, etc.



## KNOWLEDGE OF YOUNG PEOPLE

Excellent EYCA member organisations generate, use and disseminate knowledge about young people. Organisations, which better understand young people will deliver better designed services, benefits and opportunities and will have a clear understanding of their impact on young people. The best EYCA member organisations will also use this knowledge to influence others.

### EYCA MEMBER ORGANISATIONS' EXISTING GOOD PRACTICE

- collecting information about young people's expectations at the point of issuing the card
- activities focused on empowerment of young people
- issue information materials on youth communication
- well-managed statistics about young people
- on-going exchange of information with youth organisations in our country

### IDEAS FOR THE FUTURE

- pan-European questionnaire about youth mobility, obstacles and needs: have our own short and easy survey for young people
- before YoM, understand what young people want in EYCA countries
- disseminate more information about what the EC has done
- understand how young people perceive themselves and how they are perceived by others, especially at a political level.

## COMMUNICATION AND PR

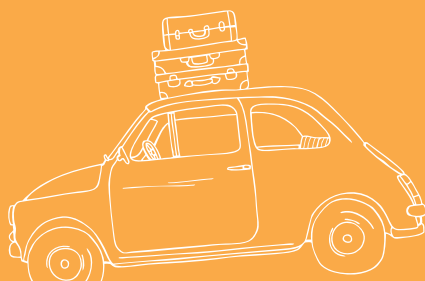
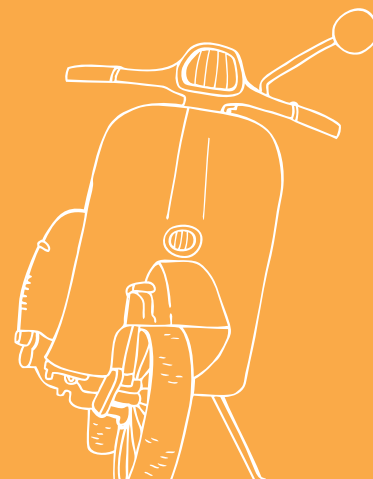
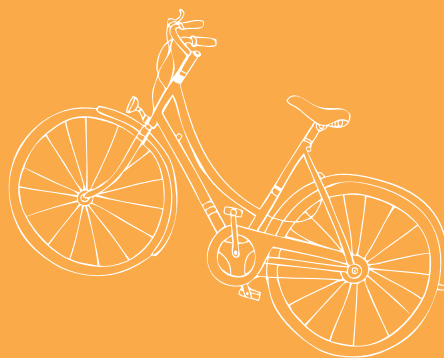
Excellent EYCA member organisations have excellent communications with young people and with other EYCA member organisations.

### EYCA MEMBER ORGANISATIONS' EXISTING GOOD PRACTICE

- checking communication channels: Google analytics, Facebook analytics, newsletter analytics
- using our organisational channels to communicate to and about young people
- segmented and targeted communication to young people – send emails by profile
- one clear message
- Polish & Finnish Structured Dialogue questionnaire
- Facebook, Twitter, online communication, apps, websites, podcasts, newsletters, competitions, events

### IDEAS FOR THE FUTURE

- corporate EYCA marketing strategy: brand awareness/recognition; positioning (clear for EYCA and others); EYCA pan-European communication (what EYCA is saying on EU level); EYCA – pan-European brand (positioning and communication)
- to go from local to global
- PR from EYCA to national governments
- promotion of cards via public TV networks
- mobile communications (apps...)
- consider a European communication platform for cardholders



## ACTIVE CONTRIBUTION TO EYCA

Excellent EYCA member organisations make a consistently high quality contribution to EYCA as a whole. This contribution helps to improve the impact of other EYCA member organisations and of EYCA as a whole.

### EYCA MEMBER ORGANISATIONS' EXISTING GOOD PRACTICE

- sharing of good practice and information through all EYCA channels
- international mobility programmes

### IDEAS FOR THE FUTURE

- exchange of volunteers between members
- presentation of all activities in every country
- seminars for young people and practitioners to practice mobility

## KEY MESSAGES

## FOR EYCA MEMBERS



At the end of the seminar, participants came up with messages they'd like to pass to EYCA member organisations that were not represented at this event.

- Sharing best practices and information should be continuous and ongoing (through emails, calls, Facebook etc.) – don't wait for events! Tell others what you are doing (not only results, but also how to get there) e.g. "we're trying this..."; "we're testing this...".
- We should make sure there's a shared understanding of what we mean by mobility, help our stakeholders and young people explain what mobility means – define, re-define, test.
- Have a more European mind-set – don't only be focused within your country. Have engagement at all levels, and add a European dimension to whatever you're doing.
- Start with young people themselves: what they think and what they want/need.
- Explore and define what we mean by "citizenship".



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