

**EUROPEAN
YOUTH CARD –
A PARTNER
FOR CITIES**

na primer
v Ljubljani

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.

EYCA GPS 7
GOOD PRACTICE SERIES

According to the EU's Eurostat service, the power to attract people is one of the major distinguishing characteristics of major cities. Improving the appeal of regions and cities is one of the priorities targeted by the renewed Lisbon Strategy and the EU's strategic guidelines for cohesions policy for 2007-2013.

Our cities have the education and employment opportunities, services, and cultural venues for young people and they invest into the administrative infrastructure and resources to develop new programmes like city cards and co-branded cards.

In this GPS we share the practice and experiences of some EYCA member organisations in developing city or regional cards for young people. The cities range in size from 40,000 to 1 million plus, the models are different, but all are creating better opportunities for young people in our major cities.



**European Youth
Card Association**

www.eyca.org

A TALE OF TWO CITIES

Associazione Carta Giovani

The two Italian cities of Bari and Udine could not be geographically further apart, but they are linked as the first to develop co-branded European Youth Cards. In each case, there is a formal contract between the municipality and EYCA's Italian member organisation [Associazione Carta Giovani](#).

» The municipality's role

The municipality is in charge of promoting the youth card agreement (information to young people, promotion in schools, promotional activities etc.) and for finding relevant local discounts. This starts with the municipality's own administrative structures - museums, sport activities, public transportation, theatres, etc. The association gives all support necessary, including materials, and co-operation in securing new deals and services.

» Carta Giovani's role

The Italian youth card produces a monthly newsletter dedicated to the young people of the municipality. The e-mail newsletter includes: discounts in the city, in Italy as well as abroad, and special initiatives. All discounts and opportunities are also on the Carta Giovani website, where the offers are also promoted through weekly competitions.

» The association involves cardholders in many aspects of its work:

- online questionnaires
- focus groups (for example to choose and comment on graphic materials produced)
- special initiatives (for example European Youth Card jury

in a festival; DJ competition with the winner playing during a special night in a pub or disco; young people writing reviews of movies, books, museums)

» The practicalities

All contracts are in writing to protect the use of the logo and to agree the roles and duties of all the partners, number of cards to be printed, validity, issuing procedure, use of cardholders' data.

» Number of cards

For the first round of printing, a municipality project usually forecasts to reach 30% of the youth population. If the number of cards is more than 1,000, the card is co-branded with the logo of the municipality. In the case of Bari, Carta Giovani printed 5,000 cards with the logo of the municipality. In Udine, 10,000 cards and other promotional material (postcards, guides and stickers) were printed with the logo of the Province of Udine.

» Material

Usually the material produced for the municipality, with the exception of the card, is standard: guide, form for discount providers, (window) stickers for discount providers and issuing offices, promotional material.

» Duration

If a contract starts in early 2013, several months are calculated for card production, distribution of material and promotion. Therefore, the validity of the card will be until the end 2014.



STUDENT CITY

CJP Netherlands

[CJP Netherlands](#), EYCA's member organisation with a specific focus on making culture more available to young people, continues to enjoy political support at a national level. Indeed, the new Culture Minister says the cultural card is a priority

and should be maintained. Welcome support at any time, however there is no additional money available. So CJP's culture card is here to stay, but it faces big challenges to ensure a successful future.

One of CJP's new trial initiatives is a partnership with individual cities – the first in The Hague (Den Haag) - population 500,000 (one million with suburbs). The Hague in southern Holland is the seat of the Dutch government and parliament. The International





Court of Justice is in The Hague and global institutions such as United Nations also have significant bases there.

Like many European cities, The Hague has a deliberate strategy to attract both international and domestic students to study in its universities – a highly competitive field. In order to achieve this, the city has recognised that it needs to invest in additional communication channels so it has supported the development of the Guest Card – an independent organisation working with international institutions based in The Hague. This card was initially introduced for expats to help them feel more at home. Subsequently it was extended to all students as [The Hague Student Card](#). CJP has now established a partnership with The Hague Student Card. This partnership gives people under

the age of 30 the added bonus of CJP discounts and privileges throughout the entire country. The card includes all the benefits of the [European Youth Card](#) and all associated discounts. Cardholders also receive 50% discount on a sports pass, a free library card (worth €20), a monthly super deal at McDonald's and a lot more. The partnership with CJP makes it possible for students to enjoy national promotions as well.

Who can get CJP The Hague Student Card?

Students who study at an institute of higher learning in the city are eligible for The Hague Student Card. Students who live in The Hague but study elsewhere may also get one.

The deal

The Hague Student Card organisation makes contact with higher institutions directly. As they didn't have an effective operating discount infrastructure, they came to CJP, which charges a license fee. The Student Card costs €15, however, some students are eligible to get the card for free. The Hague Student Card organisation received a start-up subsidy from The Hague and is trying to expand this model to the city of Rotterdam. There are 8,000 CJP/Guest Cardholders in The Hague (there will be considerably more in Rotterdam).

THE KWIDZYN CONVERSATIONS

Polish Youth Projects Association

In 2012, the Polish Youth Projects Association (PYPA), which issues the European Youth Card in Poland, organised a youth conference (financed by Youth in Action, action 1.3 Youth in Democracy) in the northern city of Kwidzyn. Experts and cardholders from EYCA members in Scotland, Italy, Romania and Luxembourg joined young people from Kwidzyn to discuss how the youth card can be "a tool of active communication and the builder of civil society". This was the first step in PYPA's partnership with Kwidzyn municipality who were particularly interested in the Young Scot model because of the rewards platform that can be used by the authorities as a motivational tool for young people. Since the conference, PYPA have worked together with Kwidzyn municipality to adapt the model to meet Polish needs and to develop a service for young people from secondary schools in the city (13-16 years old). Kasia Ziemann, youth project coordinator at PYPA, explains details of the cooperation.

» How does the agreement work?

"The official agreement is going to be signed at the end of February 2013. The conditions of our partnership are that Polish Youth Project Association and Kwidzyn Municipality will work together to create the special edition of the

Euro26 card for all students from secondary schools that live in Kwidzyn. The card is called "Euro26 – Kwidzyn My City" and the municipality will finance the production of the card. The card (without an insurance) will include a chip to enable the reward system for young people in Kwidzyn where PYPA, authorities and local NGOs and schools work together to build the reward system. The youth card organisation will build the application for the reward system. We are also trying to find funding for the promotion and information from the Civil Initiatives Fund (part of European Social Fund for active citizenship activities for NGOs)."

» What does the city get out of it?

"The authorities in Kwidzyn want to invest in their young citizens. The mayor, in particular, would like to invest in activities, which motivate more young people to take part in sport. They also recognise that many young people leave the city to go away to study and then they seldom come back. Kwidzyn is not very big (40,000 inhabitants) but it's a modern city and the authorities realise that it is important to engage young people in decision-making and other activities to create a friendly atmosphere and make them feel responsible and committed to the city. Our experience is that it is easier to start this kind of co-operation in smaller towns where there are not so



many possibilities for young people but where, on the other hand, the authorities are much more engaged in the life of their citizens."

» What kind of services and offers do young people receive?

"About 2,000 students from three Kwidzyn secondary schools get the Euro26 cards for free, valid for one year. We will launch the project in June 2013 and once the rewards platform is functional, it will be a motivational tool of positive activities that can be developed by young people. Collected points for voluntary

work, sport, education, etc. can be exchanged for rewards (for example free swimming-pool entrance, a day at the horse stud, workshops at the local theatre and cinema)."

» How will the youth card benefit?

"This reward functionality is new and we would like to develop it in other Polish cities, so Kwidzyn is a pilot project for us. This is one way of building different partnerships in Poland based on the local social and democracy issues. It can create new possibilities for the association. And, of course, having new cardholders is a basic benefit for the organisation!"

» What are the financial arrangements?

"Based on our agreement, the Kwidzyn Municipality will pay for all 2,000 cards for students. We calculated the price of the card at €2.5 (production and distribution costs). The municipality will also buy the special equipment for the rewards system, to collect data, and provide the technical support together with our association."



REWARDING YOUNG SCOTS

Young Scot

Young Scot, the EYCA member organisation in Scotland, is the national youth information and citizenship charity for Scotland. They issue the National Entitlements Card (NEC) and provide young people with a mixture of information, ideas and opportunities to help them become confident, informed and active citizens. Working with a triangle of Scottish cities – Edinburgh, Glasgow and Stirling – some innovative European Youth Card (EYC) developments are taking place. The city of Glasgow's culture and sport provision is run by an independent charitable company, Glasgow Life, with a dedicated Young Glasgow/Young Scot department. Young people in the city can use their youth card to access free and discounted sports coaching courses and special rates at sport and leisure services. They can also access free 'Zest' activities (sports tasters and activity opportunities) as well as the Young Scot NEC travel concessions and Glasgow City Library services. It's worth noting Glasgow (population one million) also has a 'Kidz Card' for 5-11 year olds, resulting in an almost automatic tran-

sition to a Young Scot EYC at age 12. In Edinburgh and Stirling, young people can access the national rewards scheme and NEC travel discounts on rail and bus travel. Having earned points by taking part in youth work activities or online consultations, recent rewards claimed have included diving with sharks, backstage at the Edinburgh Theatre Festival, job-shadowing a top lawyer, designing your own jewellery and a day with birds of prey at Edinburgh Zoo. In Stirling (80,000 inhabitants), the hub of youth card activity and rewards is the city's youth services' Information Station. Young people can earn points for participating in local youth groups/youth work, taking part in online consultations and writing for the Young Scot website. Locally negotiated rewards include driving lessons, travel vouchers and activity opportunities. One initiative proving very popular with the young people are "rewards charms", which can be put either on a bracelet or a friendship band. These can be earned (as well as points) for taking part in youth/community/

citizenship activity or training opportunities.

Stirling is also the first local authority to use a mobile phone app, which acts as a card reader. Young people can "swipe" their cards at youth work events/venues and earn points towards rewards. This technology has been developed using Near Field Communication (NFC) and the Android mobile platform. It is being piloted in Stirling and will be rolled out to other areas of Scotland from September 2013.

Young Scot are also looking at developing a smart transport application encoded on the Young Scot NEC (EYC). This would allow young people in employability programmes, such as Modern Apprenticeships, to use their card for free bus travel for the period of their training. The costs would be recovered by the travel companies from participating local authorities.



EUROPEAN YOUTH CARD – EVROPSKA MLADINSKA KARTICA

European
Youth Card



želi biti doma tudi v Ljubljani, kjer bo
sodelovala z enotno mestno kartico URBANO

Ljubljana

- » mesto, ki je vedno lepše in vedno bolj prijazno meščanom in obiskovalcem!
- » mesto, ki daje dom več kot 50.000 mladim in gosti veliko mladih iz drugih delov Slovenije in Evrope.
- » mesto, ki je prvi dobitnik priznanja "Mladim prijazna občina" v Sloveniji!
- » mesto, ki zaradi koristi mladih gradi dobre partnerske odnose z mladinskimi org. in org. za mlade
- » mesto, ki že ima svojo enotno mestno kartico URBANO

...mesto, ki bo mlade opremilo s kartico, ki bo združila prednosti URBANE in EVROPSKE MLADINSKE KARTICE in bo povezala vse programe, storitve in ponudbo namenjeno mladim v občini, omogočala preglednost vsega, kar je namenjeno mladim v Ljubljani in odprla nove možnosti.

Urbana z Evropsko mladinsko kartico pridobi nove dimenzije uporabnosti in postane mladim še bolj prijazna! Urbana z Evropsko mladinsko kartico dosega mlade neposredno in jim omogoča večjo samostojnost, aktivnost in sodelovanje v kulturnem in družbenem življenju. S popusti in ugodnostmi bo učinkovito prispevala k mobilnosti, socialni vključnosti in aktivnejšemu življenju mladih. Je moderno in učinkovito orodje, medij za izvajanje ali transfer ukrepov mladinske politike.

URBANA + EVROPSKA MLADINSKA KARTICA je inovativni program, ki želi najširši krog mladih v Ljubljani povezati s ponudniki programov in storitev za mlade in mladinskim poljem. Ne konkurira obstoječim programom in ne ovira nastajanja novih.

- za mlade med 14 in 29 let
- iniciacija osnovnošolcev v mladinsko življenje
- vstopnica mladih ljubljanskih prebivalcev v aktivno mladinsko življenje v mestu, državi in Evropi

IDENTIFIKACIJA

osebna / družbena / generacijska
mestna / nacionalna / evropska

(To sem jaz! Tukaj se dobro počutim!
Ljubljana je moje mesto!)

KOMUNIKACIJA

neposredna – v obe smeri med
mestom in posameznikom
(informiranje, raziskovanje, sodelovanje,
pobude)

MOBILIZACIJA

spodbujanje mobilnost / vključevanja
aktivnosti / sodelovanja
(mladinska organizacija, družba,
projekti, prostovoljstvo, mobilnost
v Evropi)





URBANA + EVROPSKA MLADINSKA KARTICA

URBANA + EVROPSKA MLADINSKA KARTICA bo

- » v stalnem in neposrednem stiku z mladimi
- » mladim prijazna kartica
- » del evropske skupnosti mladih
- » personalizirana in s stilom
- » omogočala socialno vključenost ter informiranje mladih
- » omogočala športne aktivnosti
- » promovirala zdrav način življenja
- » spodbujala sodelovanje in participacijo
- » odpirala vrata v kulturne in znanstvene ustanove
- » bo v stiku s pobratenimi mesti

KAKO DELUJE, KAJ ZDRUŽUJE

Najprej to, kar že imamo...

Javni prevoz – Lpp, Bicikelj, vzpenjača

Kultura – muzej in galerije, Španski borci, Kino Šiška, Mestna knjižnica, Lutkovno in Mladinsko gledališče, projekti in programi (Mladike, Kul abonma, itd.)

Mladinski programi – mladinske organizacije, mladinski četrtni centri, organizacije za mlade

Neformalno izobraževanje in prostovoljstvo – v mlad. organizacijah, aktivnostih, izvenšolskih dejavnostih

Prosti čas, turizem – športni objekti, zabava, turizem, Ljubljanski grad

Nakupi, storitve – šolske potrebščine, frizer, športna oprema, vstopnice, IT oprema

Potem bomo pa še dodali...

- » skupno iskanje novih ugodnosti za mlade
- » sodelovanje v različnih projektih in kampanjah
- » sodelovanje pri razvoju tehnološke infrastrukture za bolj interaktivno kartico
- » segmentirani informacijski paketi za šolarje, študente, brezposelne, itd.
- » posebne informacije Ljubljane na spletnem portalu
- » promocija dogodkov v Ljubljani med mladimi
- » promocija prostovoljnega dela
- » zbiranje točk mladih za družbeno odgovorna dejanja in posebne nematerialne nagrade
- » neformalno izobraževanje, usposabljanje, pridobivanje kompetenc
- » promocija in spodbujanje mladinske ustvarjalnosti
- » promocija strpnosti in solidarnosti, uveljavljanje enakih možnosti
- » promocija zelene mobilnosti

Urbana Evropska Mladinska Kartica bo imela tudi POSVETOVALNI ODBOR MLADIH UPORABNIKOV

VSA LJUBLJANSKA PONUDBA PROGRAMOV, INFORMACIJ, POPUSTOV IN UGODNOSTI ZA MLADE NA ENI KARTICI, SPLETNEM PORTALU, DRUŽABNEM OMREŽJU, E-NOVICAH.

