



**European Youth
Card Association**

GOOD PRACTICE SERIES ONE

A EUROPE WHERE ALL YOUNG PEOPLE ARE MOBILE & ACTIVE

European Youth Cards supporting youth
mobility and active citizenship

eyca.org

EMPOWERING EUROPE'S YOUTH

We are the European Youth Card Association (EYCA) - a non-governmental, not-for-profit association of 40 member organisations in 38 countries across Europe. Together we work to empower Europe's youth.

EYCA member organisations issue the European Youth Card to 5 million young people and strive to achieve our vision of a Europe where all young people are mobile and active. We aim to encourage more young people to be socially, culturally, educationally and economically mobile by delivering quality European Youth Card services and by contributing to better youth policy.

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WORKING TOGETHER FOR A BIGGER IMPACT

In October 2012 we worked with Mecenat, our member organisation in Sweden, to explore how to make better use of the European Youth Card as a tool for youth mobility and active citizenship and how European Youth Cards can be used to develop better youth policy.

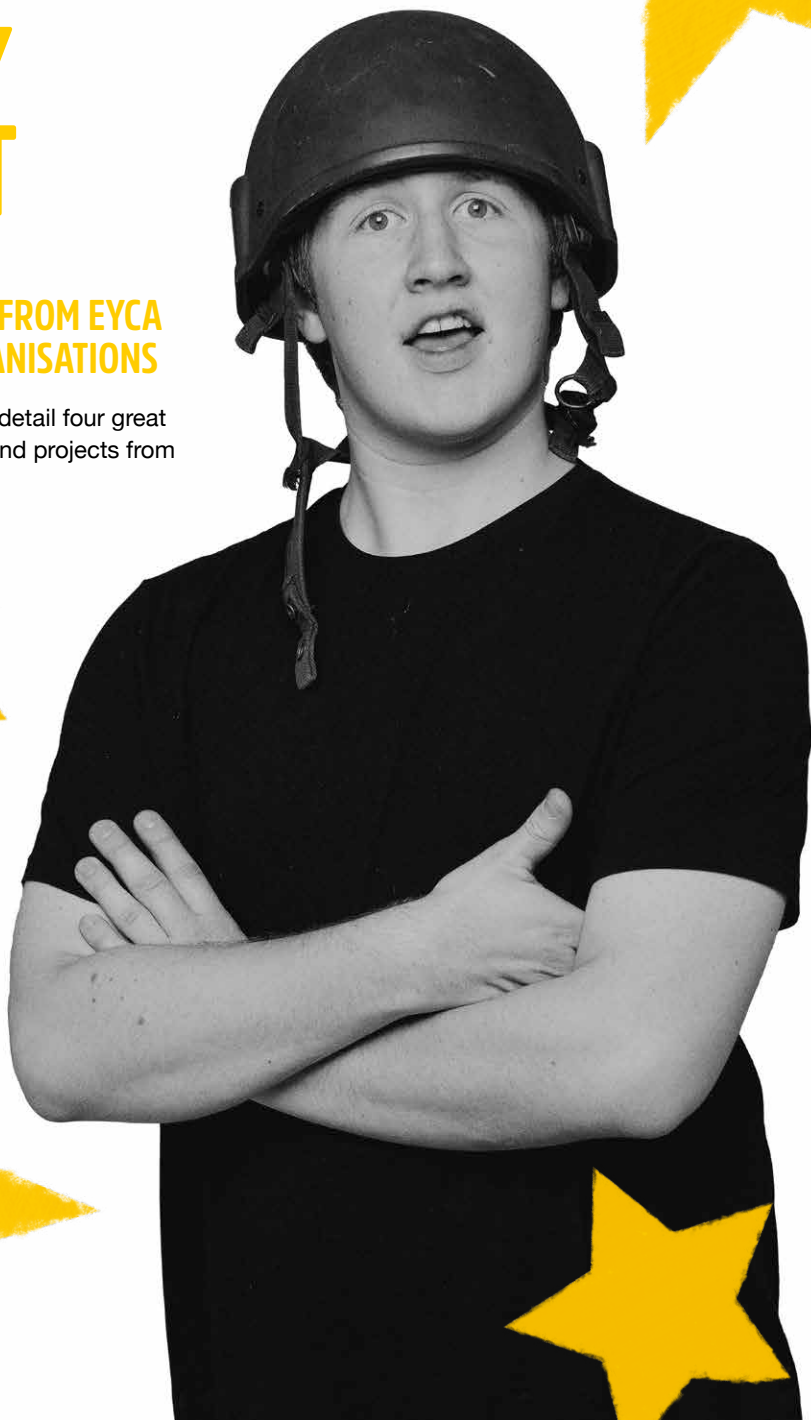
Representatives of 7 EYCA member organisations, the European Commission, the Council of Europe, the Swedish Youth Council and the Scottish Government, Ministry of Education and Research, Division for Youth Policy participated in the event.

Read on to find out more about the discussions and the outcomes of the meeting.

HOW THEY DO IT

CASE STUDIES FROM EYCA MEMBER ORGANISATIONS

The followin pages detail four great examples of work and projects from around Europe.



CASE STUDY 1



MECENAT, SWEDEN

- The Mecenat card is issued for free to university students in collaboration with universities and student unions.
- Mecenat sends a monthly newsletter to the more than 600,000 young people and their website has over 300,000 unique visitors per month.
- Several of the world's strongest brands use Mecenat as a partner for their student discounts, including Apple, Microsoft, HP, DELL, Swedbank, SAS airlines, etc.

“Mecenat is working with young people since 1988, and we currently engage with 900,000 students from high-school to university age. We want to help ‘connect the dots’ to make a positive impact for young people in Sweden.”

Jonas Levin, Mecenat CEO

“We want to help ‘connect the dots’ to make a positive impact for young people in Sweden”

***Jonas Levin,
Mecenat CEO***

“EYCA does not represent young people, but we can communicate with large numbers of young people. EYCA needs to make the biggest possible impact to support young people in a time of economic crisis. Using EYCA’s ability to communicate with young people to create better youth policy and opportunities for youth participation and youth mobility is more important now than ever before. We came to Sweden to think and learn together so that everyone can take ideas home and be inspired.”

Jarkko Lehtikainen, EYCA President



CASE STUDY 2

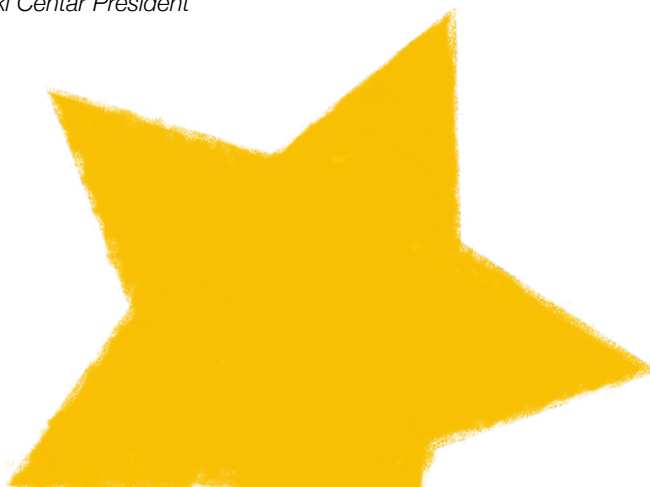


EVROPSKI OMLADINSKI CENTAR, SERBIA

- Evropski Omladinski Centar has contributed to shaping youth policy in Serbia by consulting young people in cooperation with local youth offices.
- European Youth Cards support local youth councils in Serbia through specific discounts and innovative communication channels to reach ‘non-organised’ youth.
- The EYCA member organisation in Serbia has a memorandum of cooperation with the Ministry for Youth and Sports that includes activities to promote healthy lifestyles.

“Our cooperation with the Ministry for Youth and Sports is a win-win situation. The card organisation receives institutional support and access to local youth offices (in almost every municipality), while the Ministry uses the youth card as an information channel reaching non-organised young people and works with a reliable partner.”

Milos Milenkovic, Evropski Omladinski Centar President

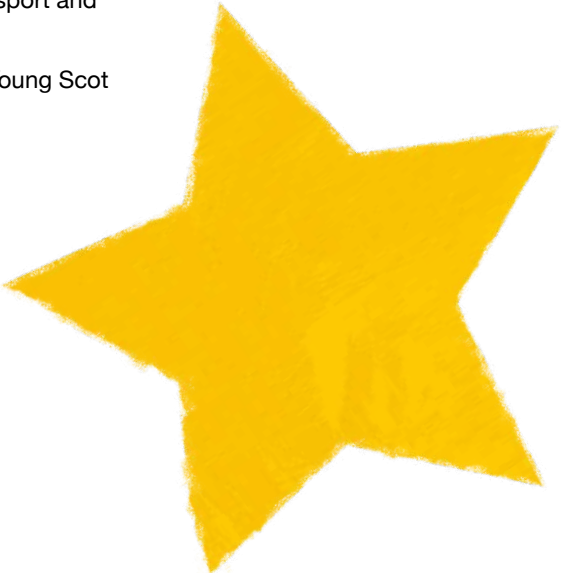


CASE STUDY 3



YOUNG SCOT, SCOTLAND, UK

Young Scot is the national charity for youth information and citizenship for Scotland and a founding member of EYCA.

- Young Scot works in partnership with youth work organisations and with the Scottish Youth Parliament.
 - All 32 local authorities are key partners for Young Scot.
 - Scottish Government sees Young Scot as a main vehicle to deliver services to young people and to communicate with them.
 - The Children and Families Directorate and the Health and Social Care Directorate are the central Government partners for Young Scot, but there are also close connections to parts of Government responsible for employability, transport and environment.
 - The youth card is central to how Young Scot achieves its goals.
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***Over 600,000
young people in
Scotland have
the Young Scot
card***



“Young Scot helps deliver results for all aspects of Scotland’s National Performance Framework: Wealthier and fairer Scotland, Safer and stronger Scotland, Smarter Scotland, Greener Scotland, Healthier Scotland. Young Scot achieves that through imaginative projects to encourage participation in decision making and to promote positive life choices in relation to healthy eating, volunteering and relationships. Young Scot do a great job. They make sure that young people’s opinions challenge and inform the level and quality of the services Young Scot delivers. That is good for Young Scot and for Scotland. That’s one of the reasons Young Scot received a very positive review from their recent Government inspection.”

Jan Murray
Children and Families Directorate
Scottish Government

“The card itself is meaningful to young people, they like it because it is their tool and they identify it with access to positive opportunities. The card can remove stigma and barriers: it is a universal tool that can also be used by cardholders with fewer opportunities to access specialist support and services. The new Rewards system attached to the card shows that doing positive things leads to impact and rewards. Young Scot can’t stand still. In the future, we want to personalize the information we send to cardholders based on their individual interests (volunteering, music, sports etc.). We are looking at ways to record long-term changes in young people’s behavior (e.g. sports and healthy lifestyles) with government agencies. The European dimension is important for Young Scot. It contributes to global awareness and helps represent Scotland in Europe.”

David McNeill
Rewards and Entitlements Director
Young Scot



CASE STUDY 4



ALLIANSSI, FINLAND

Allianssi is the national youth council of Finland and the national service and interest organisation in the field of youth work.

- It has 118 member organisations (all national youth organisations) and offers training, research, exchanges, information services and more.
- Allianssi is the Finnish member of several international youth structures (European Youth Forum, European Youth Information and Counselling Agency).
- It issues the European Youth Card to more than 140.000 young people.

“Previously, the responses to the Structured Dialogue questions were limited to a professional working group from within youth organisations but Allianssi opened up the process to young cardholders who receive a questionnaire by e-mail. The format is user-friendly and cardholders can win incentives by filling it in. In this way, we have received more responses and engaged more young people in the process.”

Jarkko Lehtikoinen, Allianssi Director of International Affairs



EUROPEAN PARTNERSHIPS

Youth cards as tool for national and European youth policy

COUNCIL OF EUROPE

Youth mobility is a key priority for the Council of Europe. This is why since 1991 the Council of Europe has worked with EYCA to implement the Partial Agreement on Youth Mobility through the Youth Card. 21 Council of Europe member states have signed up to the Partial Agreement to support the more effective development of youth cards.

“Youth cards can be an effective intermediary: the state engages on a local/regional/national level but, through discounts and rewards, young people can be taken out of a ‘welfare victim’ logic to be individual actors. The card is a tool to encourage them to be active, show initiative.”

Natalja Turenne, Council of Europe

EUROPEAN COMMISSION

The European Union Youth Strategy (2010-2018) includes eight fields of action. Mobility is an overarching theme.

“Youth cards can and should be considered as a central tool to develop strategies for social inclusion and mobility for young people. Youth cards operate best when they are connected to youth information and to structures and opportunities for promoting young people’s participation. Relationships between youth card organisations and national governments are very important, but so too are relationships with local government.”

Graeme Robertson, European Commission, Youth Policy Division

“Youth cards can and should be considered as a central tool to develop strategies for social inclusion and mobility for young people.”

*Graeme Robertson,
European Commission*





Want to find out more about
EYCA and how we can work
together? Contact us!

W: eyca.org

E: mail@eyca.org

T: +32 288 06 843

Centre Dansaert, Rue D'Alost
7-11, Brussels 1000, Belgium