



European Youth  
Card Association

GOOD PRACTICE SERIES **THREE**

# HELPING YOUNG PEOPLE HAVE THEIR VOICES HEARD

European Youth Cards supporting  
youth participation

**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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## PARTICIPATION OPPORTUNITIES FOR YOUNG PEOPLE

EYCA member organisations believe that young people 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. Our member organisations develop and promote participation opportunities for young people – opportunities that give them the chance to influence communities, organisations at the local and national levels, and what happens in society at large.

Here are some examples of how EYCA members are working with young people to identify needs, come up with innovative and creative solutions and plan actions within communities and organisations.

# CULTURAL CREDIT



## CJP, NETHERLANDS

Culture is the main focus of CJP, the 'cultural passport for young people' 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 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.

Following the success of the project, the Cultuurkaart 2.0 has already been awarded large-scale support by the Parliament for the school year 2012/2013.

This is how it works. Schools pay €2 per card with the possibility to add a €10 cultural budget. If they do so, schools receive a €5 bonus and the cardholder then has €15 on his/her card to spend on cultural events. The €5 bonus is paid for by cultural institutions, CJP and private partners. The Dutch government has contributed €600,000 to this plan. The model was introduced in June 2012 and more than 500,000 students have registered so far.

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

***Walter Groenen,  
CJP Director***

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# SOCIAL INCLUSION AND DEVELOPMENT




## ASOCIATIA EURO26, ROMANIA

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

In 2012 Euro26 Romania completed a five-month project entitled M-Power: Community, Entrepreneurship, Citizenship. It aimed to increase the chances for social inclusion and integration in the labour market for 30 young Roma people aged between 18 and 30.

The focus of the programme was on personal growth, entrepreneurship education and civic responsibility. 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 maintained a mentorship programme, in which they supported participants for at least six months. This support included advice on projects for which they wish to apply and guidance on various types of training or personal development consultations.

One key area of development is that all the young people who are 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.



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***The training was designed to help develop the personal, professional and social skills of young people who have few opportunities.***

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# YOUTH POLICY AND STRUCTURED DIALOGUE



## CZECH COUNCIL OF CHILDREN AND YOUTH, CZECH REPUBLIC

The Czech Council for Children and Youth (CRDM), our member in the Czech Republic, is also the national youth council and a member of the European Youth Forum. It brings together 100 non-governmental children and youth organisations with more than 200,000 individual members.

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

CRDM co-operates closely with the Czech Ministry for Youth and Sports and runs various projects, including a '72 hours' volunteering marathon for young people, a project on financial literacy and the 'Bambiriada' annual fair which attracts 250,000 people each year and where youth organisations present their services for children and young people.

In October 2012, CRDM launched the 3rd edition of its EU Structured Dialogue project - 'Have your say'. As part of the project, CRDM hosted an international seminar entitled 'Participate in the Structured Dialogue'. It brought together young people who were trained to work with their peers on youth policy, promote youth projects and design marketing materials. Participants came from Germany, Belgium, Poland, Austria, Slovakia and Hungary.

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***In addition to consulting young people on Structured Dialogue questions, CRDM also runs national discussion rounds. The topics are decided by young people themselves through an online poll.***

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# INVOLVING YOUNG PEOPLE IN THEIR COMMUNITIES

## POLISH YOUTH PROJECTS ASSOCIATION, POLAND


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

In 2012, PYPA ran a project in co-operation with Young Scot, the Polish Eurodesk relay and Europe Direct regional office. Entitled “Supporting social economy institutions based on Polish and Scottish experiences”, the project aimed to boost the sustainability of youth NGOs by establishing youth information, training and funding for youth projects based on models developed in Scotland.

As part of the project, PYPA organised the ‘Fresh Ideas Conference’ in March 2012. The event provided a platform to showcase good practice in building active citizenship through the use of European Youth Cards with input from Scotland, Italy, Romania, Luxemburg and Poland.

Each delegation included national representatives from the youth card organisation, a representative of the partner organisation and young people. A total of 24 delegates from international partners and about 30 young participants from Poland took part.


As a direct result, PYPA are now working with the city of Kwidzyn to provide the young people of the city with free European Youth Cards. The aim is to encourage over 1,300 young people to lead more positive and active lives by using a rewards system connected with the card.



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***One of the innovations will be a smart system which allows cardholders to collect and ‘spend’ reward points on voluntary, sport, cultural and educational activities.***

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# INFORMATION FOR ACTION

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## EUROPEAN MOVEMENT, ESTONIA

European Movement Estonia (EME) not only issues European Youth Cards, but also successfully manages the National Youth Information Portal and Eurodesk. In 2011, EME combined all three portfolios into one Internet youth portal - [www.noorteportaal.ee](http://www.noorteportaal.ee).

Young people can log into the portal and start posting and commenting on stories about travel, music, exhibitions, arts, theatre and cinema. Much of the content is user-generated.

Noorteportaal is connected to Facebook and ordering a European Youth Card is just a click away. Discount providers can update data on their discounts and opportunities and youth information partners can upload information they want to share.

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***Noorteportaal is a space to promote youth initiatives, 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 a daily basis.***

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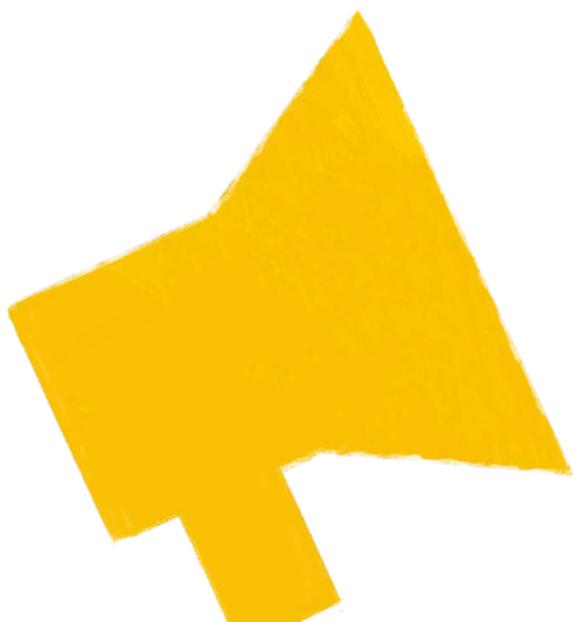
# RECOGNISING YOUNG VOLUNTEERS



## CENTRE INFORMATION JEUNES, LUXEMBOURG

In co-operation with the Agency for Volunteering and the Ministry of Family and Integration, Centre Information Jeunes (CIJ), the EYCA member in Luxembourg, issues the Teamk8 card, an official recognition of young people 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 8 hours a 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.





# CIVIC PROJECTS



## EURO26, SWITZERLAND

Euro26 Switzerland has a partnership with Mobiliar (Swiss insurance company) to provide tailor-made insurance service for young people. In addition, Euro26 Switzerland collaborated with Mobiliar for the CleanUp pilot event, where they encouraged young people to meet for an afternoon to gather litter in the woods.

The event took place in the summer of 2011 and was promoted to cardholders through Facebook, euro26.ch, the organisation's newsletter and magazine. One hundred young people showed up to clean the chosen locations. Another CleanUp took place in July 2012 and more are planned for the future.

At the end of 2011, Euro26 Switzerland also launched 'We don't look away' – a violence prevention project. The content was prepared in co-operation with police, teachers, psychologists and youth workers. Commercial and non-commercial partners such as Co-op (supermarket), Google, Mobiliar and three foundations were involved in the project.

Euro26 remodelled a trailer into a mobile school room where students have to solve tasks relating to cyber bullying and moral courage, topics highlighted by the Federal Parliament of Switzerland and by the Council of Europe through the Combatting Hate Speech Online campaign.

In 2012, Euro26 Switzerland rolled out the project all across Switzerland, with 40 more classes and another 800 students taking part.

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***The feedback from students and teachers has been very positive, with particular appreciation for the authentic approach and the use of new technology and media to create a dynamic and interactive learning space.***

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# ROUTES TO PARTICIPATION

## YOUNG SCOT, SCOTLAND, UK

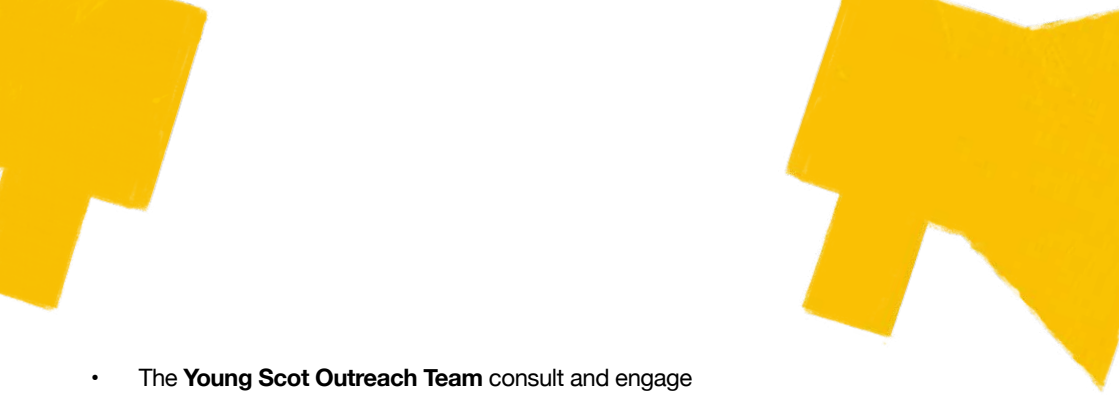

Young Scot, the national youth information and citizenship charity for Scotland and the EYCA member in the region, supports the participation of young people in their communities through a wide variety of activities.

- **Young Scot Rewards** turns the Young Scot Card into a loyalty card for young people who participate in positive activities. Young people collect points for volunteering, completing a survey, doing sports or visiting a museum. They can then use their points to unlock rewards - enhanced discounts or unique money-can't-buy experiences, such as meeting a pop star or diving with sharks.

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***20,000 young people voted in the 2011 Scottish Youth Parliament elections using Young Scot e-Voting platform.***

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- The **Young Scot Outreach Team** consult and engage with over 25,000 young people each 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.
  - The **Young Scot e-Voting platform** allows young people to vote securely using their Young Scot Cards.
  - **Young Scot's consultation and co-design work** enables young people to influence policy and the design and delivery of relevant services. 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) and the "**Access all Areas**" project (where 21 groups of young people from race, religion and ethnic minority backgrounds, received training on how to carry out research on topics important to them and then presented their findings to local decision-makers).
  - **Young Scot Action Funds** giving small grants to cardholders to develop their ideas and projects.
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# MULTIFUNCTIONAL YOUTH CENTRES




## CARNET JOVE, VALENCIA, SPAIN

In Valencia, the card is issued by the Valencian Youth Institute and is regulated within the Youth Law of Valencia. The European Youth Card is operated through 16 youth centres all around the region.

The centres feature computer and study rooms with a small library, youth information office with information on travelling, internships, volunteering opportunities, employment and the Youth Card.

Each centre offers language and entrepreneurship courses and houses a branch of the University office, a theatre and concert hall, music rooms and a recording studio to be used by young people.


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.



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*The youth centre is the first point of contact for many young people and offers an impressive variety of information, activities and infrastructures.*

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

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