



Engage.

Inform.

Empower.

A collection of best practice from the main
European youth information and mobility networks



European Youth
Card Association



European Youth Information
and Counselling Agency

eurodesk

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Forewords



Jaana Fedotoff
ERYICA President

Young people and youth information workers can interact in many different ways. No matter how it's done - through new social media tools, detached youth work, face to face meetings or other means - these interactions are very important for informing young people about the possibilities open to them.

We invite you to take the time to browse through these tried and tested examples, demonstrating great practices from across Europe. These innovative practices can be adapted to different contexts, so we hope you can take inspiration and ideas from them!

As president of ERYICA, I am very happy to be involved in this publication in cooperation with our partner networks EYCA and Eurodesk. May our partnership be long and productive!

Thank you.



Reinhard Schwalbach
Eurodesk President

With our common seminar 'How to reach young people?' the three European youth information networks ERYICA, EYCA and Eurodesk made another remarkable step to gain good experience from each other. On one hand it shows that we are working together with and for young people in our area of 'youth information' in the wider field of youth work and on the other hand we verify that one important source of innovation is the exchange of experience among us.

Our common aims, to inform, to engage and to empower young people through information and mobility seem to be an excellent basis for an ongoing cooperation between our European associations. I am convinced that the outcomes of the seminar will have an impact in the practice of youth information and I hope that we can reach more and more young people and increase their motivation to participate in the given European opportunities and strengthen their European awareness.

Looking ahead.



Louise Macdonald
EYCA President

Across Europe there are innovative and exciting examples of how organisations are creating opportunities for young people, encouraging youth mobility and sharing youth information tools and practices.

We can all learn from one another and EYCA, ERYICA and Eurodesk are powerful networks that support us to better serve the young people of Europe.

We hope you find the information in this resource inspiring. I'd recommend that you personally connect with the organisations featured to exchange knowledge, co-create and share your own stories of success. We look forward to hearing about your next great collaboration!

Introduction

The publication '**Reach More Young People! Promoting Youth Work and Youth Information Services**' is an integral part of the project by the same name, financed by the Erasmus+ programme of the European Commission, Key Action 1.

Jointly developed by EYCA, ERYICA and Eurodesk, the purpose of this publication is to showcase models of good practice of the 3 Networks' members on how to effectively reach out to young people, inspire youth (information) workers in their daily effort to increase quality of youth work services and serve as a tool for policy-makers to advance youth work & youth mobility at all levels.

The publication encompasses models of good practice across Europe: from Finland to Cyprus, from Portugal to Turkey and Lithuania – they are all meant to show the diversity, creativity and effectiveness of using digital tools and non-formal education when engaging young people as active citizens.

Last but not least, the publication is a product of the long-standing cooperation among the 3 Networks and a statement of commitment to the European youth sector and a continent where all young people have access to information and mobility services.



STUDYING AND EMPLOYMENT

Summer jobs day

CIDJ, the French national youth centre, organised a fair entitled “Journée Jobs d’été” (Summer Jobs Day) on 14 March 2017 in Centquatre, a cultural centre in Paris. This event was organised by CIDJ in partnership with the Minister of Youth and Sport, Pôle emploi Ile-de-France, Paris City Hall, the Franco-German Youth Office and the French-Quebec Office for Youth. The aim of this fair was to match young people looking for a summer job with recruiters looking for staff. The target of this event was young people aged 18 to 30, most of whom were students. An info stand was also set up to inform young minors about the possibilities available for them.

CIDJ organises this event annually. Its success is due to the mutual need for this kind of event, as it is useful for both young people who want to make money and get some experience during their holidays, and recruiters who wish to find staff during their peak period. 40 recruiters from different fields (youth work and childcare, catering and hospitality, management and marketing...) took part in this event and proposed more than 8,000 job vacancies. This event attracted more than 7,000 visitors and by the end of the day, **one young person out of two had found a summer job**. In order to attract young people to this event, CIDJ organised a **lottery draw** to which 5,360 young people subscribed online. 48 young people won one of the following prizes: Waynabox week-ends, UCPA tennis course, VIP passes for Rock en Seine music Festival, tickets for the World Wrestling Championship, subscriptions to online newspapers, European youth cards, PSVITA video games “World Final Fantasy” and MK2 cinema tickets.



This event also attracts a lot of **journalists and media**, which gives more visibility to CIDJ. This year however CIDJ experimented with something new and trendy: the editorial team of CIDJ made a 20-minute **Facebook Live** during which they interviewed recruiters, professionals and young people. This live video generated 3,000 views, 35 shares, 60 reactions and 13 comments. This Facebook Live was a new way to increase CIDJ’s reach and engagement on social media and to inform young people who were not able to be there. A satisfaction survey shows that 97% of the recruiters present at the fair were either satisfied or very satisfied with the organisation of the day and that 100 % of them were either satisfied or very satisfied with the visitors’ profile. Young people found this fair very useful as they could get information, tips and jobs!

CIDJ (Centre d’Information et de Documentation Jeunesse) – France
www.jobs-ete.com/journee-jobs-d-ete-paris/

Volunteering and international civic service

The Regional Youth Information Centre (CRIJ) Montpellier/Eurodesk organised an **information day** called “Volontariat et Service civique à l’international” (Volunteering and International Civic Service) on 23 November 2016 at Pagezy municipal hall in Montpellier.

The event took place for the following reasons: Firstly, CRIJ Montpellier/Eurodesk had recently observed that both young people and professionals wish to receive information about international volunteering opportunities. Secondly, CRIJ wanted to share the richness of local initiatives, which is why CRIJ Montpellier decided to organise this event in partnership with Mission Locale Montpellier Méditerranée Métropole (MLJ3M). And finally, CRIJ Montpellier/Eurodesk is currently organising events which **foster good practice** exchange among professionals within the framework of the international mobility platform in the Occitania region.

The morning was dedicated to professionals. The objective of this **professional meeting** was to inform and promote **International Civic Service** among international and European mobility workers from the region, but also to establish links between organisations, sharing good practices among professionals. In order to do this, 3 round tables of about 25 people were organised. Each organisation could talk about their projects, the implementation processes they follow, the difficulties they face, ask questions, etc. In total, 81 people representing 43 organisations and territorial communities attended this event.



The afternoon was aimed at young people (aged from 16 to 30). The objective of this afternoon was to promote international volunteering to all young people, to exchange about the status of international volunteers through different programmes (European Voluntary Service, International Civic Service, Franco-German Ecologic Volunteering, International Solidarity Volunteering, International Volunteering in Administration/Company...), to inform young people about sending organisations in France, to put sending organisations and young people in touch, and to allow sending organisations to find volunteers for their projects. Young people who had experienced a volunteering experience abroad could talk about their stories and inform other young people, using a **peer-to-peer and non-formal approach**. The concept of “engagement” was discussed and a main focus was on civic service, as some professionals from the Civic Service Agency attended, as well as around 200 young people.

This was the first time they organised an event on this topic. This event could not have happened without the support of the steering committee composed of: CRIJ Montpellier/Eurodesk, Mission locale jeunes Montpellier, Ville de Montpellier, Direction régionale de la jeunesse, des sports et de la cohésion sociale (DRJSCS) Occitanie/Direction départementale de la cohésion sociale Hérault, Centre de Documentation du Tiers-Monde Montpellier and France Volontaires.

The Regional Youth Information Centre (CRIJ) Montpellier/Eurodesk - France
<http://www.crij-montpellier.com/>

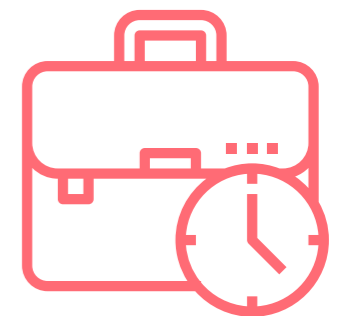
Career Academy

#CareerAcademy2016 was a 3-day innovative **career training event** organised by the Youth Board of Cyprus, designed to empower young people for **labour market integration**. The project was held in Larnaca on 2-4 December 2016, and brought together 100 young people from all over Cyprus, as well as trainers, entrepreneurs and career counsellors. Combining these different profiles was a way to address the needs of young people regarding their personal and professional development. During the event, participants were offered professional advice tailored to their personal needs, including how to develop their competences, how to present themselves to future employers, how to look for a job in an efficient way and how to build their first professional network. The event promoted **dialogue between young people**, by enabling them to share their experience with other peers facing similar difficulties. It helped them to dissipate their fears and to become familiar with relevant tactics to overcome any difficulties they may encounter on the local labour market at the beginning of their professional careers. The programme also included **professional assistance** by experts on writing application letters and CVs, practical guidelines on job interviews, presentations on networking, personal branding, self-confidence and the use of social media as an extra tool that could assist them in their search for employment.

Youth Board of Cyprus - Cyprus

<http://onek.org.cy/>

<https://www.youtube.com/watch?v=iBgBggqZ6OI>



Student funding - Time to apply with Young Scot Rewards!

Young Scot Rewards is a **digital platform** for young people in Scotland between the ages of 11 and 25. Accessed through the Young Scot National Entitlement Card, the programme connects, supports and recognises young people's **participation in positive activities** which benefit themselves, their communities and the environment. Points can be exchanged for a range of exciting opportunities and experiences. In 2016, Young Scot worked in partnership with the Student Awards Agency for Scotland (SAAS) to use the Rewards platform to encourage young people to complete their **SAAS application** as early as possible, ensuring their academic year gets off to the best possible start and they have the money they need to begin their studies.



To encourage early applications, Reward points were offered to students submitting their funding applications between April and June. This guaranteed that all students received the funding they are entitled to and SAAS funding would be in place for the start of the academic year.

A tiered points system was set up on the Rewards platform meaning that, if you applied before the end of April you receive 500 Reward points, by end of May 250 Reward points, and by end of June 150 Reward points. The opportunity was shared and promoted across Young Scot and SAAS channels,

with great reach being achieved via direct e-communication with Rewards users in the form of e-newsletters and the Young Scot social media channels.



Rewards registrations saw a sharp spike in April and June as communications went out from SAAS and Young Scot. In 2016, over 2,300 redeemed Young Scot Reward points for early SAAS registration. Since the partnership began in 2015 over 4,200 young people have redeemed Reward points for submitting early applications to SAAS; supporting successful transitions into **studying and independent living**.

Young Scot Rewards - Scotland

www.young.scot/rewards

İŞte GENÇ - Youth in employment (Erasmus+ KA3 project)

The aim of the youth and employment İŞte GENÇ project is to create a forum for **structured dialogue between disadvantaged young people and decision-makers** working in the field of **employment**. This takes place through 3 days of workshops and a summit, which help young people learn about vocational training opportunities, the labour market, the youth guarantee and entrepreneurship, as well as local, national and international employment policies.

The target group of the project is 40 young people, 24 of whom are considered disadvantaged; they may come from districts of İzmir which are considered less developed and have a 15.1% unemployment rate, they may be disabled young people as well as young people with a migrant background or on probation. The İŞte GENÇ project has been developed in order to examine the problem of youth unemployment in İzmir.

Young people first of all discussed in **workshops** and then conducted field research, which involved face-to-face interviews with their peers (they reached 514 young people) and finally 60 of them met decision-makers at the İŞte GENÇ summit. The summit was a forum for discussion and exchange between young people and decision-makers in the field of employment, with a total of 100 participants.



The final output of the project was the creation of the "Sustainable Youth Employment Policy Recommendation Document", which was written in the light of the data obtained in the fieldwork and the ideas that emerged during the discussions at the summit.

Although this is a national level project, its target group, aims, activities and results are in line with the priorities of the Europe 2020 Strategy and the Strategic Framework for European Cooperation in Education and Training (ET2020), as well as the European Youth Strategy. İŞte GENÇ can be replicated in other countries. In order to tackle youth unemployment globally, more projects should be initiated in this field.

Izmir Governorship- Turkey

www.izmirab.gov.tr

http://issuu.com/izmirab/docs/i__te_gen___basim?e=7590442/38319261

Handbook for project development step by step for Erasmus+

The Handbook for Project Development Step by Step for Erasmus+ was prepared by Gurkan Akcaer LEAR of S&G (www.systemandgeneration.com) and the Local Relay of Eurodesk TR, TR006-S&G to reach more young people who need information about how to **transform an idea into a project** related to Erasmus+.

The **handbook** assists young people, youth workers or anyone interested in developing an Erasmus+ project in formulating their project idea, through exploring the PCM (project cycle program) and LFM (Logical Framework Matrix).

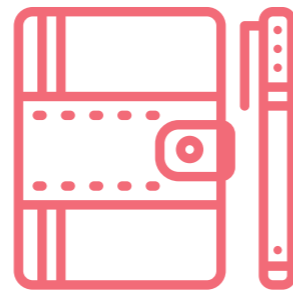
The book starts with a discussion about “What does a Project mean?” and continues with detailed information about project specifications. The second part, “Step by Step Project Development”, focuses on related parties’ analysis, problem analysis, target analysis and strategy analysis. LFM (Logical Framework Matrix) is also studied in detail with overall objectives, specific objectives, expected results and activities, budget, assumptions, indicators etc.

About 5,000 copies of the Turkish version have been delivered to diverse local youth centres, youth information centres and project developers. In the book, a **QR code** with links to open Erasmus+ calls was included. It explains more about LFM techniques and the PCM approach with a user-friendly structure and visuals. It has been applied as a resource book in many training courses on developing an Erasmus+ Project. The English version will be published in the second half of 2017.

This book provides a deep and clear insight into formulating an Erasmus+ idea. Our wish is to be used for preparatory phases of all Erasmus+ projects. The revised version can also be a resource book for youth workers throughout the EU Member States and Erasmus+ Programme Countries.

System and Generation Association - S&G 2015-2018 - Turkey

<http://www.ua.gov.tr/docs/default-source/magazine/proje-geli%C5%9Ftirme-kitab%C4%B1.pdf?sfvrsn=0>



SIJ and Youth Guarantee

The SIJ and Youth Guarantee project is based on a collaboration agreement between the Ministry of Employment and Social Security and the National Youth Institute. The SIJ (Youth Information Service) and Youth Guarantee project was launched in 2015 to support and provide young people with information about the **National Youth Guarantee System**, especially regarding the registration process.

The Youth Guarantee is a European initiative that aims to **facilitate access to the labour market** for young people under the age of 30 (this was extended in July from the age of 26). It is part of the 2013-2016 Youth Entrepreneurship Strategy, which provides young people under the age of 30 with job offers or training programmes, in coherence with the FSE Youth Employment Operational Programme of 2014-2020. The signed agreement established a series of commitments between youth information centres as well as the Injuve.

Young people that come to the office are provided with:

- Information and guidance on the Youth Guarantee: (what it is, what is the aim, who can register, what kind of benefits it offers...)
- Help to enrol in the Youth Guarantee system. Young people who request it will receive an activation code that will generate a username and a password.
- Assistance and support in completing the application for registration in the Youth Guarantee System.




Our greatest contribution is to help the most disadvantaged groups by assisting them throughout the whole process and informing them about other possibilities and resources available.

Comunidad de Madrid- Spain

CRIDJ-Dirección General de Juventud Y Deporte

<https://porcausa.org/suenosrotos/reportaje/el-sistema-de-garantia-juvenil-alcanza-solo-a-uno-diez-desempleados>

<https://ec.europa.eu/social/youthguarantee>



MOBILITY AND INTEGRATION

Green screen - Youth mobility

With the help of **green screen technology**, Solna UngInfo promotes **European mobility programmes** among young people. The idea is to offer young people the opportunity to take a picture of themselves in a European destination that they would like to travel to (they choose it from a photo gallery available on a tablet).

While they are waiting for the picture to be printed, we have time to present different European projects that could make the young person's dreams come true. Solna UngInfo informs them about possibilities to **travel** and stay in their dream-destination for real. This activity is more effective if the promoters are young people who are participating or who have participated in European mobility projects (EVS-volunteers, participants in youth exchange, Erasmus students, etc.).

They are able to use equipment such as: a tablet, green screen app, and mini-photo printer. It is an easy, attractive and cheap way to promote **youth mobility**, especially amongst young people who are not aware about this kind of information and projects. It connects young people in youth mobility programmes with other young people. Peer to peer, inspiration and motivation.

Solna UngInfo- Sweden

<http://www.solnaungdomscafe.se/en/ung-info/>

https://www.instagram.com/solna_stad/?hl=en

Go Finland

GO Finland is a digital game on Youth Information and Counselling Service JIBBO's website. The game is directed at **young immigrants and asylum seekers**. Its goal is to familiarise them with Finnishness. The project is funded by a grant from the Ministry of Education and started in March 2016.

The game language is English, therefore as many youngsters as possible can play it. There are five different scenes in the game: people, manners, services, school and nature. In every scene, there are 4 to 6 different objects to find and different questions to answer. After answering, the player gets feedback or the right answer. The player can play all scenes through at one point or pick the most interesting ones.

Three weeks after the release of the game, about 100 players have played the game. We have also received some user feedback via the game site that has been encouraging. The project continues with active marketing. It is hoped that the game will reach its target group and grow into a very good practice of youth information.

JIBBO- Finland

<http://www.jibbo.net/gofinland/>

The 'Time to Move' campaign

For the third year in a row, Eurodesk organised its flagship visibility campaign, Time to Move. In October 2016, over the whole month, **622 Time to Move activities took place in 19 European countries**, aimed at informing young people on international **opportunities about studying, volunteering and doing internships abroad**. With the offline activities, Eurodesk reached around 130.000 young people directly.

The campaign was backed up with a dedicated website - timetomove.info – providing online resources about mobility opportunities. Through the website interested young people could also get comprehensive information about the upcoming events via an interactive map. For the first time, timetomove.info was translated into 12 languages, giving international visitors quick and easy access to the contents. It reached 22.500 page views during the campaign.

Time to Move was supported by an online game running in all participating countries. The game, a treasure hunt activity, was designed to encourage young Europeans (13-30) to follow the story of Alex, a young student looking for an opportunity abroad. The game consisted of different episodes in which participants had to answer questions related to Eurodesk services and European mobility opportunities, with hints and informative sessions to improve their knowledge. More than 1.200 young people played the game; among the successful entrants, those who answered all questions correctly, one random winner was selected and awarded with an iPad mini.

Eurodesk

<https://www.eurodesk.eu>

<http://timetomove.info>



Mobility for all

The regional youth centre CRIJ Poitou-Charentes organised a series of events entitled “Mobilité pour tous” (Mobility for all) on 4, 11, 18 and 24 May 2017. It consisted of organising **information meetings on international mobility** for young people and was specifically aimed at apprentices.

These meetings took place at the apprentice training centre (CFA) of Saint-Benoît. CRIJ Poitou-Charentes organised these events in the framework of its Eurodesk missions in order to reach young people who are not always interested in European or international mobility.

CRIJ Poitou-Charentes led 4 information sessions (1 per week) during the month of May (the month of Europe) to reach most of the young people from the apprentice centre of St Benoit. This is an innovative action in the sense that it is the first time that CRIJ did something specifically for young apprentices.

CRIJ Poitou-Charentes prepared and implemented this action in collaboration with the apprentice training centre of St Benoit and the Chambre régionale des métiers et de l'artisanat (CRMA) de Nouvelle-Aquitaine. About 800 young people participated in these information sessions on European and international mobility.

CRIJ Poitou-Charentes- France

<http://www.ij-poitou-charentes.org/>

<https://twitter.com/pourlesjeunes>



Destination Europe

Over the past few years, Eurodesk France has developed a collection of **regional guides** called «Destination Europe and beyond» which gather together all **mobility programmes and opportunities** for young people, as well as funds, grants and tips available for them. Every year, four or five regions update their guide according to the news. But 2016-2017 is a bit different for two reasons: firstly, France is facing regional mergers and secondly, in some regions, the latest elections of regional council presidents have resulted in a change of priorities and a drastic impact on mobility programmes and grants. Concerning the Parisian region for example, some mobility programmes and grants are no longer available, and it is not clear if they will be replaced by new initiatives or not.

This is why, for the regional guide aimed at young people living in this region, Eurodesk France chose not to publish as many copies as in previous years. This decision meant that the Eurodesk France team had to come up with ways of disseminating the information in a different way. Eurodesk of course uses its website and social network to promote its content, but this time it also created a poster with a QR code which leads all smartphone holders – that is to say most young people nowadays – to download the guide. Since then, the Eurodesk team has been using the poster for each of its events and it is a win-win situation. Young people can easily download and share the guide with their friends, they can find information quicker thanks to the links included in the guide, they cannot lose the guide, as could happen with a printed version, and they are more attracted to a **poster with a QR code** than to an “old-school” paper guide.

What is more, the Eurodesk team gives the guides to young people during a **face-to-face meeting**, benefits from a wider dissemination, has access to online statistics and does not have to carry a lot of guides, which can be heavy. The QR code poster for this guide is permanently displayed in our youth information centre and also at various events, such as: “Osez l’Allemagne”, “Journée Job d’été”, events organised within the European Youth Week, Journée académique dans un lycée, Fête de l’Europe... Statistics offered by Slideshare allow Eurodesk France to see how many times the guide has been downloaded, where the views come from (625 views from France, 127 from US, 46 from UK, 26 from Germany, 16 from the Netherlands...), which are the top sources (492 direct views, 172 from our website, 115 from Slideshare, 39 from Google and 38 from Facebook), etc.

CIDJ/Eurodesk France

<http://www.crij-montpellier.com/>
www.cidj.com/partenaires/eurodesk
<https://eurodesk.eu>
www.facebook.com/EurodeskFrance



Forum: Learning a language abroad

On Saturday 4 February 2017, Youth Information Office (BIJ) Vannes organised a fair entitled “Apprendre une langue à l’étranger” (Learning a language abroad) from 2 to 8 pm at Palais des arts, a cultural centre in Vannes, Brittany. The objective of this fair was to raise awareness about youth mobility programmes and **how to best prepare for a stay abroad**.

The targets of this fair were multiple: parents with their children, high school and university students, employees and job seekers. Visitors could meet organisations offering au pair and language stays, youth exchanges, work camps and internships abroad, UNOSEL and LOFFICE federations, cultural or twinning organisations from Vannes which offer language courses and supports, the departmental board of Morbihan, city council of Vannes, Maison de l’Europe, and professionals from the youth information network.

BIJ Vannes decided to organise this fair because it noticed an increase in demand on youth mobility programmes and mobility grants. The event is original in the sense that in one day, people were able to find information on youth mobility programmes and grants, to prepare their project abroad and to meet international mobility workers.

BIJ Vannes organised the fair in partnership with the departmental board of Morbihan, Vannes city council, the Maison de l’Europe and the youth information network. BIJ Vannes contacted the organisations that have a local multiplier in Brittany (thanks to the youth information network in Brittany), made a reservation at the Palais-des-Arts, prepared the round tables and the information stands. It is the biggest fair of this type in the Brittany region: it gathered 38 organisations and all high schools from Brittany were informed of the fair. 1,500 visitors attended this event.

Youth Information Office (PIJ) Vannes- France

<http://www.ij-bretagne.com/vannes/>



Les bons plans pour partir à l'étranger - Tips to go abroad

Point Information Jeunesse (PIJ) Pleyben Châteaulin Porzay organised an activity called “Les bons plans pour partir à l'étranger” (Tips to go abroad) in their organisation in Chateaulin (in the Brittany region) on Saturday 28 January 2017. This activity consisted of **giving information on different mobility programmes** (short, regular or long stays abroad) and sharing people's stories to give young people a chance to discover and identify mobility programmes, to foster youth mobility and to highlight the added value of a stay abroad.

PIJ Pleyben Châteaulin Porzay organised this activity with the help of the young people used to coming to the **youth information point** and of the following organisations: the organisation Apitu from Brest, Gwennili from Quimper and Santa Maria from Quimper.

During this activity, young people could discover the regional mobility platform “En route pour le monde” on iPads. It was the first time that PIJ gave them the opportunity to navigate the platform autonomously, according to their needs. Prior to this, PIJ had been using a video projection to introduce its platform. This activity attracted 16 young people aged from 17 to 24.

Point Information Jeunesse (PIJ) Pleyben Châteaulin Porzay - France
<http://www.ij-bretagne.com/vannes/>



Tour of Erasmus+

Bureau Information Jeunesse (BIJ) Vélizy-Villacoublay took part in a one-week project to inform and promote European mobility programmes in France to young people, especially to the young people qualified as “NEETs”. This project was entitled “Tour d'Info Erasmus+”.

This event took place from 24 April to 6 May 2017 in several youth organisations (most of them belonging to the youth information network) in different cities: Compagnon du devoir in Nantes, CRIJ Rennes, CRIJ Caen, CRIJ Marseille, CRIJ Lyon, CRIJ Mulhouse, PIJ Strasbourg.

The target was young people aged from 17 to 30. This project was the personal project of four European volunteers, from Spain, Germany and Poland, and was coordinated by the national youth information centre (CIDJ) and funded by the French National Erasmus+ Youth & Sports Agency.

From 24 April to 6 May 2017, the 4 volunteers visited one city per day, in which they organised an **info session on mobility, with a particular focus on the European Voluntary Service**. European volunteers, in line with the peer-to-peer method, conducted this project. In this sense, it was something new and innovative. In the Paris region, BIJ Vélizy Villacoublay works with 3 other EVS hosting organisations, CIDJ and the French National Erasmus+ Youth & Sports Agency. But this project could not have happened without the participation of other organisations from the youth information network in France. This project allowed the 4 volunteers to reach about 120 to 140 young people.

Bureau Information Jeunesse (BIJ) Vélizy-Villacoublay- France
https://www.facebook.com/tourinfoerasmusplus/?ref=br_rs





DIGITAL TOOLS

AHA WhatsApp newsflash

In August 2016, youth information centre AHA launched a **broadcast service through WhatsApp**. This system allows quick access to useful information, such as the latest news and activities carried out by youth information and youth work. During a pilot phase, we reached over 150 young people who received two or three short messages per month.

AHA - Tipps & Infos für junge Leute Liechtenstein

Detailed information: aha@aha.li / jubel@aha.li, Johannes Rinderer) / www.aha.li/newsflash

KAHOOT! Game Challenge

Kahoot! Game Challenge is a fun educational activity designed by Agros Youth Information Centre using the Kahoot! Smartphone app. Kahoot! is a free game-based learning platform that makes it fun to learn – any subject, in any language, on any device, for all ages!

Kahoot! Game Challenge took place in “Rodon Hotel”, in Agros village from the 10-15 July and its goal was to familiarise 400 **summer camp math students** from all over Cyprus with the services of the Youth Information Centre, EYCA and Eurodesk. In an attempt to find inspiring ways and intervention channels to inform and promote youth information services and opportunities to these youngsters, and since digital youth information was the theme in 2016, we decided to use a **digital game**.

Since our target group were students at a mathematical summer camp, the content and the questions of the game were a combination of our services and mathematics, and were selected based on their interests, their age, and their knowledge. How it worked! The students were divided into groups with one device per group. The aim was to answer a series of multiple-choice questions that were displayed on a shared screen, and to answer as quickly as possible. They were also encouraged to look the answers up.

After each question, the game gave feedback with the right answer and highlighted the five top teams, something that added suspense and increased engagement to the game. Adding some extra motivation, the winners of the game were given free European Youth Cards. The game was modified and used to promote youth information services during Eurodesk’s “Time to Move” campaign and other local events organised by the Youth Board of Cyprus.

Youth Board of Cyprus (Youth Information Center) - Cyprus

<http://onek.org.cy/en/>

Bad Romance from Young Scot

The Scottish Government Marketing Team approached Young Scot to work on an innovative piece of work with The Leith Agency to use Snapchat to **educate young people on the signs of Child Sexual Exploitation (CSE)**. Our objective was to communicate with young people through Snapchat to enable them to recognise the signs of CSE through a succinct, accurate and relatable awareness campaign.



Young Scot, The Scottish Government and The Leith Agency worked collaboratively to create the concept and script, which was also tested with young people and stakeholders. Filming took place throughout Edinburgh over a two-day period. Over 18 ten-second snaps, 'Bad Romance' told the story of two typical teenagers snapchatting about the seemingly innocent beginning of a relationship; the girl being impressed with gifts and attention; the man then requesting sexual images before inviting her to a house party, leaving her traumatised. The story unfolds snap by snap in a conversation between two best friends. More than actors, we asked the young people to film the snaps themselves to ensure it was authentic. They were also involved in the direction of the filming to ensure it was in a style expected by young people, adding filters, emoji's and text. The campaign was supported on Facebook, Twitter and the final collection of Snaps was released on YouTube providing longevity to the campaign.



Bad Romance has been heralded by the Scottish Council for Voluntary Organisations and Third Sector Lab for its innovative approach. The Effectiveness of the project can be seen in the record viewing figures for 'youngscotsnaps' with 11,375 total views on the Snapchat story. The 13% increase on average Snapchat story views on the 'youngscotsnaps' account shows that even difficult content can engage young audience when handled correctly. The final film has also been released on Facebook and Twitter, reaching at least another 15,000 people.

Young Scot- Scotland
www.young.scot

Bad Romance: a Live Snapchat Story
<https://youtu.be/KHF3TC0KCjU>

STOP campaign

In 2015, the Portuguese National Youth Council (CNJ) launched the STOP short film contest. The initiative, sponsored by Escholhas Programme and Movijovem, was part of the Council of Europe's No Hate Speech Movement, which CNJ embraced from the very beginning. One of the ambitions of CNJ is to help build a society that is fairer and more equal. This ambition led CNJ to launch the STOP Campaign, which was intended to raise awareness about inequalities regarding young people's access to their civil, economic, political and cultural rights.

The contestants, who could compete individually or in teams of up to 4 people, had one month to produce a **short film on gender equality, ethnical, racial and religious matters, disabilities, or sexual orientation and/or gender identity**.

After the deadline, a selected number of short films (one of each theme) were presented at an event – "Dialogues on short films" – and served as a starting point for debated between experts, contestants and young people.

Concelno nacional de juventude- Portugal
<http://www.cnj.pt/wp/>
Campanha STOP
<http://www.cnj.pt/wp/projeto/campanha-stop/>

European Youth Information Day campaign

On 17 April 2017, ERYICA ran a **campaign on social media** related to the role of youth information and the reliability of information **in the post-truth era**.

ERYICA invited its members, stakeholders, youth workers and young people to create memes that challenged fake information they see online, as the need for reliable sources and critical view on information is more important than ever in today's media. Here is one of our winning memes:

ERYICA
www.eryica.org
European Youth Information Day (EYID) 2017
<http://eryica.org/news/european-youth-information-day-eyid-2017>



YouTube campaign

From 14-16 October 2016, the youth conference Webdays 2016 took place in Berlin. “Your Data, your security, your opinion” – this motto describes what the conference was all about: young people discussed **data security and consumer protection on the Internet**. In order to hear what young people have to say about digital issues, they debated in workshops with experts. To attract the attention of young people for this event and to motivate them to take part in discussions on different issues beforehand, four so called “**YouTube Stars**” were involved in the marketing strategy of IJAB. The four “YouTubers” addressed their fans on their popular YouTube channels and called on them to sign up for the conference and to discuss the topics in the comment section. To keep it authentic, all of them chose a topic which would fit into their channels. Central questions of the videos were: “Isn’t the Internet just a waste of time?”, “What is the darknet?”, “Are we heading for cyber war?”, or “Can digital participation really change anything?”

Webdays 2016
<https://www.webdays2016.de/>

IJAB – Fachstelle für Internationale Jugendarbeit der Bundesrepublik Deutschland e.V. - Germany

<https://www.ijab.de/webdays2016/>

Infozone on the radio

Info zone on radio is the name of a **radio show** produced entirely by employees and volunteers of Info zone (youth organisation) engaged in the youth information and counselling programme. Info zone on radio was broadcast for more than 8 years on the public radio station “Radio Split”, as a one-hour show and was the result of continuous **cooperation between professionals** (main editor, technicians and journalists from mainstream media) **and youth information workers**. Since October 2016, Info zone on radio has been part of the local community radio station “Sunce” (every Tuesday, 30 minutes).

In one year Info zone on radio has produced around 40 radio shows, hosting around 100 young people and representatives of youth organisations and institutions active in the field of youth. The main topics covered by the radio shows are youth information, youth activism, youth participation, youth leisure time and promotion of mobility programmes.

Infozona - Croatia
<http://infozona.hr/>



Youth Pack / Youth Virtual Pack

The Youth Pack is an annual gift that has been given to Youth Cardholders in Catalonia since 2000. It includes a number of **promotional offers**, in addition to those offered by our collaborators. Young people have come to associate the Youth Pack with the Card, and the discounts offered are very popular, and highly appreciated by young people. For this reason, the offer has increased every year.

With the aim of improving this service and making it more accessible, in 2015 the paper format (which had been delivered to all cardholders at the beginning of the year) was converted to a virtual format. The Youth Virtual Pack is available through the **Youth Card app**, allowing young people to have access to the tickets on their smartphones. As well as making it more attractive, the virtual format makes it easier to introduce new tickets throughout the year, and provides the opportunity to collect information about the most popular discounts among young people, which in turn allows us to improve our services.

Young people can also access the Youth Pack through our website: <http://www.carnetjove.cat/>.

In order to use the tickets of the Youth Virtual Pack, young people must register, which is a fast and easy process. By doing this, it also facilitates the access to tickets on the mobile and website. What is more, the tickets are in a digital form on the app, so it is not necessary to present the plastic format (only ID is necessary).

The application also includes the **Virtual Youth Card**. This means young people do not need to carry the card around with them, but can have it available on their smartphone. The app makes it easy to search for discounts, proposals and services available in the immediate area, to check the discounts and proposals in Catalonia, or to get in contact with collaborating establishments for other information on issues such as jobs, housing, scholarships... The Youth Card app is available through Google Play and the App Store. It is the most downloaded app among those offered by the Government of Catalonia, with more than 400,000 downloads.

Carnet jove - Spain
<https://www.carnetjove.cat/ca/pack-jove-virtual>

Live life with sport

Istanbul Metropolitan Municipality Eurodesk Contact Point is giving young people the chance to win a bicycle. One lucky person who follows IMM Eurodesk’s social media account will be selected and given a bicycle. It will first of all be active during the month of June, and then repeated every month. IMM Eurodesk Contact points always keep in touch with the young generation.

Erasmus+ program - Turkey
erasmusplus.ibb.gov.tr



PEER-TO-PEER AND FACE-TO-FACE

Young Innovation HUB Amal

Young Innovation HUB identifies and helps young leaders and role models to create their own HUBs, communities or projects where young change-makers can prosper. It is a concept that started in Stockholm in cooperation with Fryshuset (a youth centre located in Stockholm) but it has now spread to other parts of the country, for example one was opened in Åmål in 2016. It is a sort of **franchise concept of meeting places** for young people with a focus on **entrepreneurship, creativity and personal development**. The purpose of the HUB is to give young people the opportunity to dare to believe in themselves and, with the right tools, realise their dreams.



Young innovation HUB - Sweden

<http://younginnovationhub.se/>

<http://www.amal.se/kultur-och-fritid/young-innovation-hub-amal/>

Developing detached youth work services

Developing Detached Youth Work Practice, an Erasmus+ funded project, in which Aġenzija Żgħażaġh was the lead partner in association with the Centre for Sustainable Community Development (CSCD), Romania, YMCA George Williams College in the UK and Stichting Jong Rotterdam (Foundation Youth Rotterdam). The project aimed to **develop and strengthen detached youth work services** in the partner countries through the exchange of good practice and peer learning.

All the partner organisations involved in the project were committed to the concept of detached youth work and the benefits that could accrue to young people, youth organisations and society in general if it were practically and effectively implemented “on the ground”.

Detached youth work aims to make contact and be available to young people where they gather and congregate – in the street, park, loyalty – with a view to supporting them in gaining knowledge, recognizing new opportunities and engaging positively with the world around them.

Aġenzija Żgħażaġh - Malta

Developing Detached Youth Work Service http://www.agenzjazghazagh.gov.mt/Categories/910/Developing_Detached_Youth_Work_Practice__Erasmus_/916/

Don't risk it!

Don't risk it! is a **peer-to-peer youth information project about sexual health** and reproduction issues, promoted and funded by the regional Ministry of Equality and Social Policy of Andalusia (Spain). This action is in partnership with the Red Cross in Andalusia.

Due to the increasing number of young people who suffer from **sexually transmitted infections** (STI's), a number which has now returned to levels seen in the 90s, the Andalusian Youth Institute (IAJ) decided to promote a new campaign, the main objective of which is to provide information about the different means of avoiding STIs. In other words: inform to prevent.

To achieve this goal, the IAJ collaborated with the **Red Cross Youth**, which is present all over Andalusia. This allowed sending information to a maximum number of young people. Furthermore, young people in Andalusia are being provided with information on this topic in places where they get together, such as concerts, festivals, universities, etc.

The action is still being developed, but it has reached so far over 16,000 direct and indirect participants throughout the eight provinces of Andalusia.

Instituto Andaluz de la Juventud, Junta de Andalucía - Spain
<http://www.juntadeandalucia.es/institutodelajuventud/patiojoven/>

Youth information postcard campaign

Every year, youth information centres across Luxembourg produce specially designed **postcards of youth information** in order to distribute them to a large public of young people. This event takes place as part of a general youth action or has a specific week dedicated to it. The postcards invite young people to **ask a question** that they would like to receive **general information** about. The postcards can then be sent back free of charge to the centre, where the necessary research will be carried out to answer the question in the best possible way. The purpose is also to communicate about general youth information services, to gather information about topics which interest young people, in order to then spread general knowledge through social media to reach and inform a large number of young people about subjects that are of interest to them.

Centre Information Jeunes – Luxembourg
<http://cij.lu/projets-du-cij/questions-reponses-campagne-information-right-now-cartes-postales-question-au-cij/>
<http://www.cij.lu>
<http://www.cartejeunes.lu>
<http://www.facebook.com/cijlu>

Eurodesk Information Day

Throughout the Eurodesk Information Day project, activities were organised in the districts of Dikili, Foça, Aliğa, Seferihisar, Urla, Karaburun, Çeşme, Menderes, Selçuk, Kınık, Kiraz, Bayındır, Beydağ, Ödemiş, Torbalı, Kemalpaşa and Güzelbahçe.

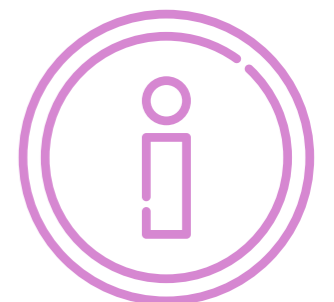
The main objective was to give **on site information to young residents of remote districts**, who can be subject to different social and cultural disadvantages and who cannot always access necessary information. More specific objectives included reaching approximately one third of the 250,000 young individuals between the ages of 13 and 30 living in disadvantaged districts, and informing them about European opportunities available to them.

Between August-December, a total of 2,444 km were covered and 1,300 people were informed about opportunities in 17 disadvantaged districts.

During the Eurodesk Information Days project, the work was coordinated in cooperation with the IMM Local Services Branch Departments, the District National Education Directorate, District Municipalities, District Governorships, schools and universities. A stand was constructed by our municipality and set up in areas where it had high visibility amongst young people. It was designed in such a way that it was easily noticeable and the logos of the European Commission, the EU Ministry, the National Agency, Erasmus+ and Eurodesk could be seen.

These districts were chosen as they have certain disadvantages in terms of socio-economic development in comparison with districts closer to the city centre. The Eurodesk Information Days project also coincided with the Time to Move month which started in October, and which included several activities from multipliers. Within this scope, in the districts of Kınık, Kiraz and Bayındır, there was cooperation with other Eurodesk multipliers in İzmir; İzmir Governorship, İzmir Directorate of Education, İzmir Branch of Turkish Red Crescent and Old European Volunteering Service Volunteer Youth Association (TrexEvs). The İzmir Metropolitan Municipality provided transport to the districts, and arranged the meeting halls and necessary equipment for the meetings, while the İzmir Governorship granted the students in elementary and high schools within district permission to participate at the meetings by sending official notice to schools, and the İzmir Branch of Turkish Red Crescent supplied the necessary materials for the presentation and TrexEvs provided assistance.

İstanbul Metropolitan Municipality Eurodesk Contact Point - Turkey
<http://www.facebook.com/eurodeskizmir>



Acknowledgment

EYCA, ERYICA and Eurodesk would like to thank each and every organisation and institution that contributed to the development of this publication. Our gratitude goes also to the youth (information) workers, communications specialists and policy-makers who work hard to provide young people with opportunities every day.

Most importantly, we thank all young volunteers who dedicate their time and energy to serve their communities: your work is priceless! We thank all young people across Europe for being an endless source of inspiration: your diversity and potential motivates our work and commitment to a Europe where all young people have access to information and mobility opportunities.



This publication was funded by the European Commission's Erasmus+ programme. Its content reflects the views of the authors only, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

IMPRINT

Published by ERYICA, EYCA and Eurodesk
Editors: Jessica Walker (ERYICA) and Corina Privulescu (EYCA)
Layout: Zsolt Marton (Eurodesk)
Icons: flaticon.com

