

# EYCA tcher

the newsletter of the European Youth Card Association

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## Introduction



Dear members,  
I hope this spring edition of the EYCAcatcher

I am very pleased to inform you about the latest developments in the cooperation between EYCA, ERYICA and Eurodesk. After a meeting with Pierre Mairesse (Director, Education and Culture DG, Directorate D - Youth, Sport and Citizenship) in January, we have as the 3 networks (NET 3.0) joined forces on three concrete project proposals. The first one administered by EYCA is aimed at outreaching youth information through the Trafo platform. The proposal of Eurodesk is based on the revamping of the European Youth Portal to enhance its interactivity and user-friendliness. Last but not least, ERYICA has designed a postcard campaign to gather young people's opinions on European institutions. We will keep you informed and involved in the further development of the projects.

Please also pencil into your calendar that a NET 3.0 seminar will take place in Lyon from 30 September to 3 October. Titled 'INNOVATION' the seminar will focus on

finds you full of energy and inspired by the change of the seasons.

In EYCA, we have again reached the exciting period “before the conference” when the organizers together with the office and the Board are putting together the programme content and the member organisations are getting ready to get to know yet another country on our members’ list. Having visited Yerevan before, I can promise you that it is definitely worth staying on and exploring the capital’s and the country’s cultural heritage.

“youth on the move” and “innovation towards a participative society”.

Be well and see you hopefully all in Yerevan.

Cordially,  
Wolfgang



## News from countries



### **New campaign of Carnet Jove Catalunya**

The Catalan youth card is proud to present their new Carnet Jove Catalunya campaign. The slogan for this year’s CARNET JOVE campaign is Moving, which is also the title of the song by Macaco, the music used in advertisements for the promotion. The slogan and the song seek to transmit the idea that “the Youth Card is another way to stop lazing around and get moving, whether by studying languages, doing sports, travelling or improving your health”. To see the TV commercial please go to

This year the Youth Card offers 7,244 advantages to its members and the Youth Pack 2010 includes ninety vouchers selected from the total number of advantages.

### **Promotional video for Portuguese youth card**

Cartao Jovem started to promote the new age limit change and the new EYCA logo with a TV advertisement spot in February. The main idea behind the campaign is that the European Youth Card makes young people’s dreams come true: “Imagine what you want, shake the card, throw the card ... and bang ...your wish comes true.” To watch the video, please click here

[http://juventude.gov.pt/Portal/Lazer/CartaoJovem/Noticias/novo\\_spot\\_cj.htm](http://juventude.gov.pt/Portal/Lazer/CartaoJovem/Noticias/novo_spot_cj.htm)

It is now possible for cardholders to buy the card up to the age of 29 and use it until 30. Connected to the age limit change are also newly co-branded cards with municipalities, a new Pack Youth Card, an information campaign to local discount providers and updating the database.

### **Online magazine for Polish cardholders**

Check out the first edition of the Polish EURO26 magazine online by clicking here: [http://www.euro26.pl/pl/magazyn\\_euro\\_26/ostatni\\_numer](http://www.euro26.pl/pl/magazyn_euro_26/ostatni_numer). You will see not only articles

<http://www.youtube.com/user/CarnetJoveCat>.

An important innovation was also that cardholders could become the main character of the advertisement through an application on Carnet Jove's facebook profile.

Moreover, starting on February 1, 2010, young people will be able to do the paperwork for their cards online at the [www.carnetjove.cat](http://www.carnetjove.cat) website, a system which is to run in tandem with the conventional means of distribution through "la Caixa" bank branches. The new system will compare cardholder details with the census, so that from 2011 onwards the cards will be sent to the holders' homes, meaning that they will not have to go to pick them up in person either.

and photos, but also videos. The editorial team has put together stories on volunteering, a cultural section, a city profile for Lodz, a feature about winters sports and skiing in Slovenia and much more. The Polish youth card organisation is working to make it even more interactive - enjoy and expect the new issue this spring!



## International Year of Youth: Dialogue and Mutual Understanding

On 18 December 2009, the United Nations General Assembly adopted a resolution proclaiming the year commencing on 12 August 2010 as the International Year of Youth: Dialogue and Mutual Understanding. For more information about the year, please visit this website: <http://social.un.org/youthyear>.

It is an effort to harness the energy, imagination and initiative of the world's youth in overcoming the challenges facing humankind, from enhancing peace to boosting economic development. Under the theme 'Dialogue and Mutual Understanding', the Year aims to encourage dialogue and understanding across generations and promote the ideals of peace, respect for human rights and freedoms, and solidarity.

Several international events are already scheduled throughout the year, including the Fifth World Youth Congress from 31 July to 13 August 2010 in Istanbul, and the World Conference for Youth in Mexico City from 24 to 27 August. Both gatherings will focus on youth and sustainable development in the context of the MDGs (Millennium Development Goals).

The inaugural Youth Olympic Games in Singapore from 14 to 26 August will seek to inspire youth around the world to embrace, embody and express the Olympic values of excellence, friendship and respect.



# More news from countries



## Electronic verification of discounts in Slovakia

CKM SYTS has 8 partners with electronic card validity verification in the following categories: insurance, computers, books and CDs, pictures, tickets to cultural and sport events, copying services. The only way how to check the card validity of an internet discount is electronic verification, which is done directly in the CKM SYTS online database. Statistics clearly show that many cardholders try to get a discount on an invalid card thus this electronic verification helps improve the sales/issuing of the cards. Unfortunately, there is no EYCA database where the validity of foreign cards could be checked.

To ensure the reciprocity of discounts, the Slovak member organisation checks the validity of a foreign EURO<26 card individually with the issuing organisation and afterwards uploads the cardholders data into the national database. CKM SYTS also launched a new online card sales at the end of last year. This online card sales module can be used in any web site of our partners.

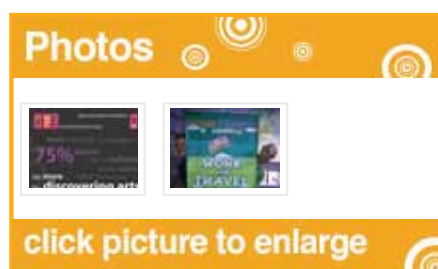
## Romanian cultural card

The title for the new campaign organized jointly by EURO26 Romania, the Ministry of Culture and the Ministry of Youth and Sports

In addition, every 26th day of the month is declared “the Day 26” and the entrance is free with the new card. The interactive part of the campaign is that the museums can host events, trainings, meetings, concerts and workshops organized by young people during the “the Day 26”. So...On your marks, get set....RUN FOR CULTURE!

## EURO<26 Serbia participated in Belgrade's International Fair of Tourism

The EURO<26 Serbia staff presented during the fair the full portfolio of its activities - the European Youth Card, ISIC – the International Student Identity Card and the mobility programs which attracted the attention of young visitors. More than 100 young people took their EURO<26 card on the spot, inspired by the benefits offered, which EURO<26 Serbia provides in the country. Also, a great interest was shown for European benefits, since Serbian youth doesn't have to face visa restrictions any more. Visitors were especially interested in travel opportunities with the European Youth Card EURO<26. The card offers many discounts in transportation (bus companies 10-40 %, Serbian Railways 75 % on Rail Plus card offering 30 % for domestic and 25 % for international lines, JAT Airways 12 %). Young Serbians and Europeans can also count on numerous hostel and hotel discounts. The Museum of Belgrade offers a free entrance for cardholders in all its objects across Belgrade. Also, the Belgrade's biggest Kolosej Entertainment Center in Shopping Center Usce and Delta City offers cinema, bowling, billiard and other activities with a 30% discount. This newly established benefit attracted great attention of our visitors on the Fair. Beside the Card, young people were quite interested in youth mobility program Work&Travel.



in Romania is "Run for Culture". All young people and students in Romania will receive a free card during the two-year initiative. The special feature of the card is that all cardholders will receive a 75 % discount in every institute subordinated to the Ministry of Youth and Sports and Ministry of Culture. Among those is for example the National Theatre Bucharest, the National Opera House Bucharest, the Bran Castle Museum, the Peles Castle, the National Museum of Art of Romania, the Romanian Peasant Museum, and other.

## Young Scot in the spotlight

### **Safety and standards for youth info**

Young Scot is working with ERYICA and seven other organisations, including Centre Information Jeunes (EURO<26) in Luxembourg, on a project to set safety and quality standards for online youth information across Europe. The project began in December last year, and will run until March 2011. One of the aims of the project is to create training packs for youth workers to use with young people to teach them about internet safety, and how to evaluate the quality of the information they are given on the websites they visit. Workshops will be held in the different partner countries to develop the packs, in collaboration with young people and youth workers. Training will also be delivered to youth workers to enable them to act as multipliers in their countries to help disseminate the packs more widely.

### **Gold Investors In People Award**

Young Scot was delighted to receive an early Christmas present in December 2009 when it was informed that it had gained the very exclusive Gold Investors In People (IIP) Award. IIP is a UK government body, which helps businesses to improve its employee relations, and assesses businesses based on how they work with their staff. Young Scot received the standard IIP award in 2006, and decided in 2009 to be assessed for the new Gold IIP Award. This involved a weeklong assessment by IIP staff, interviewing managers and staff, and assessing the organisation against 165 different evidence points, ranging from staff engagement to health and safety. It was a great acknowledgement for the organisation to be recognised with the Gold Award, one of only seven organisations in Scotland to have achieved this high standard so far.

## Recent changes in EYCA

# membership

The EYCA office has not received any appeals to the decision of the EYCA Board to start exclusion procedure with Carta Giovani San Marino. Therefore, the decision took effect on March 1, 2010.

Canllaw Online, the Welsh member organisation, has informed EYCA, that because they did not succeed to secure strategic funding from the government, they

no longer keep any staff and all activities have been stopped. Therefore Canllaw Online has decided to withdraw their membership in EYCA. We would like to thank Canllaw Online for their long-term commitment and involvement in EYCA and a wonderful conference in Cardiff. We regret their current struggles and wish them all the best in the future.



## Coming up



### **XXVI. EYCA Conference Yerevan**

The EYCA Board, the Armenian Junior Chamber and the EYCA Office are delighted to invite EYCA member organisations and partner institutions to the 26th European Youth Card Association Conference to be held in Yerevan, Armenia from Wednesday 12th May to Saturday 15th May, 2010.

The venue for the conference will be the Best Western hotel in the heart of the city. The event will start on Wednesday evening with a welcome reception and dinner.

Thursday will be dedicated to a progress evaluation since the last GA including the annual survey, the activities of the Board, EYCA membership, business plan and annual report. The theme of the conference will be the European Youth Card as a partner for change. Part of the programme will be a keynote speaker addressing this issue from his/her point of view as well as workshops to discuss specific issues of partnering the corporate, cultural, education, governmental and other sectors.

The General Assembly will take part on Friday and the conference will traditionally close with a grand good-bye party. For those participants who will be staying on for Saturday and Sunday, have the Armenian conference organisers prepared guided tours in Yerevan and its surroundings. There is a lot to look forward to!



## Board meetings



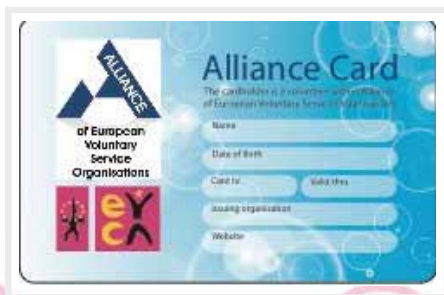
The EYCA Board met during the last January meeting in Lisbon hosted by Movijovem and Jose Sousa. The agenda comprised the Board's, President's and office report and the customary reports from countries. The Board discussed the expansion of the European Youth Card to new countries as well as general membership issues.

Based on an internal "youth participation" survey, the Board also touched upon the topic of co-management of young people. Regarding upcoming events, the Board members developed the conference programme and had input regarding the Three Networks cooperation as well as the Partial Agreement and other projects. The summary Board minutes were sent out to all members.

The latest Board meeting took place in Vienna on March 26-27, 2010. On Friday, the Board together with facilitator Bob Forsyth prepared the content of the General Assembly as well as the workshops for the Yerevan conference. On Saturday, the Board dealt mostly with reviewing finance, the office's work and other operational and strategic decisions. A full report will follow shortly.



## Office news



Anton Schimmel (de Jong & Laan Accountants) audited EYCA's books in March and found that the financial

Sasha Petrasova participated on behalf of EYCA in the second meeting of the Expert Group on the Implementation of the Council Recommendation on the Mobility of Young Volunteers. The meeting took place in Brussels and was hosted by Mr Sergej Koperdak, head of the Youth Policy Unit of the EC and was attended by representatives of governments, youth council and NGOs.

EYCA and the Council of Europe would like to welcome Slovakia as the 18th signatory to Partial Agreement on Mobility through the Youth Card. Slovakia joined the PA in March 2010 and the EYCA office presented the

statements do give a true and fair view of the financial position of the European Youth Card Association.

As approved by the GA in Cardiff, the EYCA office has finalised the co-branded card with the Alliance of European Voluntary Organisations. More than 7.500 volunteers throughout Europe, who take part in projects outside of EVS, will receive the card as a thank you for their engagement and participation.

objectives of the initiative during a meeting of Slovak youth organisations hosted by IUVENTA and the Ministry of Education.

Based on an audit by SGS Slovakia, the ISO 9001:2008 certificate has been prolonged for 2010.



## Trafo competition evaluation



The Trafo portal that was launched in November has had a very good response among visitors who visited it to participate in the competition or to check out and rate other people's postings.

From December 1, 2009 until March 31, 2010, more than 12.000 unique visitors clicked on [www.europeanyouthcard.org/trafo](http://www.europeanyouthcard.org/trafo). More than 60 % came from referring sites (EYCA's member and partner organisations) and direct clicks made up 20 %. On average, people saw three pages per visit. EYCA was very successful in communicating Trafo through Facebook, which generated 29 % of the traffic. Trafo users and viewers came from 120 countries and territories, among the most frequent ones being Romanians, Spaniards, Turks, Lithuanians, Croatians and Bulgarians.



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