

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

<p style="text-align: center;">DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE <i>included in Compendium of Quality Initiatives/Projects prepared for the European Seminar</i></p>
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Organisation: **Rovaniemi City**

European Affiliation: **ERYICA** (via Allianssi)

1. **Name of Initiative** (project, activity, service or product):

FINLAND: Nuti project - Developing Youth Info Services in Rovaniemi Region

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

The background:

The city of Rovaniemi, the municipality of Rovaniemi and Rovalan Settlementti ry, with the support of the European Social Fund (ESF) and the State Provincial Office of Lapland, initiated an ESF project, with the intention of developing youth information / communication in the Rovaniemi region (Lapland, Finland) and offering the region's young people opportunities to act and participate.

ESF objective program

Objective 1, Northern Finland

Priority: Expertise & Employment

Measure: 3.4. Preventing exclusion & promoting equality

Project duration and financing:

Three-year project 2001 – 2003

Financing sources:

1. The city of Rovaniemi
2. The municipality of Rovaniemi
3. Rovalan Settlementti ry
4. The State Provincial Office of Lapland
5. European Social Fund

Estimated total cost 432,000 €

Objectives in a Nutshell:

- To prevent youth exclusion by developing youth communication services
- To offer new opportunities for acquiring information and acting (participation, quality)
- To create new methods to improve the opportunities for youth to be influential, their relationship with technology and managing their own lives
- The target group was 15 - 29 year old young people in the Rovaniemi region and those working with them

Methods:

1. Media Wagon” operations model, mobile workshop
2. Own town district or village presentation on the Internet
3. Training & events
4. Interactive electronic Nuti databank
5. New remote points

Schedule 2001-2003

2001:

- Planning, preparation
- Media Wagon operations begin
- Commitment of co-operative partners
- Adjusting technical parts
- Electronic communication & publication
- Construction of new remote points

2002:

- Content production
- Own operations model
- Training & intermediate assessment
- New remote points in operation
- Development of network services
- Networking & new partners

2003:

- Content production
- Own operations model
- Training
- Project working
- Assessment
- Future plans

Control Group Composition

Representatives from implementing bodies

Rovalan Nuoret ry

Expert members

Youth representation

University

Library service

Education service

3. Aspect of Quality relating to Youth Information Addressed by This Initiative :*(please click on / activate the box which corresponds to your answer)*

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Here in Northern Finland, the distances between settlements are very long. The “access” question is very important for us. That is why our mobile workshop Multimedia Wagon was

moving during the project from village to another. We opened new youth information points (not new staff, but we trained youth workers and other people working among young people) in the regions of the Municipality of Rovaniemi and the city of Rovaniemi and that is why we put a lot of stress on realisation of the NUTI electronic databank, networking and services on Internet. Networking is important when talking about quality as well as wide co-operation with the development of electronic services (for all citizens and age groups).

The practice (Internet services) which this project created has (after the end of the project period) spread to almost every municipality in Lapland. During the years 2004-2005, we also continued the development work by creating new mobile services for young citizens.

4. Name and Address of Organisation Responsible for This Initiative:

Name: Mr. Rauno Yli-Paavalniemi
Address: Rovaniemen kaupunki, Liikunta - ja nuorisotoimi, PL 8216,
FIN-96101 Rovaniemi, Finland

5. Name and E-mail Address of Person to Contact (for information about this initiative):

Name: Mrs Merja Tervo
E-mail Address: merja,tervo@rovaniemi.fi

6. Who Participated in This Initiative ?

1. The city of Rovaniemi
2. The municipality of Rovaniemi
3. Rovalan Setlementti ry
4. Local young people
5. Youth workers etc working with young people
6. Other local partners

and financed by: European Social Fund, and the State Provincial Office of Lapland

7. What Was the Scope of This Initiative?

(please click on / activate the box which corresponds to your answer)

Local Regional National European
(will be regional later)

8. When Was This Initiative Undertaken *(please state the date when the activity was started, when it finished, or if it is still continuing):*

Three-year project: 2001 – 2003.

The practice (Internet services) that this project created has after the project time spread almost to every municipality in Lapland. The multimedia wagon is not working any more, but the data-bank and information point and created network are still going strong. During the years 2004-2005, we also continued to develop the work by creating new mobile services for young citizens. (citizen's initiative and current news, Internet/mobile phone).

9. What Were the Results Obtained by This Initiative?

Expected results:

Model for mobile media workshop
Five electronic youth communication points
Improved information technology facilities
New operation and impact opportunities
Resurrection of training and interest in the field in Lapland

Other results:

Versatile information on the Rovaniemi region available on the internet

Project has employed and offered apprenticeship placements for students

Project is easily copied and transferred

A working youth communications network that also has international connections (the local youth information point is also Eurodesk point)

One study work (Mrs Merja Tervo) has been done with the theme of "The quality in Rovaseutu youth information work and in Nuti -Project" (quality criteria)

10. Report – Publication – Other Product (if there is a report, publication or other "product" relating to this initiative, please state where it can be obtained or consulted, and in which language):

The following material is available concerning this initiative:

(please click on / activate the box **which corresponds to your answer**

Report **Publication** **Other Product (specify)**

Title : Project material (reports)

Language(s): Finnish

Can be consulted / downloaded at this web-site: <http://nuti.rovaniemi.fi/?deptid=2940>

Can be obtained from (address of organisation): Rovaniemen kaupunki, Keskusvirasto, Mrs Merja Tervo, PI 8216, 96101 Rovaniemi, Finland – e-mail: merja.tervo@rovaniemi.fi

11. Additional Information:

Some personal notes about quality in youth information:

- young customers - special needs and services?
- the roles of adults in youth information work
- networking - does it make quality?
- good equipment and access to Internet - the basic things
- participation of young people
- updated indicators, surveys and Gallup polls
- international co-operation - important part of youth information
- the importance of developing new tools (together with young people)
- sharing practices, learning together, training (teachers - youth workers, etc.)

This description form has been completed by:

Name of Person: Mrs Merja Tervo (project co-ordinator)

E-mail Address: merja.tervo@rovaniemi.fi

Name of Organisation: Rovaniemen City