

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **CIDJ**

European Affiliation: **ERYICA + Eurodesk**

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

FRANCE: Inform Young People on Basis of Their Needs & Quality Principles

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

The project has been launched in 2003 to renew the way to inform young people coming to CIDJ in Paris. After a long observation of the reception and the running of the front desk, CIDJ decided to ask a company (AUDIREP) to make a study about the needs and the expectations of the youngsters. The inquiry has been done among people who use and who do not use CIDJ. The results has given detailed indications of their expectations:

- more personal services (less impersonal or too general information). Young people are looking for more specific and detailed information combined with a more personal and individual welcome.
- more advice and counselling to give an added value to the services (than they can find on Internet) when they are coming to CIDJ
- A clearer organisation of the space of the reception area in CIDJ: where to find the documents and the competent person.

Those conclusions have led CIDJ to be committed to a list of quality principles completely related to the conclusion of the enquiry. Those principles are closely linked to the French and European Charters.

To be sure young people received the relevant answers to their needs in the best condition we insure :

- Their answers determine how CIDJ is informing them
- No appointment needed (for face to face interviews)
- Help of resource organisations in the process of informing
- Evaluation of this adequation

To be sure of the continuity of the service: A permanent attention to the needs of the young people in the “reception hall” (surveys)

Those quality principles have involved :

- a big reorganisation of the front desk and all the reception hall: more individual corners for personal interviews, a clearer indication of services (and information

topics), easy and free access to Internet. All that to reach the objective of specific, individual and adequate information

- a new organisation of the staff : less generalist workers, specific competences to the youth workers, time to enlarge their knowledge (training, visits, conference...),
- evaluation sessions
- A clear presence of partners: national employment agency, CV services..

The new service has been launched in January 2005.

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):

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

Name: CIDJ
Address: 101 quai Branly, 75015 Paris

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

Name: Catherine de Labarre
E-mail Address: catherinedelabarre@cidj.com

6. Who Participated in This Initiative ?

CIDJ departments of Information / Communication / Marketing

7. What Was the Scope of This Initiative?
(please click on / activate the box which corresponds to your answer)

Local Regional National European

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

Initiative and study started in 2003; new services in January 2005.

9. What Were the Results Obtained by This Initiative?

As already described – assessment on the way.

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:

Language(s):

Can be consulted / downloaded at this web-site:

Can be obtained from (address of organisation):

11. Additional Information:

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This description form has been completed by:

Name of Person: Catherine de Labarre

E-mail Address: catherinedelabarre@cidj.com

Name of Organisation: CIDJ