

# “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: **Associazione Carta Giovani**

European Affiliation: **EYCA**

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

### **ITALY: Co-operation with Municipalities**

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

The aim of the project is to give young people an instrument able to give them “strong services at home” and strong services out of their territories to allow them feel “at home”, and to avoid the presence of thousands of different cards in the same territory.

In the long term, even if the project is ambitious, we can imagine that the presence of the EURO<26 Youth Card in Italy will have a role of “common” instrument in a situation where many different entities would prefer to run alone.

The local entities (Region, Province, Municipalities) perfectly know what the needs of young people are (transportation, culture, sport and leisure, entertainment) but they have no instrument to provide these services or to give the related information.

It seems that the philosophy behind our proposal is strong; we are now concluding agreements with many different municipalities to give young people information about the services of the Lombardy Region for young people in the fields of work, health, sport and information.

We are now signing different agreements with:

- 2 municipality of small dimension (already signed);
- 1 municipality of medium dimension (December 2005)
- 1 municipality of big dimension (November 2005)
- 1 Province with 13 Municipalities (June 2005).

These agreements are finalised to give more chance to young people to be informed and involved on different activities. With the distribution of the youth card it will be possible to organise some focus group in different part of the country to have a feedback about the specific needs of youngsters.

#### **Background**

In Italy we do not have a “national co-ordination” system of Youth Information Centres but the co-operation with these offices, usually handled by Municipalities, is part of the history of our Association.

In the last years, we saw a growth of "local cards" copying the functionality of the Youth Card but with less "attractive power" as they are limited to local use. This "local" aspect was the weak side of those initiatives as we know that all youngsters are always moving for study, work, shopping and leisure reasons.

During 2004 we spent some time getting in touch with most of these offices (in Italy there are about 1.200) proposing they work together to distribute a co-branded card with an international and national value, coming from the EURO<26, and a strong local value, coming from the local experience and knowledge of the local entity.

**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):

All involved partners are used to having a "face to face" relation with young people and it will be useful to compare the different needs expressed by youngsters.

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

Name: Associazione Carta Giovani  
Address: Via Albalonga, 3 – 00183 Roma

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

Name: Angela Dato  
E-mail Address: adato@cartagiovani.it

**6. Who Participated in This Initiative ?**

The initiative involves Municipalities, Provinces, Cultural Associations, one Bank.

**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):*

From May 2005 onwards

**9. What Were the Results Obtained by This Initiative?**

**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:                    Angela Dato

E-mail Address:                    [adato@cartagiovani.it](mailto:adato@cartagiovani.it)

Name of Organisation:            Associazione Carta Giovani