

“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: **CJP / Cultureel Jongeren Paspoort**

European Affiliation: **EYCA**

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

NETHERLANDS: MyTaste-tool on CJP web-site (and 3 other initiatives)
+ Internet panels, Multi-channelling, Focus Groups

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

1. Providing young people with the information on the subjects they informed us were according to their taste profile & suggesting friends in the community with the same "character" profile
2. Quantitative research tools
3. Multi-channelling, cross-media relations between magazines, web-site, events e-mails
4. Qualitative research

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 2, 4
- b) an initiative or project that **assesses the quality of the information provided** 1
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided** 3
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect): 4

It provides the organisation with information about what is important to young people & how to activate young people.

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

Name: CJP / Cultureel Jongeren Paspoort
Address: Marnixstraat 317, NL - 1016 TB Amsterdam

<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Marjolein de Boer E-mail Address: marjolein@cjp.nl</p>
<p>6. Who Participated in This Initiative ?</p> <p>Many young cardholders</p>
<p>7. What Was the Scope of This Initiative? <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>Local <input type="checkbox"/> Regional <input type="checkbox"/> National: 1, 2 and 3 European: 4</p>
<p>8. When Was This Initiative Undertaken<i>(please state the date when the activity was started, when it finished, or if it is still continuing):</i></p> <p>1: November 2004 (1st phase) 2, 3 and 4: still continuing</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>Much valuable data, quantitative as well as qualitative, to improve our own media and products, but also to look for new methods and new partners.</p>
<p>10. Report – Publication – Other Product <i>(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):</i></p> <p>The following material is available concerning this initiative: <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>Report <input type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/></p> <p>Title:</p> <p>Language(s): 1, 2 and 3: Dutch 4: English</p> <p>Can be obtained from (address of organisation): CJP</p>
<p>11. Additional Information:</p> <p>.....</p>

This description form has been completed by:

Name of Person: Marjolein de Boer
E-mail Address: marjolein@cjp.nl
Name of Organisation: CJP