

“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: **IPJ**

European Affiliation: **ERYICA + Eurodesk**

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

PORTUGAL: www.juventude.gov.pt – Portuguese Youth Portal

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



JUVENTUDE.GOV.PT is a concept translated in 3 articulated youth information systems and tools: the National Youth Portal (*Portal da Juventude*), the *Contact Centre* and the Youth Stores network (*Lojas.Ponto.Já*)

The mission of this project is :

- ? To provide information content, interactive and specialized services, targeted to youngsters in general, to the youth and students organisations in particular, according to the needs of the users, in a simple, secure and convenient way, allowing rationalization and an integrated management of no presence and presence channels, physical spaces, and in an articulated way between the several public bodies of the youth area.

YOUTH PORTAL

(No presence customer interaction)

- ? To aggregate multiple sites
- ? To be an info mediator
- ? To increase participation
- ? To stimulate new opportunities
- ? To strengthen business associations

The success of the “*Portal da Juventude*” is depending on the participation and involvement of all the entities administered by SEJD (Secretary of State for Youth Affairs and Sport) in a continuous, articulated and flexible way.

Positioning

- ❖ To be associated with an idea of fun
- ❖ To have a direct and easy understandable language
- ❖ To be free in the access and in the use
- ❖ To cover the information needs related to all the youth life cycle
- ❖ To respect alternative life styles
- ❖ Create an identification with the portal and the stores
(each user controls his part of the portal)
- ❖ To have a fair price for the services.

Contents and services

Information - Provide information content.

Relational communication - Direct interest of the State in the knowing of the needs and establishment of a relationship with young citizens.

Transaction - Interactive and transactional, in a way which allows online services.

Integration - To share and to make flexible the resources, allowing an integration of online services;

Participation - To transmit a new concept of the dimension of citizenship; a direct appeal to the participation.

CONTACT CENTER (Presence and no presence customer interaction)

Goals:

- ? To be a multi-channel structure
- ? To unify several contact forms in only one channel: web, mail, fax, e-mail, phone, SMS, Youth Stores
- ? Deliver an integrated public service (24 hours x 365 days)

LOJAS.pontoJá (Youth Stores)

Youth stores are public spaces open to all youngsters, in order to allow them the access to their information needs. These services are functioning in a multi-channel logic system, linked to the information contents provided by the National Youth Portal and by the Contact Centre.

Goals:

- ? To promote the integration and participation of the youngsters
- ? To promote and disseminate national, European and international information
- ? To collect, systematise and disseminate all the information received from different sources
- ? To transmit all available and up-to-date information to the youngsters in an accurate, practical and user-friendly way
- ? To promote citizenship values
- ? To promote activities that are relevant to the youngsters
- ? To promote different counselling services for youngsters according to their specific needs
- ? To create new partnerships in order to provide new counselling services and information content.

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: Sponsor – Secretary of State for Youth Affairs and Sport
 Address: Av Brasília, Algés Praia, P-1449-011 Lisboa

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

Name: Mauro.Xavier
 E-mail Address: geral@juventude.gov.pt

6. Who Participated in This Initiative ?

- IPJ- Instituto Português da Juventude
- Movijovem
- FDTI – Fundação para a Divulgação das Tecnologias de Informação

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):*

- This *Portal da Juventude* (www.juventude.gov.pt) is on line since December 2003.
- The two first youth stores were opened in February 2005.
- The first phase of the Contact Centre will be implemented at the end of 2005.

9. What Were the Results Obtained by This Initiative?

The *Portal da Juventude* is now a reference for Portuguese youngsters, as an information tool and as an interactive service on-line. It gives them access to specific services like youth hostels reservations, direct applications to national programmes, etc. It is also a free e-mail support, with all questions receiving a reply within 48 hours. From January 2004 to May 2005, the usage figures are: 251.815 unique visitors and 1.750.869 page views.

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: Juventude em Acção / Youth in Action

Language(s) Portuguese

Can be obtained from: Instituto Português da Juventude,
Av. da Liberdade, 194, P-1269-051 Lisboa, Portugal
Tel. +351 21 317 92 00 - Fax. +351 21 317 92 19
E-mail: geral@juventude.gov.pt

11. Additional Information:

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This description form has been completed by:

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Name of Organisation: Instituto Português da Juventude