

“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: **Association Euro<26 Romania**

European Affiliation: **EYCA**

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

ROMANIA: Euro<26 Resorts and Euro<26 Cities

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

The project aimed to involve local communities in developing the Euro<26 youth card to get a wider and national recognition from the Local Councils that could support a stronger impact of the card on the young people. The cities involved are Costinesti, Predeal, Timisoara, Alba-Iulia, Piatra-Neamt.

The way to make the idea work was to propose to the Local Councils to undertake the local development of the Euro<26 card, offering to them a closer approach towards the young people and for us a stronger development of the card at the national level.

The first resort proposed to become a Euro<26 brand was Costinesti, a seaside youth summer resort for long time, but in a decade of transition. The Local Council agreed to get involved in the project offering for summer a special place for the organisation to develop information activities, allowing the resort to be promoted with Euro<26 logos as a Euro<26 Resort, allowing information of youngsters directly on the beach, supporting the Euro<26 team in organising events in discos for cardholders and, most important, to support Euro<26 in obtaining the local discounts significant to make the use of the card valuable for young people.

For more than 3 months, teams of 10 volunteers per week have undertaken information activities in the Euro<26 InfoShop and directly on the beach. The information materials have been posters and flyers, but most effective “word-of-mouth”. Young people could come and ask for info, make a card, register for newsletter of Euro<26 (electronic) or could stay on the 2 km long beach as volunteers giving information. The impact was huge and the Euro<26 Summer Resort in Costinesti will continue this year.

The Winter Euro<26 Resort was created in Predeal following the same scheme. The information point Euro<26 was near the railway station, in the same building with the Tourist Information Point of Predeal. Predeal is the most popular winter ski resort, so we had a large number of young people using our information point. The volunteers have also done information near the ski slopes with flyers and again “wordof-mouth”. The impact was big as the Local Council has taken the project very seriously and intends to run it also for summer of 2004 (when people are coming for hiking, biking and tourism).

As for the Euro<26 Cities, the Local Councils and City Halls are considering (the nearest to happen is Alba Iulia) creating an office belonging to the City Hall developing projects and services for local young people (as a service of the community for local young people, a means of communication between local authorities and the younger citizens of the city). The Office will be European Information Center, one of the projects being Euro<26 development – local discounts & information, European information provided by Euro<26, and most probably a local Euro<26 card giving access to these services and others developed by the office – City Hall / Euro<26 project.

<p>3. Aspect of Quality relating to Youth Information Addressed by This Initiative : <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>This is:</p> <p>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 <input checked="" type="checkbox"/></p> <p>b) an initiative or project that assesses the quality of the information provided <input type="checkbox"/></p> <p>c) an initiative or project that seeks to maximise the distribution / impact of the information provided <input checked="" type="checkbox"/></p> <p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input checked="" type="checkbox"/></p> <p>Information for the people in the place where people is – place of information activity</p>
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: Association Euro<26 Romania Address: Str. Valter Maracineanu nr. 1-3 (intr. 5, et. 4, cam. 337), RO-010155 Bucuresti, sector 1, Romania</p>
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Mugurel Stan E-mail Address: mugurel.stan@euro26.ro</p>
<p>6. Who Participated in This Initiative ?</p> <p>Euro<26 staff, Euro<26 volunteers, local partners - youth organisations and their members involved in the Euro<26 project, plus Local Councils with representatives, media, partners of the organisation.</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 <input checked="" type="checkbox"/> European <input type="checkbox"/></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>- Costinesti – Euro<26 Resort: in summer 2004 (June – September) - Predeal – Euro<26 Resort: winter 2004 / 2005 (December – February) - Alba Iulia – Euro<26 City: 2004 / 2005 and ongoing - Timisoara – Euro<26 City: 2005 and ongoing - Piatra Neamt – Euro<26 City: 2005 and ongoing</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>BIG awareness of Euro<26 card and its use, increased interest of the local community towards young people, involvement of local community in development of Euro<26 youth card by offering support for obtaining local discounts, direct communication with young people, distribution of the card to a large number of young people, large-scale information, implication of “hard” partners (bank, media) in a project for young people (topic which is generally neglected).</p>

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: info & promotional materials, site

Title:

Language(s): Romanian, English on request

Can be consulted / downloaded at this web-site: www.euro26.ro

Can be obtained from (address of organisation): address above,
or mugurel.stan@euro26.ro

11. Additional Information:

Event poster, video-clip and radio clip, information materials, T-shirts available

This description form has been completed by:

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Name of Organisation: Euro<26 Romania Association