

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

<p style="text-align: center;">DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE <i>included in Compendium of Quality Initiatives/Projects prepared for the European Seminar</i></p>
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Organisation: **EURO<26 AUSTRIA**

European Affiliation: **EYCA**

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

AUSTRIA: “Come Together” - Promoting International Mobility

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

This project is a participative youth contest promoting international relationships and mobility.

Aims:

- image-building for cross-barrier relations and friendships beyond frontiers and different groups (ethnic, religion, sex,...)
- enhance popularity of our media channels, increase number of media contacts, interactive media

Summary:

Young people were invited to present their long-distance relations/friendships in their preferred way (photographs, letters, poems, sound data, powerpoint presentation, comic, etc.) to a jury at EURO<26 Austria. The call for submission was launched via the two Austrian EURO<26 magazines, the electronic newsletter, the website www.euro26.at and via press releases and (regional) networking partners.

Out of the submissions a selection was made which was then displayed in a vote -and - win-contest to the readership in the magazine and the visitors of the web-site. All the creative input was shown on-line without censorship and the visitors were asked to vote for “the” couple which would deserve the first prize: a holiday in the Indian region of Goa. Thousands of votes were cast (on- and off-line) and eventually a winner was selected and presented again in one of the issues of EURO<26 magazines and on the Internet.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative :**

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**

<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>Image enhancement of the EURO<26 media, internet based service to bring young people to our website and sensitise them on other European subjects which are introduced in a more editorial manner.</p>
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: EURO<26 Austria Address: Glockengasse 4c, A-5020 Salzburg</p>
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Gabi Haslinger E-mail Address: g.haslinger@euro26.at</p>
<p>6. Who Participated in This Initiative ?</p> <p>EURO<26 cardholders and non-cardholders of Austria and from other places from all over the world.</p>
<p>7. What Was the Scope of This Initiative?</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>Spring to Winter 2004</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>Qualitative: image-building, attention, awareness, participation</p> <p>Quantitative: about 70 participating couples, about 35.000 online votes on the website www.euro26.at (extremely high interactive participation of the readership!), about 700.000 contacts via print media, etc.</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: Report <input type="checkbox"/> Publication <input checked="" type="checkbox"/> Other Product (specify) ...</p> <p>Title: EURO<26 Magazine, www.euro26.at Language(s): German Can be obtained from: EURO<26 Austria</p>

11. Additional Information:

The acceptance and final success of this action goes back to the fact that friendship and love are high values of young people, higher than racism or intolerance. Young people get very active if their possible reward is not a fake or an alibi and they also mobilise their friends, schoolmates, family,... if they have such a high commitments as in this case. And this campaign once more confirmed that socio-critical subjects do get a lot of attention if they are presented in a manner appropriate to the target-group.

This description form has been completed by:

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