

“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: “Europa hochweiss” (White Book on Youth)

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

Aim:

This project wanted to attract the interest of young Austrians to participate in the EU online-questionnaire for the white book of youth. Minimum 1.000 votes was the goal.

Summary:

In autumn 2002, the EU Commissioner for Youth, Viviane Reding, launched a campaign to collect data concerning models of youth information and participation in order to assess what is missing where.

The Austrian Federal Ministry for Education, Science and Culture used the media network of EURO<26 to achieve an impressive involvement of young people by creating a contest. The prize to win was a railway card co-branded with EURO<26 representing a value of EUR 18,00 each. When the official web-site www.weissbuch.at was launched on 5 September 2002, the goal of the 1.000 people to fill out the lengthy form was reached by noon.

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

- 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):

This campaign proved that young people can be motivated to participate, even if it is on issues that are seemingly of low interest – provided that the gain is good enough.

4. Name and Address of Organisation Responsible for This Initiative:	
Name:	EURO<26 Austria
Address:	Glockengasse 4c, A -5020 Salzburg
5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Gabi Haslinger
E-mail Address:	g.haslinger@euro26.at
6. Who Participated in This Initiative ?	
EURO<26 cardholders and non-cardholders of Austria and from other places from all over the world.	
7. What Was the Scope of This Initiative?	
Local <input checked="" type="checkbox"/>	Regional <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> European <input type="checkbox"/>
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>	
Spring to Winter 2002	
9. What Were the Results Obtained by This Initiative?	
Qualitative: Create awareness about the White Book on Youth and offer possibilities for participation to the young Austrians by stimulating the dialogue with an attractive contest in the background.	
Quantitative: The questionnaire about the white book was filled out by 1.595 young people in the target-group, to the great satisfaction of the Ministry.	
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>	
The following material is available concerning this initiative:	
Report <input type="checkbox"/>	Publication <input checked="" type="checkbox"/> Other Product (specify):
Title:	EURO<26 Magazine, www.euro26.at
Language(s):	German
Can be obtained from:	EURO<26 Austria
11. Additional Information:	
Because of the great success of the action, a similar project was repeated in cooperation with the Austrian Ministry for Education, Science and Culture in the following year.	

This description form has been completed by:

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Name of Organisation: EURO<26 Austria