

# “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: **Canllaw Online**

European Affiliation: **ERYICA + EYCA**

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

**UNITED KINGDOM (Wales): CREDU (or “Believe in Your Digital Future”)**

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

CREDU, the Digital Youth Wales project, is a national initiative to create a digital information service by and for young people across Wales. The aim of CREDU (which means “to believe” in Welsh) is to bring the computer equipment, a portal of choice and skill-learning opportunities to young people, and to enhance the programmes and locations in which they are already working. The intention is to make the CREDU benefits available to all young people in an environment in which they are already comfortable and therefore do not feel disadvantaged or daunted.

The Digilabs will house of-the-minute technology such as high speed internet/broadband linked computers, digital cameras, video cameras, colour printers and scanners, video conferencing equipment and mobile pentabs and laptops – with the potential for adaptation to meet special needs, and complemented by the latest software. Young people and their supporters will be upskilled in the use of the new technologies to their full potential, and will be able to contribute digital content into an all-Wales portal of choice for young people. Check it out at [www.credu.co.uk](http://www.credu.co.uk)

CREDU will help create easily accessible information production services for young people that, from the young person's point of view, offer a range of opportunities for access and development of new information sources. Digilab staff will be able to offer young people hands-on, enjoyable interaction with the latest range of Information Technology to explore how they can enhance their own skills, create ideas for self employment, interact with support agencies and their peer group and community at large.

As part of this strategy, a number of CREDU Digilabs are being developed across Wales. They will be points of access through services for young people where young people will be engaged and be helped to identify, access, explore and utilise the information services they need and to develop the innovative and entrepreneurial skill sets that open up new earning patterns. They will offer direct access to the facilities of the Digilabs through a national network of participating agencies.

<p><b>3. Aspect of Quality relating to Youth Information Addressed by This Initiative :</b>  <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>This is:</p> <p>a) an initiative that <b>identifies one or more quality factors as a basis for analysing / evaluating the quality / impact</b> of a youth information activity or service <input type="checkbox"/></p> <p>b) an initiative or project that <b>assesses the quality of the information provided</b> <input type="checkbox"/></p> <p>c) an initiative or project that seeks <b>to maximise the distribution / impact of the information provided</b> <input checked="" type="checkbox"/></p> <p>d) an initiative / project that addresses <b>another aspect of quality</b> (specify the aspect): <input type="checkbox"/></p>
<p><b>4. Name and Address of Organisation Responsible for This Initiative:</b></p> <p>Name: Canllaw Online Cyf  Address: Unit 5, The Octagon, Caerphilly Business Park, Van Road, Caerphilly, CF83 3ED, South Wales, UK</p>
<p><b>5. Name and E-mail Address of Person to Contact</b> (for information about this initiative):</p> <p>Name: Lynne Thomas  E-mail Address: <a href="mailto:lynnethomas@canllaw-online.com">lynnethomas@canllaw-online.com</a></p>
<p><b>6. Who Participated in This Initiative ?</b></p> <p>Canllaw Online are partners with Fujitsu Services in the CREДУ Project. 82 individual youth-based centres (such as youth clubs, community colleges, after-school clubs, Info shops, etc) across Wales are participating in the project by becoming Digilabs and by providing 2 members of staff as CREДУ facilitators.</p>
<p><b>7. What Was the Scope of This Initiative?</b>  <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><b>8. When Was This Initiative Undertaken</b> <i>(please state the date when the activity was started, when it finished, or if it is still continuing):</i></p> <p>Starting date: 1 October 2004. The project is still continuing.</p>
<p><b>9. What Were the Results Obtained by This Initiative?</b></p> <p>Through the CREДУ Digilabs, young people will have the opportunity to learn ICT skills vital in today's digital world. Young people will be encouraged to develop content for the CREДУ portal on topics which are of importance to them and in ways which best express their thoughts, emotions and creative capacity – be it in the form of a digital story, a rap, a video diary, a written article, an animation, a piece of music etc.</p> <p>CREДУ is based on the belief that, if individuals are better informed, they can make better life choices. Digilabs will provide wide access to quality up-to-date information so that young people can assess their options and the consequences of any decisions they may make.</p>

Young people across Wales will be able to access and create information through digital media, the project portal and the Internet. CREDU uses a network of Digital production facilities (Digilabs) to deliver an engagement strategy that will allow young people to begin to see what opportunities the digital revolution has for them. It will lead to a series of opportunities for enhancing their skills, employment and further training and the chance to begin creating options for self-employment.

The young people of Wales will be part of the first such national programme of skills and content production in the world. The leadership skills they develop will ensure better services for young people in Wales as well as ensuring that the economy of Wales is competitive in the Information Age.

The partnership supporting this initiative includes large private sector ICT companies who will bring a new level of focus on entrepreneurship, leadership, capacity building and business development.

The learning model is based on hands-on practical production of content of interest to young people and the technology platforms available in the Digilabs will allow for interactive multi-site training, skills and knowledge sharing and support for business planning and development. Young people will be able to get the help and skills they need to reach their potential and make an effective transition to work and adult life. Its key objective is to encourage more young people to participate in the CREDU programme to allow them to create benefit for themselves, the organisations that serve them and for their communities. The training and project opportunities will add a ladder of opportunity so that an increasing number have the qualifications they need for further education and the world of work. There will be a special emphasis on those young people who feel excluded and find it difficult to use the usual sources of support.

**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): portal

Title: The CREDU Portal

Language(s): English and Welsh

Can be consulted at this web-site: [www.credu.co.uk](http://www.credu.co.uk)

#### **11. Additional Information:**

CREDU is a £17m project, including a £9m grant from the Welsh European Funding Office (WEFO). CREDU will be developed over two and a half years initially and will, at first, be aimed at Objective 1 areas, which include 15 out of 22 Welsh unitary authorities. However, it is hoped that in the future the programme will cover all of Wales.

This description form has been completed by:

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Name of Organisation: Canllaw Online Cyf