

# “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;"><b>DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE</b> <i>included in Compendium of Quality Initiatives/Projects prepared for the European Seminar</i></p>
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Organisation: **EYCA**

**An EYCA network project**

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

**EYCA: EYCA Quality Standards**

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

The *Standards for Quality Development and Operations of EURO<26 Youth Cards* (annex II to EYCA's official documents) were created in order to maintain and encourage a common and growing level of quality and standards for EURO<26 youth card operations, including the following youth information areas:

- ? information that Members make available to holders of the EURO<26 youth card
- ? discounts and services (including information) that Members make available to young people
- ? the reciprocity of EURO<26 youth card discounts and information between Members

### **The Quality Standards**

- ? ensure that information for young people is regularly maintained and kept up to date, including printed discount-guides and websites
- ? dictate the minimum information that must be made available, including minimum requirements in English language for young people from other territories
- ? specify minimum requirements of circulation of information on national and international levels
- ? ensure that it is possible for all cardholders to contact the Member, and that they will receive a response at the latest within 2 weeks
- ? ensure consistent design standards across EYCA Members, which means relevant information is instantly recognisable by all young people.

### **Monitoring**

An annual ‘Survey’ and 4-year rolling review system systematically monitors and helps Members achieve and maintain the standards. A ‘Hercules’ Award is awarded to Members that are very successful in meeting and exceeding standards. The General Assembly and Board of EYCA may react with sanctions if standards are not met by a Member.

### **Support**

To assist Members in meeting, maintaining and observing the standards and rules, EYCA provides various support services, such as: EURO<26 Exchanges, Tutorial programmes, Communications Group technical meetings.

<p>Apart from centrally produced information materials, EYCA also provides design manuals / guidelines to ensure that information materials produced by Members are consistent. EYCA also makes available to Members examples of good practice in the creation of and dissemination of information to young people.</p> <p>Finally, Members receive a quarterly newsletter by e-mail, the “EYCA tcher”, which further ensures that information is shared among Members and ultimately disseminated among the maximum number of young people across Europe.</p>
<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 checked="" type="checkbox"/></p>
<p><b>4. Name and Address of Organisation Responsible for This Initiative:</b></p> <p>Name: European Youth Card Association  Address: Füge utca 6, mf 4, 1022 Budapest</p>
<p><b>5. Name and E-mail Address of Person to Contact</b> (for information about this initiative):</p> <p>Name: Fíona Ní Chinnéide, PR and Communications Officer  E-mail Address: pr-communication@eyca.org</p>
<p><b>6. Who Participated in This Initiative ?</b></p> <p>All EYCA Members, by way of the General Assembly (workshops + formal approval during annual conference).</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 type="checkbox"/>      European <input checked="" 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>The Quality Standards were first adopted at the 14th EYCA Conference (Cascais, Portugal - November 1998). The most recent update was accepted by the General Assembly in November 2004, in Bratislava.</p>
<p><b>9. What Were the Results Obtained by This Initiative?</b></p> <p>The quality of information provision to young people through different media channels has been considerably improved and made consistent across 36 countries. This initiative has not only set standards of quality, but has also set in place incentives for achieving and maintaining these standards. Perhaps the greatest achievement is that these ‘Quality Standards’ are not dictated from the top down, but are the product of negotiations, discussion, review and agreement by all EYCA Members.</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 (specify) .....

Title: Standards for Quality Development and Operations of EURO<26 Youth Cards

Language(s): Available in English and Spanish

Can be obtained from (address of organisation): mail@eyca.org

**11. Additional Information:**

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This description form has been completed by:

Name of Person: Fíona Ní Chinnéide

E-mail Address: pr-communication@eyca.org

Name of Organisation: European Youth Card Association