

“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: **EYCA**

An EYCA network project

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

EYCA: EURplace26 – Where Young Travellers Get What They Need

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

EURplace26 is a combination of two projects of the EYCA Communication Group: a young journalists exchange project “panel of youth correspondents” and the so-called “hospitality points”, information points for young travellers – mostly located at youth information points.

8 European cities were identified that meet young peoples /travellers’ needs in the light of a hospitality point: budget flights, good public transport, events, youth info network, EURO<26 discounts, etc.: Graz (A), Ljubljana (SLO), Zaragoza (E), Edinburgh (Scotland), Cardiff (Wales), Prague (CZ), Budapest (H) and Luxembourg (L).

In each of the EURplace26 cities, a young journalist was asked to write an article as ‘residential journalist’ on his/her city, including information on the criteria given.

Later, these journalists visited one of the other cities to write an article about the city as incoming traveller.

The cities and EURplace26 hospitality points have been promoted internally in the EURO<26 Editors network via the EYCA editors database (text and images) and distributed throughout Europe via the EURO<26 Magazines, on national web-sites, the EYCA web-site and in the EYCA Pocketfolder 2003 as well. In 2004, EURplace26 postcards were printed and a special web-site www.eurplace26.org was created.

At the hospitality points some promotion on the spot took place like goodie bags for the visitors, special EURO<26 discount information, etc.

The initiative combined several participation possibilities: young people could apply for writing about their city (sometimes in a contest), the readers were then informed about the cities by people of their age and were motivated to be mobile within Europe with the feeling of being welcomed at special hospitality points. But not only the mobility of young people was encouraged, also Euro<26 organisations benefit from the content for their magazines and web-sites.

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| <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 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>Encourage participation and mobility by informing about special destinations in the language of young people and providing a personal contact-point at youth information centres.</p> |
| <p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: European Youth Card Association Address: Budapest</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>8 EURO<26 organisations and 8 cardholders / young journalists in the chosen cities; unknown number of readers and travellers in Europe</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 type="checkbox"/> European <input checked="" 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>2003 - 2004</p> |
| <p>9. What Were the Results Obtained by This Initiative?</p> <ul style="list-style-type: none"> ? The project showed that it makes sense to highlight carefully chosen spots with a special youth flavour and that a “live-report” by young people gives extra credibility to the promotion. ? The co-operation with local structures like youth information centres or tourist information points was extremely important and successful to provide personal services at certain spots ? The articles / content about 8 cities written by young people were shared on the EYCA editors data base and widely used in EURO<26 media throughout Europe ? Still existing EURO<26 Hospitality points were set up in 8 European cities ? The specially created logo and shared content gave the promotion material (website, pocket folder, postcards...) a consistent and professional layout |

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): website, postcard

Title: EURplace26

Language(s): English

Can be obtained from: EYCA Office, Budapest

11. Additional Information:

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This description form has been completed by:

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Name of Organisation: EURO<26 Austria