

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

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| <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: **EYCA**

An EYCA network project

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

EYCA: Communications Group

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

The *Communications Group* is primarily a platform for creative exchange between those working in communications with EURO<26 cardholders (ie. young people), whether through print or web or other media. The group meets twice a year (once during the annual EYCA Conference, plus once mid-year with a technical focus). The Editors Database, a product of the *Communications Group*, enables information-sharing between these meetings (see the next initiative).

Membership:

Membership of the *Communications Group* is open to one person from each EYCA member organisation, and is made up of those responsible for the development of communications towards EURO<26 cardholders on a national basis, such as editors, Public Relations Officers, Communications Officers or Information Officers.

Activities:

Youth information is one of the twin pillars of EYCA (the other is mobility of young people in Europe). Therefore, the *Communications Group* plays a central role in EYCA activities:

- ? exchange of experience, best practice and innovative ideas/initiatives
- ? development of new projects and ideas for communications strategy and materials orientated towards young people
- ? creation of annual EYCA programme of communications with young people
- ? promotion of high quality standards of information and communication
- ? different ad-hoc ‘expert’ groups are brought together to execute specific tasks, for example, EYCA web-site redevelopment.

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

(please click on / activate the box which corresponds to your answer)

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

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| <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 style="padding-left: 40px;">Sharing of best practice and knowledge, creation of ideas and innovations</p> |
| <p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: European Youth Card Association Address: Füge utca 6, mf 4, 1022 Budapest</p> |
| <p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Fíona Ní Chinnéide, PR and Communications Officer E-mail Address: pr-communication@eyca.org</p> |
| <p>6. Who Participates in This Initiative ?</p> <p>One representative from each EYCA Member is invited to participate. These representatives should be working in the area of communications to cardholders (magazine editors, web content managers, etc.)</p> |
| <p>7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)</p> <p>Local <input type="checkbox"/> Regional <input type="checkbox"/> National <input checked="" type="checkbox"/> European <input checked="" type="checkbox"/></p> |
| <p>8. When Was This Initiative Undertaken(please state the date when the activity was started, when it finished, or if it is still continuing):</p> <p>Ongoing. Formerly known as the ‘Editors Group’, the <i>Communications Group</i> has long been an active group within the European Youth Card Association, and meets twice a year. Specific task-forces within this group are set up from time to time and according to need.</p> |
| <p>9. What Were the Results Obtained by This Initiative?</p> <p>? increase in communications activities throughout Europe (information, projects, new ‘tools’, etc.) ? maximised methods of distribution of information to young people ? increased quality of information provision to young people (content <i>and</i> media).</p> |
| <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):</p> <p>The following material is available concerning this initiative: (please click on / activate the box which corresponds to your answer)</p> <p>Report <input checked="" type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) promo materials <input checked="" type="checkbox"/> Twice yearly reports, plus various ‘products’ of the <i>Communications Group</i>, such as: web portals, projects, publications, promotional materials (pocketfolder, postcards, etc). Language(s): English (media data for Spanish regions available in Spanish) Can be obtained from: EYCA, Füge utca 6, mf 4, 1022 Budapest, Hungary</p> |

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