

“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: **EYCA**

An EYCA network project

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

EYCA: Europe for a Change I

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

Aim:

Before the enlargement of the E.U., we wanted to know from young Europeans what hopes and dreams they had for their personal future in the context of a growing Europe. A media campaign by and for young people was created and disseminated throughout Europe starting in November 2003. Content of the campaign reached mostly young people but also multipliers, politicians, teachers, etc.

Summary:

32 young people from 16 European countries gathered for one week in Salzburg to become aware of the positive impact which they then hoped to see after the EU enlargement. Via focus groups and different creative group processes, they eventually found a way to express their feelings verbally. A campaign that used video, web-site (online voting), print-artworks, audio, etc. showed the quintessence of the expressions found in this meeting to more than 17 million Europeans in a project period of more than 2 years around the date when the E.U. enlargement took place.

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

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
- 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):

Young readers/listeners/spectators DO show an interest in pan-European issues if the messages are delivered in a credible, authentic way, e.g. young people talking to other young people!

4. Name and Address of Organisation Responsible for This Initiative:																	
Name:	EYCA																
Address:	Budapest																
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 ?																	
32 young people from 16 countries as the core group that generated the messages. A project team consisting of delegates of 8 different countries. And then the uncountable number of readers/visitors/spectators that had the chance to get in touch with the campaign on many different occasions.																	
7. What Was the Scope of This Initiative?																	
Local <input type="checkbox"/>	Regional <input type="checkbox"/>	National <input checked="" type="checkbox"/>	European <input checked="" 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>																	
August 2003 – January 2005																	
9. What Were the Results Obtained by This Initiative?																	
<p style="text-align: center;">Campaign contacts</p> <table border="1"> <caption>Campaign contacts by media type</caption> <thead> <tr> <th>Media Type</th> <th>Contacts</th> </tr> </thead> <tbody> <tr> <td>press</td> <td>7.206</td> </tr> <tr> <td>print</td> <td>1.860.400</td> </tr> <tr> <td>web</td> <td>586.398</td> </tr> <tr> <td>newsletter</td> <td>221.687</td> </tr> <tr> <td>video</td> <td>12.568.028</td> </tr> <tr> <td>TV / Radio</td> <td>2.139.884</td> </tr> <tr> <td>Material distribution</td> <td>-</td> </tr> </tbody> </table>		Media Type	Contacts	press	7.206	print	1.860.400	web	586.398	newsletter	221.687	video	12.568.028	TV / Radio	2.139.884	Material distribution	-
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<p>EYCA is the first European youth organisation to use the scientific research method of focus groups for producing a pan-European campaign to reflect young people's opinions on the E.U.</p> <p>The increased mobility of the Europe for a Change participants after their working together on the project is a clear sign that they opened their minds to intercultural experiences.</p> <p>270 different activities in 21 countries and on European level promoted the Europe for a Change campaign in many different ways and on many different occasions.</p> <p>The dissemination figures show that the project goal of 10 million media contacts with the campaign was considerably exceeded and these results show that the EYCA network and EURO<26 media are an ideal channel to conduct Europe-wide campaigns.</p>																	

The various guestbook entries from young people all over Europe demonstrate that this project had an overwhelming impact on people in and outside the E.U.

Feedback from other organisations, schools and institutions prove that the campaign was an ideal support for discussions and political education.

The fact that EYCA receives another grant to continue with the project in Europe for a change II proves that also the European Union appreciates the high quality (and probably also quantity) of this initiative.

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:

Report Publication Other Product (specify) ...

Title: Final Report “Europe for a Change”

Language(s): English

Can be obtained from: Extracts from EYCA, Budapest
EYCA PR & Communication pr-communication@eyca.org

11. Additional Information:

“Europe for a Change” is an initiative of the European Youth Card Association, supported by the European Commission.

This description form has been completed by:

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Name of Organisation: EURO<26 Austria