

“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: **CJP** (Flemish Community)

European Affiliation: **EYCA**

<p>1. Name of Initiative (project, activity, service or product):</p>
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BELGIUM: AmbRassadeurs – Guidelines for Cultural Communication

<p>2. Description of Initiative or Project <i>(please give a short but complete description, including the aim of the initiative or project):</i></p>
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Ambrassadeurs is the result of study and research, checking clichés and presumptions. It suggests solutions and provides examples of good practice. A book and ‘marching order’ poster were published, setting practical guidelines and targeted at everyone working in the field of cultural participation amongst 15-25 year-olds.

<p>3. Aspect of Quality relating to Youth Information Addressed by This Initiative :</p>

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

This is an initiative that **assesses the quality of the information provided**

<p>4. Name and Address of Organisation Responsible for This Initiative:</p>
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Name: Ingrid Ligtoet, Director
Address: Cultureel Jeugd Paspoort, Sainctelettesquare 19, B-1000 Brussels

<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p>
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Name: Maarten Denys
E-mail Address: maarten.denys@cjp.be

<p>6. Who Participated in This Initiative ?</p>
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Three major organisations, active in the field of communication, youngsters and culture took part in the initiative and realised it. They are Cultuurnet Vlaanderen, Canon Cultuurcel and CJP Belgium.

<p>7. What Was the Scope of This Initiative?</p>

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

Local Regional / National National European

8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):

It has started in 2003. It led to a conference and the publication of a book in October 2004, where it received massive national press coverage. In October 2005, a second conference will take place, together with the publishing of a second book, more oriented towards good practices. From that point on, further continuity and implementing is left to the players in the field.

9. What Were the Results Obtained by This Initiative?

Vast coverage in national press, enthusiastic acceptance by the sector, increasing governmental trust, general boost in credibility and image.

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: AmbRassadeurs

Language(s): Dutch

Can be obtained from: Cultureel Jeugd Paspoort, Belgium

11. Additional Information:

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This description form has been completed by:

Name of Person: Maarten Denys

E-mail Address: maarten.denys@cjp.be

Name of Organisation: Cultureel Jeugd Paspoort (CJP), Belgium