

“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: **CJP** (Flemish Community)

European Affiliation: **EYCA**

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

BELGIUM: A ‘Customer-made’ Cross-media Approach to Cultural Youth Information

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

The aim of this approach is ‘to mobilise young people towards cultural participation’. The instrument used is a comprehensive method that simultaneously or separately maximises the effect of a flow of multidirectional exchange of information on cultural expressions throughout all different forms of media.

Based on experience, research and literature, in our field where we need to communicate interactively with several separated and diverse target-groups (in age, location and commitment), the only way to penetrate to the heart and life of our card- and stake-holders, is to adapt the way of communication to the very specific needs and preferences of the specific target-group. An individually adapted, multi- and cross-media approach is indispensable to maximise the effect and to reach the targets set.

The media used in this strategy are **print** (3 different quarterly and monthly magazines, 1 yearly information guide, 1 semi-academic study (2004), 1 yearbook on youth preferences, trends and desires (2005), 1 weekly newspaper, flyers, posters, monthly postcards, wide logo-presence), **internet** (2 different highly interactive and participation-demanding websites, 3 different weekly and 1 monthly e-mail alerts), **audio** (radio ads, via the web-site, waiting music on the phone are the general audio ads), **video** (TV-ads, via the web-site, on events), **intensive communication** with journalists and press media (e-mail alerts, website, phone, mail), **letter-mailing and direct contact** on and through events (monthly and yearly multi-located events).

To maximise the target-group penetration, we are currently investigating the potential for - and preparing a TV-show, situated in the cultural field. All of these are specifically ‘customer-made’ for the target-group of each of these media, and content as well as looks and feel are adapted to its characteristics.

<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: an initiative or project that seeks to maximise the distribution / impact of the information provided <input checked="" type="checkbox"/></p>
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: Ingrid Ligtvoet, Director Address: Cultureel Jeugd Paspoort, Saintelettesquare 19, B-1000 Brussels</p>
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Maarten Denys E-mail Address: maarten.denys@cjp.be</p>
<p>6. Who Participated in This Initiative ?</p> <p>This is a transversal method that needs to be implemented throughout all activities. The staff are responsible for implementation at their level.</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 checked="" type="checkbox"/> Regional <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> European <input 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>This is a long-term effort that has started in 2003. It has been implemented and will continue to grow further in the near future (e.g. TV programme).</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>EYCA award 2004, growing numbers of web-site visitors (multiplied by 12x), intensified participation on the web-site by the target-group, increase in number of cardholders (multiplied by 1,5x), mass-media partnerships, vast presence in daily press, increasing governmental trust, general boost in credibility and image.</p>
<p>10. Report – Publication – Other Product <i>(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):</i></p> <p>The following material is available concerning this initiative: <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>Report <input type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/></p>
<p>11. Additional Information:</p> <p>.....</p>

This description form has been completed by:

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