

## “Participation of Young People in Youth Information Work”

Vienna, 20-23 April 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA,  
in the framework of the Austrian Presidency of the European Union

<p><b>DESCRIPTION OF INITIATIVE OR PROJECT INVOLVING YOUNG PEOPLE DIRECTLY IN AN ASPECT OF YOUTH INFORMATION WORK</b> included in Compendium of Projects prepared for the European Seminar</p>
--

Ref: **06-13**

Organisation: **EURO<26 CARD**

European Affiliation: **EYCA**

<p>1. <b>Name of Initiative</b> (project, activity, service or product):</p>
--

<p><b>13 - FINLAND: Youth Participation in Euro&lt;26 Card Info Work</b></p>
--

<p>2. <b>Description of Initiative or Project</b> (<i>please give a short but complete description, including the aim of the initiative or project</i>):</p>
--

Informing young people in one of the key goals of the Euro<26 card in Finland. For two years, we have been trying to involve young people in all our information work. For example, our discount guide has been completely designed by young people, and it contains a lot of information written by young people and a lot of information about youth organisations and their activities. The guide is also for the most part distributed via youth organisations. Young people have been involved in the designing of our web-pages, and they contain a lot of interactive functions where young people can participate (competitions, photo galleries, etc.). We are also using young people as agents to promote Euro<26 and to obtain local discounts. Surveys are done annually to ask young people how they would like to develop the card (what kind of discounts, etc.). Even the national layout of the Euro<26 cards are in many cases designed by young people.

We try to promote participation not only in Finland but also by giving possibilities for card-holders to take part in international events. We inform them regularly about all the mobility opportunities arranged by other organisations or by EYCA partners. Some of the most recent examples of these are the Polish Euro<26 card 10th anniversary where a Finnish band of young people had a concert, or the Cartoons on the Bay festival where a Finnish young cartoonist will take part.

One of the aims to develop youth participation in the information field is that we co-operate very closely with the Finnish network of youth information centres. We promote the centres in our guides and web-services and also take part in the events that they organise.

As far as the administration of the youth card is concerned, we have a very good link with young people. As Allianssi is the national youth council of Finland and the umbrella of the youth organisations, the majority of our board members are young people.

<p><b>3. Form of Youth Participation in Youth Information Addressed by This Initiative :</b>  <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>This is:</p> <p>b) An initiative or project that <b>involves young people directly in the designing and preparation of information magazines and materials</b> (for a young public) <input checked="" type="checkbox"/></p>
<p><b>4. Name and Address of Organisation Responsible for This Initiative:</b></p> <p>Name: Allianssi / Euro&lt;26 Finland  Address: Asemapäällikönkatu 1, FI-00520 Helsinki, Finland</p>
<p><b>5. Name and E-mail Address of Person to Contact</b> (for information about this initiative):</p> <p>Name: Jarkko Lehikoinen  E-mail Address: jarkko.lehikoinen@alli.fi</p>
<p><b>6. Who Participated in This Initiative ?</b></p> <p>Allianssi, several of its member organisations, and many municipal youth offices and groups of young people.</p>
<p><b>7. What Was the Scope of This Initiative?</b>  <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 checked="" type="checkbox"/>      European <input type="checkbox"/></p>
<p><b>8. When Was This Initiative Undertaken</b> <i>(please state the date when the activity was started, when it finished, or if it is still continuing):</i></p> <p>It is a still continuing activity, which started about two years ago and is developing all the time.</p>
<p><b>9. What Were the Results Obtained by This Initiative?</b></p> <p>The Euro&lt;26 card in Finland has obtained a new image in the last years. The contents of the card and its information are much more vital. Young people are much more satisfied with the card as they have been able to participate in all phases of information work and the content work related to the card.</p>
<p><b>10. Report – Publication – Other Product</b> <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 checked="" type="checkbox"/>      Other Product (specify) ..... <input checked="" type="checkbox"/></p> <p>Title: As examples: our annual discount guide (sent to EYCA office)  or our web-pages www.euro26.fi</p> <p>Language(s): Mostly in Finnish</p> <p>Can be consulted / downloaded at this web-site: www.euro26.fi</p> <p>Can be obtained from (address of organisation): Allianssi</p>
<p><b>11. Additional Information:</b></p> <p>.....</p>

This description form has been completed by:

Name of Person: Jarkko Lehtikoinen

E-mail Address: jarkko.lehtikoinen@alli.fi

Name of Organisation: Allianssi / Euro<26