

## 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>
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Ref: **06-47**

Organisation: **CIPAJ, Zaragoza**

European Affiliation: **ERYICA** (Spanish Network)

<p>1. <b>Name of Initiative</b> (project, activity, service or product):</p>
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<p><b>47 - SPAIN: Youth Participation in Youth Information via Internet</b></p>
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<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>
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The project consists in 3 two-way databases that are available at the Information Centre's website (Advertisements for young people, Youth Agenda and News), which can be consulted and enable information to be inserted by young people and by the associations that work with them. This system affords the Youth Information Centre (CIPAJ) 150,000 correspondents (all the young people in the city) providing an immediate source of information on themes and new information of interest to young people. The other facet is that young people feel that information they themselves provide is closer, more practical and useful, since it directly affects their interests.

**1. Advertisements for young people.**

It enables searches and the insertion of advertisements on themes of interest to young people: accommodation, voluntary work, placements in companies, private tuition, exchanges, purchases and sales, people and miscellaneous.

**2. Youth Agenda**

It enables searches and the insertion of activities that take place in the city and that are of interest to young people: sports activities, holidays, cultural events, courses and workshops, excursions, travel, cinema, music, theatre, dance, exhibitions, etc.

**3. News for young people**

It enables searches and the insertion of news on current matters of interest to young people. At the present time it is at the testing phase.

The aims of this project are:

- ? To facilitate the participation of young people and youth information associations by means of new technologies.
- ? To facilitate access to youth information by young people and entities that work with them.

? To directly involve young people in the management of this information.  
 ? To diffuse information on themes of interest to young people such as accommodation, employment, voluntary work, activities taking place in the city, current affairs, etc.  
 ? To offer young people free services to enter into contact with other young people and youth organisations.  
 ? To adapt the Information Centre's services to the new needs and areas of interest of young people, detected thanks to the participation of young people in this system.

**3. Form of Youth Participation in Youth Information Addressed by This Initiative :**  
*(please click on / activate the box which corresponds to your answer)*

This is:

a) An initiative or project that **involves young people directly in the identification of the information needs of young people in their locality or field of interest**

b) An initiative or project that **involves young people directly in the designing and preparation of information magazines and materials** (for a young public)

c) An initiative or project that **involves young people directly in informing or advising other young people**

d) An initiative or project that **involves young people directly in managing or evaluating youth information centres or other services** (such as a youth card)

e) An initiative or project that addresses **another aspect of youth participation in youth information work** (please specify the aspect):   
 .....

**4. Name and Address of Organisation Responsible for This Initiative :**

Name: CIPAJ. Centro de Información Juvenil.  
 Address: Plaza San Carlos 4, E-50001 Zaragoza, Spain

**5. Name and E-mail Address of Person to Contact** (for information about this initiative):

Name: Gema Villa  
 E-mail Address: cipaj@zaragoza.es

**6. Who Participated in This Initiative ?**

Participants in this project:

? The Youth Information Centre. CIPAJ.  
 ? Young people in Zaragoza and young people from other countries who come to or are going to come to Zaragoza.  
 ? Entities and associations that work with young people.  
 ? The University of Zaragoza.  
 ? The Municipal Information Technology Centre.

**7. What Was the Scope of This Initiative?**  
*(please click on / activate the box which corresponds to your answer)*

Local  Regional  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):

The Advertisement database was the first to be set up in 1996. Following its success, due to the high participation of young people in the management of information, the Youth Agenda database was created in 1998. Both are still in operation and are highly rated by the young people who use them. During 2005 the News database was created and it is currently at the testing stage. It will be accessible in April 2006.

**9. What Were the Results Obtained by This Initiative?**

From the start of the databases there has been a steady growth in their use by young people and in the volume of information managed by the system and its repercussions in other media and information resources. The following chart clearly indicates the evolution and increase in the databases over the past three years.

<b>Information in Internet</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
? Accesses to the home page of <i>Adverts for young people</i>	77,034	160,552	<b>284,419</b>
? No. of ads. inserted by young people	6,552	9,474	<b>13,000</b>
? Accesses to the home page of <i>Youth Agenda</i>	30,322	32,452	<b>36,296</b>
? Activities inserted by young people and youth associations	2,565	2,515	<b>20,435</b>

The degree of user awareness and satisfaction with the databases is very high, as shown in this table with data from a study carried out by the University of Zaragoza in 2004.

**Awareness, use and evaluation of the Databases amongst young people of Zaragoza. 2004 (14-30 years old)**

**Advertisements for young people:**

? Awareness.....	51 %
? Use % of those aware and of total.....	44.6 % (23 % of total)
? Appraisal (satisfactory or highly satisfactory) .....	72 %

**Youth agenda:**

? Awareness.....	24 %
? Use % of those aware and of total.....	40 % (9.7 % of total)
? Appraisal (satisfactory or highly satisfactory).....	69 %

There is a very high level of use since the advertisement database maintains around 1,000 advertisements (that remain active for a maximum of 30 days) and the activity agenda database has around 500 activities (with active date). Some of the data obtained from the survey carried out amongst readers of the '*Boletín del CIPAJ*' that provides information from the Advertisements and Youth Agenda databases, give an idea of young people's perception of their usefulness.

**Usefulness of the databases for young people**

- ? 52.4 % of readers have found them useful to participate in cultural and training activities (Youth Agenda)
- ? 32.2 % have found them useful to find employment, accommodation, voluntary work opportunities, private tuition, etc. (Advertisements for young people)
- ? 13 % have found them useful to enter into contact with people or youth associations (Youth Agenda and Advertisements for young people).

Lastly, the information contained in these databases for young people is also spread by other means:

- ? Weekly electronic and printed newsletters with the advertisements and activities, sent out to 140 youth centres in Zaragoza.
- ? A special page on Saturdays in the “Heraldo de Aragón”, the newspaper with the biggest print-run in the city.
- ? Two sections in the monthly youth information magazine “The CIPAJ Newsletter” (15,000 copies).
- ? A weekly space in the television programme “El pupitre” on TVE 2.

**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) website.....

Title: .....

Language(s): Spanish.....

Can be consulted / downloaded at this web-site: [www.cipaj.org](http://www.cipaj.org)

**Anuncios para jóvenes:** [www.ayto-zaragoza.es/azar/ciudad/juventud/anuncios/anuncios.html](http://www.ayto-zaragoza.es/azar/ciudad/juventud/anuncios/anuncios.html)

**Agenda juvenile:** [http://cmisapp.ayto-zaragoza.es/agenda/general\\_agendajuv.html](http://cmisapp.ayto-zaragoza.es/agenda/general_agendajuv.html)

**Noticias:** <http://cmisapp.ayto-zaragoza.es/ciudad/sectores/jovenes/cipaj>

Can be obtained from (address of organisation): CIPAJ, Plaza San Carlos 4,  
E-50001 Zaragoza, Spain

**11. Additional Information**

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This description form has been completed by:

Name of Person: Gema Villa and Elena Melantuche

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Name of Organisation: CIPAJ. Centro de Información Juvenil. Ayuntamiento de Zaragoza. [www.cipaj.org](http://www.cipaj.org)