

“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>DESCRIPTION OF INITIATIVE OR PROJECT INVOLVING YOUNG PEOPLE DIRECTLY IN AN ASPECT OF YOUTH INFORMATION WORK included in Compendium of Projects prepared for the European Seminar</p>
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Ref: **06-59**

Organisation: **EYCA**

An EYCA network project

<p>1. Name of Initiative (project, activity, service or product):</p>
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59 - EYCA: Europe for a Change II

<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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Europe for a Change is a pan-European project initiated by the European Youth Card Association (EYCA) and supported by the European Commission. Europe for a Change II wants to know the values of young people and whether they have noticed any changes in their lives since May 1st, 2004 or what their hopes and worries look like. Through a pan-European contest, 27 young people were selected to attend a youth event where the content for the campaign was created. The EURO<26 project team then designed the campaign material together with young creators and professionals (videos, print campaign, website) and launched it in October 2005. The goal of the campaign is to establish at least 13 million media contacts until the end of April 2006. (For comparison, the Europe for a Change I project reached over 20 million media contacts). Since the launch, the EURO<26 network as well as the young participants are actively promoting the campaign in different media with a big focus on online participation: at www.change-europe.org young people can vote for their European values, get in contact with the Europe for a Change participants and discuss with them. In their personal online-blogs, the young participants share many different ideas and views with the website visitors. But they are also asked to promote the campaign and spread the ideas in their personal environment (e.g. Schools, universities, youth organisations etc.). Those who showed the most intense participation will be invited to a final evaluation meeting at the end of April in Madrid where they can meet a part of the group once again and contribute to the evaluation of the whole campaign and promotion work.

In this project, young people are participating in all parts of the project: design of project, content creation, content dissemination on- and offline and project evaluation.

<p>3. Form of Youth Participation in Youth Information Addressed by This Initiative :</p>
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(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) <input checked="" type="checkbox"/>
c) An initiative or project that involves young people directly in informing or advising other young people <input checked="" type="checkbox"/>
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) <input checked="" type="checkbox"/>
4. Name and Address of Organisation Responsible for This Initiative: Name: European Youth Card Association Address: Füge utca 6 mf 4, 1022 Budapest, Hungary
5. Name and E-mail Address of Person to Contact (for information about this initiative): Name: Fíona Ní Chinnéide E-mail Address: pr-communication@eyca.org
6. Who Participated in This Initiative ? Contest: Young cardholders from all over Europe - 27of them were selected to participate in the project.
7. What Was the Scope of This Initiative? <i>(please click on / activate the box which corresponds to your answer)</i> Local <input type="checkbox"/> Regional <input type="checkbox"/> National <input 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> May 2005 – May 2006
9. What Were the Results Obtained by This Initiative? At the moment: more than 3,000 on-line votes at www.change-europe.org The goal of 13 million media contacts will be easily reached and even surpassed at the end of the campaign period.
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> The following material is available concerning this initiative: <i>(please click on / activate the box which corresponds to your answer)</i> Report <input checked="" type="checkbox"/> Other Product (specify) video, print ads, press releases <input checked="" type="checkbox"/> Title: Europe for a Change II Language(s): English, videos subtitled in German, Portuguese, Slovenian, Spanish Can be consulted / downloaded at this web-site: www.change-europe.org Can be obtained from (address of organisation): contact@change-europe.org

This description form has been completed by:

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