



European Youth
Card Association



GOOD PRACTICE SERIES **FIVE**

WORKING WITH MUNICIPALITIES

The European Youth Card as a partner
for cities

eyca.org

EMPOWERING EUROPE'S YOUTH

We are the European Youth Card Association (EYCA) - a non-governmental, not-for-profit association of 40 member organisations in 38 countries across Europe. Together we work to empower Europe's youth.

EYCA member organisations issue the European Youth Card to 5 million young people and strive to achieve our vision of a Europe where all young people are mobile and active. We aim to encourage more young people to be socially, culturally, educationally, and economically mobile by delivering quality European Youth Card services and by contributing to better youth policy.

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MOBILITY OPPORTUNITIES FOR YOUNG PEOPLE

According to the EU's Eurostat service, the power to attract people is one of the main features of major cities. In addition to creating education and employment opportunities, cities now invest into new programmes like city cards to give city life added value for young residents.

In this GPS we share the practice and experiences of some EYCA member organisations in developing city or regional cards for young people.

A TALE OF TWO CITIES

ASSOCIAZIONE CARTA GIOVANI, ITALY

Though in different areas of the country, the Italian cities of Bari and Udine are linked as the first to develop co-branded European Youth Cards together with EYCA's Italian member organisation Associazione Carta Giovani.

The card organisation is in charge of developing the card programme so that young people have access to quality opportunities, programmes and discounts all across Italy and Europe. Associazione Carta Giovani also engages young people to co-create special programmes and initiatives so that the youth card offer is always relevant and of real help.

In turn, the municipalities are in charge of promoting the youth card agreement (information to young people, promotion in schools, etc.) and of finding relevant local discounts, starting with the municipality's own administrative structures - museums, sport activities, public transportation, theatres, etc.



STUDENT CITY

CJP, NETHERLANDS

The EYCA member organisation in the Netherlands develops a youth card with a specific focus on culture and enjoys the support of the Dutch Culture Ministry.

In order to make the card available to more young people, CJP is now developing a pilot partnership with The Hague. The Hague is competing with other European cities to attract both international and domestic students to its universities. In order to achieve this, the city has supported the development of The Hague Student Card. CJP has now established a partnership with The Hague Student Card, giving young people access to CJP discounts and privileges throughout the country, in addition to thousands of discounts and opportunities across Europe.

Cardholders also receive 50% discount on a sports pass, a free library card (worth €20) and have access to all national cultural events and campaigns organised by CJP.



REWARDING YOUNG SCOTS

YOUNG SCOT, SCOTLAND, UK

Young Scot, the EYCA member organisation in Scotland, is the national youth information and citizenship charity for Scotland. They issue the Young Scot National Entitlements Card (European Youth Card) and provide young people with a mix of information, ideas and opportunities to help them become confident, informed and active citizens.

Young Scot is working with three Scottish cities – Edinburgh, Glasgow and Stirling – to increase the impact of the youth card for young people.

Glasgow's culture and sport provision is run by Glasgow Life, with a dedicated Young Glasgow/Young Scot department. Young people in the city can use their youth card to access free and discounted courses, special rates for various services, travel concessions and Glasgow City Library services.

In Edinburgh and Stirling, young people use their card to access the national

Rewards scheme and discounts on rail and bus travel. The Rewards programme enables young people earn points by taking part in youth work activities or online consultations. They can then trade their points for rewards such as diving with sharks, a backstage pass at the Edinburgh Theatre Festival, job-shadowing a top lawyer, designing their own jewellery, etc.

In Stirling, the hub of youth card activity and rewards is the city's Youth Services Information Station. Young people can earn points by participating in local youth groups/youth work, taking part in online consultations and writing for the Young Scot website. Locally negotiated rewards include driving lessons and travel vouchers.

Stirling is also the first local authority to use a mobile phone app acting as a card reader. Young people can "swipe" their cards at youth work events/venues and earn points towards rewards. This technology will be rolled out to other areas of Scotland from September 2013.



MY CITY

POLISH YOUTH PROJECTS ASSOCIATION, POLAND

In 2012, the Polish Youth Projects Association (PYPA) organised a youth conference in the northern city of Kwidzyn. Experts and cardholders from EYCA members in Scotland, Italy, Romania and Luxembourg joined young people from Kwidzyn to discuss how the youth card can be a tool for youth engagement and community involvement.

This was the first step in PYPA's partnership with Kwidzyn municipality. They now work together to create a special edition of the card for secondary school students in Kwidzyn. The card is called "Euro26 – Kwidzyn My City" and around 2,000 students receive it for free.

In a context where many young people leave the city to attend university and seldom return, the municipality is particularly keen on providing its young

citizens with activities and engage them in local decision-making in order to build a positive relationship between them and their city. The youth card is the perfect tool to achieve these goals.

In addition to giving young people from Kwidzyn access to discounts and benefits across Poland and Europe, the card will offer access to a special Rewards system. Young people will be able to use their card to collect points for positive activities such as sports or volunteering. The points can then be exchanged for rewards - special discounts and money-can't-buy experiences such as working in a zoo for a day or attending a theatre workshop. The Rewards system was created by Young Scot, the EYCA member in Scotland, and has been very successful with young people and partners.

Want to find out more about EYCA and how we can work together? Contact us!

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