A collection of best practices from the main European youth information and mobility networks on enhancing youth service promotion and outreach

European Youth Card Association

eryica
european youth information and counselling agency

eurodesk

Engage.
Inform.
Empower.

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Forewords

Jaana Fedotoff
ERYICA
President

Today more than ever, young people are faced with myriad information sources from all kinds of platforms and sources. Youth information workers and those who are working with youth must find multichannel and outreach ways to equally reach all young people, to inform them that we are here to provide quality information and guidance for all of their questions.

In the following pages you can find innovative examples of good practices in the youth field across Europe, using digital tools and outreach techniques to reach as many young people as possible. This publication makes our work visible and shows the spirit of innovation in how we work for the better future of young people. We hope they will be a source of inspiration for you!

This is the second edition of our joint good practice ePublication with Eurodesk and EYCA. We are very happy to continue our successful cooperation; our three networks are powerful together and our work can be strengthened when we combine our longstanding experience in the youth field across Europe.

Long may it continue!

Ingrida Jotkaite
Eurodesk
President

To engage, inform and empower – our shared responsibility with all European youth information and mobility service providers. Continuing our essential partnership with ERYICA and EYCA, this time we are looking for the most efficient ways to enhance the promotion and outreach of youth information services.

We share common challenges in the development of the youth information field, and possible solutions usually come from the best practices found in our networks. However, new challenges are opportunities for us too: to expand our skill sets, exchanging competencies, resources, and finally, our outreach.

The strength of the partnership is working together to complement one another and build innovative and fresh practices that we may not have otherwise been able to do. That is the primary advantage of being together and looking for ways to shape both the youth information field and young people's experiences.

Louise Macdonald
EYCA President

Almost three years from our first joint publication, the 3 Networks would like to invite you to explore the opportunities and challenges the digital era poses to youth information and outreach services. The members of EYCA, ERYICA and Eurodesk have a rich variety of good practice; research and projects to share and we hope you will find inspiration in reading about them.

Whether you are an educator; a youth worker; a policymaker; a volunteer or a young cardholder, we hope this resource will inspire you to think about how you can use digital tools as an inclusive means to engage with young people who need access to support services and mobility opportunities the most.

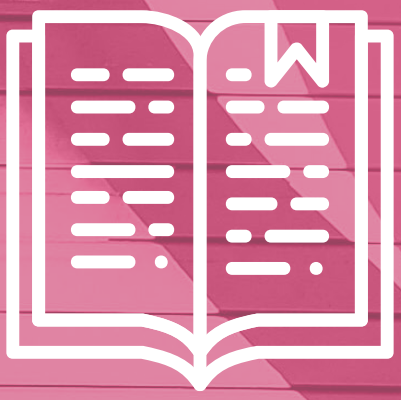
I encourage you to connect with the organisations featured in this brochure and to share your own stories of success!

Introduction

This publication is an important part of the Erasmus+ project 'Enhancing Youth Service Promotion and Outreach,' jointly developed by ERYICA, Eurodesk and EYCA. The purpose of the publication is to provide best practice examples in the youth field for reaching out to and communicating with all young people. The 3 European networks believe that youth work, youth information and counselling and other youth services support young people in their transition from childhood to adulthood, and play a crucial role in providing information and support, and helping them to achieve their full potential.

The publication provides good practices for reaching out to young people, focusing in particular on outreach youth work and digital tools. We have tried to cover as wide a geographical area as possible, from Finland to Cyprus, Austria to Turkey, Malta to the UK and more. We hope that these practices can be a source of inspiration for the reader, and demonstrate the innovation and creativity that is so widespread in the European youth sector.

This publication demonstrates the 3 networks' long-standing cooperation and commitment to the European youth sector, and our desire for a Europe where all young people have access to full and reliable information. We would like to showcase our high esteem for the partners who have sent us their good practices – keep up the good work that you do every day: you are an inspiration for us all!



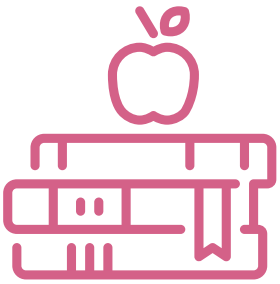
Reaching out to young people through outreach youth work

GOEUROPE! Living Library

Country: **Germany**
Organisation: **GOEUROPE! European Youth Competence Centre Saxony-Anhalt**
Website: **www.goeurope-lsa.de**

GOEUROPE! European Youth Competence Centre Saxony-Anhalt aims to improve young people's job opportunities and to provide support for them to find their place within Europe. We always seek to find new ways to reach young people, especially those who do not know about mobility opportunities and are hard to reach via our usual information channels.

Based on our experience over the last ten years, we initiated the pilot project GOEUROPE! Living Library at music festivals in our region in summer 2019. Together with project partners European Youth Centre Magdeburg and Europe Direct Information Centre Saxony-Anhalt/Halle, and in cooperation with IJAB - International Youth Service Germany, we implemented a "Living Library" at 3 of the biggest music festivals in Saxony-Anhalt: splash!, Melt and Love Music Festival.



In the GOEUROPE! Living Library, the visitors of the music festivals, mostly aged 16-25, could "borrow" one of our 14 "living books". These "books" were created by young volunteers from 10 different European countries who spent two months in a **European Solidarity Corps** team project in Magdeburg. Starting with easy topics, such as stereotypes and the volunteers' project in Germany, soon the talks turned to how to go abroad. In this way the Living Library promotes **European mobility opportunities** and **European youth work**. The visitors were also informed about **financial support** for their stay abroad, for example by the project "Europa-Ticket Sachsen-Anhalt", which supports young people with 150 euros, funded by sponsors.

Although the organisational effort should not be underestimated, informing young people at music festivals via the "Living Library" method turned out to have a great outcome. We reached more people than on previous occasions, e.g. education fairs: more than 1,200 information talks at 3 festivals and many more young people reached by small actions during these days. Successful elements are:

- **Peer-to-peer:** involving young European volunteers;
- Meeting them in a relaxed and open environment during their leisure time;
- Small **games** to attract visitors (flag game, Europe-outdoor-puzzle and fortune wheel); and
- **Environmentally friendly,** youth-oriented information materials instead of thousands of brochures: cool polaroid pictures, bracelets and stamps with the link to a specially-created Internet website with all relevant information about mobility opportunities provided by Eurodesk, as well as the link to the mobility account with concrete project offers.

Due to the comprehensive concept presented here, the GOEUROPE! Living Library also received a lot of positive feedback from the visitors as well as the festival organisers, so the goal is to continue this format in 2020. We hope to inspire organisations from all over Europe to try this method too.

Hop On Hop Off

Country: Malta
Organisation: Agenzija Zghazagh
Website: www.agenzijazghazagh.gov.mt

Over 300 young people travelled to different localities on a double decker bus and were engaged in different workshops that promoted the following: **volunteering abroad, studying abroad, travelling, and internships/ traineeships**. Through workshops delivered by EUPA, EU Careers – Malta and Aġenzija Żgħażagħ, the young people involved became more familiar with Eurodesk services, EYCA and ERYICA and were given the space to explore the benefits of learning mobility.

The Hop On Hop Off event showcased that learning mobility has positive effects on personal development, employability, building a sense of EU citizenship and on being tolerant to diversity. It highly contributes to broadening one's horizons, stimulates creativity and enables the youth to develop the necessary competences to interact in a multicultural society.

In short, it proved to the young people that quality mobility is good for individuals, societies and economies. Young people explored the possibility of joining the European Solidarity Corps.

Project School

Country: Turkey
Organisation: SORGED Sorgun Gençlik Derneği
Website: www.sorged.org

At the PROJECT SCHOOL, young people turn their ideas into projects. İt is organised to develop a project culture among young people, to allow them to gain competences in writing and managing projects, to develop skills in this field, to benefit from funds and grants, write projects and become project experts. Project school is organised every summer holiday in August, and lasts for a duration of 30 days. All young people who participate are aged between 18-30. Project school targets especially young people with disadvantages. The young people who complete the school then apply to the Erasmus+ Youth Exchange programme.

Euroopportunities

Country: **Poland**
Organisation: **Eurodesk Poland**
Website: **www.eurodesk.pl**

Here comes the game that will irreversibly broaden your mind and change your perspective for the future. Discover a world full of adventures! Discover the European Union's offer! Discover your Euroopportunities!

The "Euroopportunities" board game has been created by the Eurodesk Poland National Office and a company specialising in educational games. Its goal is to acquaint young people with European mobility and participation opportunities and have fun at the same time.

How is the game played? First of all there are mobility cards which are divided into three categories – skills, knowledge and attitudes. Each card is worth a certain number of points (depending on the learning benefits that the opportunity on the card provides). The players can also earn points for special achievements in one of six areas: **internship, development, competition, travelling, exchanges, science.** Each achievement is worth 5 points. To earn them a player has to collect three cards in the same areas.

How to get a mobility card? You buy them with quality or resources tokens. There are five of them: **charisma, talent, money, knowledge, curiosity.** There a five characters to choose from: Snoopy Sophie, Penny-wise Adam, Geeky Patricia, Civic Mark and Pioneering Ana.

Every turn a player can make two out of three actions: get quality tokens, move to another country or buy a mobility card. Some cards are worth more because of their extra functionalities such as moving to another country, getting an extra card or a quality token for free.

The primary target group of the "Euroopportunities" game are secondary schools students. The game is facilitated by the Eurodesk Poland multipliers who were thoroughly trained in the game methodology. The time needed to play the game is around **45 minutes,** the same time is required to carry out the follow-up activities.

The "Euroopportunities" is an excellent example of the recent trend in non-formal education which can be dubbed as "edugaming". The game can be easily adopted to the reality of other European countries. Hence, the English language promotional video that Eurodesk Poland has created to encourage European stakeholders in the youth field to get familiar with the game: https://youtu.be/fqqnhOjSHp8

Zaragoza Youth Map

Country: **Spain**
Organisation: **Youth Information Centre (CIPAJ). Ayuntamiento de Zaragoza**
Website: **www.cipaj.org**

A map for young people visiting Zaragoza made by the young people of Zaragoza and foreigners living in the city (European volunteers, Erasmus students, exchange students, etc.) Based on their knowledge and experience, they become guides for other young people who come to the city to study, work or simply visit for a few days.

As well as being an aid for getting around Zaragoza, the map shows the best places for tapas, for enjoying a night out on the town, shopping, having a drink, getting the best views of the city, joining in cultural activities, dancing... It also provides help with practical matters such as finding information centres, accommodation or where to get help with sorting out any problems, etc.

It has an **app** for mobile phones that is updated every year. Among the new features for 2019 is the filter option for activities in which under 18's can participate. The app is available for Android and iOS as well as via the CIPAJ website.

The overall aim of this project is to **inform young people about the resources the city has** and to show them that Zaragoza is a warm, welcoming city.

This is a project for the **participation of young people in youth information** that is easily transferrable to other cities by consulting their young people and using a simple website application.

The Youth Map was created in 2011 as part of the European Youth Week activities and continues as an information resource for young people.

www.zaragoza.es/ciudad/sectores/jovenes/cipaj/mapavisitantes/mapavisitantes14.htm

www.youtube.com/watch?v=Ai2lAn1EjRY

Ahoy! All Aboard

Country: Malta
Organisation: Agenzija Zghazagh
Website: www.agenzijazghazagh.gov.mt

80 young people, between 16-18 years old, were invited on a boat trip around Malta aimed to **empower young people to mobilise to other countries and engage in different opportunities around Europe.** This event featured the services of EYCA, ERYICA and Eurodesk MT. The young participants attained better knowledge on how youth information can help them to find their place in society. The information provided during the boat trip equipped young people with social, civic and cultural competences, as well as a strong capacity for critical thinking.

The boat trip enabled the young people to see picturesque views around Malta, which they had never seen before and which they always believed were out of reach. In relation to this, the young people realised that the same is true with opportunities – unless you seek and are provided with guidance you will never find them! One of the boat trip's highlights was the campaigning of **'#GiveAVote'.** The campaign was led by 2 youth activists who made sure first-time voters got the right information in order to make an informed decision during the EU elections. The campaign challenged young people to make the connection between the many things they care about and the EU's power to help achieve those objectives. In this way, the campaign aims to mobilise young people across the EU. Not only did the boat trip allow the young people to enjoy the day in good company but it also provided the possibility for the participants to meet and exchange information about youth issues with other young people, youth workers and professionals working within the youth sector.

Sardinia Region's Mobility Eurodesk Ambassadors

Country: Italy
Organisation: Centro Eurodesk Regione Sardegna
Website: https://www.cagliari.eurodesk.it/

"Sardinia Region's Mobility Eurodesk Ambassadors " is a pilot project conceived and promoted by the Eurodesk Centre of the Public Relations Office of the Sardinia Region Presidency.

17 students in their second and third year of three Cagliari educational institutes were involved in disseminating **information on mobility opportunities** supported by the European Union among their peers, teachers and administrative staff of the schools concerned. The Ambassador-students, selected by their professors, were trained on the **main opportunities provided by the European Union** to participate in various activities, get to know students from other countries, and be involved in youth and linguistic exchanges.

In the next phase of the project, the Ambassadors themselves were the spokesmen of the opportunities among their schoolmates, favouring the mobility of young people and developing together a more marked sense of active citizenship.

In this context, a Sportello Mobilità (Mobility Desk) has been created in each institution involved - equipped with its weekly opportunity board - opened at least once a week, and managed by the Ambassadors in rotation.

The Mobility Desks were inaugurated in the Institutes in March and April, and from then until June allowed more than 200 students and teachers to receive information on mobility opportunities currently available.

The Ambassadors also promoted the opening of the Sportelli Mobilità during public events and institute meetings, on the websites of the Institutes and through social media channels, specifically created for the dissemination of the project (especially Instagram).

The project - proposed as a School / Work Alternation course - was immediately characterised by a participatory planning methodology, connecting the school, the enterprise and the public institution in a path of mutual exchange.

Trade Olive

Country: **Cyprus**
Organisation: **PlanBe Plan it Be it**
Website: **http://www.planbe-ngo.com/**

"From TRADition to Employment: olive products" with the acronym "Trade Olive" was a youth exchange that happened in the Nicosia district of Cyprus in November 2018. The project involved 42 young participants from Cyprus, Romania, Bulgaria, Greece, Spain, Portugal and Italy and was primarily oriented to **youth at risk of unemployment** or with certain **geographical or economic obstacles.** It was promoted in particular towards young people in rural areas as well as young people willing to explore an entrepreneurial path through **tradition and agriculture.**

"Trade Olive" addresses unemployment issues and traditional agricultural professions related to olives that are not held by very many young people. Professions related to olives are amongst those that are currently disappearing. However, we believe that these professions can be creatively turned into the basis of **entrepreneurship** that can stand out in the **competitive labour market,** while at the same time **preserving culture, heritage and tradition.** The aim of this project was to make a real difference to young participants seeking employment and raise awareness of alternative agricultural employment options that can benefit not only the individuals, but also the communities they live in. Employment, although tackled at personal level, is a key factor for promoting active citizenship, social inclusion and cross-cultural understanding at local and EU level. The knowledge the participants gained, the skills they learnt, the contacts they made, and the personal decisions they took, were a crucial basis from where the change can happen. Some of the objectives of the project were as follows:

- Acquire knowledge about olives and olive oil-related traditions and professions of the participating countries.
- Acquire information from discussions with people/professionals still practicing these traditions.
- Expand knowledge on agriculture and home-made products.
- Foster entrepreneurship and creativity in turning olive oil traditions to modern ways of employment.
- Promote social inclusion and include asylum seekers, refugees and immigrants in our group.
- Promote active citizenship by helping the local communities as a way to fight unemployment.

The Project was funded by Erasmus+.

CamineRAS, a journey towards you

Country: **Italy**
Organisation: **Centro Eurodesk Regione Sardegna**
Website: **https://www.cagliari.eurodesk.it/**

To promote active listening and an understanding of citizens' specific needs, the Region of Sardinia, through the Institutional Communication Service of the Presidency, has created a special service named Camineras.

Camineras is a public-relations moving office, a camper van travelling throughout the country to **bring services to more isolated areas.**

Since 2016, the Eurodesk Centre has been travelling with Camineras, bringing information about **mobility opportunities** in Europe directly to the most difficult to reach people in Sardinia. While being present in villages, in agreement with local administrations and in cooperation with schools and non-profit associations, the Eurodesk Centre has started setting up a network that includes a wide number of youngsters, parents, teachers, and local administrators, who participate in seminars and activities offered by our youth operators.

An external area near the camper is set up with workstations as well as with welcome lounges where the Eurodesk Centre provides information on European opportunities for young people.

Camineras was born to bring services directly to less reachable people, trying to **better understand their needs and improve communication with them.** Camineras aims not only to shorten the distance between PA and citizens, but also to improve its service by having a daily exchange with people. To implement this achievement, different tools are used:

1. A Customer Satisfaction Form is handed to every customer;
2. A "confessional corner" within the camper van welcomes everyone who wants to give suggestions; and
3. An English like telephone booth stands beside the camper van to welcome anyone who may want to audio-record expectations, needs, shortcomings and leave a proposal.

The target group is composed of different kinds of people: students in 4th and 5th grades (aged 17-19), young people contacted during Camineras stops, parents, local administrators, and associations working with youth.

Youth Reading Clubs

Country: **Spain**
Organisation: **S.I.J. Centro Joven Ayuntamiento de Tarazona de la Mancha**
Website: **https://www.facebook.com/centrojoven.tarazona**

Since 2002, the Youth Centre of Tarazona de la Mancha has been working to ensure that young people in a rural society such as ours have the same opportunities as young people from other places, regarding leisure, non-formal education, information, and more.

There are projects that have been growing over time, such as the YOUTH READING CLUBS. This 15-year-old project is aimed at young people aged between 12-18. Over the past 15 years, more than **2,500 young people have participated,** and experienced that reading can be shared with others, and that **all opinions are valid.** The young people participate in discussions related to the reading topic. In doing this, they increase their **critical thinking skills** and spaces of coexistence and relationships with their peers are also created. We are currently continuing with this project in cooperation with the Department of Language and Literature of the I.E.S. JOSÉ ISBERT of the town. Each course we created has 15 youth reading clubs with more than 150 teenagers in total.

For innovative projects in our municipality, we are currently running the ALTERNATIVE RECREATIONS project, which includes activities such as personal defence, athletics and orienteering, graffiti painting, American football and more. All activities are carried out between the Youth Centre and the Educational Centre of Tarazona de la Mancha and are intended for young people between 12-30 years old.

A common objective for all of these programmes is the integral development of young people and, above all, to meet their demands, thanks to the fact that we are very close to them in order to listen to them and give them a voice.

Reaching out to young people through digital tools

WhatsApp Broadcast

Country: Austria
Organisation: InfoEck
Website: www.mei-infoeck.at

Once a week, we use WhatsApp to spread different content about **projects, contests, financial support, EU programmes and many other topics.** The Broadcast is not a WhatsApp group, so the members cannot see each other or get one another's name or number. We have been using the Broadcast for 2 years now and we still enjoy working with it. We have 250 users: some are students, some are youth workers. We promote it every time when we attend workshops or other events. The WhatsApp Broadcast is easy to organise. To sign in, you just have to save the broadcast number. To send the Broadcast, you text something in the broadcast and then you send it to every contact in the list. Want to have a look? – Register on our WhatsApp Broadcast with the number: 0699/15083515 – and write "register" to us !

Juventude Agitada – Radio Show

Country: Portugal
Organisation: AJITER - Youth Association of Terceira Island
Website: http://www.ajiter.pt/

AJITER has designed and implemented a Radio Programme to promote **Erasmus+** opportunities and the **European values,** which has greatly boosted the interest of our local youth.

We felt the need to widen our audience range in order to face an increase in the number of Erasmus+ mobility opportunities made available through our work, so we decided to partner up with a local radio station (Rádio Clube de Angra) and started a weekly show, called Juventude Agitada, composed of music and informal explanations about Erasmus+, the opportunities that are available through this programme, and how everything works. As a result, the numbers in our target audience have started to rise, and the applications have increased by almost 40% in two months.

Sekasin-chat

Country: **Finland**
Organisation: **Sekasin-chat (a service co-ordinated by MIELI Mental Health Finland, The Finnish Red Cross and The Mannerheim League for Child Welfare)**
Website: **Sekasin.fi**

Sekasin (the word translates approximately as 'messed up') is a **one-to-one anonymous online chat support service** for anyone between the ages of 10 and 29. It is accessible through the Sekasin.fi website and partner organisations' websites. The chat is open every day of the year: Monday to Friday 9am to 12am, Saturdays & Sundays 3pm to 12am. Sekasin-chat offers an opportunity for young people to discuss anything that's on their mind: **mental health issues, crises, life events, school, work or relationships.**

For many, it can be the first time they discuss a difficult issue, and the first step towards getting support 'in the real world'. Common issues discussed are anxiety, depression and suicidal thoughts/ behaviours. Sekasin-chat therefore acts as a crisis hotline for the online generation.

History: The Sekasin chat service came from a need to openly discuss the **mental health issues** of young people. The Finnish national broadcasting company YLE, in collaboration with mental health organisations, launched a campaign in 2016 to tackle the stigma of (talking about) mental health issues. As part of the campaign, a chat service for young people was open 24/7 for a week, facilitated by mental health professionals and trained volunteers. Only 10% of those who attempted to enter the chat got in – there was a clear demand for this service.

Funding was sought and the service was established from the start of 2017 to run every day of the year, with the current service hours detailed above. Sekasin can offer **45 minutes of chat time** to each young person entering the chat room. If the issue requires further discussion, the young person is informed they can come back on another day. Queuing times for the chat ranges from a couple of minutes to a couple of hours with evenings and weekends being busiest.

The Sekasin team comprises of 11 chat and development workers. Partner organisations and their employees, volunteers and students help deliver the service. The principles of Sekasin are:

- **anonymity:** the young person can disclose their age, sex and current mood, or they can remain completely anonymous to the chat worker/volunteer, whose role is to be a safe, anonymous adult. This creates a more equal space to share difficult experiences/ thoughts;
- **accessibility:** the chat is accessible for free to anyone/anywhere with internet access and the long opening hours guarantee access to service regardless of school/work etc. schedules;
- **focus:** a safe space to share experiences and be listened to. The young person is treated with empathy and respect, and even though the chat worker/volunteer may offer information and ideas, the focus is not to 'fix' or 'save' the young person but to give them a place to verbalise and share their thoughts and feelings.

Mladiinfo Web Portal

Country: **Republic of North Macedonia**
Organisation: **Association for education Mladiinfo International**
Website: **mladiinfo.eu; mladiinfo.net**

Mladiinfo.eu is a **web portal** of the Association for education Mladiinfo International, that was founded with the aim of providing **free career and educational opportunities** for youth to fulfil their educational potential. The portal offers help, advice and support through personal and professional development. Since 2008, it has informed and empowered more than 1 million young people. Addressing the needs and challenges of youth, Mladiinfo undertakes numerous activities to promote and enhance fully funded and free education for youth empowerment through the web platform, and motivates youth to become active citizens through online participation.

The founder of Mladiinfo.eu was one of the young people who faced and was challenged by many educational disadvantages, as is the case for many other young people from the region. At the beginning of the 21st century, the youth from the SEE region didn't have many available opportunities to study abroad. More importantly, they lacked services and online platforms with information about how to search and access free international opportunities and fulfil their personal and professional goals. Inspired by this, Mladiinfo.eu was born as an initiative to help to overcome these obstacles and to connect the youth with international universities and educational institutions from all over the world. What started as a web portal expanded into an **international network of young enthusiasts,** where youth are not only informed about the opportunities for personal and professional development, but also trained **to make an impact and transform their communities.** Mladiinfo.eu channels also serve as a podium for promoting youth standards, youth information principles and creating a network of youth who will be multipliers for empowering other young people and advocating for the importance of free education.

In 2018, we informed +800.000 young people from 200 different countries and we had over 2 million page views. We published and disseminated +1200 educational opportunities and our social media channels were supported by a youth community of +120.000. From a web portal, Mladiinfo grew into a regional leader of youth empowerment, supporting youth development in Emerging Europe, through its branch offices located in Slovakia, Czech Republic, Poland and Montenegro, as well as its HQ in Skopje, Macedonia. We implemented projects on three contents: Europe, Asia and Africa. We created a strong network of international online volunteers who are empowered to follow the same vision and mission and to provide their peers with the best educational opportunities.

Cipaj Digital Information Antennas

Country: **Spain**
Organisation: **Youth Information Centre (CIPAJ) Ayuntamiento de Zaragoza**
Website: **www.cipaj.org**

Zaragoza City Hall Youth Information Centre (CIPAJ) has set up Digital Information Antennas to provide youth information for young people via the Internet. The aim is for young people themselves to be responsible for informing their peers all about the resources, services and activities that are available to them in Zaragoza, through the channels that young people use the most: **social media, videos and podcasts.**

During the academic year, the young people who take part in the Digital Antennas are divided into several teams: **Social Media, Audio-visual Communication and Unizar Radio.** The job of the first group is to maintain CIPAJ Information Antennas' own social media: **Facebook and Instagram.** The second group, formed by pupils studying an audio-visual production diploma at the CPIFP Los Enlaces vocational training centre, films videos on subjects of interest for young people and the activities carried out by the Antennas. And lastly the RadioUnizar group, formed by students studying Journalism at the University of Zaragoza, broadcasts a weekly programme of youth information entitled "Entérate con el CIPAJ", as well as posting information via Twitter. These activities are possible thanks to the collaboration of the aforementioned centres who provide their equipment and whose teaching staff are involved in preparing the content.

These Information Antennas form part of a broader CIPAJ Information Antennas project that started in 1988, in which young people participate in youth information. Since 2011, the Antennas have been present on social media, first on the platform Tuenti and later on Facebook and Instagram, always in tune with young people's preferences. The RadioUnizar antennas recorded their first programme in 2012 and the Audio-visual Communication antennas were created in 2013.

This formula is easily exportable to medium-sized cities like Zaragoza, especially those with centres offering communication studies.

www.youtube.com/watch?v=97v-pQ0PEjM

TheSprout

Country: **Wales, United Kingdom**
Organisation: **ProMo-CymruProMo-Cymru**
Website: **www.promo.cymru**

For the past 12 years, ProMo-Cymru has run a youth information project for young people in Cardiff, aged 11-25, called TheSprout. TheSprout is an **interactive website** that encourages **creativity and direct involvement** while providing information on activities and services available to young people in Cardiff.

In the past, youth workers or young people who wanted to find help or advice had to physically go to a specific youth centre and read through materials of services which may, or may not, still be active. By making this information digital, it allowed youth workers and young people to access it anytime from any device with Internet access, safe in the knowledge that it was up-to-date and reliable.

By making this information digital, it allowed youth workers and young people to access it 24 hours away from any device with internet access, meaning they could give young people the right advice quickly and safe in the knowledge that it was **up-to-date and reliable.**

We also wanted young people to be able to access the information on their own, without the need to go and see their youth worker. With this in mind, we formed an Editorial Team of young people, who are involved in **co-producing** every single information page, ensuring the text is youth friendly with no jargon or inaccessible language.

We also knew that a database of information would not be used regularly by young people, and if they weren't engaging with it, they would not know it was there when they really needed it. Working with the Editorial Group, TheSprout became a blogging platform for any young person to express themselves online, with minor editing done by professional staff, based on the Editorial Group's content policy.

As a blog, TheSprout received around 30 article submissions every month, while also having a thriving community on the comments sections. Articles topics were diverse and far-reaching, including **news, personal views and opinions, reviews, creativity, advice, information, personal experiences, and more.** Following the huge success and reputation of the site, TheSprout was offered Press Tickets to see live music and theatre performances and even celebrity interviews. This became a great incentive to young people who regularly contributed content to the site.

It is in these articles that we link readers to relevant information pages; for example, if a young person wrote a review about a play in which a character became homeless, the article would link to information pages around money advice, relationship help and homelessness services in Cardiff.

Through a partnership with Tempo, we are able offer all our contributors time credits for their work. TheSprout also has a significant social media presence, with active pages on Facebook, Twitter and Instagram and constantly reviews the way it presents information – we recently launched a new AMP Stories feature, which allows us to create articles that look and work exactly like an Instagram story.

QR Code Poster Campaign: With a scan abroad

Country: Germany
Organisation: Eurodesk Oldenburg
Website: www.eurodesk-oldenburg.de

Many young people who want to go abroad spend a lot of time online searching for opportunities suited to their needs before finding their way to the nearest Eurodesk office. As Eurodesk Partner, we thought about new ways to communicate Eurodesk's offer to help and inform young people.

Our idea as Eurodesk Oldenburg was to reach young people by using a communication technique that appeals to them: We set up a **QR-code information campaign.**

Firstly, we aimed at increasing the presence of Eurodesk to raise young people's interest in going abroad. Secondly, we wanted to encourage them to visit our **special website** for the campaign. And finally, in a third step, we hoped to see them at the Eurodesk office to help them with their individual plans to go abroad.

We created a poster with the title "Raus von zu Haus – Wege ins Ausland" (referring to the main German counselling tool for mobility provided by Eurodesk Germany) and the QR-code as the main features. It also included an invitation to scan the code to get more information on opportunities to go abroad.

The posters were put on stand-up displays and placed indoors and outdoors in Oldenburg city: at the job agency, in a school, in a shopping centre and in a pedestrian area near a café frequented by young people.

We prepared a website specifically designed with HTML5 **to ensure usability on mobile devices.** We created a homepage with an introduction to Eurodesk and added five pages with information on specific programmes. Users could access more information easily if they so wished, as we redirected them to the specific pages of the different mobility programmes with further information about going abroad. We only put the most necessary information on these websites to shorten the loading time. The extra information material that was available at the school, supporting the campaign of promoting Eurodesk, also increased the impact of our campaign. The students took many brochures.

As a result, there were more young people coming to our office than in the months before. We had more telephone calls, more questions sent to us via e-mail and more visits. Overall we were able to reach more young people with this double strategy of online material and information material.

Teeviit tulevikku Podcast

Country: Estonia
Organisation: Estonian Youth Work Centre
Website: www.entk.ee; www.teeviit.ee

How to reach young people at their convenience and provide a meaningful, in-depth overview of the topic? Air a **podcast!**

This summer the podcast series Teeviit tulevikku (To the future) for young people began, dealing with topics that interest and capture their attention. Each episode has an expert on the topic and at least one young person as a guest. The podcast series is a great way to reach young people at their convenience – it can be listened to while travelling, at home, working out, or other free moments.

Teeviit's volunteer Maris agrees: 'Podcasts are an excellent way of relaying information to young people, because they do not have much leisure time, but podcasts can be listened to between other activities. They are also very informative and a lot of new knowledge is conveyed through human-interest stories. As one of the guests is someone their age, the audience can also relate more. The range of the podcast topics is very wide, so every young person can find a theme that suits them. There is a Q&A part at the end of each episode, so the audience can be a part of the show and be more interested in listening to it.'

The question of where to get **reliable and verified information** is more and more on everybody's minds today. The podcast episodes are developed in collaboration between the experts and young people to provide their young audience with high-quality information relevant to their interests and needs through innovative means. There are seven episodes altogether dealing with different subjects such as **mental and physical health, relationships and safety, international opportunities, entrepreneurship, and youth participation.**

Young people have been involved in the method since the beginning, from helping to develop the format of the series to participating in the episodes as guests, providing the opportunity to include questions and ideas on the topic by young people themselves.

Just like youth workers have to keep themselves up to date with youth trends for their work, innovative tools and methods must be found to make sure youth information work reaches its intended audience, taking into account the needs and interests of their region. Youth information does not have to be a boring wall of text on a website – let's provide young people with information in an appropriate and attractive way!

You can find Teeviit tulevikku episodes at SoundCloud, Spotify and Youtube:

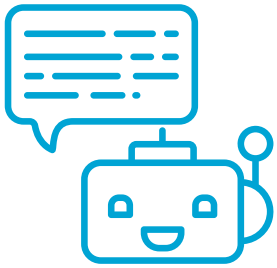
- https://soundcloud.com/teeviit
- https://open.spotify.com/show/68xcPZXph8Y4ZFqv3gE9rj
- https://www.youtube.com/channel/UCC08WjpreqmSgZb0PJwqLFQ/featured

Youth information activities in Estonia have been funded by the European Social Fund. For more information, you can contact Chief Expert at the Estonian Youth Work Centre Kaie Pranno: kaie.pranno@entk.ee.

Po1nt on Chat

Country: **Finland**
Organisation: **Po1nt on Chat –project**
Website: **www.po1nt.fi**

The Po1nt on Chat project (2018-2019), funded by European Social Fund, develops the online services of www.po1nt.fi website with young people themselves as key actors in the **service design.** These young helping hands have been essential contributors to the Po1nt on Chat project and the development of its online services, providing information, advice and guidance to young people living in the Savo region.



Its members were picked by professional youth workers with local knowledge in the 12 municipalities participating in the project (Vieremä, Iisalmi, Lapinlahti, Siilinjärvi, Kuopio, Varkaus, Pieksämäki, Heinävesi, Kangasniemi, Puumala, Mikkeli and Pertunmaa.) A youth council consisting of 30-50 young people of varying ages and backgrounds has been active in the project since the beginning: testing, evaluating and shaping the Po1nt website service. The council impacted the service design by creating a **multimedia chat service entity and a youth work chat bot.**

Using the Secret Visitor feature of Po1nt online service, the youth councils have tested and evaluated the service from the perspective of a young person in need of help. They attend an annual camp, where they are educated on inspiring subjects in a peer-to-peer context and where the online services are evaluated and developed in ways that are **innovative and inclusive.**

The first weekend camp held in Metsäkartano in Rautavaara on 16 – 18 November 2018 resulted in a score of ideas for developing the Po1nt service. The marketing videos produced during the weekend, under the supervision of drama professionals, were published on the social media channels of Po1nt. The aim was to teach **peer-to-peer skills** and to introduce the service in their home municipalities. Feedback from the participants shows that deep conversations and people were the most rewarding elements of the camp, and service evaluation and development were also carried out successfully.

Marketing campaigns in schools were one of the activities arranged by the youth councils. They were also assigned a task of investigating the optimal way to inform young people about the service and what kind of information should reach them and how it should be communicated.

The goal of the youth councils is to boost the **active participation** of young people in the region by providing them with a genuine opportunity to impact the digital services targeted at them. As the project covers a wide area, with the distance between the southernmost and northernmost councils exceeding 300 km, they communicate online and gather at a camp once a year. To keep the participation threshold as low as possible, all council activities, as well as transport, accommodation and meals at the camp, are free of charge.

The youth council activities will be adopted as a model for participatory youth work by the local authorities, allowing authentic interaction in the development of services in the future.

Facebook: a tool for job and training opportunities

Country: Spain
Organisation: Institut Balear de la Joventut - IBJOVE
Website: https://www.facebook.com/groups/borsadefeinaxarxainfojove/

Facebook group for job search and training opportunities

The Facebook group BORSA DE FEINA - INFOJOVE is an open and public group that aims to facilitate youth employment by providing useful, updated and suitable information, such as **job offers, formal/non formal education and career guidance materials.** The group addresses young people living in the Balearic Islands, people who wish to work there, any service, counsellor or mediator working for the labour market, companies, recruiters and head hunters. The participation of the users is one of the keys to the success of the group. The group encourages users to acquire information skills for their job search, and enhance peer learning. Every day more than 20 job or training opportunities are published and currently the group has about 40,000 members.

For the functioning of the group it is necessary to take into account:

- Moderator: Being a specialised group, it is advisable to have an expert on the subject;
- Participation rules: specific rules for the group, ERYICA charter and Netiquette;
- To allow and encourage the (filtered) participation of members is what gives value to the group and encourages mutual learning;
- Quality of content: publications will be adjusted to the objectives of the group and they must indicate a contact email; and
- Daily dedication and personalised attention.

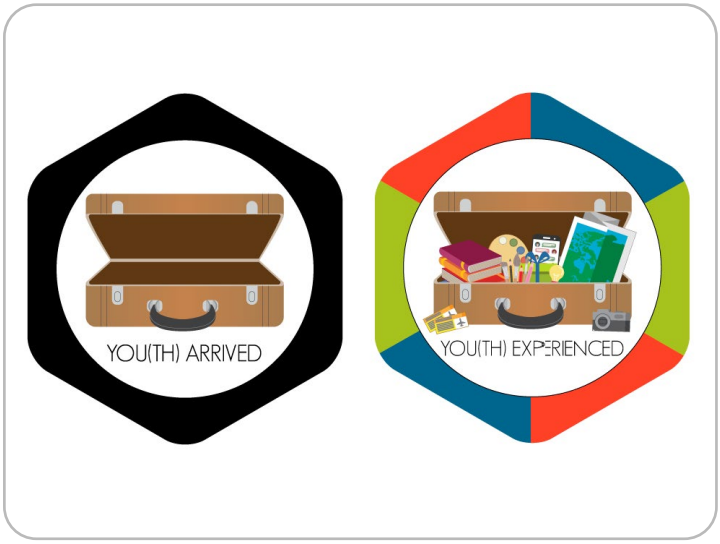
Open Badges – Digital recognition of skills and achievements

Country: Germany
Organisation: GOEUROPE! European Youth Competence Centre Saxony-Anhalt
Website: www.goeurope-lsa.de

How to make learning experiences in the non-formal educational sector more visible for both learners and the public? This was the crucial question we asked ourselves before using Open Badges in the field of international youth work.

Open Badges are the **digital, visual representation of an achievement or skill** and a digital standard for recognising learning, developed in 2011 by Mozilla. Open Badges consist of a graphic designed in relation to the skill or achievement. The meta-code of this graphic contains all other relevant information, such as a description of the learning experience, name of recipient and issuer, date etc. Open Badges can be collected and shared among various platforms, and they have features which make them extremely interesting for the field of (international) youth work. By using them, it is possible to recognise non-formal and informal learning experiences, such as soft skills. Gamification raises the participants' motivation, organisations gain a structure for their project, develop clear learning targets and can reach more young people for their projects via social media.

With GOEUROPE! and through GOEUROPE´s support, badges have been used for youth exchanges, for recipients of the Europa-Ticket Sachsen-Anhalt (funding of international experiences for young people) and also as an element of the German Eurodesk training for peer mobility guides. In order to establish badges in other projects, GOEUROPE! provided the Innovation Fund of the German Ministry of Youth with a whole badge system, which can be easily adapted by organisations for their individual projects, and developed a handbook on how to use the Badges.

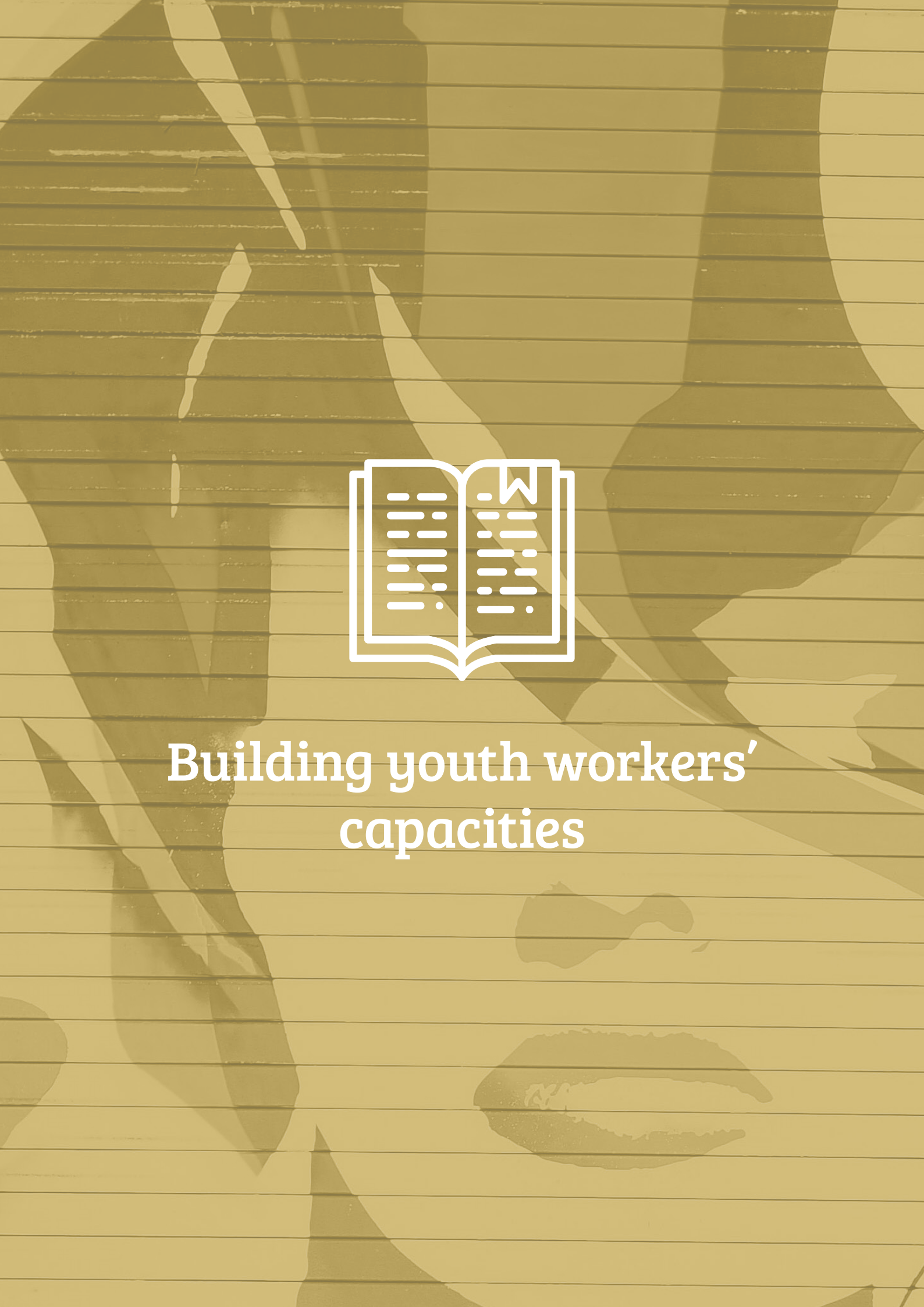


There is also political support: in 2016 Badges were recommended as an instrument for youth work in the Conclusions of the Council of the European Union and of the representatives of the Governments of the Member States, meeting within the Council, on promoting new approaches in youth work to uncover and develop the potential of young people (14277/16 November 2016).
Badges can be recommended to be used in almost every project, as they are add to the quality, recognition and outreach of the activity.

Web radio

Country: Spain
Organisation: Ingalicia
Website: www.ingalicia.org

Ingalicia created a **web radio** in cooperation with a local rural organisation and 3 different European partners (schools and NGOs) from Italy, Poland and Greece. Thanks to this project, young people have the opportunity to discover how a web radio works, create their own podcasts and organise their own programmes according to their needs **(EU politics, the environment, bullying, Internet 4.0 etc).** Now they are more conscious about the power of a communication tool like the radio (you can download and listen to the podcast whenever you want, and also promote it using different social networks). This project has helped them to acquire more knowledge and skills for their future access to the labour market.



Building youth workers' capacities

Dodo: Magazine of youth policies

Country: Italy
Organisation: Centro Eurodesk Regione Sardegna
Website: https://www.cagliari.eurodesk.it/

Dodo is the first digital magazine on youth policies in Italy, born in March 2017 thanks to the active support of the Presidency of the Autonomous Region of Sardinia, Communication Service (where the Eurodesk Centre of the Public Relations Office of the Sardinia Region Presidency is located), and published by Eurodesk Italy.

The main recipients of the magazine are stakeholders in the youth sector: in particular, administrators and officials of local, regional and national public bodies responsible for youth; representatives of local, regional and national youth organisations; researchers, scholars, university analysts and other institutions that deal with youth issues.

Dodo also addresses all young people interested in contributing to the development of their communities through **direct participation and commitment.** Dodo's goal is to be an instrument that can be used to expand knowledge so that young people's dedication can be used to contribute to the improvement of their communities, and give them a global perspective. The magazine is free and distributed in digital format - every three months - to all those who request it (https://www.cagliari.eurodesk.it/dodo-rivista-di-politiche-la-gioventu).

In September 2019, 11 issues have been published, containing over 170 articles written by youth professionals, divided into the following categories:

- Youth policies (world, Europe, in-depth studies, special Youth Policy)
- Headings (Youth and Citizenship, Youth and Digital, Youth and Global Education, Youth and Information, Youth and Innovation, Youth and Participation (public administration), Youth and Representation, Youth and Youth Work).

Diskurs

Country: **Austria**
Organisation: **aha – Jugendinformationszentrum Vorarlberg and koje – Koordinationsbüro für Offene Jugendarbeit und Entwicklung**
Website: **www.aha.or.at // www.jugend-diskurs.at // www.koje.at**

DISKURS/am.puls: We provide **in-depth information as well as training, networking and sharing opportunities** for people who work with young people in our region. The Diskurs platform is an offline AND online platform for everyone working in all parts of youth services (youth organisations, open youth work, people working in municipalities and regions, teachers...). The Diskurs platform consists of three major parts, which are designed to enrich each other, pick up on current topics/interests and flexibly provide valuable information, which, in the end, is to benefit all the young people in the region:

- Magazine (Print) published 2 times per year, covering a special youth-related topic (since 2006)
- Blog (Online) providing the Magazine in a downloadable format and publishing suitable articles every other week from experts in youth research (practitioners and theorists)
- Workshops (am.puls) a series of approx. 8 classes throughout the year, covering relevant and current youth-related topics.

aha, as youth information centre and koje, as the coordinator of open youth work in Vorarlberg and also in charge of the development of open youth work, decided to work together to have a greater impact. We are convinced that by providing the same information for all the people working with youngsters in our area and broadening their knowledge about the different services, as well as exchanging good practices within the region and beyond, young people benefit multiple times, and are better reached and supported.

DISKURS/am.puls is financially supported by the federal state of Vorarlberg, Department for Family Affairs and Youth.

360 degree Virtual Reality films

Country: **United Kingdom**
Organisation: **Regional Volunteer Centre (Poland), Momentum World (UK) and Mine Vaganti (Italy)**
Website: **www.youthwork360.eu**

Use of 360 degree Virtual Reality films as training and information resources for youth workers. Through an Erasmus+ KA2 strategic partnership project, our partnership created 15 experimental short training videos for youth workers. The films were divided into 3 categories: **Icebreaker activities; Teambuilding activities; and Intercultural activities.**

Each film was made on location in cultural heritage sites in the Świętokrzyskie Province of Poland. Post-production was done in Poland. A VR app was developed in the UK in partnership with Chesterfield College (www.chesterfield.ac.uk) enabling the films to be viewed on smartphones and simple headsets. Promotional materials and dissemination were led by Italy. This was the first use of VR for youth worker training. The objective was to test the potential of this approach.

The methodology is highly transferable and we have developed expertise which can be shared. We are now working on a range of follow-up projects including the production of VR information films for Eurodesk, and a heritage and digital media project “Cutural Explorers” which also promotes the EU EntreComp and DigComp frameworks.

Acknowledgments

EYCA, ERYICA and Eurodesk would like to thank each and every organisation and institution that contributed to the development of this publication. Our gratitude goes also to the youth (information) workers, communications specialists and policy-makers who work hard to provide young people with opportunities every day.

Most importantly, we thank all young volunteers who dedicate their time and energy to serve their communities: your work is priceless! We thank all young people across Europe for being an endless source of inspiration: your diversity and potential motivates our work and commitment to a Europe where all young people have access to information and mobility opportunities.

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