



eurodesk



COMPENDIUM OF QUALITY INITIATIVES IN THE FIELD OF INFORMATION FOR YOUNG PEOPLE

Prepared for the ERYICA – Eurodesk – EYCA
European Seminar on “Quality Matters in Information for Young People”,
held in Paris on 15-18 September 2005

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Introduction

On the basis of a proposition from Eurodesk, the three European organisations (ERYICA, Eurodesk and EYCA) decided to organise together in Paris in September 2005, a European Seminar that would discuss quality issues relating to information for young people.

When the planning for the seminar began, since there had been no organised attempt to collect information in this area from different countries, the Preparatory Group decided that the starting-point should be a request to all national partners of the three organisations to present examples of initiatives or projects which dealt with an aspect of quality in youth information. This was done on the basis of a “description form” sent to all ERYICA, Eurodesk and EYCA partners in April 2005. There was a very good response from the national partners (over 40 examples received), which confirmed the Preparatory Group in its decision to devote a large part of the seminar programme to the presentation of selected quality initiatives and to an exchange of experience and methods.

In the end, a total of **50 initiatives or projects** have been received, 42 of them from the “**country**” level (most national in scope but not all), and 8 from the **European level** (being organised by one of the three “organisers” of the seminar, with the involvement of all or part of their membership). The data collected on each of them permits other organisations or persons to take contact with the organisers of an initiative or project that they find interesting.

A brief description of each of these initiatives or projects forms the content of this Compendium, which is to be sent to all of the participants in the **European Seminar on “Quality Matters in Information for Young People”** (Paris, 15-18 September 2005) in advance of the seminar. The Compendium will also be made available to all their national partners by each of the three European organisations, as part of their work of promoting the sharing of experience and methods.

* * *

*Technical Note: In preparing the Compendium, the texts submitted have been edited to correct obvious errors and for the purposes of clarity. Any change of meaning as a result of this editing is unintentional and can be corrected in the version of the Compendium that the three European organisations will distribute after the seminar. Please give any corrections or modifications to be made (in written form) to Evelyne Pluchet or Sophie Rosman, **before the end of the seminar.***

Acknowledgement

ERYICA expresses its appreciation to the Council of Europe (Directorate for Youth and Sport) for the financial assistance that it gave to this seminar, in the framework of the Partnership Agreement between the two organisations.

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **JUGENDINFO.CC**

European Affiliation: **ERYICA + Eurodesk**

1. **Name of Initiative** (project, activity, service or product):

AUSTRIA: National Quality Criteria in Youth Information

2. **Description of Initiative or Project**

In 2001/2002, all Youth Information Centres in Austria decided to design common Quality Criteria for their work. Over a period of a year in several workshops key issues for Quality of Youth Information have been discussed and criteria have been agreed on. The Quality Criteria paper has then been presented to representatives of the youth departments of all regions of Austria (responsible for Youth Information in their federal state) and of the Federal Ministry of Social Security, Generations and Consumer Affairs. The criteria have been acknowledged also by this group as an important step ahead in the field of quality youth information.

In 2005, some more detailed aspects of Youth Information Work (e.g. enquiry-answering, filing of information, ...) will be prepared by regional centres and then discussed and decided on national level.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

This is an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service

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

Name: jugendinfo.cc
Address: 1020 Vienna, Lilienbrunnngasse 18/2/41

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

Name: Alexandra Cangelosi
E-mail Address: alexandra.cangelosi@jugendinfo.cc

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

All directors of regional Youth Information Centres in Austria

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):*

Process started in 2001, first phase ended in 2002 (presentation of Criteria) and will now continue in 2005 (see 2) above)

9. What Were the Results Obtained by This Initiative?

Common understanding of key areas and Criteria in the country, guidelines/aims for each region (if the criteria are not fulfilled yet), discussion on political level, possibility for further development on regional/local level.

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)

Criteria

Title: Qualitätsstandards Österreichischer Jugendinfos

Language(s): German

Can be obtained from (address of organisation): jugendinfo.cc.

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Alexandra Cangelosi

E-mail Address: alexandra.cangelosi@jugendinfo.cc

Name of Organisation: jugendinfo.cc

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Organisation: **JUGENDINFO.CC**

European Affiliation: **ERYICA + Eurodesk**

1. **Name of Initiative** (project, activity, service or product):

AUSTRIA: National Training for Youth Information Workers

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

In 2001 we started discussions on national training for Youth Information Workers (as a result of the ERYICA seminar on the issue – MBTC – and the national process on Quality Criteria) and decided that in order to provide in the whole of Austria quality information we needed to train workers also on a national level.

So far we had two national youth information courses:

- 1) 2001/2002 – 6 seminar-modules, 4 project-groups, duration of 1 year, 18 participants
- 2) 2003/2004 – 7 seminar-modules, 4 project-groups, duration of 1 year, 16 participants
- 3) In 2005 we are going to offer 2 seminars for advanced training and in 2006 we hope to start the 3rd national course (which will be further developed and maybe include even more modules)

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box **which corresponds to your answer**)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Trained staff is a condition for quality in youth information work.

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

Name: jugendinfo.cc

Address: 1020 Vienna, Lilienbrunnngasse 18/2/41

5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Alexandra Cangelosi
E-mail Address:	alexandra.cangelosi@jugendinfo.cc
6. Who Participated in This Initiative?	
34 youth information workers (that is nearly half of the full staff employed in Youth Information Centres in Austria)	
7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)	
Local <input type="checkbox"/>	Regional <input type="checkbox"/>
National <input checked="" type="checkbox"/>	European <input type="checkbox"/>
8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):	
Process started in 2001, first phase ended in 2002, second phase: 2003/2004 now in 2005 an new service (advanced seminars) is being implemented.	
9. What Were the Results Obtained by This Initiative?	
Common training of 34 participants, besides the effect on the knowledge and skills of these workers the course had an important impact on networking in Austria (such also improving the quality of services) and the results of the project-groups have been used for further development of new projects in Austria.	
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 <input checked="" type="checkbox"/>	Publication <input type="checkbox"/>
Other Product (specify) <input type="checkbox"/>	
Title:	2. Lehrgang Jugendinformation 2003/2004
Language(s):	German
Report <input type="checkbox"/>	Publication <input type="checkbox"/>
Other Product (specify) short description.... <input checked="" type="checkbox"/>	
Title:	Austrian Youth Information Course
Language(s):	English
Can be consulted / downloaded at this web-site:
Can be obtained from (address of organisation):	jugendinfo.cc
11. Additional Information:	
.....	

This description form has been completed by:

Name of Person: Alexandra Cangelosi
E-mail Address: alexandra.cangelosi@jugendinfo.cc
Name of Organisation: jugendinfo.cc

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **EURO<26 AUSTRIA**

European Affiliation: **EYCA**

1. **Name of Initiative** (project, activity, service or product):

AUSTRIA: “Come Together” - Promoting International Mobility

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

This project is a participative youth contest promoting international relationships and mobility.

Aims:

- image-building for cross-barrier relations and friendships beyond frontiers and different groups (ethnic, religion, sex,...)
- enhance popularity of our media channels, increase number of media contacts, interactive media

Summary:

Young people were invited to present their long-distance relations/friendships in their preferred way (photographs, letters, poems, sound data, powerpoint presentation, comic, etc.) to a jury at EURO<26 Austria. The call for submission was launched via the two Austrian EURO<26 magazines, the electronic newsletter, the website www.euro26.at and via press releases and (regional) networking partners.

Out of the submissions a selection was made which was then displayed in a vote-and-win-contest to the readership in the magazine and the visitors of the web-site. All the creative input was shown on-line without censorship and the visitors were asked to vote for “the” couple which would deserve the first prize: a holiday in the Indian region of Goa. Thousands of votes were cast (on- and off-line) and eventually a winner was selected and presented again in one of the issues of EURO<26 magazines and on the Internet.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**

<p>c) an initiative or project that seeks to maximise the distribution / impact of the information provided <input checked="" type="checkbox"/></p> <p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input checked="" type="checkbox"/></p> <p>Image enhancement of the EURO<26 media, internet based service to bring young people to our website and sensitise them on other European subjects which are introduced in a more editorial manner.</p>
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: EURO<26 Austria Address: Glockengasse 4c, A-5020 Salzburg</p>
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Gabi Haslinger E-mail Address: g.haslinger@euro26.at</p>
<p>6. Who Participated in This Initiative?</p> <p>EURO<26 cardholders and non-cardholders of Austria and from other places from all over the world.</p>
<p>7. What Was the Scope of This Initiative?</p> <p>Local <input type="checkbox"/> Regional <input type="checkbox"/> National <input checked="" type="checkbox"/> European <input type="checkbox"/></p>
<p>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>):</p> <p>Spring to Winter 2004</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>Qualitative: image-building, attention, awareness, participation</p> <p>Quantitative: about 70 participating couples, about 35.000 online votes on the website www.euro26.at (extremely high interactive participation of the readership!), about 700.000 contacts via print media, etc.</p>
<p>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>):</p> <p>The following material is available concerning this initiative: Report <input type="checkbox"/> Publication <input checked="" type="checkbox"/> Other Product (specify) ... Title: EURO<26 Magazine, www.euro26.at Language(s): German Can be obtained from: EURO<26 Austria</p>

11. Additional Information:

The acceptance and final success of this action goes back to the fact that friendship and love are high values of young people, higher than racism or intolerance. Young people get very active if their possible reward is not a fake or an alibi and they also mobilise their friends, schoolmates, family,... if they have such a high commitments as in this case. And this campaign once more confirmed that socio-critical subjects do get a lot of attention if they are presented in a manner appropriate to the target-group.

This description form has been completed by:

Name of Person: Gabi Haslinger

E-mail Address: g.haslinger@euro26.at

Name of Organisation: EURO<26 Austria

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Paris, 15-18 September 2005

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **EURO<26 AUSTRIA**

European Affiliation: **EYCA**

1. **Name of Initiative** (project, activity, service or product):

AUSTRIA: “Europa hochweiss” (White Book on Youth)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Aim:

This project wanted to attract the interest of young Austrians to participate in the EU online-questionnaire for the white book of youth. Minimum 1.000 votes was the goal.

Summary:

In autumn 2002, the EU Commissioner for Youth, Viviane Reding, launched a campaign to collect data concerning models of youth information and participation in order to assess what is missing where.

The Austrian Federal Ministry for Education, Science and Culture used the media network of EURO<26 to achieve an impressive involvement of young people by creating a contest. The prize to win was a railway card co-branded with EURO<26 representing a value of EUR 18,00 each. When the official web-site www.weissbuch.at was launched on 5 September 2002, the goal of the 1.000 people to fill out the lengthy form was reached by noon.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

This campaign proved that young people can be motivated to participate, even if it is on issues that are seemingly of low interest – provided that the gain is good enough.

4. Name and Address of Organisation Responsible for This Initiative:	
Name:	EURO<26 Austria
Address:	Glockengasse 4c, A-5020 Salzburg
5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Gabi Haslinger
E-mail Address:	g.haslinger@euro26.at
6. Who Participated in This Initiative?	
EURO<26 cardholders and non-cardholders of Austria and from other places from all over the world.	
7. What Was the Scope of This Initiative?	
Local <input checked="" type="checkbox"/>	Regional <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> European <input 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>):	
Spring to Winter 2002	
9. What Were the Results Obtained by This Initiative?	
Qualitative: Create awareness about the White Book on Youth and offer possibilities for participation to the young Austrians by stimulating the dialogue with an attractive contest in the background.	
Quantitative: The questionnaire about the white book was filled out by 1.595 young people in the target-group, to the great satisfaction of the Ministry.	
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: Report <input type="checkbox"/> Publication <input checked="" type="checkbox"/> Other Product (specify): Title: EURO<26 Magazine, www.euro26.at Language(s): German Can be obtained from: EURO<26 Austria	
11. Additional Information:	
Because of the great success of the action, a similar project was repeated in cooperation with the Austrian Ministry for Education, Science and Culture in the following year.	

This description form has been completed by:

Name of Person: Gabi Haslinger
E-mail Address: g.haslinger@euro26.at
Name of Organisation: EURO<26 Austria

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Organisation: **IN PETTO** (Flemish Community)

European Affiliation: **ERYICA**

1. **Name of Initiative** (project, activity, service or product):

BELGIUM: www.jongereninformatie.be - **Generalist Youth Info Site**

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Quality handbook and manual describing the procedures and agreements to organise and maintain a national current, permanently updated, interactive portal for young people, introducing and linking more specialised information services and local physically accessible youth information and counselling centres, with special attention to information and counselling questions of young people by mail.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

It is an initiative on quality care itself. Quality care = to say what you offer and do what you say. It is all about describing (and communicating) what you do (and how you do it) and to organise feed-back methods to give clients the opportunity to ask questions, to report inaccuracies, to complain (when the procedures are not followed) and to be brought in contact/referred to a nearby personal assistance (youth information and counselling centre).

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

Name: (quality handbook): In Petto, Diksmuidelaan 50, B-2600 Berchem, Belgium

Name: (working-group on new media): Led by JAC Gent (Holstraat 23, 9000 Gent) and JAC Turnhout (Paterstraat 47, 2300 Turnhout (co-operation for answering e-mail questions).

5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Anna Demuylder
E-mail Address:	anna@inpetto-jeugddienst.be
6. Who Participated in This Initiative?	
In Petto team, local Youth Info / Counselling Centres, specialised/single issue organisations	
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 checked="" type="checkbox"/>	European <input type="checkbox"/>
<i>(with international links)</i>	
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>	
<p>The birth of our youth information site was 2 May 2002. The evaluation as a start of the quality manual started in May 2004. This was the start for a quality handbook. The base is made, a manual on answering information and counselling questions by e-mail is finished, but quality care never ends. We are currently updating the information site as a whole (content, lay-out, software, interactive parts), so new elements in the quality handbook will be made in the near future. The local centres and In Petto are also discussing if other interactive tools (like chat) are suitable for information and counselling.</p>	
9. What Were the Results Obtained by This Initiative?	
<p>Transparency of production and communication processes, supporting and updating network (advisors committee, reflection group), co-operation between national information production structure and local centres, questions of young people answered by the nearby local centre, manual on answering questions by e-mail and a seminar organised by the local centres on the connection between information-counselling and new media.</p>	
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>	
<p>The following material is available concerning this initiative:</p> <p><i>(please click on / activate the box which corresponds to your answer)</i></p> <p>Report <input type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify): 3 products <input checked="" type="checkbox"/></p> <p>= 1) Code of conduct (on www.jongereninformatie.be); 2) manual for answering e-mails (on www.jacgent.be); 3) quality handbook (being prepared)</p> <p>Language(s): Dutch</p> <p>Can be consulted / downloaded at this web-site: www.jongereninformatie.be (code of conduct), www.jacgent.be (manual for answering e-mails)</p> <p>Can be obtained from (address of organisation): In Petto, JAC Gent</p>	
11. Additional Information:	
<p>Most important element of quality is the coherence and complementarity between the different products, procedures and co operation agreements</p>	

This description form has been completed by:

Name of Person: Anna Demuylder
E-mail Address: anna@inpetto-jeugddienst.be
Name of Organisation: In Petto

“Quality Matters in Information for Young People”

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Organisation: **IN PETTO** (Flemish Community)

European Affiliation: **ERYICA**

1. **Name of Initiative** (project, activity, service or product):

BELGIUM: Improvement Groups

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

A method of quality care (based on participation), developed by the EFQM (European Foundation for Quality Management) to solve an experienced problem on the basis of equality.

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

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Dealing with specific and concrete problems which might have connections with all the aspects of the organisation or job.

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

Name: In Petto

Address: Diksmuidelaan 50, B-2600 Berchem (Antwerp), Flanders, Belgium

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

Name: Johan Bertels

E-mail Address: johan@inpetto-jeugdendienst.be

<p>6. Who Participated in This Initiative?</p> <p>Young people (special youth care institutions, inhabitants of a city), and adults involved + In Petto and JAC facilitators.</p>
<p>7. What Was the Scope of This Initiative? <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>Local <input checked="" type="checkbox"/> Regional <input checked="" type="checkbox"/> National <input type="checkbox"/> European <input type="checkbox"/></p>
<p>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></p> <p>Last project (de Wissel) was started after summer 2004 and finished in February 2005</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>Concrete changes in setting according to needs and wishes of young people (= product), real participation of young people, and different attitude to participation by staff and management (= process).</p>
<p>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></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 checked="" type="checkbox"/> Publication <input checked="" type="checkbox"/> Other Product (specify) <input type="checkbox"/></p> <p>Title: <u>Report</u>: “Opvoedingsondersteuning en bijzondere jeugdbijstand”, CBGS, 2003 + <u>Manual</u>: “Verbetergroepen”, CBJ Vlaams Brabant, 2005 (both are Flemish Ministries). Language(s): Dutch (There must be information in English on the EFQM site) Can be consulted / downloaded at this web-site: CBGS@wvc.vlaanderen.be Can be obtained from (address of organisation): CBJ Vlaams Brabant</p>
<p>11. Additional Information:</p> <p>The method was introduced in Flanders in 2001 by Stichting Jongerenparticipatie 2000+ from The Netherlands. In Petto realised already several projects with this method, both at a regional level (In Petto, special youth care), and at a local level (JAC Ostend, involving young people in city drug policy). Now we are introducing the method in the VSK structures (Flemish Umbrella organisation for pupil councils). A demonstration workshop can be done using a concrete existing “problem” in the field of youth information.</p>

This description form has been completed by:

Name of Person: Johan Bertels
E-mail Address: johan@inpetto-jeugdienst.be
Name of Organisation: In Petto

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **CJP** (Flemish Community)

European Affiliation: **EYCA**

1. Name of Initiative (project, activity, service or product):

BELGIUM: AmbRassadeurs – Guidelines for Cultural Communication

2. Description of Initiative or Project (please give a short but complete description, including the aim of the initiative or project):

Ambrassadeurs is the result of study and research, checking clichés and presumptions. It suggests solutions and provides examples of good practice. A book and ‘marching order’ poster were published, setting practical guidelines and targeted at everyone working in the field of cultural participation amongst 15-25 year-olds.

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:

(please click on / activate the box which corresponds to your answer)

This is an initiative that **assesses the quality of the information provided**

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

Name: Ingrid Ligtvoet, Director
Address: Cultureel Jeugd Paspoort, Saintelettesquare 19, B-1000 Brussels

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

Name: Maarten Denys
E-mail Address: maarten.denys@cjp.be

6. Who Participated in This Initiative?

Three major organisations, active in the field of communication, youngsters and culture took part in the initiative and realised it. They are Cultuurnet Vlaanderen, Canon Cultuurcel and CJP Belgium.

7. What Was the Scope of This Initiative?

(please click on / activate the box which corresponds to your answer)

Local Regional / National 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*):

It has started in 2003. It led to a conference and the publication of a book in October 2004, where it received massive national press coverage. In October 2005, a second conference will take place, together with the publishing of a second book, more oriented towards good practices. From that point on, further continuity and implementing is left to the players in the field.

9. What Were the Results Obtained by This Initiative?

Vast coverage in national press, enthusiastic acceptance by the sector, increasing governmental trust, general boost in credibility and image.

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)

Title: AmbRassadeurs

Language(s): Dutch

Can be obtained from: Cultureel Jeugd Paspoort, Belgium

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Maarten Denys

E-mail Address: maarten.denys@cjp.be

Name of Organisation: Cultureel Jeugd Paspoort (CJP), Belgium

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **CJP** (Flemish Community)

European Affiliation: **EYCA**

1. **Name of Initiative** (project, activity, service or product):

BELGIUM: A ‘Customer-made’ Cross-media Approach to Cultural Youth Information

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The aim of this approach is ‘to mobilise young people towards cultural participation’. The instrument used is a comprehensive method that simultaneously or separately maximises the effect of a flow of multidirectional exchange of information on cultural expressions throughout all different forms of media.

Based on experience, research and literature, in our field where we need to communicate interactively with several separated and diverse target-groups (in age, location and commitment), the only way to penetrate to the heart and life of our card- and stake-holders, is to adapt the way of communication to the very specific needs and preferences of the specific target-group. An individually adapted, multi- and cross-media approach is indispensable to maximise the effect and to reach the targets set.

The media used in this strategy are **print** (3 different quarterly and monthly magazines, 1 yearly information guide, 1 semi-academic study (2004), 1 yearbook on youth preferences, trends and desires (2005), 1 weekly newspaper, flyers, posters, monthly postcards, wide logo-presence), **internet** (2 different highly interactive and participation-demanding web-sites, 3 different weekly and 1 monthly e-mail alerts), **audio** (radio ads, via the web-site, waiting music on the phone are the general audio ads), **video** (TV-ads, via the web-site, on events), **intensive communication** with journalists and press media (e-mail alerts, website, phone, mail), **letter-mailing and direct contact** on and through events (monthly and yearly multi-located events).

To maximise the target-group penetration, we are currently investigating the potential for - and preparing a TV-show, situated in the cultural field. All of these are specifically ‘customer-made’ for the target-group of each of these media, and content as well as looks and feel are adapted to its characteristics.

<p>3. Aspect of Quality relating to Youth Information Addressed by This Initiative: <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>This is: an initiative or project that seeks to maximise the distribution / impact of the information provided <input checked="" type="checkbox"/></p>
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: Ingrid Ligtvoet, Director Address: Cultureel Jeugd Paspoort, Sainctelettesquare 19, B-1000 Brussels</p>
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Maarten Denys E-mail Address: maarten.denys@cjp.be</p>
<p>6. Who Participated in This Initiative?</p> <p>This is a transversal method that needs to be implemented throughout all activities. The staff are responsible for implementation at their level.</p>
<p>7. What Was the Scope of This Initiative? <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>Local <input checked="" type="checkbox"/> Regional <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> European <input type="checkbox"/></p>
<p>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></p> <p>This is a long-term effort that has started in 2003. It has been implemented and will continue to grow further in the near future (e.g. TV programme).</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>EYCA award 2004, growing numbers of web-site visitors (multiplied by 12x), intensified participation on the web-site by the target-group, increase in number of cardholders (multiplied by 1,5x), mass-media partnerships, vast presence in daily press, increasing governmental trust, general boost in credibility and image.</p>
<p>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></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 type="checkbox"/> Other Product (specify) <input type="checkbox"/></p>
<p>11. Additional Information:</p> <p>.....</p>

This description form has been completed by:

Name of Person: Maarten Denys
E-mail Address: maarten.denys@cjp.be
Name of Organisation: CJP, Cultureel Jeugd Paspoort, Belgium

“Quality Matters in Information for Young People”

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Organisation: **FED. INFOR JEUNES** (French Community) European Affiliation: **ERYICA**

1. **Name of Initiative** (project, activity, service or product):

BELGIUM: Data-base of Quality Youth Info Sources on Internet

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

In framework of a federal youth information project organised jointly by the principal youth information organisations in Belgium (all 3 Communities), a census about youth information sources on Internet is being conducted. Each of the organisations involved assesses each web-site, giving it a score according to a set of quality criteria. The web-site is then included in a data-base, with its quality rating. So, when a youth information worker looks for the response to a young person's question, s/he can find the best Internet site source for the answer. This method can also be applied to documentary sources.

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

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

.....

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

Name: Infogénération
Address: Rue Saint Martin 6, B-7500 Tournai, Belgium

“Quality Matters in Information for Young People”

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **AICM**

European Affiliation: **Co-operates with ERYICA**

1. **Name of Initiative** (project, activity, service or product):

CZECH REPUBLIC: Evaluation System of Youth Information Centres

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The evaluation system is designed to evaluate the situation and activities of the youth information centres (YIC), on the basis of an approved development concept established by the Association of YICs (AICM). The aim of the system is the standardization of the quality of the services provided by YICs which belong to AICM and the granting of economic support for YICs which fulfil these criteria.

Evaluation criteria:

1) WORKING CRITERIA

A. Scope of YICs

- a1) regional – university town
- b1) regional
- c1) local

B. Uniform visual style of YICs = 1-4 points

- a1) guide system for visitors from exterior to interior – 1 point
- a2) clear presentation of YIC through uniform logos of YICs and AICM -1 point
- a3) YIC involvement in the information system in the place where the YIC is located - 1 point
- a4) existence of YIC web-site with the content in accordance with the recommendation of AICM – 1 point

C. Operating time of YIC

a) operating time of YIC = 1-4 points

- a1) min. 4 hours a week (infopoint) – 1 point
- a2) min. 20 hours a week – 2 points
- a3) min. 35 hours a week (10 of them after 16.00 p.m., including Saturday and Sunday) - 3 points
- a4) min. 45 hours a week (15 of them after 16.00 p.m., including Saturday and Sunday) - 4 points

b) uniform information classification = 1-5 points

- b1) complete range of information in accordance with uniform basic offer of AICM, including local and regional information – 5 points
- b2) specific information available in accordance with uniform basic offer of AICM – min. complete information on education, jobs, leisure time, citizen and state, youth of the Czech Republic, European Union, and travelling, including local and regional info – 3 points
- b3) specific information available in accordance with uniform basic offer of AICM – min. complete information on education, jobs, and leisure time, including local and regional info – 1 point

c) Access to the PC + internet = 1-3 points

- c1) access to the PC + internet for public – 1 point
- c2) access to the PC + internet for public - min. of 3 PCs – 2 points
- c3) access to the PC + internet for public - min. of 5 PCs – 3 points

d) additional standard services = 1-8 points

- d1) photocopying – 1 point
- d2) public fax service – 1 point
- d3) additional items on sale (maps, publications, PC equipment) – 1 point
- d4) video projection about YIC – 1 point
- d5) sale of discount cards for youth – 1 point
- d6) visits of pupils and students to YIC – 1 point
- d7) regular or occasional meetings for children and young people – 1 point
- d8) other additional services – 1 point for one service

e) additional services = 1-5+ points

- e1) diagnostic for careers – 1 point
- e2) regional centre of European information service EURODESK - 1 point
- e3) thematic exhibitions for children and youth – 1 point
- e4) vocational counselling (pedagogical-psychological, law...) – 1 point
- e5) other additional services – 1 point for each service

f) administrative-economic activities = 1-3 points

- f1) correct and timely completion of annual accounts – 1 point
- f2) elaboration of annual report and its publication on the web-site – 1 point
- f3) a set of service regulations for YIC workplace – 1 point

2) ACTIVITIES CRITERIA

These criteria explain the level of concrete activities of a YIC within the framework of the AICM network. These criteria are additional and influence the basic evaluation of each YIC resulting from the working criteria.

- a1) participation in general meeting of AICM – participation of one representative of YIC - 1 point
- a2) participation in seminars, trainings connected to issue of youth information organised by AICM itself or in co-operation with partners of youth information system in the Czech Republic - participation of one representative of YIC - 1 point
- a3) organisation of activities presenting the AICM or participation in them: organising activities - 3 points; participation in them - 1 point
- a4) active participation in running of on-line information of AICM and publication of news of AICM – regular contributions every month – 1 contribution = 1 point, max. 12 points

- a5) YIC own project activities financed by sources other than the Ministry of Education, Youth and Sport: one prepared project and each acquired funding source = 1 point
- a6) project activities of YIC on behalf of AICM – each prepared project accepted in selection process = 3 points
- a7) YIC own programme activities connected to the issue of youth information (final report and other additional materials from each activity) – one activity = 1 point
- a8) activities organised in the framework of the Youth Programme of European Union for non-formal learning and education (final report and other additional materials from each activity) – one activity = 2 points
- a9) elaboration of information packs according to the AICM uniform classification and making them available to other YICs in the Czech Republic = 1-8 points

Categorisation of YICs is an element of the evaluation criteria – basic division into the relevant category is evaluated through the number of points gained. Information about the activities of each YIC are acquired by means of a questionnaire (see form in “*Annual report – Report on Activities – YIC Questionnaire*”).

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:

(please click on / activate the box **which corresponds to your answer**)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

.....

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

Name: Youth Information Centre Český Krumlov
Address: Špičák 114, Český Krumlov, 381 01

Name: Youth Information Centre Tábor
Address: Farského 887, Tábor, 39002

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

Name: Vlastimil Kopeček
E-mail Address: info@icmcr.cz

Name: Václav Pavlík
E-mail Address: pavlik@icmtabor.cz

6. Who Participated in This Initiative?

Member Youth Information Centres in the Czech Republic

<p>7. What Was the Scope of This Initiative? <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>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></p> <p>The activity is not time-constrained – this year it was the second time when this method was realised.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>This method showed activities of Youth Information Centres in the Czech Republic. This evaluation is important for economic support for the YICs that fulfil different criteria from the side of the Association of YICs.</p>
<p>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></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 checked="" type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/></p> <p>Title: Výroční zpráva AICM ČR 2004 (Annual report of Association YICs CR)</p> <p>Language(s): Czech</p> <p>Can be consulted / downloaded at this web-site: www.icmcr.cz (under the password)</p> <p>Can be obtained from (address of organisation): -</p>
<p>11. Additional Information:</p> <p>.....</p>

This description form has been completed by:

Name of Person: Věra Fialová
E-mail Address: fialova@icmtabor.cz
Name of Organisation: Youth Information Centre Tábor

“Quality Matters in Information for Young People”

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisations: **ENTK** and **Eurodesk-Estonia**

European Affiliations: **ERYICA** (ENTK) and **Eurodesk** (Eurodesk-Estonia)

1. **Name of Initiative** (project, activity, service or product):

ESTONIA: Training-seminar on Networking for Youth Information Workers

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Youth information training-seminar will taking place on 22-23 August 2005, as a joint activity of co-operation between Estonian Youth Work Centre (ENTK), Eurodesk-Estonia and the Youth Information Centre in Tallinn. The aim of the training-seminar is to create active networking between the youth information and counselling workers from the county level in Estonia. Active networking means the interactive conversation environment - change of experiences, good practice, etc. from Estonian level and also international level.

1st day: Eurodesk-Estonia: Background information about Eurodesk. Practical information on how to use Eurodesk intranet (as a tool for exchanging information).

2nd day: lectures and workshops on following themes: “Youth information trends in Europe” and “Youth participation in the work of youth information” (using the Finnish example).

In the end the organisers will collect questionnaires from the participants in order to know what kind of training seminars they are expecting in future.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

.....

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

Name: ENTK / Estonian Youth Work Centre, and Eurodesk-Estonia

Address: ENTK, Uuslinna 10, EE-11415 Tallinn

<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Hannes Sildnik (Eurodesk-Estonia) and Helen Uustalu (ENTK) E-mail Address: hannes@eurodesk.ee and helen.uustalu@entk.ee</p>
<p>6. Who Participated in This Initiative?</p> <p>Youth information workers from the county government level</p>
<p>7. What Was the Scope of This Initiative? <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>Local <input type="checkbox"/> Regional <input checked="" type="checkbox"/> National <input type="checkbox"/> European <input type="checkbox"/></p>
<p>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></p> <p>An information day was organised for youth information and counselling workers from the county level on 21 April 2005, and the idea of organising the common training seminar was proposed there by the youth information and counselling workers. The seminar will take place on 22-23 August 2005, jointly organised by the Estonian Youth Work Centre, Eurodesk-Estonia and the Youth Information Centre in Tallinn.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>The aim of the training-seminar is to create active networking between the youth information and counselling workers from the county government. Active networking means the interactive conversation environment - change of experiences, good practice, etc. from Estonian level and also international level. This is the first step to improve the quality of information for young people.</p>
<p>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></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 checked="" type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/></p> <p>Title: Interactive Network</p> <p>Language(s): Estonian / Russian / English</p> <p>Can be consulted these web-sites: www.entk.ee; www.eurodesk.ee; www.taninfo.ee</p>
<p>11. Additional Information:</p> <p>County youth information and counselling centres are developed with the support of the Ministry of Education and Research, since 1999. There are over 30 centres and information points in Estonia. The centres provide young people with information and counselling. The information must be easily available on paper as well as through the Internet.</p>

This description form has been completed by:

Name of Person: Helen Uustalu and Hannes Sildnik

E-mail Address: helen.uustalu@entk.ee and hannes@eurodesk.ee

Name of Organisation: ENTK and Eurodesk-Estonia

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Organisation: **Jyväskylä City**

European Affiliation: **ERYICA** (via Allianssi)

1. **Name of Initiative** (project, activity, service or product):

FINLAND: Web Magazine for / by Young People - “Painovirhe” (Jyväskylä)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Young people writing and editing articles for a monthly magazine “Painovirhe” on Internet: <http://www.jyvaskyla.fi/nuoriso/painovirhe>. The aim is to offer to young people possibility to participate and influence by writing articles from their point of view, and to improve skills needed in today’s information society. The “young journalists” are in the education system. They are learning about the basics of journalism and about Internet as a tool to inform and to find and use information.

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

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Youth participation and peer-publishing / information

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

Name: Youth Department City of Jyväskylä
Address: Sepänkeskus, Kyllikinkatu 1, FIN-40100 Jyväskylä

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

Name: Tuija Ijäs
E-mail Address: tuija.ijas@jkl.fi

<p>6. Who Participated in This Initiative?</p> <p>The group of 12 young boys and girls of Jyväskylä, aged between 12 and 19.</p>
<p>7. What Was the Scope of This Initiative? <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>Local <input checked="" type="checkbox"/> Regional <input type="checkbox"/> National <input type="checkbox"/> European <input type="checkbox"/></p>
<p>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></p> <p>November of 2000 and it is still continuing.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>It is running as a permanent monthly activity. The young people are responsible for running the group and magazine, and the staff just support them. Young people and their matters and aspects appear in positive way to other youngsters and adults as well. At a personal level, their information skills are good and they are interested in all kinds of issues in the society.</p>
<p>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></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 type="checkbox"/></p> <p>Title: Internet magazine “Painovirhe”</p> <p>Language(s): Finnish</p> <p>Can be consulted / downloaded at this web-site: http://www.jyvaskyla.fi/nuoriso/painovirhe</p>
<p>11. Additional Information:</p> <p>.....</p>

This description form has been completed by:

Name of Person: Tuija Ijäs.

E-mail Address: tuija.ijas@jkl.fi

Name of Organisation: Youth Department City of Jyväskylä

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Organisation: **Rovaniemi City**

European Affiliation: **ERYICA** (via Allianssi)

1. **Name of Initiative** (project, activity, service or product):

FINLAND: Nuti project - Developing Youth Info Services in Rovaniemi Region

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The background:

The city of Rovaniemi, the municipality of Rovaniemi and Rovalan Setlementti ry, with the support of the European Social Fund (ESF) and the State Provincial Office of Lapland, initiated an ESF project, with the intention of developing youth information / communication in the Rovaniemi region (Lapland, Finland) and offering the region's young people opportunities to act and participate.

ESF objective program

Objective 1, Northern Finland

Priority: Expertise & Employment

Measure: 3.4. Preventing exclusion & promoting equality

Project duration and financing:

Three-year project 2001 – 2003

Financing sources:

1. The city of Rovaniemi
2. The municipality of Rovaniemi
3. Rovalan Setlementti ry
4. The State Provincial Office of Lapland
5. European Social Fund

Estimated total cost 432,000 €

Objectives in a Nutshell:

- To prevent youth exclusion by developing youth communication services
- To offer new opportunities for acquiring information and acting (participation, quality)
- To create new methods to improve the opportunities for youth to be influential, their relationship with technology and managing their own lives
- The target group was 15 - 29 year old young people in the Rovaniemi region and those working with them

Methods:

1. Media Wagon” operations model, mobile workshop
2. Own town district or village presentation on the Internet
3. Training & events
4. Interactive electronic Nuti databank
5. New remote points

Schedule 2001-2003

2001:

- Planning, preparation
- Media Wagon operations begin
- Commitment of co-operative partners
- Adjusting technical parts
- Electronic communication & publication
- Construction of new remote points

2002:

- Content production
- Own operations model
- Training & intermediate assessment
- New remote points in operation
- Development of network services
- Networking & new partners

2003:

- Content production
- Own operations model
- Training
- Project working
- Assessment
- Future plans

Control Group Composition

Representatives from implementing bodies

Rovalan Nuoret ry

Expert members

Youth representation

University

Library service

Education service

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

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Here in Northern Finland, the distances between settlements are very long. The “access” question is very important for us. That is why our mobile workshop Multimedia Wagon was

moving during the project from village to another. We opened new youth information points (not new staff, but we trained youth workers and other people working among young people) in the regions of the Municipality of Rovaniemi and the city of Rovaniemi and that is why we put a lot of stress on realisation of the NUTI electronic databank, networking and services on Internet. Networking is important when talking about quality as well as wide co-operation with the development of electronic services (for all citizens and age groups).

The practice (Internet services) which this project created has (after the end of the project period) spread to almost every municipality in Lapland. During the years 2004-2005, we also continued the development work by creating new mobile services for young citizens.

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

Name: Mr. Rauno Yli-Paavalniemi
Address: Rovaniemen kaupunki, Liikunta - ja nuorisotoimi, PL 8216,
FIN-96101 Rovaniemi, Finland

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

Name: Mrs Merja Tervo
E-mail Address: merja,tervo@rovaniemi.fi

6. Who Participated in This Initiative?

1. The city of Rovaniemi
2. The municipality of Rovaniemi
3. Rovalan Setlementti ry
4. Local young people
5. Youth workers etc working with young people
6. Other local partners

and financed by: European Social Fund, and the State Provincial Office of Lapland

7. What Was the Scope of This Initiative?

(please click on / activate the box which corresponds to your answer)

Local Regional National European
(will be regional later)

8. When Was This Initiative Undertaken *(please state the date when the activity was started, when it finished, or if it is still continuing)*:

Three-year project: 2001 – 2003.

The practice (Internet services) that this project created has after the project time spread almost to every municipality in Lapland. The multimedia wagon is not working any more, but the data-bank and information point and created network are still going strong. During the years 2004-2005, we also continued to develop the work by creating new mobile services for young citizens. (citizen's initiative and current news, Internet/mobile phone).

9. What Were the Results Obtained by This Initiative?

Expected results:

Model for mobile media workshop
Five electronic youth communication points
Improved information technology facilities
New operation and impact opportunities
Resurrection of training and interest in the field in Lapland

Other results:

Versatile information on the Rovaniemi region available on the internet
Project has employed and offered apprenticeship placements for students
Project is easily copied and transferred

A working youth communications network that also has international connections (the local youth information point is also Eurodesk point)

One study work (Mrs Merja Tervo) has been done with the theme of "The quality in Rovaseutu youth information work and in Nuti -Project" (quality criteria)

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)**

Title: Project material (reports)

Language(s): Finnish

Can be consulted / downloaded at this web-site: <http://nuti.rovaniemi.fi/?deptid=2940>

Can be obtained from (address of organisation): Rovaniemen kaupunki, Keskusvirasto,
Mrs Merja Tervo, PL 8216, 96101 Rovaniemi, Finland – e-mail: merja.tervo@rovaniemi.fi

11. Additional Information:

Some personal notes about quality in youth information:

- young customers - special needs and services?
- the roles of adults in youth information work
- networking - does it make quality?
- good equipment and access to Internet - the basic things
- participation of young people
- updated indicators, surveys and Gallup polls
- international co-operation - important part of youth information
- the importance of developing new tools (together with young people)
- sharing practices, learning together, training (teachers - youth workers, etc.)

This description form has been completed by:

Name of Person: Mrs Merja Tervo (project co-ordinator)

E-mail Address: merja.tervo@rovaniemi.fi

Name of Organisation: Rovaniemen City

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **Helsinki Youth Department** European Affiliation: **ERYICA** (via Allianssi)

1. **Name of Initiative** (project, activity, service or product):

FINLAND: “Verne” - Training Course to Develop Peer Youth Information Work

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Aims:

- To develop peer youth information and counselling in Helsinki City Youth Dept
- To find out proper way to involve young people in passing information and counselling to their peers
- To coach youth information workers to use method of peer youth information in their daily work in youth information centres
- To develop a training course content for peer youth information and counselling, which can be adapted to other Verne courses (shorter or longer)
- To learn about the quality process in peer youth information and counselling work
- To identify mistakes to avoid in future and success stories to continue with
- To transfer some of the Verne experience to Estonian youth information workers and young people (through the E.U. Youth Programme)
- Continuation of Verne: to develop peer youth information in Helsinki City, 2004 - 2006 (peer youth information project in the youth activity house Tapulikaupunki; participation of young people in peer youth information and counselling: 6-day training course for youth workers from Helsinki City and Tallinn City Youth Departments)

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**

d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Peer youth information process

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

Name: Helsinki City Youth Department: Kompassi Youth Information Centre,
Dooris Counselling Centre, in co-operation with local Finnish Red
Cross Haavi project
Address: PL 5000, 00099 Helsinki City

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

Name: Päivi Timonen-Verma
E-mail Address: timoska@lasipalatsi.fi

6. Who Participated in This Initiative?

2002-2004: 6 youth information and counselling workers, 11 young people
2004-2005:
- Tapulikaupunki Verne 2005: 11 young people, 2 youth workers,
- Participation of young people in peer youth information and counselling – 6-day
training course for youth workers of Helsinki City and Tallinn City Youth
Departments: 20 participants, 2 trainers from Helsinki City Youth Department,
1 trainer from Tallinn, 2 students of youth and social work studies
- Survey of the need for peer youth information and counselling as part of the daily
work in the youth activity centres and youth work locations (51 answers from
youth workers from the Youth Department of the Helsinki City).

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):*

First phase in 2002-2004; second phase in 2004-2005 = still continuing.

9. What Were the Results Obtained by This Initiative?

Youth information workers got a very good experience in organising peer youth information and counselling for young people:

- to develop internal network between local counselling professionals
- to measure the possibilities for using this method in the future
- to discover the differences in terms of quality between using the peer information method and so-called traditional youth information work.

Young people gave a very positive evaluation about the Verne course, they felt that they are getting skills needed that they can support their peers. During the Verne course they started to see their role differently in their discussions with their friends and peers so that they felt that they could transmit information during these discussions.

A single Verne course:

- gave experience of participating in a project which is supported (50%) by the Youth Programme of the European Union
- 50% of the young people participating came from an immigrant background

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)

Title: “Verne” - Peer youth information and counselling

Language(s): Finnish

Can be consulted / downloaded at this web-site: <http://www.kompassi.info>

Can be obtained from (address of organisation): See below

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Päivi Timonen-Verma
Planning Officer, peer youth information and counselling

E-mail Address: timoska@lasipalatsi.fi

Name of Organisation: Helsinki City Youth Department

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **CIDJ**

European Affiliation: **ERYICA + Eurodesk**

1. **Name of Initiative** (project, activity, service or product):

FRANCE: Inform Young People on Basis of Their Needs & Quality Principles

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The project has been launched in 2003 to renew the way to inform young people coming to CIDJ in Paris. After a long observation of the reception and the running of the front desk, CIDJ decided to ask a company (AUDIREP) to make a study about the needs and the expectations of the youngsters. The inquiry has been done among people who use and who do not use CIDJ. The results has given detailed indications of their expectations:

- more personal services (less impersonal or too general information). Young people are looking for more specific and detailed information combined with a more personal and individual welcome.
- more advice and counselling to give an added value to the services (than they can find on Internet) when they are coming to CIDJ
- A clearer organisation of the space of the reception area in CIDJ: where to find the documents and the competent person.

Those conclusions have led CIDJ to be committed to a list of quality principles completely related to the conclusion of the enquiry. Those principles are closely linked to the French and European Charters.

To be sure young people received the relevant answers to their needs in the best condition we insure :

- Their answers determine how CIDJ is informing them
- No appointment needed (for face to face interviews)
- Help of resource organisations in the process of informing
- Evaluation of this adequation

To be sure of the continuity of the service: A permanent attention to the needs of the young people in the “reception hall” (surveys)

Those quality principles have involved :

- a big reorganisation of the front desk and all the reception hall: more individual corners for personal interviews, a clearer indication of services (and information

topics), easy and free access to Internet. All that to reach the objective of specific, individual and adequate information

- a new organisation of the staff : less generalist workers, specific competences to the youth workers, time to enlarge their knowledge (training, visits, conference...),
- evaluation sessions
- A clear presence of partners: national employment agency, CV services..

The new service has been launched in January 2005.

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:
(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):
.....

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

Name: CIDJ
Address: 101 quai Branly, 75015 Paris

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

Name: Catherine de Labarre
E-mail Address: catherinedelabarre@cidj.com

6. Who Participated in This Initiative?

CIDJ departments of Information / Communication / Marketing

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):*

Initiative and study started in 2003; new services in January 2005.

9. What Were the Results Obtained by This Initiative?

As already described – assessment on the way.

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)

Title:

Language(s):

Can be consulted / downloaded at this web-site:

Can be obtained from (address of organisation):

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Catherine de Labarre

E-mail Address: catherinedelabarre@cidj.com

Name of Organisation: CIDJ

“Quality Matters in Information for Young People”

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **SDJ**

European Affiliation: **ERYICA** (via IJAB)

1. **Name of Initiative** (project, activity, service or product):

GERMANY: JaN-Ko – Information & Communication Network
(= JaN-Ko – Informations- & Kommunikationsnetzwerk)

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

JaN-Ko is a network of people, information centres, NGOs such as youth councils etc. doing youth information work in Germany. It covers all kinds of youth information services, i.e. web-based youth information as well as youth information centres. The variety of members ranges from local youth information centres to youth portals operating at federal state level. Originally founded in 1999 as a network of East-German youth information workers, it is now open to everyone doing youth information and has members coming from numerous federal states. Originally, it was meant to improve the quality in so far as to provide a basis for exchanging experience and for maximising the distribution of information. Now it also aims at doing projects together or at supporting a nation-wide debate on youth information. Some of the members, who meet about four times a year, for instance run a database together (containing addresses of youth centres, NGOs, youth projects, etc), other members organized an exchange programme between German and Spanish youth information workers in 2004, and some youth information centres that are focussing on web-based information share a content management system or a web-based encyclopaedia for young people. Thus, although this network does not primarily focus on quality matters in the field of information, it gradually improved the quality of information for young people by all its activities due to the fact that access to information became much easier and that youth information workers could gain knowledge and experience. In addition, one of the meetings held in 2002 was about quality matters and how to evaluate quality. In the future it is planned to establish two working groups at national level, together with IJAB (national partner of ERYICA), to push forward a debate on quality among youth information centres in Germany and to develop a national basis for communication and co-operation.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**

c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**

d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

(See the above description) improving the quality of our work (by working together, by exchanging experience, ideas and visions) in a country where there aren't any organized training courses for youth information workers (except two annual conferences), where youth information as a topic is not part of the academic training at university level either and where there does not exist anything like a uniform concept or definition of youth information (not to mention quality standards for youth information).

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

Name: Stiftung Demokratische Jugend, c/o Landesjugendring M-V e.V.

Address: Goethestr. 73, 19053 Schwerin, Germany

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

Name: Mrs Birgit Graemke

E-mail Address: b.graemke@inmv.de

Tel: (+49) 0385-7607613

For information in English, please contact Nadine Bähring - n.baehring@inmv.de

6. Who Participated in This Initiative?

Members of the Network: Youth Information Centre of the City of Dresden, Youth Information Service of Saxony-Anhalt, AGJF Saxony, Youth Portal of Mecklenburg-Westpomerania, Youth Portal of the Federal State of Brandenburg, Youth Portal www.jugendnetz-berlin.de of Berlin, Youth Portal www.spinnenwerk.de of Berlin, Youth Portal of Baden-Württemberg, Youth Information Bremen, Magazin Corax (Journal for Youth Work)

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):

Started in 1999, still continuing.

9. What Were the Results Obtained by This Initiative?

- of course, more efficiency by content sharing and an improved distribution of information
- meetings (in addition to the annual meetings organized by the German Youth Portal and the IJAB) on a regular basis at which we work on a number of different topics such as technical aspects, participation, public relations, content sharing, cooperation with other networks, the quality of our service and how to improve it, information research and management etc.
- content-sharing (concerning newsletters, encyclopaedia, texts & information on overall topics such as volunteering or youth exchange etc.) among the several regional or local youth portals;

- projects: we run two national databases – one containing addresses the other placements for practical trainings for students
- together with the IJAB one future result will be the establishment of two working groups for Germany (see above) and thus the initialising of a debate on a national concept of youth information and of training courses
- there is a network, a kind of resource which you can consult in case you need support in doing youth information work

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): **article in publication**

Title: “Kooperationsnetzwerk der Infodienste aus den Neuen Bundesländern”

Language(s): German

Can be obtained from (address of organisation): Mrs Birgit Graemke,
Landesjugendring Mecklenburg-Vorpommern e.V., Goethestr. 73,
19053 Schwerin, Germany - b.graemke@inmv.de

11. Additional Information:

As with many youth information centres in Europe, some of the members of the JaN-Ko network participate in Eurodesk as well.

This description form has been completed by:

Name of Person: Nadine Bähring, Youth Portal of Mecklenburg-Westpomerania

E-mail Address: n.baehring@inmv.de

Name of Organisation: Landesjugendring Mecklenburg Vorpommern e.V. (Regional Youth Council)

“Quality Matters in Information for Young People”

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **HAYICO**

European Affiliation: **ERYICA**

1. **Name of Initiative** (project, activity, service or product):

HUNGARY: Quality Management in Youth Information Services

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

In Hungary, the first youth information and counselling services have been created at the time when the market economy regime started, based on local needs supported by state and on existing Western European examples. We have had an advantage because we could learn from tested approaches represented in ERYICA, the European umbrella organisation for youth information.

We created the Hungarian Association of Youth Information and Counselling Offices (HAYICO) as a national organisation in 1990, with the main aim of establishing quality standards for the services and of representing the local offices at the national and international levels. The European Youth Information Charter of 1993 and the Council of Europe Recommendation R (90) 7 gave us a perfect basis for the HAYICO Professional and Ethical Code, the first version of which was adopted in 1995.

During the years that followed new services have appeared which were not able to fulfill all the criteria of the HAYICO Code. In order to maintain professional standards, it was necessary to develop methodological work, and within HAYICO we selected and named some services as “Methodological Centres” (offices that had existed for a long time and were strong professionally), which had the task of helping new services. The current version of the “Professional and Ethical Code” (adopted in 2001) sets out the conditions for the three levels of services in the HAYICO network (Youth Information Point, Youth Information and Counselling Office, and Youth Methodological Centre).

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

This is an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service

4. Name and Address of Organisation Responsible for This Initiative:			
Name:	HAYICO - Hungarian Association of Youth Information and Counselling Offices		
Address:	Diófa utca 2, H-8200 Veszprém, Hungary		
5. Name and E-mail Address of Person to Contact (for information about this initiative):			
Name:	Ms. Andrea Kiss, Mr. András Csaba Kósa		
E-mail Address:	kissandi@freemail.hu ; kosa.andras.csaba@hayico.hu		
6. Who Participated in This Initiative?			
Ms. Andrea Kiss, Mr. Arisztid Ditzendy, Mr. László Wéber, Mr. Csaba Szabó, Mr. András Csaba Kósa			
7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)			
Local <input type="checkbox"/>	Regional <input type="checkbox"/>	National <input checked="" type="checkbox"/>	European <input type="checkbox"/>
8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):			
24 September 2001 and it is still continuing.			
9. What Were the Results Obtained by This Initiative?			
We have a system which defines quality criteria for each level of service.			
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 <input type="checkbox"/>	Publication <input type="checkbox"/>	Other Product (specify) pdf format printout <input checked="" type="checkbox"/>	
Title:	Professional and Ethical Code of Hungarian Association of Youth Information and Counselling Offices		
Language(s):	Hungarian and English		
Can be obtained from:	HAYICO, Diófa utca 2, H-8200 Veszprém, Hungary		
11. Additional Information:			
.....			

This description form has been completed by:

Name of Person: Ms. Andrea Kiss, Mr. András Csaba Kósa
E-mail Address: kissandi@freemail.hu, kosa.andras.csaba@hayico.hu
Name of Organisation: HAYICO

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **CIG, Torino**

European Affiliation: **ERYICA**

1. **Name of Initiative** (project, activity, service or product):

ITALY: “Carta del Servizio” in the “Quality Project”

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The “Quality Project”, led by Turin’s Centro InformaGiovani, is an experimental project of the “Piedmont Coordination of Youth Information Services” and involves 2 other town (Biella and Alba). The aim is to work on the aspects that involve quality:

- To analyse and get the description of the many and different work processes that the organisation implements to offer services and products
- Specific training on “quality aspects” for all professionals of the involved centres
- To create the “Carta del Servizio”, a document for the customers where the organisation explains what, why and how it offer its services. In it customers can find quality factors, indicators and standards that the organisation guarantees.
- To create the “quality system management” of the organisation (rules, documentation, roles, plans) [This point is in way to realisation]
- To implement a permanent evaluation system

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

.....

4. Name and Address of Organisation Responsible for This Initiative:	
Name:	Centro InformaGiovani (Città di Torino)
Address:	Via delle Orfane 20, 10122 Torino, Italy
5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Claudio Ardito
E-mail Address:	claudio.ardito@comune.torino.it
6. Who Participated in This Initiative?	
3 Youth Information centres in our region.	
7. What Was the Scope of This Initiative? (please click on / activate the box <i>which corresponds to your answer</i>)	
Local <input checked="" type="checkbox"/>	Regional <input checked="" type="checkbox"/> National <input type="checkbox"/> European <input type="checkbox"/>
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 project started the end of 2003. It's going to be finished in autumn 2005.	
9. What Were the Results Obtained by This Initiative?	
More attention to the customer, more communication, a better work organisation, a new professional culture.	
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 <i>which corresponds to your answer</i>)	
Report <input type="checkbox"/>	Publication <input checked="" type="checkbox"/> Other Product (specify) <input type="checkbox"/>
Title:	“Carta del Servizio”
Language(s):	Italian
Can be consulted / downloaded at this web-site:	Soon at www.comune.torino.it/infogio .
Can be obtained from (address of organisation):	see point 5
11. Additional Information:	
.....	

This description form has been completed by:

Name of Person: Claudio Ardito
E-mail Address: claudio.ardito@comune.torino.it
Name of Organisation: Centro InformaGiovani (Città di Torino - Settore Politiche Giovanili)

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **CIG, Torino**

European Affiliation: **ERYICA**

1. **Name of Initiative** (project, activity, service or product):

ITALY: Research on “Giovani e Informazione” (Youngsters and Information)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The aim of the research is to get elements to orient our policy of youth information and communication. In particular:

1. To get elements of knowledge about information needs of young people, how and where they search information, communications tools and the ways they use / prefer
2. To know the communication impact on young citizens of Turin about the actions/ services/projects that the City Hall (in particular our “Settore Politiche Giovanili”) organise in the field of youth policies.
3. Knowledge about users of our youth information centre, what they look for, which tools they use, their evaluation of the service, of the operators, of tools we produce.

The actions are:

- Questionnaire, twice a month, inside our centre for customers from October 2004 to September 2005. Interview and focus (to be done) with customers
- 16 focus groups (12 – 18 youngsters each, aged 16 to 22/25) made in: 6 different kinds of schools (4 meetings for each group), 1 in University, 9 in associations.
- e-mail interview to referents of more than 50 organisations in city (still continuing)
- survey by telephone of a representative sample of Turin young people (1.000) made by a specialised agency.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

.....

4. Name and Address of Organisation Responsible for This Initiative:	
Name:	Centro InformaGiovani (Città di Torino)
Address:	Via delle Orfane 20, 10122 Torino, Italy
5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Claudio Ardito
E-mail Address:	claudio.ardito@comune.torino.it
6. Who Participated in This Initiative?	
Our Youth Department, Turin University (in the scientific committee), schools and organizations involved for focus groups action.	
7. What Was the Scope of This Initiative?	
<i>(please click on / activate the box which corresponds to your answer)</i>	
Local <input checked="" type="checkbox"/>	Regional <input type="checkbox"/> National <input type="checkbox"/> European <input 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>	
The project started the autumn of 2004. It's going to be finished at the end of 2005.	
9. What Were the Results Obtained by This Initiative?	
Research not yet finished. The final report will be published in January 2006.	
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 type="checkbox"/>	Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/>
Title:	
Language(s):	
Can be consulted / downloaded at this web-site:	
11. Additional Information:	
.....	

This description form has been completed by:

Name of Person: Claudio Ardito

E-mail Address: claudio.ardito@comune.torino.it

Name of Organisation: Centro InformaGiovani (Città di Torino - Settore Politiche Giovanili)

“Quality Matters in Information for Young People”

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **Eurodesk Italy**

European Affiliation: **Eurodesk**

1. **Name of Initiative** (project, activity, service or product):

ITALY: Eurodesk Italy – SA 8000 (Social Accountability Certification)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

This quality initiative involved the certification of Eurodesk-Italy in accordance with the international Social Accountability standard “SA 8000”.

Some objectives linked to SA 8000 system:

- Create a context of mutual understanding regarding the general management of the association;
- Keep good relations between staff members; encourage participation and dialogue; periodically monitor the general working environment;
- Apply, at all levels of staff life in the association, criteria of equal opportunities (recruitment, training, development, promotion, etc.);
- Avoid forms of discrimination and exclusion, and promote equal opportunities for all workers.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

The certification obtained focuses very much on the management of the organization, which means in the end that it provides better quality services in information, training, etc.

4. Name and Address of Organisation Responsible for This Initiative:	
Name:	Eurodesk Italy
Address:	Via 29 Novembre 49 – 09123 Cagliari - Italy
5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Giovanni Maccioni
E-mail Address:	giovanni@eurodesk.it
6. Who Participated in This Initiative?	
Eurodesk Italy – Staff members and Eurodesk Local Relays	
7. What Was the Scope of This Initiative? (please click on / activate the box <i>which corresponds to your answer</i>)	
Local <input type="checkbox"/>	Regional <input type="checkbox"/>
National <input checked="" type="checkbox"/>	European <input type="checkbox"/>
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 organization was certified on the 6 April 2004. The organization is responsible for maintaining the standard. We already had the first inspection at the end of April 2005.	
9. What Were the Results Obtained by This Initiative?	
SA 8000 is the main tool to implement the association's ethics, and ensure an equal and effective management of human relations and activities, helping the association to gain a better trust from the outside world.	
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 <i>which corresponds to your answer</i>)	
Report <input type="checkbox"/>	Publication <input type="checkbox"/>
Other Product (specify) web-site <input checked="" type="checkbox"/>	
Title:	Special section on the our web-site on the SA 8000 certification with all relevant documentation on-line
Language(s):	Italian
Can be consulted / downloaded at this web-site:	http://www.eurodesk.it/sa8000.htm
Can be obtained from:	informazioni@eurodesk.it
11. Additional Information:	
.....	

This description form has been completed by:

Name of Person: Giovanni Maccioni
E-mail Address: giovanni@eurodesk.it
Name of Organisation: Eurodesk Italy

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **Associazione Carta Giovani**

European Affiliation: **EYCA**

1. **Name of Initiative** (project, activity, service or product):

ITALY: Co-operation with Municipalities

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The aim of the project is to give young people an instrument able to give them “strong services at home” and strong services out of their territories to allow them feel “at home”, and to avoid the presence of thousands of different cards in the same territory.

In the long term, even if the project is ambitious, we can imagine that the presence of the EURO<26 Youth Card in Italy will have a role of “common” instrument in a situation where many different entities would prefer to run alone.

The local entities (Region, Province, Municipalities) perfectly know what the needs of young people are (transportation, culture, sport and leisure, entertainment) but they have no instrument to provide these services or to give the related information.

It seems that the philosophy behind our proposal is strong; we are now concluding agreements with many different municipalities to give young people information about the services of the Lombardy Region for young people in the fields of work, health, sport and information.

We are now signing different agreements with:

- 2 municipality of small dimension (already signed);
- 1 municipality of medium dimension (December 2005)
- 1 municipality of big dimension (November 2005)
- 1 Province with 13 Municipalities (June 2005).

These agreements are finalised to give more chance to young people to be informed and involved on different activities. With the distribution of the youth card it will be possible to organise some focus group in different part of the country to have a feedback about the specific needs of youngsters.

Background

In Italy we do not have a “national co-ordination” system of Youth Information Centres but the co-operation with these offices, usually handled by Municipalities, is part of the history of our Association.

In the last years, we saw a growth of "local cards" copying the functionality of the Youth Card but with less "attractive power" as they are limited to local use. This "local" aspect was the weak side of those initiatives as we know that all youngsters are always moving for study, work, shopping and leisure reasons.

During 2004 we spent some time getting in touch with most of these offices (in Italy there are about 1.200) proposing they work together to distribute a co-branded card with an international and national value, coming from the EURO<26, and a strong local value, coming from the local experience and knowledge of the local entity.

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

All involved partners are used to having a "face to face" relation with young people and it will be useful to compare the different needs expressed by youngsters.

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

Name: Associazione Carta Giovani
Address: Via Albalonga, 3 – 00183 Roma

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

Name: Angela Dato
E-mail Address: adato@cartagiovani.it

6. Who Participated in This Initiative?

The initiative involves Municipalities, Provinces, Cultural Associations, one Bank.

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):*

From May 2005 onwards

9. What Were the Results Obtained by This Initiative?

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)

Title:

Language(s):

Can be consulted / downloaded at this web-site:

Can be obtained from (address of organisation):

11. Additional Information:

This description form has been completed by:

Name of Person: Angela Dato

E-mail Address: adato@cartagiovani.it

Name of Organisation: Associazione Carta Giovani

“Quality Matters in Information for Young People”

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **CIJ**

European Affiliation: **ERYICA + Eurodesk + EYCA**

1. **Name of Initiative** (project, activity, service or product):

LUXEMBURG: Youth Information Standards

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

In accordance with a law of 8 September 1998 and with a Grand-Duchy decree of 28 January 1999, several quality issues in Youth Information have been defined and are contractually set out in an agreement which is signed each year and which is the basis for the financing of the Youth Information Centre.

This agreement stipulates that the Youth Information Centre, considering the action plan defined by the Minister responsible for Youth with regards to country's youth policy, has to develop a general concept of action. An internal evaluation system has to be an integral part of this plan in order to ensure and to guarantee the quality of the services delivered.

This agreement also defines which qualifications a Youth Information Officer must have or rather which diploma he must have.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

It is a first step towards providing a formal framework for Youth Information.

4. Name and Address of Organisation Responsible for This Initiative:			
Name:	CIJ – Centre Information Jeunes		
Address:	Galerie Kons, 26 place de la Gare, L-1616 Luxembourg		
5. Name and E-mail Address of Person to Contact (for information about this initiative):			
Name:	Nico Meisch, at the Ministry responsible for Youth		
E-mail Address:	nico.meisch@fm.etat.lu		
6. Who Participated in This Initiative?			
The youth information centres receiving financial support from the State.			
7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)			
Local <input type="checkbox"/>	Regional <input type="checkbox"/>	National <input checked="" type="checkbox"/>	European <input type="checkbox"/>
8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):			
Started in 1999, and is still continuing.			
9. What Were the Results Obtained by This Initiative?			
A certain degree of harmonisation in the services provided, and a constant attention to their quality, in all the centres financed under this system.			
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 <input type="checkbox"/>	Publication <input type="checkbox"/>	Other Product (specify) <input type="checkbox"/>	
Title:			
Language(s):			
Can be consulted / downloaded at this web-site:			
Can be obtained from (address of organisation):			
11. Additional Information:			
.....			

This description form has been completed by:

Name of Person: Andrée Debra
E-mail Address: andree.debra@info.jeunes.lu
Name of Organisation: CIJ

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **QUIA**

European Affiliation: **ERYICA**

1. **Name of Initiative** (project, activity, service or product):

NETHERLANDS: Quality Guidelines for Youth Information Services

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

To set minimum standards for Youth Information services

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

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

.....

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

Name: Quia

Address: c/o JIP, Mathenesserlaan 173, NL-3014 HA Rotterdam, Netherlands

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

Name: Marc Boes

E-mail Address: marcboes@jip.org

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

The youth information points (JIPs) belonging to the national association of JIPs

<p>7. What Was the Scope of This Initiative? <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>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></p> <p>Started in September 2003, and is still continuing.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>An agreed set of minimum standards for Youth Information services.</p>
<p>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></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 type="checkbox"/></p> <p>Title: Kwaliteitsdocument Jongereninformatie</p> <p>Language(s): Dutch</p> <p>Can be obtained from: Quia, c/o JIP, Mathenesserlaan 173, NL-3014 HA Rotterdam, Netherlands</p>
<p>11. Additional Information:</p> <p>.....</p>

This description form has been completed by:

Name of Person: Marc Boes
E-mail Address: marcboes@jip.org
Name of Organisation: Quia

"Quality Matters in Information for Young People"

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **CJP / Cultureel Jongeren Paspoort**

European Affiliation: **EYCA**

1. **Name of Initiative** (project, activity, service or product):

NETHERLANDS: MyTaste-tool on CJP web-site (and 3 other initiatives)
+ Internet panels, Multi-channelling, Focus Groups

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

1. Providing young people with the information on the subjects they informed us were according to their taste profile & suggesting friends in the community with the same "character" profile
2. Quantitative research tools
3. Multi-channelling, cross-media relations between magazines, web-site, events e-mails
4. Qualitative research

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

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service 2, 4
- b) an initiative or project that **assesses the quality of the information provided** 1
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided** 3
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect): 4

It provides the organisation with information about what is important to young people & how to activate young people.

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

Name: CJP / Cultureel Jongeren Paspoort
Address: Marnixstraat 317, NL - 1016 TB Amsterdam

<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Marjolein de Boer E-mail Address: marjolein@cjp.nl</p>
<p>6. Who Participated in This Initiative?</p> <p>Many young cardholders</p>
<p>7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)</p> <p>Local <input type="checkbox"/> Regional <input type="checkbox"/> National: 1, 2 and 3 European: 4</p>
<p>8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):</p> <p>1: November 2004 (1st phase) 2, 3 and 4: still continuing</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>Much valuable data, quantitative as well as qualitative, to improve our own media and products, but also to look for new methods and new partners.</p>
<p>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):</p> <p>The following material is available concerning this initiative: (please click on / activate the box which corresponds to your answer)</p> <p>Report <input type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/></p> <p>Title:</p> <p>Language(s): 1, 2 and 3: Dutch 4: English</p> <p>Can be obtained from (address of organisation): CJP</p>
<p>11. Additional Information:</p> <p>.....</p>

This description form has been completed by:

Name of Person: Marjolein de Boer
E-mail Address: marjolein@cjp.nl
Name of Organisation: CJP

“Quality Matters in Information for Young People”

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Organisation: **Forum UIK**

European Affiliation: **ERYICA**

1. **Name of Initiative** (project, activity, service or product):

NORWAY: Youth Participation as a Quality Factor in Youth Information

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

In our YIC in Tromsø, we have been working with youth participation for several years now. The aim of these projects is to fulfil in a better way the needs that young people express. We combine focus groups of young people with the professional youth information workers and together we develop information projects or web-sites for the young people.

The project presented here is a Nordic web-site for young filmmakers or young people interested in film that is under development. This project is a collaboration between the Swedish Film Institute, the Youth Information Centre in Tromsø and Nordic Youth Film Festival (that we organise every year – www.nuff.no). The project idea is to develop a web-site for young filmmakers and young people who are interested in film in the Nordic countries, and the web-site will provide information about film educations, festivals and happenings, rights, funding for young filmmakers, copyright and so on. We used focus groups of 15 young filmmakers from Northern Norway and have so far had several meetings in one year. The young people have expressed their needs in a new web-site and what young filmmakers are interested in right now.

The Swedish Film Institute is responsible for the funding in the project and the technical part of the web-site. The young people have participated in developing the content and information on the web-site, but have also contributed with many ideas about the technical aspects of the web-site. Hopefully the web-site will be launched in 2006.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Meeting needs expressed by young people.

<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: Tromsø Youth Information Centre Address: Fredrik Langesgt.29, 9008 Tromsø, Norway</p>
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Sif Vik E-mail Address: sif@tvibit.net</p>
<p>6. Who Participated in This Initiative?</p> <p>15 young filmmakers from the northern region of Norway (ages 15-25 years), youth information workers, and professional film workers.</p>
<p>7. What Was the Scope of This Initiative? <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 type="checkbox"/> Nordic <input checked="" type="checkbox"/> European <input type="checkbox"/></p>
<p>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></p> <p>The activity with focus groups was initiated in May/June 2004. The project is continuing.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>The project is not completed, but the aim of the project is to develop a web-site of better quality by actually asking the young people what their needs are.</p>
<p>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></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 type="checkbox"/> Other Product (specify) <input type="checkbox"/></p> <p>Title:</p> <p>Language(s):</p> <p>Can be consulted / downloaded at this web-site:</p> <p>Can be obtained from (address of organisation):</p>
<p>11. Additional Information:</p> <p>.....</p>

This description form has been completed by:

Name of Person: Sif Vik

E-mail Address: sif@tvibit.net

Name of Organisation: Tromsø Youth Information Centre (Forum UIK, Norway)

“Quality Matters in Information for Young People”

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Organisation: **IPJ**

European Affiliation: **ERYICA + Eurodesk**

1. **Name of Initiative** (project, activity, service or product):

PORTUGAL: www.juventude.gov.pt – Portuguese Youth Portal

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):



JUVENTUDE.GOV.PT is a concept translated in 3 articulated youth information systems and tools: the National Youth Portal (*Portal da Juventude*), the *Contact Centre* and the Youth Stores network (*Lojas.Ponto.Já*)

The mission of this project is:

- To provide information content, interactive and specialized services, targeted to youngsters in general, to the youth and students organisations in particular, according to the needs of the users, in a simple, secure and convenient way, allowing rationalization and an integrated management of no presence and presence channels, physical spaces, and in an articulated way between the several public bodies of the youth area.

YOUTH PORTAL

(No presence customer interaction)

- To aggregate multiple sites
- To be an info mediator
- To increase participation
- To stimulate new opportunities
- To strengthen business associations

The success of the “*Portal da Juventude*” is depending on the participation and involvement of all the entities administered by SEJD (Secretary of State for Youth Affairs and Sport) in a continuous, articulated and flexible way.

Positioning

- ❖ To be associated with an idea of fun
- ❖ To have a direct and easy understandable language
- ❖ To be free in the access and in the use
- ❖ To cover the information needs related to all the youth life cycle
- ❖ To respect alternative life styles
- ❖ Create an identification with the portal and the stores
(each user controls his part of the portal)
- ❖ To have a fair price for the services.

Contents and services

Information - Provide information content.

Relational communication - Direct interest of the State in the knowing of the needs and establishment of a relationship with young citizens.

Transaction - Interactive and transactional, in a way which allows online services.

Integration - To share and to make flexible the resources, allowing an integration of online services;

Participation - To transmit a new concept of the dimension of citizenship; a direct appeal to the participation.

CONTACT CENTER (Presence and no presence customer interaction)

Goals:

- To be a multi-channel structure
- To unify several contact forms in only one channel: web, mail, fax, e-mail, phone, SMS, Youth Stores
- Deliver an integrated public service (24 hours x 365 days)

LOJAS.pontoJá (Youth Stores)

Youth stores are public spaces open to all youngsters, in order to allow them the access to their information needs. These services are functioning in a multi-channel logic system, linked to the information contents provided by the National Youth Portal and by the Contact Centre.

Goals:

- To promote the integration and participation of the youngsters
- To promote and disseminate national, European and international information
- To collect, systematise and disseminate all the information received from different sources
- To transmit all available and up-to-date information to the youngsters in an accurate, practical and user-friendly way
- To promote citizenship values
- To promote activities that are relevant to the youngsters
- To promote different counselling services for youngsters according to their specific needs
- To create new partnerships in order to provide new counselling services and information content.

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:
(please click on / activate the box which corresponds to your answer)

This is:

a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service

b) an initiative or project that **assesses the quality of the information provided**

c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**

d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

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

Name: Sponsor – Secretary of State for Youth Affairs and Sport
 Address: Av Brasília, Algés Praia, P-1449-011 Lisboa

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

Name: Mauro.Xavier
 E-mail Address: geral@juventude.gov.pt

6. Who Participated in This Initiative?

- IPJ- Instituto Português da Juventude
- Movijovem
- FDTI – Fundação para a Divulgação das Tecnologias de Informação

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):*

- This *Portal da Juventude* (www.juventude.gov.pt) is on line since December 2003.
- The two first youth stores were opened in February 2005.
- The first phase of the Contact Centre will be implemented at the end of 2005.

9. What Were the Results Obtained by This Initiative?

The *Portal da Juventude* is now a reference for Portuguese youngsters, as an information tool and as an interactive service on-line. It gives them access to specific services like youth hostels reservations, direct applications to national programmes, etc. It is also a free e-mail support, with all questions receiving a reply within 48 hours. From January 2004 to May 2005, the usage figures are: 251.815 unique visitors and 1.750.869 page views.

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)

Title: Juventude em Acção / Youth in Action

Language(s) Portuguese

Can be obtained from: Instituto Português da Juventude,
Av. da Liberdade, 194, P-1269-051 Lisboa, Portugal
Tel. +351 21 317 92 00 - Fax. +351 21 317 92 19
E-mail: geral@juventude.gov.pt

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Fernando Espadinha

E-mail Address: fernando.espadinha@ipj.pt

Name of Organisation: Instituto Português da Juventude

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **Association Euro<26 Romania**

European Affiliation: **EYCA**

1. **Name of Initiative** (project, activity, service or product):

ROMANIA: Euro<26 Resorts and Euro<26 Cities

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

The project aimed to involve local communities in developing the Euro<26 youth card to get a wider and national recognition from the Local Councils that could support a stronger impact of the card on the young people. The cities involved are Costinesti, Predeal, Timisoara, Alba-Iulia, Piatra-Neamt.

The way to make the idea work was to propose to the Local Councils to undertake the local development of the Euro<26 card, offering to them a closer approach towards the young people and for us a stronger development of the card at the national level.

The first resort proposed to become a Euro<26 brand was Costinesti, a seaside youth summer resort for long time, but in a decade of transition. The Local Council agreed to get involved in the project offering for summer a special place for the organisation to develop information activities, allowing the resort to be promoted with Euro<26 logos as a Euro<26 Resort, allowing information of youngsters directly on the beach, supporting the Euro<26 team in organising events in discos for cardholders and, most important, to support Euro<26 in obtaining the local discounts significant to make the use of the card valuable for young people.

For more than 3 months, teams of 10 volunteers per week have undertaken information activities in the Euro<26 InfoShop and directly on the beach. The information materials have been posters and flyers, but most effective “word-of-mouth”. Young people could come and ask for info, make a card, register for newsletter of Euro<26 (electronic) or could stay on the 2 km long beach as volunteers giving information. The impact was huge and the Euro<26 Summer Resort in Costinesti will continue this year.

The Winter Euro<26 Resort was created in Predeal following the same scheme. The information point Euro<26 was near the railway station, in the same building with the Tourist Information Point of Predeal. Predeal is the most popular winter ski resort, so we had a large number of young people using our information point. The volunteers have also done information near the ski slopes with flyers and again “word-of-mouth”. The impact was big as the Local Council has taken the project very seriously and intends to run it also for summer of 2004 (when people are coming for hiking, biking and tourism).

As for the Euro<26 Cities, the Local Councils and City Halls are considering (the nearest to happen is Alba Iulia) creating an office belonging to the City Hall developing projects and services for local young people (as a service of the community for local young people, a means of communication between local authorities and the younger citizens of the city). The Office will be European Information Center, one of the projects being Euro<26 development – local discounts & information, European information provided by Euro<26, and most probably a local Euro<26 card giving access to these services and others developed by the office – City Hall / Euro<26 project.

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:
(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Information for the people in the place where people is – place of information activity

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

Name: Association Euro<26 Romania
Address: Str. Valter Maracineanu nr. 1-3 (intr. 5, et. 4, cam. 337), RO-010155 Bucuresti, sector 1, Romania

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

Name: Mugurel Stan
E-mail Address: mugurel.stan@euro26.ro

6. Who Participated in This Initiative?

Euro<26 staff, Euro<26 volunteers, local partners - youth organisations and their members involved in the Euro<26 project, plus Local Councils with representatives, media, partners of the organisation.

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):

- Costinesti – Euro<26 Resort: in summer 2004 (June – September)
- Predeal – Euro<26 Resort: winter 2004 / 2005 (December – February)
- Alba Iulia – Euro<26 City: 2004 / 2005 and ongoing
- Timisoara – Euro<26 City: 2005 and ongoing
- Piatra-Neamt – Euro<26 City: 2005 and ongoing

9. What Were the Results Obtained by This Initiative?

BIG awareness of Euro<26 card and its use, increased interest of the local community towards young people, involvement of local community in development of Euro<26 youth card by offering support for obtaining local discounts, direct communication with young people, distribution of the card to a large number of young people, large-scale information, implication of “hard” partners (bank, media) in a project for young people (topic which is generally neglected).

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: info & promotional materials, site

Title:

Language(s): Romanian, English on request

Can be consulted / downloaded at this web-site: www.euro26.ro

Can be obtained from (address of organisation): address above,
or mugurel.stan@euro26.ro

11. Additional Information:

Event poster, video-clip and radio clip, information materials, T-shirts available

This description form has been completed by:

Name of Person: Oana Taralunga

E-mail Address: oana@euro26.org.ro

Name of Organisation: Euro<26 Romania Association

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **MISSS**

European Affiliation: **ERYICA**

1. **Name of Initiative** (project, activity, service or product):

SLOVENIA: Standardisation of Slovenian Youth Information and Counselling

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

1. **SHORT OVERVIEW OF THE ACTIVITIES, related to standardisation**

- The European Youth Information Charter has been accepted as the basic platform of youth information and counselling since the beginning of the development of youth information in Slovenia, in 1995. The standardisation, which is now in progress, therefore, is also based in the principles of the Charter.
- In the year 2003, sponsored by the Office for Youth, we have developed the Premises for further development of youth information and counselling in Slovenia, which were published after they were accepted and discussed using the open method of coordination.
- In the year 2004, we have been actively involved in the Working Group on Information in Mollina (Spain), prepared within the open method of coordination by the European Commission, the Directorate General for Education and Culture. One of the most important issues discussed in this group was the standardisation, especially the development of quality standards in the field. Following the report of the analysis of the member state's replies to the Commission's questionnaires, most of the participants from the member states have stressed out the need for standardisation as one of the basic need in the field of youth information and counselling, comparable to the importance of further developing youth information training activities. The need for standardisation has also been detected by local youth information centres in Slovenia and was most clearly required in the framework of the Debate on youth politics, organised by the Youth Office of the Republic of Slovenia in 2004.
- In the year 2005, MISSS as the national coordinator of youth information and counselling has started an inquiry, in the framework of ERYICA's partner organisations, with the aim to collect foreign national standards of youth information. On basis of the responses given by the partner organisations, as well as on basis of the Premises for further development of youth information and counselling in Slovenia (2003), we have formulated a draft document proposing the basic content of Slovenian standards, which is due to be presented and further developed using the open method of coordination.

2. **THE PROCESS OF STANDARDISATION of Slovenian youth information and counselling**

We may summarize the activities regarding the standardisation of youth information and counselling into following steps:

Recognition of the need for standardisation

The need for standardisation has not been expressed solely by the Office for Youth of the Republic of Slovenia (i.e. the representatives of youth policy), which financially supports the youth information and counselling, or by the national coordinator, but also by local youth centres. It seems that the need for standardisation increases with the development of the activities in the field.

Defining the aim of standardisation

Minimum basic standards are intended to express the widest possible consensus on the norms, measures, activities and regulative, which would still ensure professional and valuable implementation of youth information principles in praxis. The main purpose of standardisation is, therefore, to warrant the quality of our work.

The standards have been proposed in accordance with the basic documents of youth policy:

- On the European level: The European Youth Information Charter, Resolution R(90)7, White Paper, The New Impetus for the European Youth and the Convention on rights of the child.
- In Slovenia: The Constitution of the Republic of Slovenia, Premises for further development of youth information and counselling.

The choice of areas of standardisation

We have defined the following areas of standardisation

- a) The terminological standard (the terminology used in youth information and counselling, including the standard identification of professional titles),
- b) Location, size, layout and technical equipment in the youth information centre,
- c) Skills and training of the staff, the number of staff, types of employment,
- d) Main working areas of employed staff,
- e) Supervision of work,
- f) Records and documents (unified classification of types of information provided, anonymity of users and evaluation of work),
- g) Recognition of information needs,
- h) Use of modern information and communication tools,
- i) Free use of information and counselling for youth,
- j) Networking,
- k) Monitoring the implementation of standards,
- l) The standard of services: content of provided information or Advice.

How to accept standards?

The standards will be accepted using the open method of coordination: we will attempt to include representatives of local youth information centres, as well as the professional public and youth policy makers into defining the final draft of the standards. The draft will be then forwarded to the state officials – in our case, to the Office for Youth – and will be accepted on basis of final coordination between national coordinator (MISSS) and the representatives of the Office for Youth. Since neither local youth information centres nor the national coordination have the possibility to accept standards on basis of Ministerial Acts, we will be able only to propose the content of the standards, but they will be accepted further by the state bodies.

Monitoring

It is recommended to monitor the implementation of standards, since we can thus test and evaluate the accepted standards. On the basis of such evaluation, as well as on the basis of changed youth needs, we would be able to restructure or change the accepted standards.

3. PROBLEMATIC ISSUES concerning standardisation

- a) Possible conflicts of European guidelines and directives with the national legislation
- b) Existing situation in the field vs. the desired state in the field (the shortcomings of the existent situation)
- c) Unified understanding and implementation of standards
- d) Is there a real need for standardisation?
- e) Is standardisation really the basis for professional quality in the field of youth information and counselling? What about the other ways of ensuring the standards? Can we ensure the possibility of formal or informal training in the field of youth information? Do national and regional youth information networks function properly, are they stable in their existence? What kind of youth policy do we implement, are we (financially) supported by the state?
- f) Are the standards based in youth needs? Have young people been involved into the process of standardisation? Do we need to involve them?

3. Aspect of Quality relating to Youth Information Addressed by This Initiative: <i>(please click on / activate the box which corresponds to your answer)</i> This is an initiative that identifies one or more quality factors as a basis for analysing / evaluating the quality / impact of a youth information activity or service <input checked="" type="checkbox"/>	
4. Name and Address of Organisation Responsible for This Initiative: Name: Zavod MISSS (Mladinsko informativno svetovalno središče Slovenije) Address: Kunaverjeva 2, 1000 Ljubljana, Slovenija	
5. Name and E-mail Address of Person to Contact (for information about this initiative): Name: Alenka Žavbi (provisionally) E-mail Address: miss@guest.arnes.si	
6. Who Participated in This Initiative? This process of standardisation is in the middle of procedure and includes professional staff of national, regional and local information and counselling services.	
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 checked="" type="checkbox"/> European <input 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> The process of standardisation of Slovenian youth information and counselling is the priority task in year 2005, but the initiative started in year 2003.	
9. What Were the Results Obtained by This Initiative? Results will only be available when the standards have been adopted.	
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 type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input checked="" type="checkbox"/> Title: Draft version of standards in youth information and counselling Language(s): Slovenian Can be obtained from (address of organisation): MISSS	
11. Additional Information	

This description form has been completed by:

Name of Person: Alenka Žavbi
E-mail Address: miss@guest.arnes.si
Name of Organisation: Zavod MISSS

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **CBIDJ**

European Affiliation: **ERYICA** (via INJUVE)

1. **Name of Initiative** (project, activity, service or product):

SPAIN: Basic Training Course for Youth Information Workers (Balearic Islands)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

This is a partly residential basic training course for youth information workers in the Balearic Islands network. The course lasts 200 hours (150 hours theoretical learning, of which 120 hours are e-learning and 30 hours are residential, plus 50 hours practical work in a youth information centre). The course is regulated by a law of the Balearic Islands region and is an obligation for all the persons who are working in the youth information centres.

The content includes the following elements:

A) The context:

- 1) Information concept
- 2) Knowledge society
- 3) About legislation (youth, Internet, data, etc)
- 4) Other information services

B) The protagonist:

- 1) Youth Information: philosophy, history, goals etc
- 2) Youth Information services: different kinds, and organization
- 3) Professionalism: training courses, competencies, skills, and functions, etc
- 4) The users: youth psychology and sociology. New users: immigrants.
- 5) The networks: concepts and description of Infojove, Spanish network, ERYICA, Eurodesk, etc.

C) The skills:

- 1) Documentation
- 2) Programmes and projects
- 3) Communication
- 4) Youth involvement and participation
- 5) Information literacy
- 6) Net working
- 7) Quality

D) The virtual skills:

- 1) Internet
- 2) Web-sites
- 3) Data-bases
- 4) Virtual Documentation.

There are two kind of teachers (tutors and counsellors) and they are all Infojove youth information workers. To be a trainee, it is necessary to be more than 18 years old and to have a Bachelor degree.

Different evaluations are made of the course:

- a) evaluation by the trainees, in an interview with the tutors
- b) evaluation by the trainers
- c) transversal evaluation (comparing different courses, their evolution and impact on the network)

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

We think that the first aspect of quality in youth information work is the knowledge and professionalism of the youth information workers, and it is very important that a basic course includes the subject of quality.

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

Name: CBIDJ - Centre Balear d'Informació i Documentació Jove
Address: C/ Joan Lluís Estelrich 9, E-07003 Palma de Mallorca, Spain

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

Name: Ajo Monzó Almirall
E-mail Address: ajo@bitel.es

6. Who Participated in This Initiative?

- Co-ordination: CBIDJ - three persons (youth information workers)
- Tutors: 5 persons in 3 islands
- Counsellors: 11 teachers
- Trainees: 70 in 3 islands (Mallorca, Menorca and Eivissa)

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):*

Since 1990 there have been basic youth information courses in the Balearic Islands, but the course in this form has existed since November 2004.

9. What Were the Results Obtained by This Initiative?

The results are that 70 professional youth information workers who are working in the Balearic Islands network have been trained, there are more projects in the network, there is a new web-site, new weblogs, new ALFIN projects. Also better networking and participation. It is important too that there are new trainers, it means a new training pool for future courses. In summary, the level of knowledge and skills in the network has increased significantly.

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) web-site

Publication Title: Curs d'Informadors Joves 2004 – 2005 Plataforma

Language(s): Catalan, Castellano

Can be consulted at this web-site: <http://infojove.caib.es/formacio.htm>

Can be obtained from: CBIDJ (see address under 4) above)

11. Additional Information:

This description form has been completed by:

Name of Person: Ajo Monzó Almirall

E-mail Address: ajo@bitel.es

Name of Organisation: CBIDJ, Direcció General de Joventut, Govern de les Illes Balears

“Quality Matters in Information for Young People”

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **CIJ** (Palma de Mallorca)

European Affiliation: **ERYICA** (via INJUVE)

1. **Name of Initiative** (project, activity, service or product):

SPAIN: Evaluation of Quality by Users (Balearic Islands)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Surveys, complaints and suggestions system that measures the users' perception of the quality of the service offered by the CIJ. The analysis of the results allows us to improve and introduce corrective measures in our different programmes. The fundamental aim of the project is to improve the attention paid to our young users by taking account of their opinions and to improve and enlarge the range of services and the qualifications of the staff.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box **which corresponds to your answer**)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

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

Name: Centro de Información Joven del Ayuntamiento de Palma
Address: c/ Ferreria 11-13 BJ, E-07002 Palma de Mallorca, Baleares

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

Name: Yolanda Cuadrado Fernandez
E-mail Address: cij@a-palma.es

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

Members of the CIJ.

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):*

From 2001, and it is still continuing.

9. What Were the Results Obtained by This Initiative?

A continuous improvement in quality perceived by the users: an average of between 8 and 9 points out of 10 in almost all the programmes.

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) PDF Presentation

Publication Title: CIJ Quality Evaluation

Language(s): Castellano

Can be consulted at: http://www.palmademallorca.es/cij/serveis_cat/presentaciobp.pdf

Can be obtained from: CIJ de Palma de Mallorca (see address under 4) above)

11. Additional Information:

A) The development of the project:

We organized 2 focus groups, one composed of young users and the other of organizations. We wanted to know their opinion about our service. Using the Servqual scale we measured reliability, responsiveness, assurance, empathy and other tangible elements. After analysing the focus group information, we elaborated questionnaires and made a test survey with a group of users. After taking corrective actions, we made surveys periodically during the year using the questionnaires. We complemented that with a complaints and suggestions system.

The user sample is selected at random. Its size is different in each programme.

The young people that use our service are between 14 and 30 years old; most of them are looking for work, and they include students and immigrants. During 2004, we received 60,799 visits.

Strengths of our project:

1. Continuous improvement of the service that we offer.
2. All the team works in the same direction, with clear objectives.
3. Satisfaction of users of the service, that also gives satisfaction to the staff members.

Weaknesses of our project:

1. Shortage of staff.
2. Shortage of similar experiences with which to compare our services.
3. A personal effort is necessary to introduce the system.

For the future, we are introducing new changes in the evaluation system to measure the satisfaction and expectations of our users.

This description form has been completed by:

Name of Person: Yolanda Cuadrado Fernandez

E-mail Address: cij@a-palma.es

Name of Organisation: CIJ de Palma de Mallorca

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **Casal de Joves de Ferreries**

European Affiliation: **ERYICA** (via INJUVE)

1. **Name of Initiative** (project, activity, service or product):

SPAIN: Participation of Young People in Information Projects (Balearic Islands)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Aims: to promote the participation of the young in the information projects. To involve the young people in all the projects.

Stages:

- August 2004: We made qualitative interviews with 70 young people between 14 and 17 years old
- The questions were: 1. What do you do in your leisure time? What do you think about the cultural and leisure opportunities offered to the public in our village?
2. If you were youth councillor, what objectives would you propose? What do you think that it is necessary to improve?
3. What kind of activities are necessary to achieve the goals?
4. Do you and your friends want to be involved in achieving the goals?
- The interviews were not individual, the whole process was collective.
- September 2004: Each group (10 groups for 110 young people) had chosen a name for the group and a leader. With the leaders, we created the “Consell de Ranxos”, as the managing body for the whole process.
- October 2004: The Consell de Ranxos defined the objectives and strategic tasks. The first task was to open a “young space” (Casal de joves)
- Looking for the premises, painting and cleaning the place. The 110 young people worked on it for 22 days, making a total of 502 hours work.
- January 2005: Inaguration of the Casal de joves. Organisation of the working groups for the different tasks and projects.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service

b) an initiative or project that **assesses the quality of the information provided**

c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**

d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

To promote the participation of young people in the running of leisure, cultural and information activities.

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

Name: Casal de Joves de Ferreries & Associació Juvenil Alexandria
Address: Carretera General 15 – E-07750 Ferreries (Menorca)
<http://casaldejoves.galeon.com>

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

Name: Guida Al.lès Pons
E-mail Address: guida@ibacom.es

6. Who Participated in This Initiative?

110 young people between 14 and 17 years.

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):*

Started in August 2004, and is still continuing.

9. What Were the Results Obtained by This Initiative?

- 110 young people are working together in the Casa (youth club). They are 95% of the young population between 14 and 17 years old, and every day they are in all the activities.
- The parents and the teacher are involved.
- The impact is very important for 15 marginal families, and for young people with a lot of drug problems.
- It has an impact on all the population of Ferreries (4.000) because they now are receiving information every day from the young people and from the youth information service.
- The youth club is a healthy alternative to other evening leisure options, and is appreciated by the parents.

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: Web-site

Language(s): Catalan

Can be obtained from (address of organisation):

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Guida Al.lès Pons

E-mail Address: guida@ibacom.es

Name of Organisation: Associació Juvenil Alexandria, & Casal de Joves de Ferreries

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **CIJ** (Málaga)

European Affiliation: **ERYICA** (via INJUVE)

1. **Name of Initiative** (project, activity, service or product):

SPAIN: ISO 9001:2000 Quality Management System (Infojoven-Málaga)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The project is organized in the framework of the Quality Action Plan of the Málaga City Council. Its aim is to establish a Quality Management System based on the ISO 9001:2000 standards, and to obtaining that Quality Certificate for the processes that are carried out in the “Infojoven” Youth Information Centre.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box **which corresponds to your answer**)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Establishment of a quality management system according to the ISO 9001:2000 standards.

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

Name: Ayuntamiento de Málaga - Área de Juventud - Centro de Información Juvenil

Address: C/ Roger de Flor s/n. – E-29016 Málaga (Spain)

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

Name: Eduardo Padial Morillas

E-mail Address: infojoven.juventud@ayto-malaga.es

<p>6. Who Participated in This Initiative?</p> <p>Working party of the Youth Information Centre</p>
<p>7. What Was the Scope of This Initiative? <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>Local <input checked="" type="checkbox"/> Regional <input type="checkbox"/> National <input type="checkbox"/> European <input type="checkbox"/></p>
<p>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></p> <p>The project started on 26 June 2002. During 2005, an audit will be made of the renewal of the Quality Management System of Infojoven-Málaga, because quality management is an on-going process.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <ol style="list-style-type: none"> 1. Obtaining of the ISO 9001:2000 Certificate 2. Improvement of the work processes in Infojoven-Málaga 3. Control of the consultations made in Infojoven-Málaga 4. Knowledge of the satisfaction of the users in Infojoven-Málaga
<p>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></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 type="checkbox"/> Other Product: Manual <input checked="" type="checkbox"/> Title: Manual of Procedures for the Quality Management System Language(s): Spanish Can also be obtained from Infojoven-Málaga: Internal Documentation</p>
<p>11. Additional Information:</p> <p>A series of documents exists that are derived from the use of this system:</p> <ol style="list-style-type: none"> 1. Form for recording the consultations 2. Surveys of the satisfaction of the users 3. Statistics on consultations: monthly and annual

This description form has been completed by:

Name of Person: Eduardo Padial Morillas

E-mail Address: infojoven.juventud@ayto-malaga.es

Name of Organisation: Ayuntamiento de Málaga - Área de Juventud
Centro de Información Juvenil “Infojoven-Málaga”

“Quality Matters in Information for Young People”

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **Instituto de la Juventud** (Aragón) European Affiliation: **ERYICA** (via INJUVE)

1. **Name of Initiative** (project, activity, service or product):

SPAIN: Observatory of Situation of Young People & Documentation Centre (Aragón)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

As part of the process of elaborating the strategic Youth Plan for our Autonomous Community of Aragón, the creation, processing and distribution of information that meets the interests of young people has been considered on the basis of two approaches:

- a Standing Observatory of the Situation of Aragonese Young People
- a Documentation Centre

Taking as a reference the European Youth Information Charter, the design of this initiative seeks to achieve in a specific way the following aims:

1. Youth information centres and services shall be open to all young people without exception.
4. The information available shall be based on the requests of young people and on their perceived information needs. It should cover all topics that could interest young people, and should evolve in order to cover new topics.
13. Young people shall have the opportunity to participate, in appropriate ways, in different stages of youth information work, at local, regional, national and international levels. These can include, among others: identifying information needs, the preparation and delivery of information, managing and evaluating information services and projects and peer group activities.
15. Youth information centres and services shall help young people both to access information provided via modern information and communication technologies, and to develop their skills in using them.

The following are the main objectives of these initiatives:

- To generate information and data for a permanent diagnosis of the Aragonese youth reality, mainly focused on the information needs of young people
- To create information resources for those people who have to transmit and implement the information
- To bring information about attitudes and interests of young people for adapting the information channels and supports to the reality
- To generate technological resources (hardware and software) for giving the information to the Aragonese young people, and for getting feed-back from anywhere in the territory
- To generate scientific tools for following up the impact of the information, problems and anxieties of the young users

The tools for achieving these objectives are:

- Studies and specific investigations about the situations of young people
- Publishing documents about youth in different formats
- Elaboration and application of a permanent survey for measuring the impact of the services, attitudes and unanswered needs. Specific support to the Aragonese Statistics Institute
- Computer tools for participation and investigation
- Campaigns to spread modern technologies and digital literacy to isolated areas.

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

.....

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

Name: Instituto Aragonés de la Juventud
Address: Franco y López 4, E-50005 Zaragoza

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

Name: Esther Sanz Bas
E-mail Address: esanz@aragon.es

6. Who Participated in This Initiative?

Aragón Youth Institute, all the Departments of the Regional Government of Aragón, INJUVE, and Municipalities.

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 design and consultation phase has been completed. Its application will start in October 2005.

9. What Were the Results Obtained by This Initiative?

Too early to indicate the results obtained.

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: Web-site

Title:

Language(s): Spanish

Can be consulted at this address: www.aragon.es. (Pestaña IAJ)

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Esther Sanz Bas

E-mail Address: esanz@aragon.es

Name of Organisation: Instituto Aragonés de la Juventud

“Quality Matters in Information for Young People”

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **INJUVE** (Madrid)

European Affiliation: **ERYICA, Eurodesk & EYCA**

1. **Name of Initiative** (project, activity, service or product):

SPAIN: Competition of Good Practice in Youth Information (national)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The aims of this project were to identify good and innovatory practices on youth information, to promote the exchange of experiences between youth information services in the Spanish network, and to create a data-base at national level of good practices on youth information

The modalities of good practice referred to:

- 1) Activating young people (to promote the use of information for being an adult, and give practices which promote the autonomy of young people)
- 2) Knowledge management: tools and methodologies to improve the management of the information, the products, the services and the network
- 3) Marketing of youth information services
- 4) INFO-participation
- 5) Evaluation and quality
- 6) Training
- 7) Networking
- 8) Informational pedagogy (on modern technologies - all the projects and activities seeking to improve all the skills of young people, especially in the use of Information and Communications Technologies)

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

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**

d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

- innovatory aspects of the good practice presented
- quality of all the processes developed during the good practice
- to have a potential effect on youth
- other ways of financing projects (not only the budget of the youth info service)
- youth participation in the project and mobilization of social actors
- exportable models
- integration of youth with special needs

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

Name: Spanish Youth Information Network
Address: c/o Injuve, Marques de Riscal 16, 28010 Madrid

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

Name: Maite Benavides
E-mail Address: benavides@mtas.es

6. Who Participated in This Initiative?

Youth information workers of Spanish local youth information services

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):*

- January 2004: we had announced the competition
- June 2004: we had a national meeting with the network, and a jury (of Injuve, regional centres and youth info experts) selected the winning projects
- July 2004: we established a data-base of good practice on the Injuve web-site, and invited youth Information services to send us more examples of good practice

9. What Were the Results Obtained by This Initiative?

The main result was the recording of different experiences and sharing them with the whole Spanish network.

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: Leaflet about competition

Title: Base de datos de Buenas Practicas en Información Juvenil

Language(s): Spanish

Can be consulted / downloaded at this web-site: <http://www.mtas.es/injuve>

Can be obtained from: Injuve. Marques de Riscal 16, 28010 Madrid

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Maite Benavides

E-mail Address: benavides@mtas.es

Name of Organisation: Instituto de la Juventud (Injuve)

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **YOUTH ACCESS**

European Affiliation: **Co-operates with ERYICA**

1. Name of Initiative (project, activity, service or product):

UNITED KINGDOM: Youth Access Quality Standards
for Youth Information, Advice, Counselling and Support Services (mainly in England).

2. Description of Initiative or Project (please give a short but complete description, including the aim of the initiative or project):

The Quality Standards include 17 potential areas, which a youth information, advice, counselling and support agency may encounter.

They also:

- Provide a framework for consulting and involving all stakeholders, including young people as service users
- Provide an effective management tool to help manage and support staff as well as to plan the strategic development of a service
- Assist in the development of a clear and credible identity for youth information, advice, counselling and support services
- Provide agencies with added strength in negotiations with purchasers and funders.

Each area includes a statement followed by practice guidelines.

The areas are: Management, Line management, Supervision, Recruitment, Training, Publicity and Promotion, Initial Access, Premises, Information Services, Advice Services, Counselling Assessment, Counselling Services, Other Support Services, Referral, Case Records, Casework Supervision, Monitoring and Evaluation, and Partnership.

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:

This is an initiative that **identifies a number of quality factors as a basis for analysing and evaluating the quality / impact** of a youth information service.

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

Name: Youth Access

Address: 1-2 Taylors Yard , 67 Alderbrook Road, London SW12 8AD

5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Dianne Aimable-Lina
E-mail Address:	Dianne@youthaccess.org.uk
6. Who Participated in This Initiative?	
<p>The standards were initially issued as a consultation document, across Youth Access's membership and other significant bodies. Further work was carried out by a Working Group composed of representatives from across the national Youth Access membership. Youth Access recognises however that the development of the standards is not a static process and will require constant review. We are committed to ensuring that any developments will be the subject of consultation across the Youth Access membership and the wider youth information, advice, counselling and support sector.</p>	
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 checked="" type="checkbox"/>	European <input 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>	
<p>The standards were initially developed in 1998, with the introduction of self-assessment materials in 1999. Two further standards (Counselling Assessment, and Partnership) were developed in 2005.</p>	
9. What Were the Results Obtained by This Initiative?	
<p>The standards are now widely recognised across the Youth Access membership and non-member organisations. The standards have also been compared with other quality standards, including the Legal Services Commission's Quality Mark, the Connexions Service's requirements and the Ofsted Inspection Framework for the Connexions Service.</p>	
10. Report – Publication – Other Product:	
<p>The following publication is available concerning this initiative:</p>	
Title:	“Getting It Right: Ensuring Quality in Young People’s Information, Advice, Counselling and Support Services”
Language:	English
Can be downloaded at this web-site:	www.youthaccess.org.uk/publications (free of charge for Youth Access members)
Can be obtained from:	Youth Access, 1-2 Taylor’s Yard, 67 Alderbrook Road, London SW12 8AD – price: £GB.65-00, for non members of Youth Access.
11. Additional Information:	

This description form has been completed by:

Name of Person: Dianne Aimable-Lina

E-mail Address: Dianne@youthaccess.org.uk

Name of Organisation: Youth Access

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **YCNI**

European Affiliation: **ERYICA**

1. **Name of Initiative** (project, activity, service or product):

UNITED KINGDOM (Northern Ireland): Youth Information Web-Site

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The aim of the Northern Ireland youth information web-site (www.niyouthinfo.org) is to make fully accessible for young people in Northern Ireland the information and guidance that they need to enable them to become fully participative members of the community and active, independent citizens.

This must be achieved in each partner’s catchment area regardless of their Youth Information infrastructure or lack of it

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box **which corresponds to your answer**)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

.....

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

Name: Northern Ireland Youth Information Unit
Address: Area Youth Office, 18 Great James St., Derry BT48 7DA

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

Name: Liam Curran
E-mail Address: liam_curran@welbni.org

<p>6. Who Participated in This Initiative?</p> <p>8 partner organisations and an Advisory Group of young people</p>
<p>7. What Was the Scope of This Initiative? <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>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></p> <p>Continuing; launch took place on 27 April 2005.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>Agreed the meaning of quality in the context of youth information; agreed criteria to gauge success in delivering quality service; agreed what we would measure; and how we could continuously improve the service. Listed service quality determinants.</p>
<p>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></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 type="checkbox"/></p> <p>Title: The paper is still under discussion and is in draft form. A meeting of the Unit will take place in early June to ratify the document; it will be made available after that.</p>
<p>11. Additional Information:</p> <p>.....</p>

This description form has been completed by:

Name of Person: Liam Curran

E-mail Address: liam_curran@welbni.org

Name of Organisation: Youth Council for Northern Ireland (YCNI)

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **Young Scot**

European Affiliation: **ERYICA + EYCA**

1. **Name of Initiative** (project, activity, service or product):

UNITED KINGDOM (Scotland): Young Scot Portal

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Young Scot is the national youth information and youth card agency for Scotland. For over 20 years, its aim has been to provide young people with a mixture of information, ideas and incentives to enable them to:

- Make informed decisions and choices
- Turn their ideas into action
- Take advantage of the opportunities available to them in Scotland and across the rest of Europe
- Have the knowledge and confidence to become active citizens in their communities.

The Young Scot Portal (www.youngscot.org) is now one of the main methods of communication Young Scot has with its members. In addition to nearly 3,000 pages of information, it hosts discussion boards, consultation toolkits, and will soon allow for “rich media content” to be downloaded, e.g. band demos, film trailers, etc.

It is based on a bespoke content management system, meaning information can be updated instantly.

The portal also hosts local pages for each of the 32 Local Authority / Young Scot partnership “Dialogue Youth Units,” in which young people are trained to be web-journalists and given passwords and permissions to publish features, etc, on their local pages.

The Young Scot Portal is funded through a mixture of Local Authority, central government and national agency / business funding, and with in-kind support from Microsoft and Fujitsu.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**

<p>c) an initiative or project that seeks to maximise the distribution / impact of the information provided <input checked="" type="checkbox"/></p> <p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input type="checkbox"/></p>
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: Young Scot Address: Rosebery House, 9 Haymarket Terrace, Edinburgh, EH12 5EZ, UK</p>
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Graeme Robertson E-mail Address: graemer@youngscot.org</p>
<p>6. Who Participated in This Initiative?</p> <p>Young Scot, all 32 Scottish Local Authorities through the Dialogue Youth Initiative.</p>
<p>7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)</p> <p>Local <input checked="" type="checkbox"/> Regional <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> European <input type="checkbox"/></p>
<p>8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):</p> <p>The Young Scot Portal was launched by the First Minister of Scotland in May 2002.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>The Young Scot Portal receives an average of 1.75 million hits per month, or 250,000 page requests per month.</p> <p>Independent research recently carried out by the Scottish Executive with young people found that those who knew about the portal rate it extremely highly – the issue facing Young Scot is to ensure that more people know about and can get access to the portal to discover for themselves how good it is.</p> <p>In addition, we are in the process of commissioning our own independent research into the attitudes of young people towards the Young Scot Portal, the results of which should be available towards the end of the summer.</p>
<p>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):</p> <p>The following material is available concerning this initiative: (please click on / activate the box which corresponds to your answer)</p> <p>Report <input type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/></p> <p>Title:</p> <p>Language(s):</p> <p>Can be consulted / downloaded at this web-site:</p> <p>Can be obtained from (address of organisation):</p>

11. Additional Information:

In addition to the “serious” youth information pages, the portal also contains large sections for cinema, music and book reviews (we have our own team of young people that are regularly sent publisher’s promo copies to review), as well as horoscopes (one of the most popular sections!).

This description form has been completed by:

Name of Person: Graeme Robertson

E-mail Address: graemer@youngscot.org

Name of Organisation: Young Scot

“Quality Matters in Information for Young People”

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European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **Young Scot**

European Affiliation: **ERYICA + EYCA**

1. **Name of Initiative** (project, activity, service or product):

UNITED KINGDOM (Scotland): Young Scot SP@CE e-Roadshow

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Young Scot is the national youth information and youth card agency for Scotland. For over 20 years, its aim has been to provide young people with a mixture of information, ideas and incentives to enable them to:

- Make informed decisions and choices
- Turn their ideas into action
- Take advantage of the opportunities available to them in Scotland and across the rest of Europe
- Have the knowledge and confidence to become active citizens in their communities.

The most visible product of Young Scot is the SP@CE (Social, Personal @nd Citizenship Education) e-Roadshow.

At its core is a Transit van equipped with a broadband satellite transceiver and 35 wirelessly networked laptop computers, that can be used to set up an instant cyber-café anywhere in Scotland, including in very remote areas.

The e-Roadshow visits schools during the week to run either general youth information sessions or specific topic-based sessions (e.g. on bullying, health, etc) using the Young Scot Portal as an information resource that the young people can use themselves.

This serves two purposes – the first to give information out about a specific topic, and secondly to introduce the young people to the Portal in an in-depth manner.

In the evenings and at weekends, the e-Roadshow visits youth groups or events, offering general Internet access and again the chance for young people to see and use the Young Scot Portal.

The Young Scot SP@CE e-Roadshow was fully funded by the Scottish Executive Crime Prevention Unit for a two year period, and was recently awarded a six-month funding extension from the SECPU.

Support in kind was also received from Microsoft, for software, etc.

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:
(please click on / activate the box which corresponds to your answer)

This is:

a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service

b) an initiative or project that **assesses the quality of the information provided**

c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**

d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

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

Name: Young Scot
 Address: Rosebery House, 9 Haymarket Terrace, Edinburgh, EH12 5EZ, UK

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

Name: Graeme Robertson
 E-mail Address: graemer@youngscot.org

6. Who Participated in This Initiative?

Young Scot

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 e-Roadshow was launched in February 2003, and currently has funding for staff up to the end of September 2005, but we are confident that this can be extended further.

9. What Were the Results Obtained by This Initiative?

In-house evaluation of the project is extremely positive, with over 15,000 young people taking an active part in e-Roadshow activities over the initial two-year funding period.

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)

Title:

Language(s):

Can be consulted / downloaded at this web-site:

Can be obtained from (address of organisation):

11. Additional Information:

The satellite technology used means that the van can go to the most remote places in Scotland, such as Shetland and the Western Isles, and still function perfectly well. In addition, with its on-board generator, it can operate in complete isolation, such as in the middle of a field at festivals, etc.

This description form has been completed by:

Name of Person: Graeme Robertson

E-mail Address: graemer@youngscot.org

Name of Organisation: Young Scot

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **Young Scot**

European Affiliation: **ERYICA + EYCA**

1. **Name of Initiative** (project, activity, service or product):

UNITED KINGDOM (Scotland): Young Scot Hotline

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Young Scot is the national youth information and youth card agency for Scotland. For over 20 years, its aim has been to provide young people with a mixture of information, ideas and incentives to enable them to:

- Make informed decisions and choices
- Turn their ideas into action
- Take advantage of the opportunities available to them in Scotland and across the rest of Europe
- Have the knowledge and confidence to become active citizens in their communities.

The newest project of Young Scot is the establishing of a call centre to handle telephone enquiries from young people.

Initially, this service will focus on Money and Health related information (not advice!) and will be open from 12noon to 8pm, Monday to Friday.

The Hotline (working title) will draw heavily on the information contained within the new Young Scot Knowledge Centre.

This initiative is being funded jointly by the Scottish Executive Financial Inclusion Unit, the Financial Services Authority, and NHS Health Scotland.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box **which corresponds to your answer**)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**

d) an initiative / project that addresses another aspect of quality (specify the aspect): <input type="checkbox"/>
4. Name and Address of Organisation Responsible for This Initiative: Name: Young Scot..... Address: Rosebery House, 9 Haymarket Terrace, Edinburgh, EH12 5EZ, UK
5. Name and E-mail Address of Person to Contact (for information about this initiative): Name: Graeme Robertson..... E-mail Address: graemer@youngscot.org.....
6. Who Participated in This Initiative? Young Scot
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 checked="" type="checkbox"/> European <input 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> Work started on this project in January 2005, and it is hoped to launch in Sept 2005, ready for college and university students returning.
9. What Were the Results Obtained by This Initiative? Baseline research on attitudes towards money and sources of information has been commissioned from MORI by Young Scot. Independent evaluation of the initiative will be carried out.
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 type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/> Title: Language(s): Can be consulted / downloaded at this web-site: Can be obtained from (address of organisation):
11. Additional Information: ---

This description form has been completed by:

Name of Person: Graeme Robertson
E-mail Address: graemer@youngscot.org
Name of Organisation: Young Scot

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **Young Scot**

European Affiliation: **ERYICA + EYCA**

1. **Name of Initiative** (project, activity, service or product):

UNITED KINGDOM (Scotland): Young Scot Knowledge Centre

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Young Scot is the national youth information and youth card agency for Scotland. For over 20 years, its aim has been to provide young people with a mixture of information, ideas and incentives to enable them to:

- Make informed decisions and choices
- Turn their ideas into action
- Take advantage of the opportunities available to them in Scotland and across the rest of Europe
- Have the knowledge and confidence to become active citizens in their communities.

In order to ensure the accuracy of the information distributed through the various online and offline communication channels of Young Scot, a new centralised Knowledge Centre is currently being created to store all of the core youth information.

This new product will enable the information to be easily accessed by all members of staff, and will have systems in place to ensure that if a piece of data is updated, then all staff involved in the production of materials for the different channels are alerted to the fact that they may need to amend their materials, eg, website staff.

The information stored in this system is checked at least once a year by a panel of experts drawn from the specialist agencies in Scotland, such as health, arts, sport, enterprise, education, welfare and benefits, etc.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**

<p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input checked="" type="checkbox"/></p> <p>Ensuring that the information delivered via the different Young Scot communication channels is as accurate as possible</p>
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: Young Scot Address: Rosebery House, 9 Haymarket Terrace, Edinburgh, EH12 5EZ, UK</p>
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Graeme Robertson E-mail Address: graemer@youngscot.org</p>
<p>6. Who Participated in This Initiative?</p> <p>Young Scot</p>
<p>7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)</p> <p>Local <input type="checkbox"/> Regional <input type="checkbox"/> National <input checked="" type="checkbox"/> European <input type="checkbox"/></p>
<p>8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):</p> <p>Initial assessment of requirements started two years ago, but building only began in early 2005 – completion of first version is expected by end of July 2005.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>Just doing the analysis required for the system has been extremely beneficial to the organisation, and has already improved the methods of sharing information off-line between staff / project teams.</p>
<p>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):</p> <p>The following material is available concerning this initiative: (please click on / activate the box which corresponds to your answer)</p> <p>Report <input type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) <input type="checkbox"/></p>
<p>11. Additional Information:</p> <p>The Knowledge Centre is being developed using Microsoft Sharepoint, and will fundamentally change the ways in which all Young Scot staff work over the coming months.</p>

This description form has been completed by:

Name of Person: Graeme Robertson
E-mail Address: graemer@youngscot.org
Name of Organisation: Young Scot

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **Canllaw Online**

European Affiliation: **ERYICA + EYCA**

1. **Name of Initiative** (project, activity, service or product):

UNITED KINGDOM (Wales): Info-Outlets Quality Mark Scheme
for generalist youth information projects in Wales

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

Professional youth information workers in Wales have developed a quality mark workbook based on the principles and delivery criteria, which underpin the requirements of the Canllaw Online Quality Mark process. The central aim of this scheme is for the workbook to be used as a tool for developing an information service for young people in a way that meets the needs of the organisation operating the service.

The criteria set is realistic and achievable and we hope a simple process, which is easy to understand and follow but still challenges projects that wish to attain the quality mark. The purpose of this scheme is to give official recognition to organisations operating info services for young people and will help those projects demonstrate that they are responding to needs identified by young people and researchers in the “Extending Entitlement” document published by Wales Assembly Government in November 2000.

Canllaw Online is the validating body for the Info-Outlet Quality Mark in Wales.

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

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**

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

Name: Canllaw Online
Address: Suite 5, The Octagon, Caerphilly Business Park, Van Road,
Caerphilly, CF83 3ED Wales, UK.

5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Mick Conroy
E-mail Address:	mickconroy@canllaw-online.com
6. Who Participated in This Initiative?	
All interested parties of the national network of Information Outlets for young people	
7. What Was the Scope of This Initiative? (please click on / activate the box <i>which corresponds to your answer</i>)	
Local <input type="checkbox"/>	Regional <input type="checkbox"/>
National <input checked="" type="checkbox"/>	European <input type="checkbox"/>
8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):	
Started April 2001 and is ongoing.	
9. What Were the Results Obtained by This Initiative?	
Nearly 65 Info outlets working towards the Quality Mark, from an original 78 outlets	
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 <i>which corresponds to your answer</i>)	
Report <input type="checkbox"/>	Publication <input checked="" type="checkbox"/>
Other Product (specify) <input type="checkbox"/>	
Title:	“Canllaw Online Quality Mark Workbook”, and guidelines for YICs
Language(s):	English and Welsh
Can be obtained from:	Canllaw Online - see e-mail contact / address as above
11. Additional Information:	
.....	

This description form has been completed by:

Name of Person: Mick Conroy

E-mail Address: mickconroy@canllaw-online.com

Name of Organisation: Canllaw Online

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **Canllaw Online**

European Affiliation: **ERYICA + EYCA**

1. **Name of Initiative** (project, activity, service or product):

UNITED KINGDOM (Wales): CREDU (or “Believe in Your Digital Future”)

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

CREDU, the Digital Youth Wales project, is a national initiative to create a digital information service by and for young people across Wales. The aim of CREDU (which means “to believe” in Welsh) is to bring the computer equipment, a portal of choice and skill-learning opportunities to young people, and to enhance the programmes and locations in which they are already working. The intention is to make the CREDU benefits available to all young people in an environment in which they are already comfortable and therefore do not feel disadvantaged or daunted.

The Digilabs will house of-the-minute technology such as high speed internet/broadband linked computers, digital cameras, video cameras, colour printers and scanners, video conferencing equipment and mobile pentabs and laptops – with the potential for adaptation to meet special needs, and complemented by the latest software. Young people and their supporters will be upskilled in the use of the new technologies to their full potential, and will be able to contribute digital content into an all-Wales portal of choice for young people. Check it out at www.credu.co.uk

CREDU will help create easily accessible information production services for young people that, from the young person's point of view, offer a range of opportunities for access and development of new information sources. Digilab staff will be able to offer young people hands-on, enjoyable interaction with the latest range of Information Technology to explore how they can enhance their own skills, create ideas for self employment, interact with support agencies and their peer group and community at large.

As part of this strategy, a number of CREDU Digilabs are being developed across Wales. They will be points of access through services for young people where young people will be engaged and be helped to identify, access, explore and utilise the information services they need and to develop the innovative and entrepreneurial skill sets that open up new earning patterns. They will offer direct access to the facilities of the Digilabs through a national network of participating agencies.

<p>3. Aspect of Quality relating to Youth Information Addressed by This Initiative: <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>This is:</p> <p>a) an initiative that identifies one or more quality factors as a basis for analysing / evaluating the quality / impact of a youth information activity or service <input type="checkbox"/></p> <p>b) an initiative or project that assesses the quality of the information provided <input type="checkbox"/></p> <p>c) an initiative or project that seeks to maximise the distribution / impact of the information provided <input checked="" type="checkbox"/></p> <p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input type="checkbox"/></p>	
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: Canllaw Online Cyf Address: Unit 5, The Octagon, Caerphilly Business Park, Van Road, Caerphilly, CF83 3ED, South Wales, UK</p>	
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Lynne Thomas E-mail Address: lynnethomas@canllaw-online.com</p>	
<p>6. Who Participated in This Initiative?</p> <p>Canllaw Online are partners with Fujitsu Services in the CREДУ Project. 82 individual youth-based centres (such as youth clubs, community colleges, after-school clubs, Info shops, etc) across Wales are participating in the project by becoming Digilabs and by providing 2 members of staff as CREДУ facilitators.</p>	
<p>7. What Was the Scope of This Initiative? <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>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></p> <p>Starting date: 1 October 2004. The project is still continuing.</p>	
<p>9. What Were the Results Obtained by This Initiative?</p> <p>Through the CREДУ Digilabs, young people will have the opportunity to learn ICT skills vital in today's digital world. Young people will be encouraged to develop content for the CREДУ portal on topics which are of importance to them and in ways which best express their thoughts, emotions and creative capacity – be it in the form of a digital story, a rap, a video diary, a written article, an animation, a piece of music etc.</p> <p>CREДУ is based on the belief that, if individuals are better informed, they can make better life choices. Digilabs will provide wide access to quality up-to-date information so that young people can assess their options and the consequences of any decisions they may make.</p>	

Young people across Wales will be able to access and create information through digital media, the project portal and the Internet. CREDU uses a network of Digital production facilities (Digilabs) to deliver an engagement strategy that will allow young people to begin to see what opportunities the digital revolution has for them. It will lead to a series of opportunities for enhancing their skills, employment and further training and the chance to begin creating options for self-employment.

The young people of Wales will be part of the first such national programme of skills and content production in the world. The leadership skills they develop will ensure better services for young people in Wales as well as ensuring that the economy of Wales is competitive in the Information Age.

The partnership supporting this initiative includes large private sector ICT companies who will bring a new level of focus on entrepreneurship, leadership, capacity building and business development.

The learning model is based on hands-on practical production of content of interest to young people and the technology platforms available in the Digilabs will allow for interactive multi-site training, skills and knowledge sharing and support for business planning and development. Young people will be able to get the help and skills they need to reach their potential and make an effective transition to work and adult life. Its key objective is to encourage more young people to participate in the CREDU programme to allow them to create benefit for themselves, the organisations that serve them and for their communities. The training and project opportunities will add a ladder of opportunity so that an increasing number have the qualifications they need for further education and the world of work. There will be a special emphasis on those young people who feel excluded and find it difficult to use the usual sources of support.

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	<input type="checkbox"/>	Publication	<input type="checkbox"/>	Other Product (specify):	portal	<input checked="" type="checkbox"/>
Title:				The CREDU Portal		
Language(s):				English and Welsh		
Can be consulted at this web-site:				www.credu.co.uk		

11. Additional Information:

CREDU is a £17m project, including a £9m grant from the Welsh European Funding Office (WEFO). CREDU will be developed over two and a half years initially and will, at first, be aimed at Objective 1 areas, which include 15 out of 22 Welsh unitary authorities. However, it is hoped that in the future the programme will cover all of Wales.

This description form has been completed by:

Name of Person:	Lynne Thomas
E-mail Address:	lynnethomas@canllaw-online.com
Name of Organisation:	Canllaw Online Cyf

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **ERYICA**

An ERYICA network project

1. **Name of Initiative** (project, activity, service or product):

ERYICA: European Youth Information Charter

2. **Description of Initiative or Project** (*please give a short but complete description, including the aim of the initiative or project*):

The first version of the European Youth Information Charter, containing 12 professional principles, was adopted on 3 December 1993 in Bratislava by the 4th ERYICA General Assembly. As a set of guidelines for “generalist” youth information work, the Charter became a text of reference accepted by both practitioners and policy-makers in many European countries, in a number it constituted the basis for the elaboration of additional quality criteria and standards.

In 2003 and 2004, in the framework of a project initiated by the ERYICA General Assembly, the national partners of the Agency embarked on a wide-ranging consultation process, with a view to updating the Charter, taking account of the evolutions in the field of youth information work in the past decade.

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

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

The European Youth Information Charter establishes a number of professional principles which govern youth information work, which form the basis for additional measures to maintain and improve the quality of services.

4. Name and Address of Organisation Responsible for This Initiative:	
Name:	ERYICA – European Youth Information and Counselling Agency
Address:	101 quai Branly, F-75740 Paris Cedex 15, France
5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Jon Alexander
E-mail Address:	secgen@eryica.org
6. Who Participated in This Initiative?	
ERYICA member organisations, and organisations which co-operate with the Agency, including by organising (in some countries) national consultations with their networks of local centres and relay-points, and / or with users of their services.	
7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)	
Local <input checked="" type="checkbox"/> (in some countries)	Regional <input checked="" type="checkbox"/> (in some countries)
National <input checked="" type="checkbox"/>	European <input checked="" type="checkbox"/>
8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):	
<p>The process of consulting ERYICA national partners started in the second half of 2003. All national partners were consulted again on the basis of draft proposals for modifying the 1993 version of the Charter. The new version of the Charter was adopted on 19 November 2004 in Bratislava by the 15th ERYICA General Assembly, and has since been signed by 40 organisations in 30 countries.</p> <p>The project will continue with the elaboration of guidelines for the implementation of the Principles of the Charter.</p>	
9. What Were the Results Obtained by This Initiative?	
<p>a) a European reflection and dialogue concerning b) an updated version of the European Charter, containing 16 Principles c) a very wide measure of acceptance of the new Charter, reflected in its signature by all ERYICA member organisations, and by other organisations which co-operate with ERYICA.</p>	
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):	
<p>The following material is available concerning this initiative: (please click on / activate the box which corresponds to your answer)</p> <p>Report <input type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) Text of Charter <input checked="" type="checkbox"/></p> <p>Title: European Youth Information Charter</p> <p>Language(s): English (only official version), French, German, Italian, Spanish + others</p> <p>Can be consulted / downloaded at this web-site: www.eryica.org</p>	

11. Additional Information:

ERYICA considers the European Charter to be one element in a series of quality measures and initiatives that need to be taken in each country at different levels in order to guarantee the professional provision of information services to young people.

Through its national partners, ERYICA is working on other quality initiatives, in particular in the area of the training of youth information workers, and is co-operating with the Council of Europe and the European Commission in the activities which they are undertaking in the field of youth information.

This description form has been completed by:

Name of Person: Jon Alexander
E-mail Address: secgen@eryica.org
Name of Organisation: ERYICA

“Quality Matters in Information for Young People”

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Organisation: **Eurodesk AISBL**

A Eurodesk network project

1. **Name of Initiative** (project, activity, service or product):

EURODESK: Quality Process in the European Eurodesk Network

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The Eurodesk Network set up a Quality Working Group in March 2004 to focus on issues of quality within the Network as a whole. There were internal and external reasons for this:

1. Following the decision of the European Commission to transfer EURODESK from a “project” basis to a structure within the YOUTH Programme and the resulting status and visibility of the network, the issue of quality has become even more important for Eurodesk.
2. From 1996 till 2003 there has been an intensive growth phase for the Eurodesk Network. The number of National Eurodesk Partners and Eurodesk Relays has increased every year and now stands at 29 National Partners and 800 Relays. The maintenance of quality becomes more important and more challenging with the increasing size of the Network;
3. All national Eurodesk partners are working under the umbrella of Eurodesk AISBL with a common task and responsibility to increase access to European information for young people and those who work with them. The National Eurodesk Partners are required to carry out these obligations in very different national contexts and in working environments which differ significantly from country to country.
4. Similarly, the different National Eurodesk Partners are expected to deliver comparable services to the same target groups in each country, although the national contexts and the situations of the clients are different.

In October 2004, the Eurodesk General Assembly approved the proposed Quality Process and authorised the continuation of the working group to implement it. The commitment to this process by all Eurodesk partners was essential.

Goals of the quality process:

The main aim of this work is to improve quality of work and services within the Eurodesk Network at all levels - national, local and European.

The Eurodesk quality process is divided into four parts.

- Part I: Evaluation process – questionnaires to national partners and analysis of the results;
- Part II: Establishing Quality guidelines - creating a document which defines quality criteria for the network and how to measure them;
- Part III: Implementation of results in the daily Eurodesk work
- Part IV Follow-up and monitoring process

Part I is complete and Part II will be completed by November 2005.

3. Aspect of Quality relating to Youth Information Addressed by This Initiative: <i>(please click on / activate the box which corresponds to your answer)</i>			
This is an initiative that identifies one or more quality factors as a basis for analysing / evaluating the quality of a youth information activity or service <input checked="" type="checkbox"/>			
4. Name and Address of Organisation Responsible for This Initiative:			
Name:	Eurodesk AISBL		
Address:	Eurodesk European Office, Scotland House, Rond-Point Schuman 6, B-1040 Brussels, Belgium		
5. Name and E-mail Address of Person to Contact (for information about this initiative):			
Name:	Bob Payne		
E-mail Address:	bob.payne@eurodesk.org		
6. Who Participated in This Initiative?			
All Eurodesk national partners, 316 Eurodesk relays and 630 Eurodesk clients			
7. What Was the Scope of This Initiative? <i>(please click on / activate the box which corresponds to your answer)</i>			
Local <input checked="" type="checkbox"/>	Regional <input checked="" type="checkbox"/>	National <input checked="" 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>			
Process started in 2004; Part I (evaluation) ended in March 2005; Part II (establishing quality guidelines) will end by November 2005; Parts III and IV will continue in 2006 and beyond.			
9. What Were the Results Obtained by This Initiative?			
<u>Part I</u> preliminary results give a snapshot (during 2004) of the work of the Eurodesk Network based on the views of Eurodesk National Partners, Eurodesk Relays, Eurodesk Network Members and Eurodesk customers. There will be a report of the survey results.			
<u>Part II</u> will provide a catalogue of quality criteria and indicators in 5 key areas of Eurodesk's activity.			
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>			
Title: Surveys Report <input checked="" type="checkbox"/>	Criteria Catalogue <input checked="" type="checkbox"/>		
Language(s):	English		
Can be obtained from (address of organisation): Eurodesk European Office			
11. Additional Information:			

This description form has been completed by:

Name of Person: Bob Payne
E-mail Address: bob.payne@eurodesk.org
Name of Organisation: Eurodesk AISBL

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

included in Compendium of Quality Initiatives/Projects prepared for the European Seminar

Organisation: **EYCA**

An EYCA network project

1. **Name of Initiative** (project, activity, service or product):

EYCA: EYCA Quality Standards

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The *Standards for Quality Development and Operations of EURO<26 Youth Cards* (annex II to EYCA's official documents) were created in order to maintain and encourage a common and growing level of quality and standards for EURO<26 youth card operations, including the following youth information areas:

- information that Members make available to holders of the EURO<26 youth card
- discounts and services (including information) that Members make available to young people
- the reciprocity of EURO<26 youth card discounts and information between Members

The Quality Standards

- ensure that information for young people is regularly maintained and kept up to date, including printed discount-guides and websites
- dictate the minimum information that must be made available, including minimum requirements in English language for young people from other territories
- specify minimum requirements of circulation of information on national and international levels
- ensure that it is possible for all cardholders to contact the Member, and that they will receive a response at the latest within 2 weeks
- ensure consistent design standards across EYCA Members, which means relevant information is instantly recognisable by all young people.

Monitoring

An annual ‘Survey’ and 4-year rolling review system systematically monitors and helps Members achieve and maintain the standards. A ‘Hercules’ Award is awarded to Members that are very successful in meeting and exceeding standards. The General Assembly and Board of EYCA may react with sanctions if standards are not met by a Member.

Support

To assist Members in meeting, maintaining and observing the standards and rules, EYCA provides various support services, such as: EURO<26 Exchanges, Tutorial programmes, Communications Group technical meetings.

Apart from centrally produced information materials, EYCA also provides design manuals / guidelines to ensure that information materials produced by Members are consistent. EYCA also makes available to Members examples of good practice in the creation of and dissemination of information to young people.

Finally, Members receive a quarterly newsletter by e-mail, the "EYCAatcher", which further ensures that information is shared among Members and ultimately disseminated among the maximum number of young people across Europe.

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

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service

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

Name: European Youth Card Association
Address: Füge utca 6, mf 4, 1022 Budapest

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

Name: Fíona Ní Chinnéide, PR and Communications Officer
E-mail Address: pr-communication@eyca.org

6. Who Participated in This Initiative?

All EYCA Members, by way of the General Assembly (workshops + formal approval during annual conference).

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 Quality Standards were first adopted at the 14th EYCA Conference (Cascais, Portugal - November 1998). The most recent update was accepted by the General Assembly in November 2004, in Bratislava.

9. What Were the Results Obtained by This Initiative?

The quality of information provision to young people through different media channels has been considerably improved and made consistent across 36 countries. This initiative has not only set standards of quality, but has also set in place incentives for achieving and maintaining these standards. Perhaps the greatest achievement is that these 'Quality Standards' are not dictated from the top down, but are the product of negotiations, discussion, review and agreement by all EYCA Members.

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)

Title: Standards for Quality Development and Operations of EURO<26 Youth Cards

Language(s): Available in English and Spanish

Can be obtained from (address of organisation): mail@eyca.org

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Fíona Ní Chinnéide

E-mail Address: pr-communication@eyca.org

Name of Organisation: European Youth Card Association

“Quality Matters in Information for Young People”

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DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **EYCA**

An EYCA network project

1. Name of Initiative (project, activity, service or product):

EYCA: EYCAdeMy – Qualitative Youth Research Using Focus Groups

2. Description of Initiative or Project (please give a short but complete description, including the aim of the initiative or project):

Aim:

Training and education of focus groups moderators and trainers in the 36 EYCA member countries, with the purpose of having a permanent multiplication of the system on the national levels, is the goal of the EYCAdeMy. An infrastructure for future comparative qualitative youth research in various European countries will be created simultaneously.

These trainings are carried out by a team of two highly qualified and experienced people: a scientific trainer and a social trainer. The education takes place on three different levels. As it involves a theoretical education but also a practical part, it will be three years before the trainees graduate and are able to train their own focus group moderators in their home country. The focus group method itself, which can be considered as a specific form of group discussion, consists of the moderator, an assistant and +/- ten young people that fulfil certain criteria regarding age, geography, gender, etc.

Summary:

- Starting in 2003, the first experiences in the organisation and co-ordination of the education of young people training to execute qualitative research were collected under the project named “Youth builds Europe”. As the results were very positive, the decision was taken to continue the training in 2004.
- According to the strong interest of the EYCA member countries that could not yet take part in the whole project, the need for an even better framework emerged so that standards of high quality could be guaranteed. This led to the concept of the EYCAdeMy.
- Within a few years, each of the 36 EYCA members should have trained moderators at hand who are able to execute the work with focus groups on the same level in all countries, with the result that a research instrument for Europe is built up that can be used to consult young people on a continuous basis. Opportunities for the participation of young people are provided, all using the same methodology with changing research subjects, including any current interests that are defined during the training, or within EYCA or any other entity.
- After the two first years of the EYCAdeMy (2005 and 2006), a considerable panel of young youth researchers (in up to 17 countries) will be available to hold these discussion groups and report on them in order to bridge the gap between the young people of Europe and decision-makers of any kind.

3. Aspect of Quality relating to Youth Information Addressed by This Initiative:

This is:

a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service



<p>b) an initiative or project that assesses the quality of the information provided <input checked="" type="checkbox"/></p> <p>c) an initiative or project that seeks to maximise the distribution / impact of the information provided <input type="checkbox"/></p> <p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input checked="" type="checkbox"/></p> <p>For the first time quality standards are established for explorative youth research throughout Europe</p>
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: European Youth Card Association Address: Glockengasse 4c, A-5020 Salzburg</p>
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Gabi Haslinger E-mail Address: g.haslinger@euro26.at</p>
<p>6. Who Participated in This Initiative?</p> <p>EYCA member countries can send two persons each year to the training</p>
<p>7. What Was the Scope of This Initiative?</p> <p>Local <input checked="" type="checkbox"/> Regional <input checked="" type="checkbox"/> National <input checked="" type="checkbox"/> European <input checked="" type="checkbox"/></p>
<p>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>):</p> <p>Starting in winter 2003 in the framework of the pilot project "Youth builds Europe", the whole idea finally turned into an E.U. project in 2005 and is ongoing.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <p>Qualitative: national and international reports on subjects like "youth participation", "youth media and information", "White Book on Youth", "image of Europe", etc.</p> <p>Quantitative: the result of this action will be that in future the European Youth Card Association will have at least two Focus Group moderators (or trainers) per country who are able to carry out focus groups on any subject at any time with great professionalism.</p>
<p>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>):</p> <p>The following material is available concerning this initiative: Report <input checked="" type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) ... <input type="checkbox"/> Title: "Youth Builds Europe" Report on 2003, and on 2004 Language(s): English Can be obtained from: pr-communication@eyca.org</p>

11. Additional Information:

EYCAdeMy is an EYCA initiative supported by the Council of Europe and the European Commission.

This description form has been completed by:

Name of Person: Gabi Haslinger

E-mail Address: g.haslinger@euro26.at

Name of Organisation: EURO<26 Austria

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QualSemInfo_EYCAdeMy.doc

May 2005

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

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Organisation: **EYCA**

An EYCA network project

1. **Name of Initiative** (project, activity, service or product):

EYCA: EURplace26 – Where Young Travellers Get What They Need

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

EURplace26 is a combination of two projects of the EYCA Communication Group: a young journalists exchange project “panel of youth correspondents” and the so-called “hospitality points”, information points for young travellers – mostly located at youth information points.

8 European cities were identified that meet young peoples /travellers’ needs in the light of a hospitality point: budget flights, good public transport, events, youth info network, EURO<26 discounts, etc.: Graz (A), Ljubljana (SLO), Zaragoza (E), Edinburgh (Scotland), Cardiff (Wales), Prague (CZ), Budapest (H) and Luxembourg (L).

In each of the EURplace26 cities, a young journalist was asked to write an article as ‘residential journalist’ on his/her city, including information on the criteria given.

Later, these journalists visited one of the other cities to write an article about the city as incoming traveller.

The cities and EURplace26 hospitality points have been promoted internally in the EURO<26 Editors network via the EYCA editors database (text and images) and distributed throughout Europe via the EURO<26 Magazines , on national web-sites, the EYCA web-site and in the EYCA Pocketfolder 2003 as well. In 2004, EURplace26 postcards were printed and a special web-site www.eurplace26.org was created.

At the hospitality points some promotion on the spot took place like goodie bags for the visitors, special EURO<26 discount information, etc.

The initiative combined several participation possibilities: young people could apply for writing about their city (sometimes in a contest), the readers were then informed about the cities by people of their age and were motivated to be mobile within Europe with the feeling of being welcomed at special hospitality points. But not only the mobility of young people was encouraged, also Euro<26 organisations benefit from the content for their magazines and web-sites.

<p>3. Aspect of Quality relating to Youth Information Addressed by This Initiative: <i>(please click on / activate the box which corresponds to your answer)</i></p> <p>This is:</p> <p>a) an initiative that identifies one or more quality factors as a basis for analysing / evaluating the quality / impact of a youth information activity or service <input type="checkbox"/></p> <p>b) an initiative or project that assesses the quality of the information provided <input type="checkbox"/></p> <p>c) an initiative or project that seeks to maximise the distribution / impact of the information provided <input checked="" type="checkbox"/></p> <p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input checked="" type="checkbox"/></p> <p>Encourage participation and mobility by informing about special destinations in the language of young people and providing a personal contact-point at youth information centres.</p>	
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: European Youth Card Association Address: Budapest</p>	
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Gabi Haslinger E-mail Address: g.haslinger@euro26.at</p>	
<p>6. Who Participated in This Initiative?</p> <p>8 EURO<26 organisations and 8 cardholders / young journalists in the chosen cities; unknown number of readers and travellers in Europe</p>	
<p>7. What Was the Scope of This Initiative? <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 type="checkbox"/> European <input checked="" type="checkbox"/></p>	
<p>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></p> <p>2003 - 2004</p>	
<p>9. What Were the Results Obtained by This Initiative?</p> <ul style="list-style-type: none"> • The project showed that it makes sense to highlight carefully chosen spots with a special youth flavour and that a “live-report” by young people gives extra credibility to the promotion. • The co-operation with local structures like youth information centres or tourist information points was extremely important and successful to provide personal services at certain spots • The articles / content about 8 cities written by young people were shared on the EYCA editors database and widely used in EURO<26 media throughout Europe • Still existing EURO<26 Hospitality points were set up in 8 European cities • The specially created logo and shared content gave the promotion material (website, pocket folder, postcards...) a consistent and professional layout 	

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, postcard

Title: EURplace26

Language(s): English

Can be obtained from: EYCA Office, Budapest

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Monika Pink

E-mail Address: m.pink@euro26.at

Name of Organisation: EURO<26 Austria

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

DESCRIPTION OF QUALITY INITIATIVE OR PROJECT CONCERNING INFORMATION FOR YOUNG PEOPLE

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Organisation: **EYCA**

An EYCA network project

1. **Name of Initiative** (project, activity, service or product):

EYCA: Communications Group

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

The *Communications Group* is primarily a platform for creative exchange between those working in communications with EURO<26 cardholders (ie. young people), whether through print or web or other media. The group meets twice a year (once during the annual EYCA Conference, plus once mid-year with a technical focus). The Editors Database, a product of the *Communications Group*, enables information-sharing between these meetings (see the next initiative).

Membership:

Membership of the *Communications Group* is open to one person from each EYCA member organisation, and is made up of those responsible for the development of communications towards EURO<26 cardholders on a national basis, such as editors, Public Relations Officers, Communications Officers or Information Officers.

Activities:

Youth information is one of the twin pillars of EYCA (the other is mobility of young people in Europe). Therefore, the *Communications Group* plays a central role in EYCA activities:

- exchange of experience, best practice and innovative ideas/initiatives
- development of new projects and ideas for communications strategy and materials orientated towards young people
- creation of annual EYCA programme of communications with young people
- promotion of high quality standards of information and communication
- different ad-hoc ‘expert’ groups are brought together to execute specific tasks, for example, EYCA web-site redevelopment.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box **which corresponds to your answer**)

This is:

a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service

<p>b) an initiative or project that assesses the quality of the information provided <input type="checkbox"/></p> <p>c) an initiative or project that seeks to maximise the distribution / impact of the information provided <input checked="" type="checkbox"/></p> <p>d) an initiative / project that addresses another aspect of quality (specify the aspect): <input checked="" type="checkbox"/></p> <p style="padding-left: 40px;">Sharing of best practice and knowledge, creation of ideas and innovations</p>
<p>4. Name and Address of Organisation Responsible for This Initiative:</p> <p>Name: European Youth Card Association Address: Füge utca 6, mf 4, 1022 Budapest</p>
<p>5. Name and E-mail Address of Person to Contact (for information about this initiative):</p> <p>Name: Fíona Ní Chinnéide, PR and Communications Officer E-mail Address: pr-communication@eyca.org</p>
<p>6. Who Participates in This Initiative?</p> <p>One representative from each EYCA Member is invited to participate. These representatives should be working in the area of communications to cardholders (magazine editors, web content managers, etc.)</p>
<p>7. What Was the Scope of This Initiative? (please click on / activate the box which corresponds to your answer)</p> <p>Local <input type="checkbox"/> Regional <input type="checkbox"/> National <input checked="" type="checkbox"/> European <input checked="" type="checkbox"/></p>
<p>8. When Was This Initiative Undertaken (please state the date when the activity was started, when it finished, or if it is still continuing):</p> <p>Ongoing. Formerly known as the 'Editors Group', the <i>Communications Group</i> has long been an active group within the European Youth Card Association, and meets twice a year. Specific task-forces within this group are set up from time to time and according to need.</p>
<p>9. What Were the Results Obtained by This Initiative?</p> <ul style="list-style-type: none"> • increase in communications activities throughout Europe (information, projects, new 'tools', etc.) • maximised methods of distribution of information to young people • increased quality of information provision to young people (content <i>and</i> media).
<p>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):</p> <p>The following material is available concerning this initiative: (please click on / activate the box which corresponds to your answer)</p> <p>Report <input checked="" type="checkbox"/> Publication <input type="checkbox"/> Other Product (specify) promo materials <input checked="" type="checkbox"/></p> <p>Twice yearly reports, plus various 'products' of the <i>Communications Group</i>, such as: web portals, projects, publications, promotional materials (pocketfolder, postcards, etc).</p> <p>Language(s): English (media data for Spanish regions available in Spanish)</p> <p>Can be obtained from: EYCA, Füge utca 6, mf 4, 1022 Budapest, Hungary</p>

11. Additional Information:

.....

This description form has been completed by:

Name of Person: Fíona Ní Chinnéide

E-mail Address: pr-communication@eyca.org

Name of Organisation: European Youth Card Association

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Organisation: **EYCA**

An EYCA network project

1. **Name of Initiative** (project, activity, service or product):

EYCA: Editors Database of the EYCA Communications Group

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Aim:

To create an on-line platform where EURO<26 editors can exchange articles and photographs for their national media in order to facilitate access to content that is relevant for more than one EYCA member country.

Summary:

A closed section of www.euro26.org was defined as a restricted area for professional EURO<26 media people – keywords and passwords are given to those only who fulfil certain criteria as experts in young people/cardholder communication. Texts and articles are uploaded in native language (and/or English) and are translated by external translators into English. In the target country, the content is published in English or translated again. Pictures from the archive of the Editors data-base never need translation and are stored in two formats to be printable and usable on web-sites and in newsletters.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

(please click on / activate the box which corresponds to your answer)

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks to **maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Support of the network of the Communication Group to facilitate their access to useful texts and images, free of charge.

4. Name and Address of Organisation Responsible for This Initiative:	
Name:	EYCA
Address:	Budapest
5. Name and E-mail Address of Person to Contact (for information about this initiative):	
Name:	Gabi Haslinger
E-mail Address:	g.haslinger@euro26.at
6. Who Participated in This Initiative?	
All EYCA member countries are invited to apply for password so that they can benefit from the relevant content of the editors database.	
7. What Was the Scope of This Initiative?	
Local <input type="checkbox"/>	Regional <input type="checkbox"/>
National <input checked="" 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>):	
2001 onwards	
9. What Were the Results Obtained by This Initiative?	
Hundreds of articles and images are now available for the EYCA Communication Group members to publish. Uploads and downloads are still increasing.	
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:	
Report <input type="checkbox"/>	Publication <input type="checkbox"/>
Other Product (specify): web-site <input checked="" type="checkbox"/>	
Title:	http://editors.eyca.org
Language(s):	English (the Database CMS is also available in Spanish)
Can be obtained from:	Extracts from EYCA Office, Budapest EYCA PR & Communication: pr-communication@eyca.org
11. Additional Information:	
The system will be improved further with the new web-site: www.eyca.org	

This description form has been completed by:

Name of Person: Gabi Haslinger

E-mail Address: g.haslinger@euro26.at

Name of Organisation: EURO<26 Austria

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Organisation: **EYCA**

An EYCA network project

1. **Name of Initiative** (project, activity, service or product):

EYCA: Europe for a Change I

2. **Description of Initiative or Project** (please give a short but complete description, including the aim of the initiative or project):

Aim:

Before the enlargement of the E.U., we wanted to know from young Europeans what hopes and dreams they had for their personal future in the context of a growing Europe. A media campaign by and for young people was created and disseminated throughout Europe starting in November 2003. Content of the campaign reached mostly young people but also multipliers, politicians, teachers, etc.

Summary:

32 young people from 16 European countries gathered for one week in Salzburg to become aware of the positive impact which they then hoped to see after the EU enlargement. Via focus groups and different creative group processes, they eventually found a way to express their feelings verbally. A campaign that used video, web-site (online voting), print-artworks, audio, etc. showed the quintessence of the expressions found in this meeting to more than 17 million Europeans in a project period of more than 2 years around the date when the E.U. enlargement took place.

3. **Aspect of Quality relating to Youth Information Addressed by This Initiative:**

This is:

- a) an initiative that **identifies one or more quality factors as a basis for analysing / evaluating the quality / impact** of a youth information activity or service
- b) an initiative or project that **assesses the quality of the information provided**
- c) an initiative or project that seeks **to maximise the distribution / impact of the information provided**
- d) an initiative / project that addresses **another aspect of quality** (specify the aspect):

Young readers/listeners/spectators DO show an interest in pan-European issues if the messages are delivered in a credible, authentic way, e.g. young people talking to other young people!

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

Name: EYCA
Address: Budapest

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

Name: Gabi Haslinger
E-mail Address: g.haslinger@euro26.at

6. Who Participated in This Initiative?

32 young people from 16 countries as the core group that generated the messages. A project team consisting of delegates of 8 different countries. And then the uncountable number of readers/visitors/spectators that had the chance to get in touch with the campaign on many different occasions.

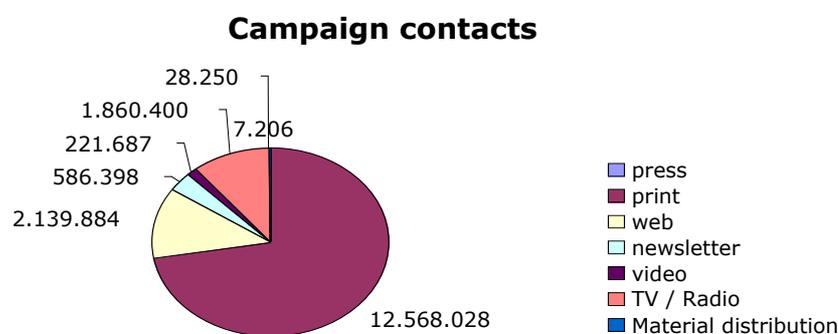
7. What Was the Scope of This Initiative?

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):

August 2003 – January 2005

9. What Were the Results Obtained by This Initiative?



EYCA is the first European youth organisation to use the scientific research method of focus groups for producing a pan-European campaign to reflect young people's opinions on the E.U.

The increased mobility of the Europe for a Change participants after their working together on the project is a clear sign that they opened their minds to intercultural experiences.

270 different activities in 21 countries and on European level promoted the Europe for a Change campaign in many different ways and on many different occasions.

The dissemination figures show that the project goal of 10 million media contacts with the campaign was considerably exceeded and these results show that the EYCA network and EURO<26 media are an ideal channel to conduct Europe-wide campaigns.

