



EUROPEAN SEMINAR

ON

“QUALITY MATTERS

IN INFORMATION FOR YOUNG PEOPLE”

Paris, 15 - 18 September 2005

REPORT

ERYICA

101 quai Branly
F-75740 Paris Cedex 15
France
☎ (33) 144.49.13.26
Fax: (33) 140.56.32.84
E-mail: info@eryica.org

EURODESK

Scotland House
Rondpoint Schuman 6
B-1040 Bruxelles, Belgium
☎ (32+2) 282.83.84
Fax: (32+2) 282.83.90
E-mail: info@eurodesk.org

EYCA

Füge utca 6. Mf. 4
H-1022 Budapest
Hungary
☎ (36+1) 336.06.22
Fax: (36+1) 336.06.23
E-mail: mail@eyca.org

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Acknowledgements

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.

This seminar constituted part of the Eurodesk Work Plan for 2005, which financed its hosting by Eurodesk France and the participation of Eurodesk national partners and its European Office in the seminar.

ERYICA and EYCA receive support from the General Budget of the European Communities. The information in this report however does not necessarily reflect the position or the opinion of the European Commission.

“Quality Matters in Information for Young People”

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

REPORT

1. Introduction

Early in 2005, the three European organisations involved in different aspects of youth information work (**ERYICA** – European Youth Information and Counselling Agency, **Eurodesk**, and **EYCA** – European Youth Card Association) decided to organise together a European Seminar on quality matters relating to information for young people. The seminar was planned as an “expert” seminar, involving people responsible for or directly involved in quality assessment and development in their organisations. It was organised as a part of the work which the three organisations are undertaking together to contribute to the implementation of the **Common Objectives relating to information for young people** adopted by the European Union in 2003.

The aims of this seminar were to present and make more visible the work already being done to ensure and improve **the quality of services and activities relating to information for young people**, and to define the different “quality factors” involved in this work in order to provide a clear concept for those working in this area and for the bodies that fund them.

The seminar on “**Quality Matters in Information for Young People**”, as a joint activity of the three European organisations, was the first time that they had organised a seminar together, with a view to presenting different methods and experience, and to intensifying co-operation between the three organisations, at national and European levels. Prepared by a preparatory group that met three times (on 15 March, 23 May, and 6 September 2005), the seminar took place at FIAP Jean Monnet in Paris on 15-18 September 2005..

2. Compendium of Quality Initiatives

As an important element of the preparatory work for the seminar, in April the organisers invited the national partners of ERYICA, Eurodesk and EYCA to provide descriptions of current work which they were undertaking relating to quality in information for young people. There was a very good response to this request for experience to present and share, with a total of 50 quality initiatives or projects received (42 from national, regional or local level in 17 countries, and 8 being quality initiatives or activities conducted by one or other of the European organisations with the participation of all or some of its national partners).

The descriptions of these initiatives and projects were assembled into a 130-page **Compendium of Quality Initiatives** (see **Appendix A** for the contents of the Compendium), which was sent to all the participants before the seminar. It will also be made available to the national partners of the 3 organisations and other interested bodies after the seminar.

3. Summary of Proceedings

The **Seminar Programme** is presented in **Appendix B**.

At the **Opening Session** on Thursday afternoon, the participants were welcomed by Bernard Charbonnel (President of Eurodesk, on behalf of Eurodesk France which was hosting the event), who chaired the session and outlined the aims of the seminar. The representatives of the French Ministry for Youth and Sport (Ms. Virginia Mangematin), of the Council of Europe (Mr. Guy-Michel Brandtner), and of the European Commission (Mr. Victor Guerreiro), made statements about the importance that they attached to the issue of quality in information for young people. EYCA, Eurodesk and ERYICA then made presentations to the plenary session about their respective approaches to quality assessment and improvement.

During the remainder of the **Thursday afternoon** session, and at the **Friday morning** sessions, a selection of 24 quality initiatives or projects (see the Seminar Programme) were presented, 3 at a time in separate rooms, each being allocated a maximum of 30 minutes.

At the start of the **Friday afternoon** session, Ljubo Raicevic (President of ERYICA) chaired a plenary session at which some general issues arising from the presentations were discussed, and arrangements were made for the Discussion Groups.

Following the presentations, each participant enrolled in two **Discussion Groups** (organised in two series of three groups, see the Seminar Programme) according to their interests, which had sessions on **Friday afternoon** and **Saturday morning** (see section 5 below).

At the **Closing Session**, in plenary on Saturday afternoon, which was chaired by Wolfgang Schick (President of EYCA), each of the Discussion Groups presented a summary of the main points from its discussions (see pages 5-11). The participants were invited to make an evaluation of the seminar, indicating what they had liked and what could be improved; the results of the evaluation would be distributed after the seminar. The session endorsed the intention of the three organisations to make the Compendium, the PowerPoint presentations and other materials from the seminar as widely available as possible; it was suggested that a shared web-site might be created by the three European organisations for that purpose and for future joint activities. The participants expressed their appreciation to the three European organisations for organising the seminar, and to Eurodesk-France for hosting it.

4. Participants

The seminar participants were drawn mainly from the **national partners** of the 3 European organisations, roughly 20 persons per European organisation as there was a maximum of 60 rooms available at the seminar venue.

A total of **57 participants from 21 countries** took part in the seminar, including a representative of the government of Slovenia and a representative of the European Youth Forum (see the List of Participants in **Appendix C**).

The French Ministry for Youth and Sport, the Council of Europe (Directorate of Youth and Sport) and the European Commission (DG-EAC – Youth Unit) were also represented at the seminar.

5. Discussion Groups

Following the presentations which were completed on Friday morning, the main work of the seminar took place in Discussion Groups on the following 6 topics:

1. **Quality Factors in Delivering Information to Young People**
2. **Research about Information Needs of Young People**
3. **Minimum Standards in Youth Information**
4. **Attitudes and Skills Needed by Youth Information Workers**
5. **Participation of Young People in Youth Information Work**
6. **Measures to Assess & Improve Quality in Web-based Info Services.**

Each of the Discussion Groups had two sessions, with three of them meeting at the same time. They all reported to the Closing Session of the seminar, on the basis of main points that they had recorded during their discussions. These main points are presented on the following pages, reproduced from the flip-chart sheets which were presented at the Closing Session.

Seminar Materials on Joint Web-site

After the seminar, ERYICA, Eurodesk and EYCA decided to create a joint web-site on which the **Compendium of Quality Initiatives**, the **PowerPoint presentations** given during the seminar and **other related materials** would be put, so that they could be accessed by the seminar participants, by the national partners of the three European organisations and by other interested bodies, with a view to sharing experience and methods as widely as possible.

This site will have the following address: www.eryica-eurodesk-eyca.net.

It will be launched as soon as possible, and will also be used by the three European organisations for other joint activities which they may organise in the framework of their on-going co-operation, which seeks to improve the information services and initiatives for young people organised by them and by their national partners.

Discussion Group 1
Moderated by Gabi Haslinger (Euro<26 Jugendkarte)
and Alexandra Cangelosi (jugendinfo.cc)

Quality Factors in Delivering Information to Young People
--

- Shift from “normal” questions to more guidance
→ confirmation + “translation”
- Mix of Media + Methods
- Word of mouth is most important => use that more
“5 before 12” model
- Keep it Simple, Short and Stupid
- All involved should feel comfortable (agree) with reasonable standards
=> clear standards make you feel comfortable / fun
- Need facilities to share experience on a permanent basis → also an European level +
between the 3 European networks
- Have a living network and take a prominent role in it
- Communication skills:
 - Towards young people
 - Towards public+ choosing the right channels to make it sustainable
- Do research to know the needs
- Segmenting
- Creativity
- Lobbying

Discussion Group 2
Moderated by Manfred Zentner (EYCA)

Research about Information Needs of Young People

1. Applied research = results we can work with, give advice, make proposals
2. Measurement of influence of information
3. Quality information <-> quantity contacts on European context / projects
4. New evaluation methods needed as task for research community to evaluate information campaigns / delivery
5. Reliability of research results has to become clear
6. Lobbying for acceptance of quality information at the level of European / national institutions
7. Evaluation has to cover the quality aspects of information as well, and should be accepted as evaluation by the European / national institutions
8. Evaluation has to be seen as instrument for improvement: weakness is allowed!
Critical points can be found and be improved
9. Research into quality development and lobbying for the higher acceptance of quality go hand in hand.

Minimum Standards in Youth Information

- One size does not fit all
- Minimum standards = one part of whole quality process
- European Youth Information Charter = starting-point.



- collect statistics with youth information actors, including young people
- process will include mapping needs + local data
- each organisation contributes to setting criteria for quality standards for regional / national network



(service delivery)
implementation



evaluation



why?

- measurable
- accountable to Young People – reality +
- provide confirmation to workers – quality label
- meet criteria in quality standards set



- continuous process
- quality standards are a fluid process
- requires network, European + National

Discussion Group 4

Moderated by Ajo Monzo (CBIDJ) and Mick Conroy (Canllaw Online)

Attitudes and Skills Needed by Youth Info Workers

1. Attitudes

- Attitudes are more important than skills (UPR = unconditional – positive – respectful)
- All youth info workers (paid or volunteers) should be enabled to work professionally (qualifications / training, etc.)
- Attitude = image worker presents to young people / their perception of her / him



2. Skills

The group identified a range of skills which a youth information worker needs for the **informing part** of his work, and portrayed them in a visual form, as follows:

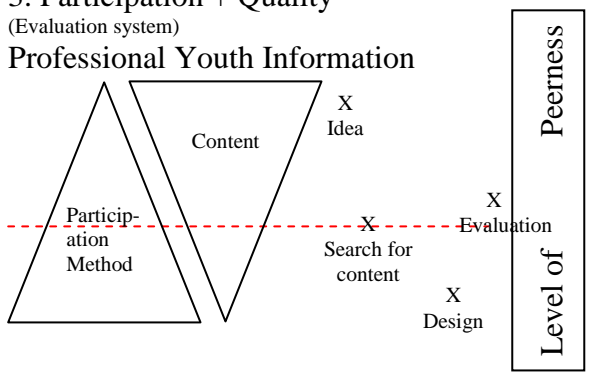


Photo credit: Claire Conlon

Discussion Group 5

*Moderated by Päivi Timonen-Verma (Helsinki Youth Dept.)
and Alain Maron (CIDJ, Belgium)*

Participation of Young People in Youth Information Work
--

Participation is Quality	Interaction between Young People (YP) and Youth Info workers in participation strategies
<p>3. Participation + Quality (Evaluation system) Professional Youth Information</p>  <p>Peer information</p>	<p>4.</p> <ul style="list-style-type: none"> ❖ Different expectations <ul style="list-style-type: none"> - consult / involve - be clear from both sides ↳ depending also on project / strategy ❖ Quality / evaluation (→ how involve YP) / how measure (→ criteria guidelines) ❖ European level: Young People + Youth Info workers meeting & exchanging ❖ Youth Info workers => training and change attitudes towards Young People
<p>1. Motivation</p> <ul style="list-style-type: none"> - benefit young person, enjoy, reward - transparency + participation is quality - integration of YP in the networks - youth advisory “channel” - youth mobility in Youth Info 	<p>2.</p> <ul style="list-style-type: none"> - web-based participation can lead to ↗ quality (needs become known) - needing transparent rules - think of consequences before implementing (money, rules,...) - web is just another media - what about a youth committee for a Youth Info Centre? <ul style="list-style-type: none"> ↳ difficult at European level: at local level it is more easy to manage.
<p>Motivation of Young People to participate in Youth Info work</p>	<p>Equal access to Internet? What about web-based participation?</p>

Discussion Group 6

Moderated by Graeme Robertson (Young Scot) and Raluca Voinea (Eurodesk)

Measures to Assess & Improve Quality in Web-based Info Services

Sub-group 1

How assess if web-site has a problem with:

- Content
- Web editing skills
- Fresh info
- Quality of external links
- Moderation – editorial policy

- Lack of repeat visitors
- Feedback on quality of content (guest book, forum, e-mail, phone, face-to-face, consultation)
- Maintenance process
- Surveys (on-line + otherwise)
- Lack of resource to moderate timely: queue
- Contemporary feedback (partners)
- Peer group feedback
- Unwillingness of professional co-operation)

What could be done in the short term?

- Respond to the feedback!!! Don't be precious!
- Tackle issue by issue – not as a whole / integral problem
- Involve / re-engage with those providing initial feedback
- Tackle issue relating to '1st' click initially, then second click + third = re-engage by showing the changes to the widest audience possible
- Set up a task force
- Subscribe to relevant news sources

That would feel into...

How could they maintain quality + avoid issues long term

- Change information maintenance system
- Wider professional involvement (working groups)
- Re-training (web editing, consulting, communication)
- Regular check + update of content (verification of facts + meet changing trends)
- Develop checklist (criteria)
- Develop better consultation procedures
- Find a fresh angle = develop 'USP' = unique selling point
- More moderators, better trained = 'cascade' that training to selected young people = act like 'prefects' (like in Harry Potter).

Measures to Assess & Improve Quality in Web-based Info Services

(continued)

Sub-group 2 – on Accessibility

1. Multilingual?? Yes or no

- assess who are the users e.g. in Italy there are also German speakers
e.g. in Luxemburg there are 3 languages
e.g. for minorities
- assess the needs of the users
- assess the purpose of the information, e.g. info on mobility / partners for exchanges

Think about: - cultural differences!

- slang

2. Accessibility

- Easy to find:
 - To reach (light design)
 - Clear domain
- Easy identified as type of web-site
e.g. information site + from whom it is
organisation site
portal site
- Easy to see for who the site is for
- Easy to contact the organisation (standard form / e-mail)
- Assess if technically www is also to be used for disabled youngsters vulnerable youth
(fewer opportunities)
- Easy to move and see where you are in the site, included site map
- Only moving to “closed link” so that users have to come back to original site
- Only 3 clicks to final information
- Promotion by & for young people including tools
- Belongs to certain rings of topics
- Google finds it

3. Future

- Digital television
- Live help
- SMS
- Providing info – easily accessible through a small screen
- Interactive white boards
- Electronic voting (big brother), 3rd generation mobile phones

Measures to Assess & Improve Quality in Web-based Info Services

(continued)

Sub-group 3

Knowing the target group	Different information for different age groups?
short-term	Be question driven rather than categories
medium-term	Create designated areas for 3 ages groups (12-15 / 16-20 / 21+) or separate sites
long-term	
Quality	Show generic site + background data-base with keyword search so it is quality for ≠ age groups
Identification organiser	Identification organiser
short-term	Put your name on the site !
medium-term	Leave it there or combine it with 'aim'
long-term	
Quality	Register your domain names and owner + organisation name
Aim	Aim: not clear what site is supposed to do
short-term	Put a mission statement online + organisation values (e.g. charter)
medium-term	Statement includes all your policies, minimum quality standards,
long-term	confidentiality
Quality	Keep it up to date!
Clear message / structure	Clear message / structure
	↳ see aim ↳ broken links / Poor navigation ↳ bad homepage / Poor titles ↳ bad graphics
short-term	Site map – software solutions
medium-term	Review and quality assure the site and make the necessary changes
long-term	consulting customers.

A P P E N D I C E S

A. Compendium of Quality Initiatives: Contents

B. Seminar Programme

C. List of Participants

Appendix A

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Appendix B

"Quality Matters in Information for Young People"

Paris, 15-18 September 2005

European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

SEMINAR PROGRAMME

Thursday - 15 September 2005

Morning	Arrival of participants
12:00 > 12:45	Buffet lunch at CIDJ (101 quai Branly, Paris 15e)
13:00	Registration at FIAP
14:00	Opening Session (plenary): - <i>welcome</i> by Bernard Charbonnel (Eurodesk-France) - <i>statement</i> by Ms. Virginia Mangematin (Ministry for Youth and Sport, France) - <i>statement</i> by Mr. Guy-Michel Brandtner (Youth and Sport Directorate, Council of Europe) - <i>statement</i> by Mr. Victor Guerreiro (Youth Unit, DG-EAC, European Commission)
14:30	- <i>introductory presentations</i> by 3 European organisations: a) " EYCA Quality Standards ", by Graeme Robertson (EYCA) b) " Quality Process of the Eurodesk Network ", by Giovanni Maccioni & Bob Payne (Eurodesk) c) " Professional Principles & Quality in Youth Information ", by Jon Alexander (ERYICA) - <i>presentation of programme, and practical information</i>
16:00	Coffee-break
Room A:	Presentations of quality initiatives (30 minutes each):
16:30	1 – Austria: "National Quality Criteria in Youth Information" , by Alexandra Cangelosi
17:00	2 – Estonia: "Training Seminar on Networking" , by Helen Uustalu
Room B:	
16:30	3 – Italy: "Service Charter & Quality Indicators" , by Claudio Ardito
17:00	4 – Spain: "On-line Training Course for Youth Information Workers" , by Ajo Monzo
Room C:	
16:30	5 – England: "Youth Access Quality Standards System" , by Dianne Aimable-Lina
17:00	6 – Finland: "Peer Education as a Quality Factor" , by Päivi Timonen-Verma
19:00	Dinner

Friday - 16 September 2005

08:30	Breakfast
Room A:	Presentations of quality initiatives (30 minutes each):
09:00	7 – Wales: "CREDU, Believe in Your Digital Future" , by Lynne Thomas
09:30	8 – Belgium: "Data-Bank of Quality Youth Info Sources" , by Alain Maron
10:00	9 – Luxemburg: "National Minimum Standards in Youth Info" , by Andrée Debra
Room B:	
09:00	10 – Northern Ireland: "Quality Procedures for Youth Info Web-site" , by Liam Curran
09:30	11 – France: "User Needs and Quality Principles in Youth Info" , by Catherine de Labarre
10:00	12 – Spain: "National Competition of Good Practice" , by Maité Benavides
Room C:	
09:00	13 – EYCA: "EYCAcademy – Research Using Focus Groups" , by Gabi Haslinger
09:30	14 – Scotland: "Young Scot Knowledge Centre" , by Graeme Robertson
10:00	15 – Hungary: "Quality Management in Youth Information Services" , by Rita Sulics

SEMINAR PROGRAMME (continued)

Friday - 16 September 2005 (continued)

10:30	<i>Coffee-break</i>
Room A: 11:00 11:30 12:00	<u>Presentations of quality initiatives (30 minutes each):</u> 16 – EYCA: “Europe for a Change” , by Monika Pink 17 – Slovenia: “National Minimum Youth Info Standards” , by Barbara Zupan & Alenka Zavbi 18 – Germany: “Networking as a Quality Factor in Youth Info” , by Isgard Walla
Room B: 11:00 11:30	19 – EYCA: “EYCA Communications Group” , by Janez Plevnik 20 – Belgium: “Quality Issues on Youth Info Web-site” , by Anna Demuylder & Geertrui Van Vlem
12:00	21 – Netherlands: “Methodology for Evaluating Youth Info Services” , by Daphne De Lange
Room C: 11:00 11:30 12:00	22 – Belgium: “Guidelines for Cultural Communication” , by Maarten Denys 23 – Wales: “Canllaw Online Youth Info Quality Mark System” , by Mick Conroy 24 – Italy: “SA 8000 Social Accountability Certification” , by Giovanni Maccioni
13:00	<i>Lunch</i>
14:00	<i>Plenary Session:</i> - general issues arising out of the presentations - discussion of points raised by the participants - preparation of Discussion Groups
15:00	<i>Discussion Groups</i> (3 simultaneously): session 1 Room A: Minimum Standards in Youth Information Room B: Measures to Assess and Improve Quality of Web-based Info Services Room C: Quality Factors in Delivering Information to Young People
16:30	<i>Coffee-break</i>
17:00	<i>Discussion Groups:</i> session 2 Room A: Minimum Standards in Youth Information Room B: Measures to Assess and Improve Quality of Web-based Info Services Room C: Quality Factors in Delivering Information to Young People
20:00	<i>Buffet Dinner and International Evening at CIDJ</i>

Saturday - 17 September 2005

08:30	<i>Breakfast</i>
09:00	<i>Discussion Groups</i> (3 simultaneously): session 1 Room A: Participation of Young People in Youth Information Work Room B: Research about Youth Information Needs of Young People Room C: Attitudes and Skills Needed by Youth Information Workers
10:30	<i>Coffee-break</i>
11:00	<i>Discussion Groups:</i> session 2 Room A: Participation of Young People in Youth Information Work Room B: Research about Youth Information Needs of Young People Room C: Attitudes and Skills Needed by Youth Information Workers
13:00	<i>Aperitif</i> <i>Lunch</i>
14:00 > 15:30	<i>Closing Session</i> (plenary): - reports from Discussion Groups - discussion, proposals, conclusions - closing remarks
15:30	<i>Free-time</i>
19:00	<i>Dinner:</i> each participant to choose between FIAP, and own arrangements in city

Sunday - 18 September 2005

Departure of participants

“Quality Matters in Information for Young People”

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European Seminar, organised jointly by ERYICA, Eurodesk and EYCA

LIST OF PARTICIPANTS (in order of country)

PARTICIPANTS FROM ERYICA, EURODESK and EYCA

Name	Organisation	Address	Country	Telephone	Fax	E-mail / Web page
Alexandra Cangelosi	jugendinfo.cc - ARGE Osterreichische Jugendinfos	Lilienbrunnngasse 18/2/41 1020 Vienna	Austria	+43 699 120 05 183	+43 1 216 48 44- 55	alexandra.cangelosi@jugendinfo.cc www.jugendinfo.cc
Gabi Haslinger Monika Pink	EURO<26 Jugendkarte	Glockeng. 4d, 5020 Salzburg	Austria	+43-662-849291- 54	+43-662- 849291-53	g.haslinger@euro26.at m.pink@euro26.at www.euro26.at
Manfred Zentner	Jugendkultur.at – Institut für Jugendkulturforschung	Bauernmarkt 6 Top 5 1010 Wien	Austria	+43-15326795	+43-1532679520	mzentner@jugendkultur.at www.jugendkultur.at
Debby Boernaems	Delta vzw – Netwerk van JIPS	Vijverlaan 53 2610 Wilrijk	Belgium	+32 3 820 95 31	+32 3 821 06 09	debby@jips.be www.jips.be
Maarten Denys	Cultureel Jongeren Paspoort	p/a Lunatheater Saintelettesquare 19 1000 Brussels	Belgium	+32-22030200	+32-22010929	maarten.denys@cjp.be www.cjp.be
Anna Demuylder	In Petto	Diksmuidelaan 50 2600 Berchem- Antwerpen	Belgium	+32 3 366 15 20	+32 3 366 11 58	anna@inpetto-jeugdendienst.be www.jongereninformatie.be www.inpetto-jeugdendienst.be
Alain Maron	Centre d’information et de documentation pour jeunes (CIDJ)	88 rue Haute 1000 Bruxelles	Belgium	+32 2 219 54 12	+32 2 219 54 13	alain.maron@cidj.be www.cidj.be

LIST OF PARTICIPANTS (continued)

Name	Organisation	Address	Country	Telephone	Fax	E-mail / Web page
Geertrui Van Vlem	Jongeren Advies Centrum (JAC)	Holstraat 23 9000 Gent	Belgium	+32 9 223 68 82		jac@artefvelde.be www.jacgent.be
Ivelina Peeva	EURO<26 Bulgaria Foundation	2, Ruen street 5300 Gabrovo	Bulgaria	+359-66803058	+359-66803058	euro26@mbox.digsys.bg www.euro26bg.org
Hannes Sildnik	European Movement in Estonia	<u>Postal Address:</u> Roosikrantsi 11, 10119 Tallinn <u>Office Address:</u> Estonia pst 5a, (V floor) 10143 Tallinn	Estonia	+ 372 6 419 678 + 372 693 5235	+ 372 6 306 616	hannes@eurodesk.ee www.eurodesk.ee www.euroopaliikumine.ee/
Helen Uustalu	Estonian Youth Work Centre (ENTK)	10 Uuslinna St. 11415 Tallinn	Estonia	+372 638 07 64	+372 638 07 56	helen.uustalu@entk.ee www.entk.ee
Sari Rehell	Centre for International Mobility (CIMO)	P.O. Box 343 00531 Helsinki	Finland	+358 9 7747 7664	+358 9 7747 7064	eurodesk@cimo.fi sari.rehell@cimo.fi www.cimo.fi
Jarkko Lehikoinen	Allianssi	Asemapäällikönkatu 1 00520 Helsinki	Finland	+358 20 755 26 00	+358 20 755 26 27	jage@alli.fi www.alli.fi
Päivi Timonen-Verma	Helsinki City Youth Department	Social Youth Work Unit PL 5000 00099 Helsingin Kaupunki	Finland	+358 415 12 17 67		timoska@lasipalatsi.fi
Bernard Charbonnel Claire Conlon Sophie Rosman	Centre d'information et de documentation jeunesse (CIDJ)	101 Quai Branly, 75740 Paris Cedex 15	France	+33 1 44 49 13 20 +33 1 44 49 29 16 +33 1 44 49 29 11	+33 1 40 65 02 61	bernardcharbonnel@cidj.com eurodesk@cidj.com eurodyssee@cidj.com www.cidj.com
Catherine De Labarre	CIDJ	101 Quai Branly 75740 Paris Cedex 15	France	+33 1 44 49 12 67	+33 1 44 49 13 20	catherinedelabarre@cidj.com
Reinhard Schwalbach Robert Helm- Pleuger Kerstin Giebel	International Youth Exchange & Visitor's Service (IJAB)	Heussallee 30 53113 Bonn	Germany	+49 228 9506 208 +49 228 9506 223	+49 228 9506 199	schwalbach@ijab.de helm@ijab.de giebel@ijab.de www.eurodesk.de

LIST OF PARTICIPANTS (continued)

Name	Organisation	Address	Country	Telephone	Fax	E-mail / Web page
Isgard Walla	Stiftung Demokratische Jugend	Gruenberger Str. 54 10245 Berlin	Germany	+49 30 20078922	+49 30 20078999	i.walla@jugendnetz-berlin.de
Lia Logaridi	Hellenic National Youth Agency General Secretariat for Youth	Acharnon 417, 11143, Athens	Greece	+30 210 25 99 428 +30 210 25 99 330	+30 210 25 31 879	lialog@neagenia.gr www.neagenia.gr
Angeliki Molioti	General Secretariat for Youth	417 Archanon St. 11143 Athinai	Greece	+30 210 259 93 55	+30 210 253 18 79	a.molioti@neagenia.gr
Rita Sulics	Hungarian Association of Youth Information and Counselling Offices (HAYICO)	c/o HELPI Széchenyi sétány 2-4 6000 Kecskemét	Hungary	+36 76 47 50 22	+36 76 47 50 22	sulics.rita@helpi.hu www.hayico.ngo.hu
Edel Stout	Cork Youth Information Centre (YMCA)	11/12 Marlboro Street Cork	Ireland	+353 21 427 0187	+353 21 4274 726	yiccork@iol.ie
Giovanni Maccioni	Eurodesk Italia	Via 29 Novembre, 49 09123 Cagliari	Italy	+ 39 070 68 4064	+39 070 68 3283	giovanni@eurodesk.it www.eurodesk.it
Angela Dato	Cartagiovani	Via Albalonga, 3 00183 Roma	Italy	+39-0664960345	+39-0664960336	adato@cartagiovani.it www.cartagiovani.it
Claudio Ardito	Centro InformaGiovani	Citta di Torino Centro Informagiovani Via delle Orfane 20 10122 Torino	Italy	+39 011 442 49 92	+39 011 442 49 50	claudio.ardito@comune.torino.it www.comune.torino.it/infogio/e_n.htm
Andrée Debra Lia Kechagia	Centre Information Jeunes	26 Place de la Gare 1616 Luxembourg	Luxemburg	+352 26293219	+352 26293215	lia.kechagia@info.jeunes.lu andree.debra@info.jeunes.lu www.euro26.lu + www.youth.lu
Daphne De Lange	Quia	c/o JIP Postbus 1035 5000 AH Tilburg	Netherlands	+31 13 594 81 13		daphnedelange@jip.org www.quia.nl
Pink Hilverding	NIZW International Centre	P.O. Box 19 152 3501 DD Utrecht	Netherlands	+31 30 2394 469	+31 30 2306 540	p.hilverdink@nizw.nl www.nizw.nl

LIST OF PARTICIPANTS (continued)

Name	Organisation	Address	Country	Telephone	Fax	E-mail / Web page
Sif Vik	Forum of Youth Information Offices (Forum UIK)	c/o Tvibit Youth Centre Fredrik Langesgt. 29 9009 Tromso	Norway	+47 776 978 66	+47 776 978 71	sif@tvibit.net www.unginfo.oslo.no/ungnor
Wawrzyniec Pater Marzena Białasek	National Agency of the Youth Programme	ul. Mokotowska 43, 00-551 Warsaw	Poland	+48 22 622 66 70	+48 22 622 80 81	w.pater@eurodesk.pl m.bialasek@eurodesk.pl www.eurodesk.pl
Fernando Espadinha	Portuguese Youth Institute (IPJ)	Departemento de Informaçaos aos Jovens Avda da Liberdade 194 1269-051 Lisboa	Portugal	+351 21 317 92 82	+351 21 317 92 19	fernando.espadinha@ipj.pt www.juventude.gov.pt
Mihaela Nicolai	National Agency for Supporting Youth Initiatives (ANSIT)	4-6, Dem.I. Dobrescu Street 010026 Bucharest	Romania	+40 21 312 73 28	+40 21 312 73 28	mihaela.nicolai@eurodesk.org ansit@eurodesk.org
Janez Plevnik	Movit	Gregorciceva 3 1000 Ljubljana	Slovenia	+386-14265268	+386-14265273	janez.plevnik@euro26.si www.euro26.si
Ljubo Raicevic Alenka Zavbi	Slovenian Youth Inform-ation and Counselling Centre (MISSS)	Kunaverjeva 2 1000 Ljubljana	Slovenia	+386 1 510 16 70	+386 1 510 16 70	misss@guest.arnes.si alenzavbi@gmail.com www.missis.org
Maite Benavides Castro	Instituto de la Juventud (INJUVE)	Marques de Riscal 16 28010 Madrid	Spain	+34 91 3637837 +34 913 637 840	+34 91 3199338	benavides@mtas.es www.mtas.es/injuve
Ajo Monzo	Baleares Youth Info and Documentation Centre (CBIDJ)	C/ Joan Lluís Estelrich 9 07003 Palma de Mallorca	Spain	+34 971 78 42 29	+34 971 78 42 13	ajo@bitel.es
Eduardo Padial Morillas	Infojuven-Malaga (CIJ)	Ayuntamiento de Malaga C/ Roger de Flor s/n 29006 Malaga	Spain	+34 952 04 01 50	+34 952 31 24 93	infojuven.juventud@ayto-malaga.es
Stefan Holmgren	Centre for International Youth Exchange (CIU)	Ludvigsbergsgatan 22 11823 Stockholm	Sweden	+ 46 8 440 87 80	+46 8 20 35 30	stefan.holmgren@ciu.org www.ciu.org www.mytellus.com

LIST OF PARTICIPANTS (continued)

	Name	Organisation	Address	Country	Telephone	Fax	E-mail / Web page
	Graeme Robertson Marcus Liddle	Young Scot	Rosebery House 9, Haymarket Terrace EH12 5EZ Edinburgh	United Kingdom	+44-1313132488	+441313136800	graemer@youngscot.org marcl@youngscot.org www.youngscot.org
	Lynne Thomas	Canllaw Online	Caerphilly Business Park Suite 5, The Octagon Van Court, Van Road Caerphilly CF83 3ED	United Kingdom	+44-2920887868	+44-2920880479	lynnethomas@canllaw-online.com www.canllaw-online.com
	Maureen Rooney	YouthLink Scotland / Eurodesk	Rosebery House 9 Haymarket Terrace Edinburgh EH12 5EZ	United Kingdom	+44 131 313 2488	+44 131 313 6800	mrooney@youthlink.co.uk www.eurodesk.org.uk
	Dianne Aimable- Lina	Youth Access	1-2 Taylors Yard 67 Alderbrook Road London SW12 8AD	United Kingdom	+44 208 772 99 00	+44 208 772 97 46	dianne@youthaccess.org.uk www.youthaccess.org.uk
	Liam Curran	Youth Council for Northern Ireland (YCNI)	Area Youth Office 18 Great James Street Londonderry BT48 7DA	United Kingdom	+44 28 71 27 19 32	+44 28 71 36 67 39	liam_curran@welbni.org www.niyouthinfo.org
	Mick Conroy	Canllaw Online	Caerphilly Business Park, Suite 5, The Octagon Van Road Caerphilly CF83 3ED	United Kingdom	+44 29 20 88 78 68	+44 29 20 88 04 79	mickconroy@canllaw-online.com www.canllaw-online.com
	Jon Alexander	ERYICA Secretariat	101 Quai Branly 75740 Paris Cedex 15		+33 1 44 49 13 27	+33 1 40 56 32 84	secgen@eryica.org www.eryica.org
	Bob Payne Birgitte Bullaert Grazia Cannarsa Raluca E. Voinea	Eurodesk European Office	Scotland House, Rond Point Schuman 6, 1040 Brussels		+32 2 282 83 84	+32 2 282 83 90	info@eurodesk.org www.eurodesk.org
	Wolfgang Schick	European Youth Card Association	Office in Austria: EURO<26 Jugendkarte Glockeng. 4d 5020 Salzburg		+43-662-849291- 81	+43-662- 849291-53	president@eyca.org www.eyca.org

LIST OF PARTICIPANTS (continued)

EUROPEAN AND GOVERNMENTAL REPRESENTATIVES

Name	Organisation	Address	Country	Telephone	Fax	E-mail / Web page
Virginia Mangematin	Ministère de la Jeunesse, des Sports et de la Vie associative	95 avenue de France 75650 Paris Cedex 13	France	+33 1 40 45 9346	+33 1 40459790	virginia.mangematin@jeunesse-sports.gouv.fr
Barbara Zupan	Office of Republic of Slovenia for Youth, Ministry for Sport and Education	Stefanova 1 1000 Ljubljana	Slovenia	+386 1 426 57 01	+386 1 425 91 46	barbarazupan@gov.si
Victor Guerreiro	European Commission - DG Education and Culture / Youth Unit	Commission européenne - Direction générale de l'éducation et de la culture - Unité D1 – Jeunesse : Politique 1049 Bruxelles, Belgique		+32 2 295 00 54	+32 2 299 40 38	victor.guerreiro@cec.eu.int http://europa.eu.int/comm/education/youth.html
Guy-Michel Brandtner	Council of Europe - Directorate for Youth and Sport	30 rue Pierre de Coubertin 67000 Strasbourg France		+33 3 88 41 23 00	+33 3 88 41 27 78	guy-michel.brandtner@coe.int
Alix Masson	European Youth Forum	120 rue Joseph II 1000 Brussels		+32 2 286 94 22	+32 2 230 21 23	alix.masson@youthforum.org www.youthforum.org