



European Youth
Card Association

GOOD PRACTICE SERIES **SIX**

ADDING VALUE TO STUDENT LIFE

European Youth Cards working with high
schools and universities

eyca.org

EMPOWERING EUROPE'S YOUTH

We are the European Youth Card Association (EYCA) - a non-governmental, not-for-profit association of 41 member organisations in 38 countries across Europe. Together we work to empower Europe's youth.

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

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MORE OPPORTUNITIES FOR STUDENTS

In one third of countries in the EYCA network, the European Youth Card has partnered up with national student cards in order to offer students a vast range of national and international opportunities.

This issue of the Good Practice Series features stories about some of the EYCA member organisations that have integrated European Youth Card services with every-day life in schools and universities.

GOING DIGITAL

MECENAT, SWEDEN

Since 2002, Mecenat, the EYCA member in Sweden, has been cooperating with all universities and colleges in the country. Today all students in Sweden carry the same card - Mecenatkortet.

One of the essential elements of the Mecenat success story has been the organisation's determination to always move in the same direction as young people and be one of the early adopters of the trends they embrace. For instance, the Mecenat app associated with the card has been hugely successful, with over 500,000 downloads to date. In addition, the Mecenat online platform provides cardholders with easy access to online discounts on thousands of products and services.

Adding the European Youth Card logo to Mecenatkortet means that Swedish students also enjoy international benefits and opportunities and are connected to European information about mobility and participation opportunities.

The Mecenat card is sent free of charge to students, with 1.3 million cards distributed during the academic year 2013/14.

STUDENT CENTRES



EVROPSKI OMLADINSKI CENTAR, SERBIA

EYCA's member organisation in Serbia, Evropski Omladinski Centar, works with all major student centres in the country. Co-operation with the agencies managing student restaurants, facilities and accommodation creates benefits and opportunities for around 45,000 students every day.

The card's chip is used to enter dormitories, to pay for meals in canteens and to access medical services, in addition to thousands of discounts and opportunities at home and abroad.

In 2010, Evropski Omladinski Centar established partnerships with high school centres throughout Serbia, making the European Youth Card the ID card of around 10,000 high school students.

Participating student centres and faculties benefit by being able to provide better, less costly and more efficient services to students.

UNLIMITED OPTIONS

YOUNG SCOT, SCOTLAND, UK

The Young Scot card is part of the Scottish National Entitlement Card programme – a partnership between Young Scot, the Scottish Government, Transport Scotland, all 32 local authorities and other public sector organisations to make it quicker and easier to access services using one card rather than many. The card is a great example of joining up public services for young people.

Use in schools means that local authorities issue the card to young people when they move from primary school to secondary school (age 11/12). Two out of three secondary schools in Scotland use the Young Scot card to support cashless catering. The card can be topped up with money and then used to pay for school meals and snacks. One of the main advantages of this approach is reducing the stigma attached to claiming a free school meal. Young people living in poverty receive a free meal at school and have this entitlement loaded on to their card anonymously.

In 2008 a pilot project was introduced at the University of Abertay to combine the university's own student card with the Young Scot card. Students are now able to use their Young Scot card to access university services such as secure access to university properties, library services and photocopying. The pilot project was very successful, with an external evaluation demonstrating that the joint card adds considerable value to learning provision. The approach has since been replicated in Dundee College and plans are being developed for a joint student card with a number of other colleges and universities.

***Over 518,000
young people in
Scotland now carry
the Young Scot card.***

IMPROVING SCHOOL SERVICES

CKM SYTS, SLOVAKIA

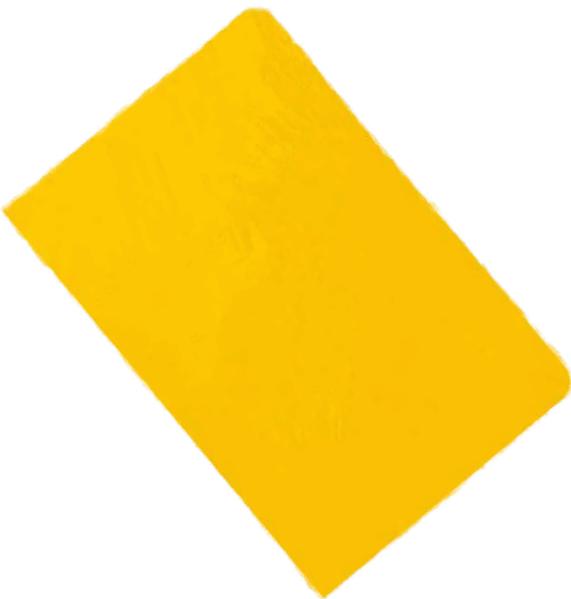
CKM currently cooperates with almost 50% of Slovakia's 750 secondary schools, providing students with the European Youth Card. Schools benefit from the partnership through more efficient management of school meals and other services the school provides for students. In addition, they can offer their students access to thousands of discounts and opportunities in Slovakia and across Europe.

DIAKKEDVEZMENY, HUNGARY

EYCA member organisation in Hungary - Diakkedvezmeny - co-brands the student cards with the European Youth Card in elementary schools, high schools and universities across the country.

They have recently started to develop a school meals programme allowing students to buy their school meals via their card.





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

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