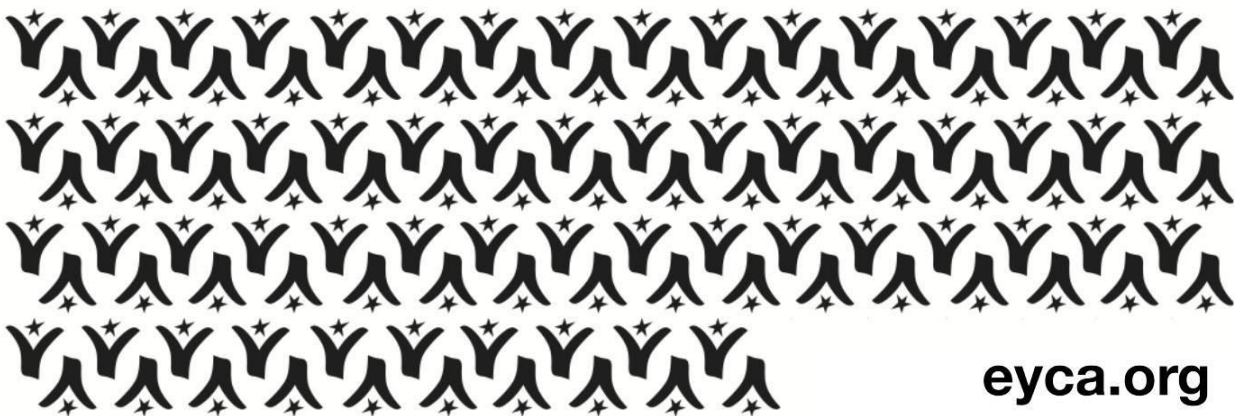




maximising impact

# MAXIMISING IMPACT SEMINAR REPORT

3 – 4 March 2020  
Brussels, Belgium



[eyca.org](http://eyca.org)



## CONTEXT

As part of the Maximising Impact Programme, every year EYCA organises a two-day seminar exclusively dedicated to member organisations. The aim of the seminar was to provide expertise and knowledge on a topic of common interest and high on the agenda for many member organisations. Following EYCA members expressed interest and recommendations, the topic of the 2020 MI Seminar was ***“The role of European Youth Card in developing urban policies and youth-friendly cities”***.

Objectives:

- Offer a space for dialogue and share of good practices among EYCA member organisations with a focus on municipal youth cards;
- Offer a space for networking with other key stakeholders in urban planning and European cities & regions associations;
- Increase EYCA members’ role as a dialogue partner in local youth policies.

### Profile of participants

The seminar brought together representatives of EYCA member organisations with various profiles:

- Public authorities’ representatives, both at local and regional levels;
- Youth workers who are directly connected to the European Youth Card services;
- Young people themselves (EYCA Youth Panel)
- Representatives of partner organisations in Brussels

The event was a space where both the perspectives of EYCA member organisations and Municipality representatives were equally valued, and they learned from each other.

### Main results of the event

The event was open by EYCA Director and the welcome words from EYCA Board members, Mrs Mónica Sala and Mr Jan Pelozo, who invited all guests to enjoy the seminar and find inspiration from best practices across the network.

EYCA Director delivered a general presentation about the network and the European Youth Card as a tool to engage young people and offer them access to local public services. The following presentations showcased examples of good practices on how the EYC is particularly interesting for different municipalities:

- Beth Hayton – Young Scot, UK – presented the advantages of a digitalised system and using the EYC as a tool for accessing transport, public spaces and participation opportunities for young people;
- Rui Texeira – MOVIOJEM, Portugal – Presenting the various ways in which 105 municipalities across Portugal use the European Youth Card
- Gil Nunes – Municipality representative, Villa Nova de Gaia, Portugal – Presenting how the Municipality of Gaia uses the European Youth Card to foster youth participation, sustainability and involve young people in city’s life.



- Babis Papaioannou – Greek Youth Card and Network of European Youth Capitals – presented the potential of Thessaloniki to be the first youth-friendly city and the opportunities of collaboration between the EYC and initiatives such as the European Youth Capitals.

All presentations and good practices are available here: <http://tiny.cc/6e17kz>

The morning session included a mapping exercise during which participants were invited to brainstorm, discuss and identify the best possible ways to connect EYC services to municipal policies, as well as the resources we have in common as network and partners to address challenges of young people at the local level. Results of this exercise:

<b>HOW</b> <input type="checkbox"/> Can we address common challenges at local level? <input type="checkbox"/> Can the EYC be an effective tool?	<b>WHAT</b> <input type="checkbox"/> Type of services we want to offer? <input type="checkbox"/> Common challenges and resources do we have?
<ul style="list-style-type: none"> <li>• EYC connects to other projects</li> <li>• Yes, co-design local services, Youth Card, Young people, municipalities</li> <li>• Inform young people -&gt; linked to elections-politics: young voters</li> <li>• Reach young people who are oppressed living in disadvantage</li> <li>• Reaching a more extensive audience</li> <li>• EYC can be effective in promoting city within Europe</li> <li>• EYC connects young people to local activities</li> <li>• Include young making links to participatory budgeting other participation</li> <li>• Solution for young people (EYC) and local authorities</li> <li>• Develop local youth mobility</li> <li>• Focus on the support of local youth support</li> <li>• National Youth Panel</li> <li>• Connected with the local (and not only) youth trends</li> <li>• Structure ongoing dialogue</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement of youth in EU processes</li> <li>• Connect with the business sector</li> <li>• Activate and organise the unorganised youth</li> <li>• Providing into young people from rural areas</li> <li>• Difference between those who have a card and those who use it</li> <li>• To have real open cards giving access to all services</li> <li>• To show municipalities the youth card as a development tool</li> <li>• Increase the use of the European Youth Card</li> <li>• Making sure the offer is good for young people and municipalities</li> </ul>



<b>WHY</b> ? Is it important to involve youth at local level?	<b>WHO</b> ? Are we addressing? Specific groups of youth? ? Are there other actors we can involve?
<ul style="list-style-type: none"> <li>• Get honest feedback from youth</li> <li>• Help them get to know the weight of their votes and political decision</li> <li>• Connect young people with local entities/services</li> <li>• Connect/put in contact young people and local/municipalities for local policy development</li> <li>• To create a community for a transformation process enhancing a feeling of local belonging</li> <li>• To help and facilitate young people involvement and participation in the community</li> <li>• Democracy at the local level</li> <li>• Using youth policy for helping to understand youth behaviour through local actions to give to young people new opportunities</li> <li>• Help them be involved in politics in younger age (before leaving for studies)</li> <li>• Young people have different visions</li> <li>• Young people are experts of their own experience</li> <li>• Fight the radicalization of young people</li> <li>• Feedback and evaluation understanding needs and making the offer better</li> </ul>	<ul style="list-style-type: none"> <li>• Young people from 12-14 years old – 14-18 years old</li> <li>• Young people living in poverty</li> <li>• Refugees</li> <li>• Young people out of education (graduated or not involved in the system)</li> <li>• Students</li> <li>• Local minorities</li> <li>• Politicians</li> <li>• Foundations and donors community</li> <li>• Local business</li> <li>• Celebrities, influencers</li> <li>• Municipalities</li> <li>• Other generations</li> <li>• Experts (local, young)</li> <li>• NGO</li> <li>• Young politicians</li> <li>• Youth centre</li> <li>• Universities</li> <li>• Youth council (local)</li> <li>• International ambassador</li> </ul>

The afternoon continued with a roundtable event which offered the possibility to EYCA members and guests to speak to representatives of:

- [European Parliament](#) – MEP Diana Riba i Giner
- [Eurocities](#) – Patricia Couti
- [Europe Goes Local](#) – Judit Balogh
- [Assembly of European Regions](#) – Andres Muñoz Rojo
- [EYCA Youth Panel](#) – Markos Chionos

The second day continued with examples of good practices from:

- Francesc Poch – [Agència Catalana de la Joventut](#) – presenting how the European Youth Card is used as a tool for social inclusion at regional level;



- Maria Puig – Vice Major of [Palamós city](#) – presenting how the partnership with EYC has increased youth tourism in the city;
- Jugoslav Radovic – [European Youth Card in Montenegro](#) – presenting new models of partnering with municipalities such as Tivat and Budva.

The final part of the event was an exercise of planning together and creating synergies for European Youth Card development and partnership strategies with Municipalities. Results of the session:

***What are the steps that EYCA should take in order to help member organisations to work in municipality cards?***

- Ebook/experiences from organisation with good or bad experiences
- Give voice of satisfied municipalities
- Network of municipalities which collaborate with EYCA
- Toolkit of good practice on local level: strategy of the specific town (price: free/paid)
- Social media group for all cardholder from Europe to communicate each other
- Good practice examples / case studies
- Give funding for support to work with municipalities → funding for visits and exchanges with different countries
- Map/picture of members who are already implementing work in municipalities
- EYCA award for best collaboration with municipalities
- More seminars and study visit

***How to work with municipalities? What are the elements to consider when working with municipalities?***

- Coordination of actions in order to promote the local program for the benefit of young people
- Put EYCA in local policy of municipalities as potential development
- Cobranding cards; create benefits on local level → municipalities should understand messages for increasing their attractivity
- The argument for municipality: how many cards do we have in Europe → added value
- Consider why you want to work with municipalities
- Ask yourself what you are hoping to achieve, what are the benefits for organisation, young people and municipality.
- Consider resources and budget - how many people work in organisation
- What does municipality have to offer
- Start small: a “pilot” with one or two municipalities → test and adapt if needed.
- How to communicate partnership with municipality: social media, promotion
- Think about technical and political contacts and how to balance these conversations
- Focus on EU value
- Municipalities are responsible for making local discounts



### **Can your organisation be involved in local youth plans/strategy? How?**

- Our knowledge of young people to help municipalities to have ideas for implementing youth policy
- Youth panels surveys on-line with cardholders
- Erasmus+ programs (using EYCA network) to help create social programs for municipal programs
- Support to organise involvement with young people - how to reach out and engage young people-
- Co-design with young people
- Participation with young people
- Make connections with other municipalities: share knowledge
- Link organisation and EYC to local youth services -e.g. info and discount linked to local events/works/themes
- Facilitate youth forum: development of youth policy
- Facilitate events - bring together different departments - integrated services/department.
- Youth councils → local youth organisation → local lobbies
- Connection with city halls → governments
- Local youth plans → youth cards
- Including card in the budget for policy

### **Reflecting on the knowledge gained in this seminar: What would you like to implement in your organisation in the short / mid / long term?**

- Mapping potential cooperation with municipalities in all countries
- Implementation at different levels → need for funding, support
- Improve awareness / understanding within the municipality about the benefits of the EYC
- Establish possibilities of work in municipalities
- Implement ideas around different identities in different municipalities
- Work in every region in our countries: adapt to each area/region
- Develop communication with municipalities



## PROGRAMME OF THE SEMINAR

2 <sup>nd</sup> of March 2020	
20:00	Welcome dinner at the hotel
3 <sup>rd</sup> of March 2020	
8:30	Meeting point at the Hotel Catalonia lobby.
9:15 – 9:45	<p><b>Official Welcome</b></p> <ul style="list-style-type: none"> <li>• Monica Sala and Jan Peloza – welcome from EYCA Board</li> <li>• Manel Sanchez – EYCA presentation</li> </ul> <p>Round of introductions from participants</p>
9:45 – 11:15	<p><b>Good practices presentations</b></p> <ul style="list-style-type: none"> <li>• Beth Hayton – Young Scot, UK.</li> <li>• Rui Teixeira – MOVIOJovem, Portugal</li> <li>• Gil Nunes – Municipality representative, Villa Nova de Gaia, Portugal</li> </ul>
11:15 – 11:30	Coffee break
11:30 – 12:30	<p><b>Good practices presentation</b></p> <ul style="list-style-type: none"> <li>• Babis Papaioannou – Greek Youth Card</li> <li>• Municipality representative, Thessaloniki, Greece</li> </ul> <p><b>What do we have in common?</b></p> <p>Exercise mapping:</p> <ul style="list-style-type: none"> <li>• The challenges in developing partnerships with Municipalities</li> <li>• Common resources;</li> </ul> <p>Opportunities in partnering up with Municipalities and what we can offer.</p>
12:30 – 14:00	Lunch in the cafeteria
15:00 – 17:00	<p>Attending European roundtable event <b><i>“Cities of the future: What is next for urban development and the role of young people?”</i></b></p> <ul style="list-style-type: none"> <li>• Diana Riba i Giner, MEP Greens - welcome</li> <li>• Manel Sanchez – EYCA, welcome</li> </ul> <p>Presentations and panel discussion with:</p> <p><b><i>What is next for urban development and the role of young people? How is your institution/party supporting youth involvement in urban policies?</i></b></p> <ul style="list-style-type: none"> <li>• Diana Riba I Giner, MEP Greens</li> </ul>



	<ul style="list-style-type: none"> <li>• Jan Peloza, EYCA Board member</li> </ul> <p><b>15 minutes of Q&amp;A</b></p> <p><b>Youth &amp; local democracy perspectives</b></p> <ul style="list-style-type: none"> <li>• Judit Balogh - Europe Goes Local</li> <li>• Markos Chionos – EYCA Youth Panel</li> </ul> <p><b>15 minutes of Q&amp;A</b></p> <p><b>Social inclusion and youth mobility: challenges and opportunities at the municipal level</b></p> <ul style="list-style-type: none"> <li>• Patricia Couti – EUROCITIES</li> <li>• Andres Muñoz Rojo – Association of European Regions</li> <li>• Babis Papaioannou – EYCA member organisation in Greece</li> </ul> <p><b>15 minutes of Q&amp;A</b></p> <p>Closing</p>
19:00	Dinner
<b>4<sup>th</sup> of March 2020</b>	
09.30 – 11.30	<p><b>Presentations</b></p> <ul style="list-style-type: none"> <li>• Francesc Posch – Agència Catalana de la Joventut</li> <li>• Maria Puig – Vice Major of Palamós city.</li> <li>• Jugoslav Radovic – European Youth Card in Montenegro</li> </ul>
11.30 – 11.45	<b>Coffee break</b>
11:45 – 13:00	<p><b>Planning together I</b></p> <p>Session dedicated to:</p> <ul style="list-style-type: none"> <li>• create synergies and common plans for European Youth Card development and partnership strategies with Municipalities</li> </ul> <p>The results of this session will be reflected in EYCA’s strategic plan 2021 – 2025</p> <p>Evaluation and closing remarks</p>
13:00 – 15:00	Lunch and departures





## List of participants

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