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14

europdesk

Annual Overview



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The photo on the front cover is a work of Fábio Rego. The photo on the back cover is a work of José Sánchez. Fábio and José are the winners of the Time to Move Photo Contest.

The insides of the cover are made out of a selection of photos from the contestants of the Time to Move Photo Contest.



Foreword



Mr Reinhard Schwalbach
Eurodesk President

In 2014 the new program Erasmus+ started. We all – working in the field of youth - were facing a lot of changes and challenges. Priorities and frame conditions of the Eurodesk network have changed a lot and some issues are still under development. That's life!

The new program and structural changes in the Member States has also caused changes in the Eurodesk network. For a while in 2014, it was not always clear who and which organisation takes over the Eurodesk tasks and responsibilities. Meanwhile the most questions in that area are solved and the national work plans are in realisation. A couple of good examples you will find in this publication. Nevertheless, this "start in progress" produces new ideas and services. A look into our publications shows a refreshed design of the Eurodesk corporate identity that is aiming at a better visibility of the network.

The new European Youth Portal (EYP) had a satisfying start in 2013 and we can say that our efforts last year exceeded our expectations about the success of this information site for youth. The entire network discussed new impetuses and we all worked on the quality development in different areas. Namely, we renewed the format of our network meetings, we set up a training working group, elaborated the Time to Move? campaign and finalised our Quality Criteria. 2014 was the beginning of the conceptual renewal of our Eurodesk.eu website and included web based services. We are working on a Last Minute Offers database, which will be the first European online collection for mobility opportunities for young people. We have plans for our traditional collection of European funding opportunities.


At the same time – as in previous years – we were aware that our roots are all multipliers, working in the frame of Eurodesk in fulfilling our common aims: highlighting mobility opportunities and striving for civic participation of young people in Europe and our societies. The recognition of the engagement of our multipliers is an important part of our European work. Therefore, we tried to participate in as many national network meetings as possible, to be in touch with our information partners.

After this busy year, I want, again, to thank all of our stakeholders inside and outside the Eurodesk network on European, national, regional and local level, in the European institutions and Member States for their support and the confidence in the quality of our work and services.

I am convinced that this booklet gives a valuable insight into our field of activities in 2014. I am sure Eurodesk can also count on your assistance in 2015 and I invite you for an ongoing discussion about our services and results to intensify our common relation.

Reinhard Schwalbach





Study visit of Italian youngsters to Brussels, Belgium organised by Eurodesk Italy.

'Eurodesk makes young people dream about mobility. After that, it is just a short step to reality.'

Eva Masarova, national authority from the Ministry of Education responsible for youth and community programmes in Slovakia.

Erasmus

Europe must equip its citizens with the education, skills and creativity that they need in a knowledge society. The world is changing fast, and education systems need to modernise and adapt to new ways of teaching and learning and embrace the new opportunities that exist. Education, training and non-formal youth learning are key to creating jobs and improving Europe's competitiveness. That's why Erasmus+ will make a key contribution to addressing these challenges.

New possibilities for Eurodesk within Erasmus+

With the regulation (EU) No 1288/2013 of the European Parliament and of the Council of 11 December 2013 establishing 'Erasmus+': the Union programme for education, training, youth and sport, Eurodesk became for the period 2014-2021 a support structure for policy reform of the programme. For the organisation this means the possibility to align its information services to the objectives of the programmes from the management of the content on the European Youth Portal and the development of online information services to a strong and balanced focus on its offline activities and mainly in close cooperation with the Eurodesk network of multipliers in Europe.

The refreshed Eurodesk visual identity

2014 marked a milestone for Eurodesk. A new visual identity was designed with care and attention. During the process of creation there were two main aims: to refresh and unite the face of the network while respecting the rich history of both the network and its visual existence. Therefore the main element of the old identity, the Eurodesk logo and the two main colors (yellow and blue) remained but were extended with dynamic geometric elements. The implementation of the new identity is timed for 2015 as the year marks the 25th anniversary of the organisation's existence.

Restating Eurodesk's mission and priorities for 2014-2016

/// Raising awareness among young people on mobility opportunities and encouraging them to become active citizens. ///

This mission statement was chosen by the Executive Committee in February 2014 to give a new direction and a new impulse to Eurodesk as a brand and a support structure to the Erasmus+ programme involving all actors in Eurodesk (Eurodesk National Centres, Eurodesk multipliers and Eurodesk Brussels Link)

For the period 2014-2016, Eurodesk chose the motto: Growing with Quality, enhancing Eurodesk Services. 4 strategic key actions were defined for the 2 year period.

1. Managing a Eurodesk brand in which quality is the promise

Taking a branding approach is one way to reaffirm and further develop a corporate identity, i.e. what the organisation Eurodesk is about. Managing a brand inspires others and triggers internal innovative solutions that are understandable for all. Finally, because Branding is inevitably leading to an increased standardisation of some operations, a clear positioning of the Eurodesk brand will make it easier to assess later quality issues and performance within the network in a spirit of fairness and efficiency.

In each of the 34 countries where Eurodesk operates in 2014, national representatives, all professionals, regularly assess the needs, develop and maintain a trained network of on-field youth professionals to whom they provide dedicated tools and services.

With the EYP showcasing opportunities directly to young people, EBL followed by the Eurodesk National centres have started to reshape their online presence including websites and social media.

2. Revisiting EBL's and Eurodesk information management tools

Some technical and communication approaches as well as tools need to be therefore redesigned in depth and renewed in order to better serve the needs of Eurodesk centres and their multipliers. At the same time, taking the opportunity to renew Eurodesk's tools is the opportunity to strengthen our identity and our core services.

4. Managing the contents of the European Youth Portal

In 2014 the European Youth Portal was revamped. New themes and features were added.

Developing new fruitful partnerships and concrete synergies with stakeholders is key in order to increase the number of articles news and events and to generate traffic on the Portal. Engaging Multipliers and young people in the process is another way to do it.

3. Expanding the network of Eurodesk multipliers

The added value of Eurodesk and its unique selling point is certainly this particular relationship that national Eurodesk centres build with their network of various multipliers on local level to channel their pieces of information.

5. Increasing Eurodesk's training activities

A qualifying training programme for Eurodesk multipliers at national level, based on the current quality catalogue but going further in the description and assessment of skills is a way to professionalise our network. The design of the Framework of Reference and the first module started in 2014.

Renewed format of network meetings

In 2014, with the support of an external facilitator EBL introduced a new format implying external keynote speakers from other fields and the use of the non-formal learning methodology for network meetings in order to improve the overall quality of the meetings themselves and to better engage the audiences. Evaluation surveys of the meetings show overall satisfaction of the attending participants in 2014.

*"I very much appreciate the more
interactive sessions where we can
learn from each other"*

Vendela Engblom, Eurodesk Sweden

Coordination within the Eurodesk network

In October 2014, Macedonia joined the Eurodesk network as the 34th country. They are part of the National Agency for European Educational Programmes and Mobility. The first call for multipliers was published, and by the end of the calendar year they established the base of a national network with 2 multipliers.

Eurodesk Germany trained almost 90 professionals (teachers, career counselors, youth workers) as 'Eurodesk mobility guides'. The 'Eurodesk mobility guides' are the first point of contact for young people at local level and refer, for example, to the local Eurodesk multipliers.

Eurodesk Turkey organised 48 different events at national level and around 1 million participants attended these events.

Eurodesk UK took part in the Erasmus+ Annual Conference where over 150 attendees from successful Erasmus+ applicant organisations had the opportunity to find out about Eurodesk UK through the Info Point exhibition.

For Eurodesk Croatia, 2014 was the second year of cooperation with an extended network of multipliers (from 4 to 11). The year was marked with a significant improvement in the quality of the cooperation and an increased level of satisfaction and commitment of the multipliers, as well as the sense of belonging to the network. Multipliers expressed that being a part of the Eurodesk network has positive effects on their work as information providers – they benefit from being at the source of European information, increased visibility and recognition of their organisations through network activities; increased quality of their work and capacity-building, attracting new members and young people to their organisation, training possibilities, guidance and support from the national Eurodesk centre.

Information sessions brought together youth organisations from 7 regions in Slovakia. 25 youth workers attended each of the 7 meetings. They were focusing on Erasmus+ propagation, Eurodesk tools and on sharing good practice.

Collaborations at national level

In February and in September, Eurodesk Germany organised a cooperation meeting for 'Youth Mobility Advisors'. Each time about 25 representatives of National Agencies, Euro Guidance, Europass etc. exchanged information on the implementation of Erasmus+ and current developments in the various EU networks.

Eurodesk Ireland has been cooperating very closely with Spunout, a national youth-led charity which run the main youth information website for young people in Ireland. In 2014 Eurodesk met with the Spunout editor, Marie Duffy, to discuss issues related to youth protection and editorial guidelines when collecting and creating the content for the European Youth Portal.

In 2014 Eurodesk Poland gained a strategic ally - the Polish Council of Youth Organisations (PROM). Within the cooperation, the two sides support each other virtually on a daily basis. All the PROM members (over 40 youth organisations) have access to Eurodesk intranet, receive Eurodesk publications and can participate in events organised by Eurodesk in Poland. One of the major strategic goals of cooperation is the raising awareness on Structured Dialogue with the European Youth Portal being the main tool used to implement this objective.

Eurodesk Lithuania gave training courses for multipliers on different topics such as youth rights, the introduction of the Euro and participation in civic life, in partnership with the state Labour Inspectorate, EP Information Offices, European Consumer Centre, Central Bank of the Republic of Lithuania.

Eurodesk Austria and the Austrian Youth Information Centres were partners of the campaign 'junge.stimmen.für.europa'. The campaign was mainly organised by the Austrian National Youth Council and tried to motivate young people to go and vote in the European elections 2014. Since Austria is the only EU country where young people have the right to vote from the age of 16, "young" and neutral information on the elections was even more essential. Eurodesk Austria created a folder (3.000 copies) and a website (www.jungestimmen.eu) for the event.

In collaboration with Europe Direct, the French-speaking community of Eurodesk Belgium held several information sessions. The events gathered around 400 people in several cities (Nivelles, Mons, Liège, Bruxelles, Namur) in Autumn 2014.

In September 2014, the National Working Group and the Youth Council organised an event in the frame of the Structured Dialogue. The theme was 'access to rights'. A Eurodesk officer from the German-speaking community of Belgium facilitated a workshop with young people and politicians about participation and political education.

Eurodesk Norway was a partner in organising the Erasmus+ launch conference in the Oslo Opera House on May 23rd. Around 300 participants, representing the regional administrations, municipalities, universities, schools and NGOs attended the launch. The programme was a mix of, focus on results from the LLP and YiA programmes, new opportunities with E+, debate with politicians and representatives of the sectors, and music and dance performances by young artists, some of them participants in YiA.

International cooperations

Eurodesk Switzerland was invited to the national general assembly of Eurodesk Spain. They gave an 'international flavour' to the network by presenting their work and the Swiss reality while gaining a lot of positive input on how to set up a national network of multipliers as well as on how to coordinate it.

Eurodesk Finland hosted two Eurodesk study visits in 2014. In March, 8 Turkish Eurodesk multipliers visited CIMO, and in September, the Portuguese NA did a one-week study visit to CIMO.

Eurodesk Belgium and the Netherlands are lucky to share a same language, therefore they could take alternate turns in translating the news items and events for the EYP. Every three months either the Belgian Eurodesk (Flemish-speaking community) or Eurodesk Netherlands takes responsibility for the translations and let the other party know what is new to be posted on the European Youth Portal.

Eurodesk France held a Eurodesk information stand during the YO!Fest in Strasbourg, together with our colleagues from Eurodesk Brussels Link, Eurodesk Germany and Eurodesk Luxembourg. It was a great example of shared promotion activity at European level, during a high visibility event.

Eurodesk Hungary organised an international seminar for young journalists in relation to the European Youth Portal. 21 participants - Eurodesk multipliers, EYP contributors/young journalists from Hungary, Croatia, Poland, Lithuania, Austria, Spain, Ireland, and Lithuania attended the seminar. Raluca Voinea represented Eurodesk Brussels Link at the event. The main topics of the seminar were: EU youth strategy, European Youth Portal updates, content-writing, editing, reviewing, using images and ethics of journalism. In October three multipliers from Lithuania visited Poland to learn how Eurodesk works in their neighbouring country. The focus of the visit was the local dimension of Eurodesk networking. Lithuanians went to Gdańsk to visit and exchange experience with the President of

the Morena Association, the coordinator of the largest regional Eurodesk network in Europe. 5 Czech multipliers attended a training in Slovakia, that was based on the Eurodesk Qualifying Training Programme.

16 Norwegian multipliers and the Norwegian Eurodesk national coordinator went on a combined study trip and network meeting to Helsinki in September. They were able to discuss the setup of Eurodesk Finland, as well as to learn about Finland's youth information structures. Fabrice Gonet from Eurodesk Brussels Link attended the event.

In June, one member of our coordination team, Azahara Ávila, took part in the seminar 'Working with the web' in Hungary. After the event she had the chance to visit Eurodesk Hungary in order to know how the organisation works and to share good practice.

Representative of Eurodesk Estonia participated in a partnership building activity in Minsk in September 2014. The aim was to introduce organisations outside of the EU, introduce different European programmes and also make new contacts for possible new co-operation projects.



Rebuilding eurodesk.eu

Eurodesk is a network of 34 countries operating with 1.200 multipliers who every day are informing young people about opportunities to be mobile in Europe and on being active citizen.

In 2014, the new website was the opportunity to show the face and the diversity of the network, to map the information points and to communicate directly on the valuable proposition of Eurodesk (information on mobility, support to multipliers and training opportunities).

The new corporate website is also a gateway to the other national Eurodesk Centres. It also allows interested multipliers to directly contact the national Eurodesk coordinators and to join the network.

'It is a great help to receive a new, refreshing format for the Eurodesk multipliers training, I can't wait to apply it during our next on-site training in Ireland!'

*Malgorzata Fiedot-Davies,
Eurodesk Ireland*

Introduction to the Eurodesk Qualifying Training Programme

A major initiative was the set up of a pool of expert training designers made up of Eurodesk Centre Coordinators from Hungary, Slovakia, Germany and multipliers from Germany, Hungary with the mandate to work on the design of a Eurodesk Qualifying training programme. This initiative aims to support Eurodesk multipliers with basic knowledge, skills and values that are relevant to inform, guide and empower young people to participate in international mobility opportunities.

The Eurodesk Qualifying training Programme is a tool, seen as the logical continuation of the Eurodesk Quality Catalogue. It will help National coordinators, their multipliers and the entire network, to outline, define and strengthen a common understanding of what Eurodesk is about and why as a network of various organisations, Eurodesk is a qualitative and innovative information provider on learning mobility in Europe towards youth professionals and young people.

The Training Programme Team met twice in Budapest to design the structure of the programme, based on a consistent framework of Reference and started the development of the first module. A draft of module 1 was presented, discussed and enriched during the Autumn meeting. Latest validated version of the first module was finished in December 2014.



The training design team

The 'Time to Move' campaign

The 'Time to Move' campaign was a flagship initiative that took shape as a visibility campaign about information on mobility, during one week, in 13 countries by Eurodesk multipliers. The aim of the campaign was to promote to young people, the Eurodesk's network of youth professionals and to raise awareness on the information points that were available in their very local surroundings. The goal was to celebrate a diverse, dynamic, European network.

The campaign was initiated, managed and supported by Eurodesk Brussels Link. Visual materials were produced in 10 languages, as well as videos, a communication and an action plan. National Centres and Eurodesk multipliers later translated the information.

In total, more than 250 events took place in various formats throughout Europe. The campaign's two main channels were online and face-to-face communication.

A website was created for the duration of the campaign, to support the sharing of online resources along with the visualisation on a Google map of all the events that took place with a description of the events in national languages -(timetomove.info). The dedicated website had 6622 visitors that visited 15 627 pages during Time to Move.

The other main communication channel was on the general Eurodesk Facebook page (facebook.com/Eurodesk). During the campaign, there was 74% faster growth than the usual growth rate on the Facebook page. There was an increase in fans because of the most popular post that reached 44 000 people. This post was shared 82 times.

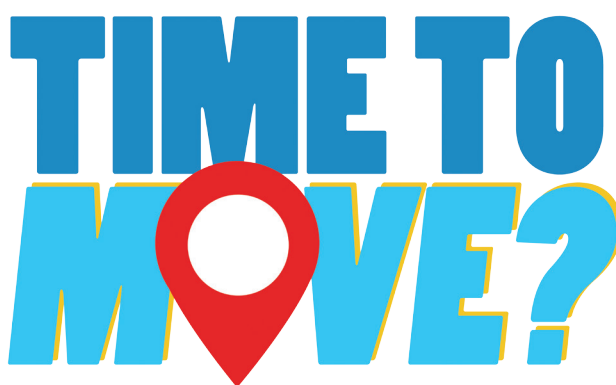
The campaign was also accompanied by a photo contest that was organised on the Facebook page. Eurodesk Brussels Link received 453 entries and there were 46.000 page views on the contest's page. The photo contest was sponsored by InterRail. The two winners (one chosen by Eurodesk multipliers and one chosen through public voting) won 22-days continuous InterRail Global Passes.

National events

It was literally time to move for Eurodesk Oldenburg in Germany. The team ran the Oldenburg marathon, wearing 'Time to Move' T-shirts. An information stand was also placed at the racetrack.

The youth information of the city of Seinäjoki carries out an annual '9th-graders information bag' campaign in September. In 2014, they contacted CIMO / Eurodesk Finland to find out if we wanted to be a partner in the campaign. It was agreed that the bags would be part of the 'Time to Move' campaign in Finland, meaning that over 500 15-year-olds in Seinäjoki and surrounding municipalities got a Time to Move bag that contained information about mobility opportunities.

A large wooden cargo box was carried around in the northeastern part of Hungary, from Gyöngyös to Salgótarján. Each day, during the week in a different city centre at 15:00, young people were able to paint and write messages on the box and play with quizzes and games related to international mobility. In the meanwhile they got informed about the EYP, Erasmus+ and European mobility opportunities. Throughout the week, around 150 young people were reached by this activity.





'This initiative is a great idea. It makes Eurodesk, the European Youth Portal and our provided services more visible to the target audience'

Marita Kroica, Latvia

During the 'Time to Move' week, in Ankara, Turkey, a helicopter with the Eurodesk flag flew above the city through an event organised by a multiplier.

On 16 October 2014, a Eurodesk Ireland multiplier, YIC Roscommon hosted a 'Studying in Europe' campaign on their premises attended by 160 students from all over Co. Roscommon Secondary out. They ran workshops on how to get the best from their CV and cover letters to applying for student travel cards and what the colleges in Europe had to offer.

During the 'Time to Move' week, the coordinator of Eurodesk Poland was invited to Radio 4 where he presented the concept of the campaign, talked about mobility, Eurodesk activities and the idea of youth information.

In Norway, Tønsberg Youth Information Centre hosted representatives of the Romanian NGO Eiva the planning of a visit during the Time to Move week. They will cooperate on different international projects over the next 5 years.

In Cyprus, a multiplier from Pafos hosted a Graffiti Show event in collaboration with the Regional Coordinating Volunteerism Body. Young people participated with dancing and singing shows. Youth workers had the chance to highlight EVS and the benefits of volunteerism.

Regional youth info centre Rijeka, as a Eurodesk Croatia multiplier, runs a weekly show at the local radio station Radio Korzo. The show, named Sonda, aims at informing young people and their parents about local events, how to get involved in the community, how to find training or volunteering opportunities and, in general, how to better spend their free time. Eurodesk and the European Youth Portal were featured a couple of times during the year and a special thematic show was set up during the 'Time to Move' week.

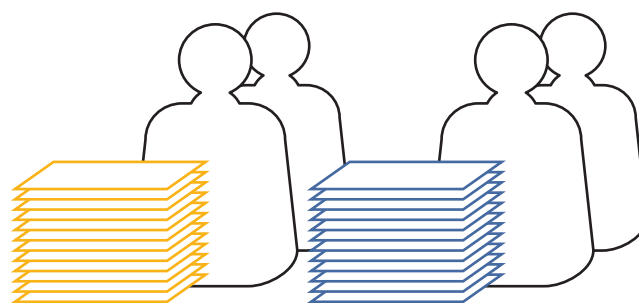
A Eurodesk Spain multiplier organised a metal concert to promote 'Time to Move'.

EURODESK 2014 in numbers



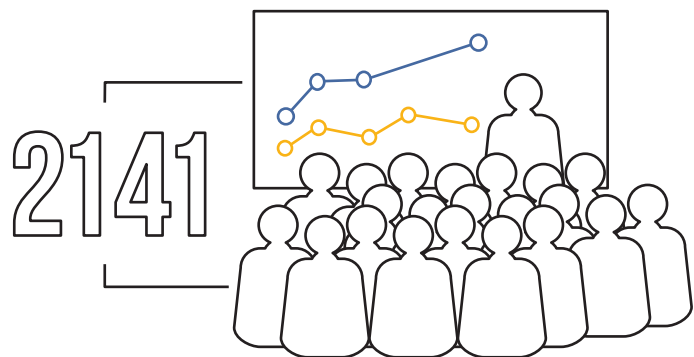
1.299

Eurodesk local and regional multipliers



21.297

people reached with **12** editions of the Eurodesk bulletin

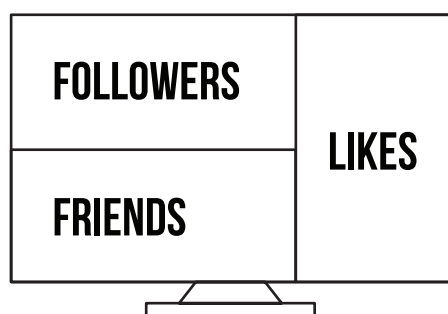


2.141

professionals who took part in **105** training sessions organised by national Eurodesks

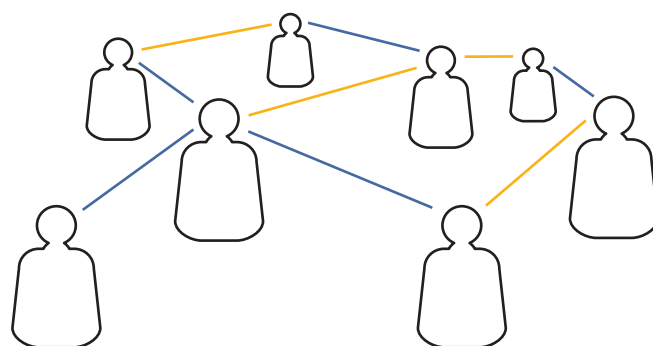
258.521

enquiries answered by Eurodesk Brussels Link, national partners and multipliers



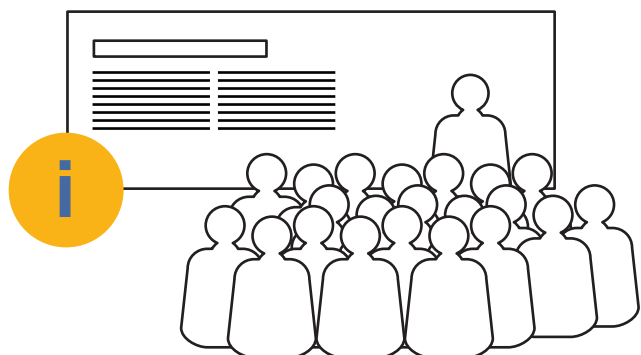
187.576

friends, followers, members and likes in social media



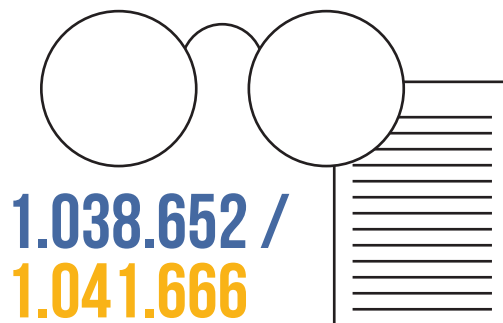
140.951

Eurodesk contributions to social media sites



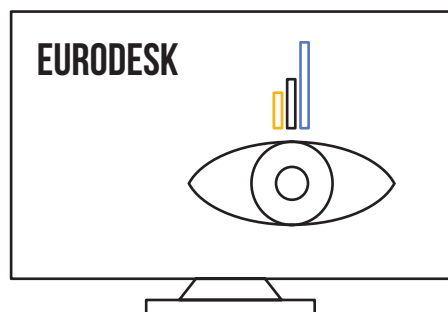
1.137

presentations, information sessions and workshops given by national Eurodesks, reaching an audience of **62.554**



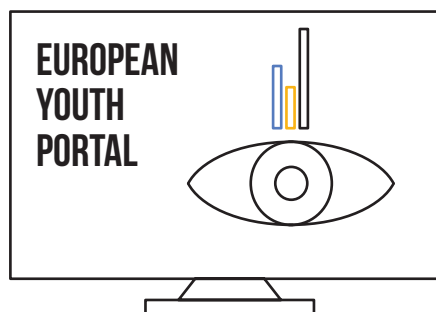
1.038.652 / 1.041.666

1.036.652 printed publications / **1.039.666** distributed publications



16.3 MILLION

page views on Eurodesk websites



15.2 MILLION

page views on the European Youth Portal

Organising and participating in events

01 / Switzerland

SwissSkills Bern is one of the largest vocational education fairs of Switzerland. More than 80 youngsters were reached directly and told individually or in small groups about Eurodesk. NA's pens and chocolate as well as Eurodesk magazines and brochures were distributed.

02 / Luxembourg

Eurodesk Luxembourg participated, as every year, in the National Student Fair, the biggest National Youth Event, with more than 10000 visitors. Young people, acting as europeers, was passing the information about mobility to their peers. Presentations of the European Youth Portal were held during the 2 days of the event.

03 / Netherlands

Eurodesk Netherlands reached over 3800 young people and their parents at the 'BuitenlandBeurs' in November 2014, a big event for everyone who wants to do 'something' abroad. It was held at the Dutch Trade Center in Utrecht.

04 / Belgium

The Flemish-speaking community of Eurodesk Belgium represented Eurodesk at the SID IN's, information fairs for students from the last grade of secondary schools in every province. More than 60000 students visited this fair.

05 / Greece

Thessaloniki European Youth Capital 2014 in collaboration with Eurodesk and the Erasmus+: YiA organised a Human Library session with the themes of youth exchanges, training abroad and EVS. There were 10 live books narrating their stories, while almost 70 young people attended the library.

06 / Latvia

Eurodesk Latvia participated in the Youth on the Move event in Riga during the exhibition 'School 2014'. Eurodesk together with eTwinning and one of the Eurodesk regional multiplier had a stand in the EC tent. Presentations about the European Youth Portal and Erasmus+ were given to the audience.

07 / Italy

In Italy, 15 info days were organised by multipliers in cooperation with the Youth National Agency about the new Erasmus+ Youth programme. Around 2000 youngsters and 15 multipliers were informed and trained relating to youth mobility.

08 / Denmark

Eurodesk Denmark participated in an education fair in Aarhus where more than 600 young people gathered. Representatives from Eurodesk Denmark gave speeches on education in European countries.

09 / Norway

During Operation Day's Work (OD), students all over Norway took on different jobs for one day and give the salary to a humanitarian project. In this context, Eurodesk and YiA Norway engaged a group of former project participants to promote mobility in the streets to their peers. During the day, they distributed flyers and balloons and reached more than 100 young people with their information.

10 / France

The French-speaking community of Eurodesk Belgium took part in the 'No Hate Campaign' this summer and went to the Festival Ezperanzah in August 2014.

11 / Croatia

Eurodesk Croatia was presented through a stand at the annual Scholarships and Higher Education Fair in Zagreb, organised by the Institute for the Development of Education, which is usually attended by more than 8000 young people.

12 / Estonia

Eurodesk Estonia was present in 36 different events in Estonia such as local youth information fairs, information days and meetings. The biggest youth information fair in Estonia is 'Teeviit' and it took place in December 2014. 6261 young people from all over Estonia visited 'Teeviit'.

13 / Iceland

Útþrá is an annual event organised in cooperation with the Reykjavik youth information centre. The event is focused on young people aged 16-25 that are interested in different mobility opportunities. At the event in 2014 more than 200 young people came to the event where Eurodesk provided information on mobility opportunities in Erasmus+.

Snapshots of Eurodesk events



Informing via publications

Eurodesk Macedonia joined the team who created a monthly on-line newsletter for the activities of the NA in Macedonia. Through the newsletter they informed the readers about the implemented activities and the future plans. The newsletter was published every 3 months and the last edition of the year is a printed version.

A great highlight in 2014 for Eurodesk Germany was the appearance of Eurodesk in a schoolbook. On 17 pages, the schoolbook informs young people on "going abroad" using various texts from Eurodesk Germany's websites, information materials and an interview with a team member, Robert. The content of the schoolbook is part of the final exams for the secondary school certificate in the federal state Baden-Wuerttemberg.

Eurodesk Luxembourg issued the 'Mobility Guide', which promotes and contains information about mobility in Europe and is inserted in the publication: 'The guide of the youth information center'. The guide, with 20000 publications, was distributed in the beginning of the academic year to all the pupils of secondary education in Luxembourg.

By involving Eurodesk Hungary's pool of EYP young journalists as authors, Eurodesk contributed to a new publication: EVS, Adventure Collectors - made by the NA of Erasmus+. The EYP editorial staff made 14 interviews. 1000 copies of the booklet was distributed among Eurodesk multipliers.

Eurodesk Turkey took part in the Turkish Airlines' inflight magazine 'Skylife'. The magazine was read by around 900.000 travellers - 200 flights per day x 150 seats per flight in 30 days.

Eurodesk Ireland updated and reprinted the very popular booklet 'Working and Living in Europe. A guide for young people' which provides information to young people on legal requirements to live and work in Europe, useful links (jobs information, youth information and Eurodesk), minimum wages and living costs in 35 European countries.

The German-speaking community of Eurodesk Belgium produced and published a brochure about the European Voluntary Service. 600 brochures have been printed.

Briefing the media

The Flemish-speaking community of Eurodesk Belgium did an enquiry into the number of Flemish youngsters going abroad for a non-touristic activity via an organisation. They contacted more than 60 organisations of which 58 agreed to cooperate. Their results were presented to the Flemish Minister of Youth and were published in the media.

Eurodesk Turkey joined a radio programme called "my backpack". During the programme the national office talked about the youth mobility options especially about EVS and Erasmus+.

Bulgarian National Radio included Eurodesk in their initiative 'Europe for us'. At the shows, colleagues of the national centre talked about Erasmus+ opportunities, EVS and actual mobility opportunities.

Eurodesk Italy has a weekly appearance on the National TV channel on the regional morning heading TV 'Buongiorno Regione'. Every week a new topic on mobility is introduced to the audience. The number of calls and web contacts increased constantly after the opportunities were presented.

Eurodesk Cyprus was invited to attend a TV show called 'Eimaste Edo' of CyBC. This show is addressed specifically to young people and aims at promoting young people's talents but also raising awareness on different topics concerning them. During the talk, Eurodesk Cyprus explained how the network works, what kind of information young people can get and why mobility is so important nowadays in a globalised economy. A similar talk took place at the Cyprus University of Technology Radio Station, targeting students.

Every Wednesday a youth organisation talks at a local radio station and gives an interview in the frame of "Kompass". A colleague of the German-speaking community of Eurodesk Belgium talked in 2014 about the European Day of Youth Information, contests for young people and children's rights.

Eurodesk Malta attended a radio show on the National Radio station (Radju Malta) where it delivered a presentation about opportunities for potential artists.

Growing online

The website (www.ch-go.ch/Eurodesk) was redesigned, adding many more links and a better structure. Since its relaunch, the monthly rate of visits have increased in average of 42%.

Eurodesk Netherlands created paid advertisements on Facebook, to increase the amount of visitors to www.goeurope.nl and the European Youth Portal. The amounts of Facebook-likes have increased 55% since 1 September 2014. The website reached 27.064 unique visitors and 32.320 page views in 2014, which is respectively 36,9% and 38,43% more than in 2013.

At the end of the year, the completely revamped Eurodesk Poland website was launched at www.eurodesk.pl. The site came with several new features such as a Eurocalendar and a new electronic newsletter "Eurokursor - Grants" which provides information on the upcoming youth, education and international cooperation funding opportunities.

In October, Eurodesk Denmark hosted an online Facebook campaign and photo competition about studying in other European countries. Each week they uploaded a new video where students shared their foreign experience.

Yes4europe.it was the web address of an online voting campaign in Italy. There were 60 videos on the site about youth empowerment, with 17000 online votes. 4 youngsters were the winners of a 3 day visit to Brussels. They visited the European Youth Forum, Eurodesk Brussels Link, a youth information centre and had a meeting on the European Portal with a Commission representative.

Realising the **lastminute.eurodesk.eu** website

The idea of a multilingual information database on learning mobility opportunities for young people came in February 2014 after a short visit at the German Eurodesk network meeting. The original German version called the Last Minute Offers was created in 2009 and grew to a successful service that is embedded on the national German portal: www.rausvonzuhause.de.

The Last Minute offer is a free service of the Eurodesk network that enables sending organisations or bodies to display and promote their (co-)funded learning mobility offers directly to young people. Thanks to the financial contribution of 15 Eurodesk Centres in the project, the further design and development of the 1st phase of the LMO could start in Spring 2014, right after the European Network Meeting.

LMO is an entirely free initiative for sending organisations, hosting organisations and young people. The site is an online information service dedicated exclusively to international learning mobility projects in 15 countries, in 12 languages for young people in Europe who want to know what they can do abroad. The official launch is planned for the end of March 2015.

lastminuteoffers
by **eurodesk**



'The Last Minute Offers website is really needed. There is no one place on the internet with credible information on international mobility opportunities for young people.'

Wawrzyniec Pater, Eurodesk Poland

Initiating events

Before the elections of the European Parliament, Eurodesk Slovenia multipliers delivered 11 workshops to 188 young people throughout Slovenia to promote participation.

Multipliers were trained to deliver workshops. During the workshops young people wrote their questions to the candidates for MEP. The questions of young people were then gathered and published on the national Eurodesk website, and sent to the MEP candidates.

In March the Flemish-speaking community of Eurodesk Belgium with JINT organised a training for multipliers on youth mobility at the 3-days training sessions of VVJ (Flemish Organisation for Local Youth Consultants and Youth Service Centers). This workshop gave information about funding opportunities for international youth and provided practical tools for the development and implementation of such projects. 15 Participants from 15 different municipal youth service centres participated in our workshop.

Eurodesk Greece took part in a 2 day-programme called 'Disrupt, Startup, Scaleup', dedicated to entrepreneurship. The event attracted more than 2000 attendees and over 1 million hits on live streaming. 50 startups participated in 5 live competitions, while local and international speakers raised key issues for the development of youth entrepreneurship ecosystem in Greece.

In collaboration with the National Agency, Eurodesk Lithuania organised competitions for young journalists and the winners had the opportunity to go to Sweden and Belgium. One journalist was offered to go to Hungary, where he was learning about European Youth Portal themes. Other 2 journalists participated in summer school, organised by the ERYICA network in Portugal, where they found out more about youth information and counseling.

For Eurodesk Austria, the first event highlight of 2014 was the big launch of Erasmus+ in the Vienna Hofburg on 22 January. It was a real high-level event featuring four Federal Ministers, one European Commissioner and almost 900 participants. Eurodesk Austria not only had the chance to be present with an info stand but also to meet in person, the then newly appointed Federal Minister for Families and Youth, Dr. Sophie Karmasin. Eurodesk participated in a special event



"LV in EU 10 years" organised by the Representation of European Commission in Latvia. During this event information about Eurodesk, European Youth Portal and the Erasmus+ programme were provided.

Eurodesk UK attended and handed out informal advice to attendees of a panel debate with MEPs from the region called 'MEP Question Time'. There were 35 attendees from the region and Eurodesk was featured in the opening statement at the event.

The multipliers in the Swedish National Network routinely hold events directed at young people about the EU. During Europe Week alone, they reached an estimated 3000 young people all over Sweden. This includes everything from participating in festivals, fairs, holding their own workshops or doing Erasmus+ Youth in Action projects that have a component of external activities or exhibitions to show off their results, etc.

In November 2014, Eurodesk Iceland in cooperation with other EU programme offices, organised a large event to promote grant opportunities in European cooperation. The event was aimed at young people, university students, the general public and held on the premises of the University of Iceland. The event drew more than 250 participants. Programmes being promoted in the event included Erasmus+, Creative Europe, Horizon 2020 and many more.

Eurodesk Hungary for the second time, organised a European Picnic, a high visibility event in cooperation with the NA of the Erasmus+ Youth programme and Europe Direct Budapest. This high visibility event was connected to the EU elections and it took place on the 24th May in the Botanical Garden of Budapest. More than 300 young people attended the event and around 15 NGOs contributed to it with different activities.

Channeling information online and via publications

Eurodesk France produced a user-friendly chart on Erasmus+, which helps young people find out what they can do with the programme.

The Eurodesk publication in Austria 2014 surely was the new edition of the very popular brochure 'einfach weg! – Auslandsaufenthalte für junge Leute'. It provided a concise overview of the different possibilities for young people to have a learning or working experience abroad. In addition, it also promotes the chances of the Erasmus+ programme and invites young people to collect even more information on the European Youth Portal. In October 2014 the brochure received a total makeover and presented a new and younger look at its publication. 26.600 copies were printed.

Eurodesk Latvia published a brochure on mobility opportunities that were produced in 300 copies. This brochure contains information about the Erasmus+ Programme, European Youth Portal, EURES, Euroguidance, Europass, eTwinning, traineeship, studying and job opportunities abroad.

The Management Partnership and Eurodesk Sweden cooperated with VoteWatch Europe to produce a Swedish version of MyVote2014 - a test aimed at young people where one could test the European Parliamentarian one votes likes. Eurodesk aided in the development of the tool and its adjustment to a Swedish context. This web tool was another way of making election information more accessible and youth-friendly. Its early launch brought considerable media attention. In fact, over 34 000 people took this test in Sweden, and the response by young people was generally positive. It was even used as a positive example in a popular radio show and many organisations picked it up to use in their own election-related activities. It was promoted by the Minister for EU and Democracy via Twitter, as well as by her cabinet secretary, among many others. A Facebook campaign was also organised with the Management Partnership that led to the production of 18 videos by young people about why they were voting in the European Elections. Over 1 million young people between 18 and 30 years of age viewed the videos.

Promoting The Structured Dialogue

Eurodesk Slovenia issued a thematic newsletter on Structured Dialogue, promoting the participation in the new cycle of the programme and presenting the outcomes of the previous cycle. In the preparation of this issue a national working group for the Structured Dialogue cooperated with their input. The NA of the Erasmus+: Youth in action programme presented its activities on this topic planned in 2015. This was already the third thematic newsletter on the topic of Structured dialogue issued by Eurodesk Slovenia.

The National Youth Council and Eurodesk Bulgaria organised an information session about Structured Dialogue in Sofia, November 2014. They invited the representative of the National Youth Council to talk about the situation of SD in Bulgaria. 20 young people attended.

In Croatia, Eurodesk is a part of the National Working Group on the Structured Dialogue. As the Working Group was established only after Croatia became a full member of the EU in July 2013, the year 2014 was marked by setting up the structure and environment for the implementation of the Structured Dialogue process in Croatia. This included involving a number of experts on the topics related to the specific rounds of the Presidency, decision-makers and youth organisations' representatives. An NA employee working at Eurodesk Croatia actively participated in the Working Group by giving feedback on the adaptation of the guiding questions, Eurodesk had an additional role of promoting the process of Structured Dialogue through its channels - primarily through the European Youth Portal.

During 2014, Eurodesk Cyprus and its multipliers organised a series of Structured Dialogue consultations on the topic 'youth entrepreneurship in relation to the integration of young people' all over Cyprus. The consultations took place in the Multiplier's Youth Information Centres in January 2014. The consultations were held in Pafos, Limassol, Agros and Larnaca.

Eurodesk Slovakia organised a training of the Structured Dialogue in September 2014 for 10 young people aged 14-19. They became ambassadors of SD in Slovakia. Their responsibility was to organise 4 events where they would bring politicians and young people and discussed together the youth policy in their town.

Supporting the European Youth Portal

Powered by the Eurodesk network, the European Youth Portal offers comprehensive multilingual information about European opportunities for young people, covering the fields of action of the EU Youth Strategy (education and training, employment and entrepreneurship, health and well-being, participation, voluntary activities, social inclusion, youth and the world, creativity and culture) and travelling. This information is available in up to 27 languages for 33 countries.

During the first part of 2014, Eurodesk worked together with the European Commission on the complete redesign of the European Youth Portal. Besides this, the EYP had two main additions: the integration of the Volunteering and Structured Dialogue platforms.

Eurodesk also continued to support the European Commission in the further development stages towards an interactive portal fostering youth participation online and widely promoted the portal, e.g. via a new Facebook page and on Twitter.

8 days before the first day of the European Parliament Elections, EBL launched a mini-campaign on Facebook. The main purpose was to highlight the diversity of the Portal by showcasing national events/content in connection with young people's right to vote. The campaign lasted from 14 May to 26 May. 27 posts have been added to Facebook, promoting 14 countries' content on the EYP. During these days 1270 new fans liked the EYP Facebook page.



Raising awareness by promotional activities

Germany went on an egg hunt on the EYP. Around Easter they hid some 'easter eggs' in the national articles, news and events on the EYP. Anyone who found an egg had the chance to win one of the bags they produced out of old banner materials with the EYP logo.

Eurodesk Finland produced 6000 pieces of gummy bear bags to promote the European Youth Portal. Eurodesk Finland, the NA and multipliers in different events all around Finland distributed the bags. The people did not know what was in the bags, so they asked – it was an excellent way to start a conversation.

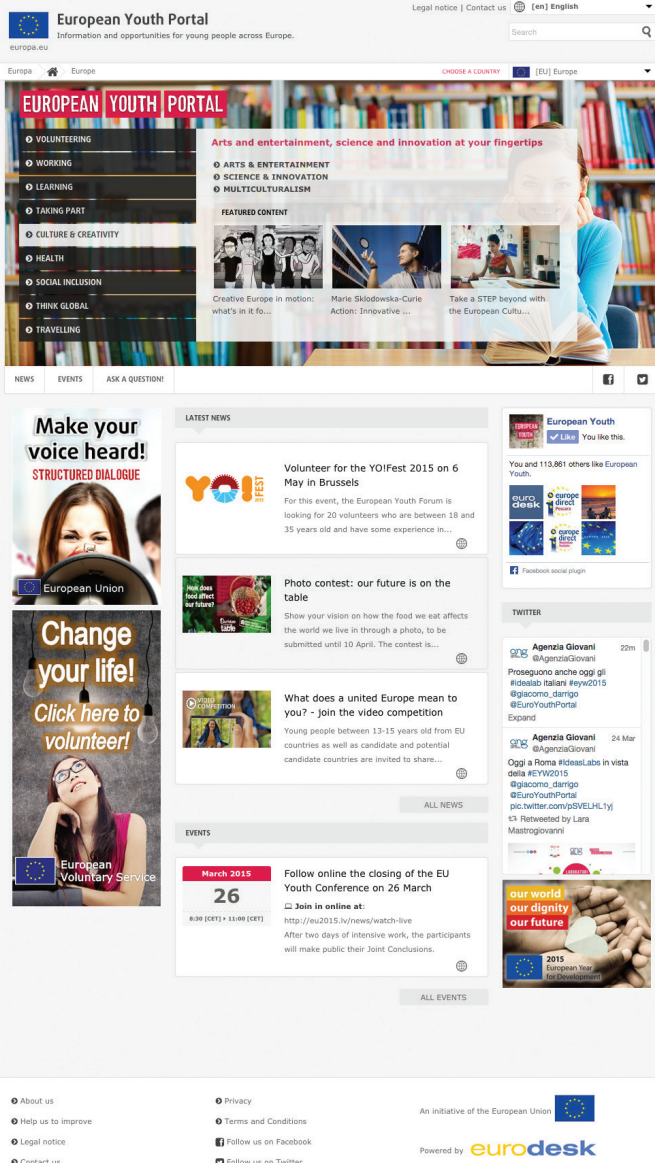
Eurodesk Netherlands created a flyer pen with information about go-europe.nl on one side and a short instruction on how to make your own EVS-experience happen with help from the European Youth Portal on the other side. They presented the pen to 800 youngsters in the second half of 2014 at national fairs and information meetings.

Eurodesk France participated in the 'Faites l'Europe' high visibility and festive event, which was organised at the City Hall of Paris Square. This 2-day-event was held in May and was a good opportunity for Eurodesk France to launch its new promotional bag for the EYP. All together 30 000 bags were produced.

Eurodesk Slovenia produced a beach flag and a poster, printed in 2000 copies for the European Youth Portal. Also 3000 postcards with 3 different motives were printed.

A flyer, a postcard and posters in two formats were printed in order to support the EYP promotional activities in Poland. There were also gadgets: a leather notebook, a ball pen with flashing ball on it and typical Polish sweets.

Eurodesk Denmark created lollipops with the national Eurodesk site 'Grib Verden' logos. They handed out more than 300 lollipops.



Supporting the European Youth Portal

8500+ content items were added on the EYP in 2014 (in 27 languages covering 33 countries and EU):

4100+ ARTICLES

2700+ NEWS ENTRIES

1700+ EVENTS ITEMS

Eurodesk networks answers the enquiries coming through the European Youth Portal:

2800+ direct enquiries answered

EYP Statistics for 2014

<i>Visits:</i>	<i>Page views:</i>	<i>Unique visitors:</i>
2.18 million	15.28 million	1.4 million

Communicating through special projects

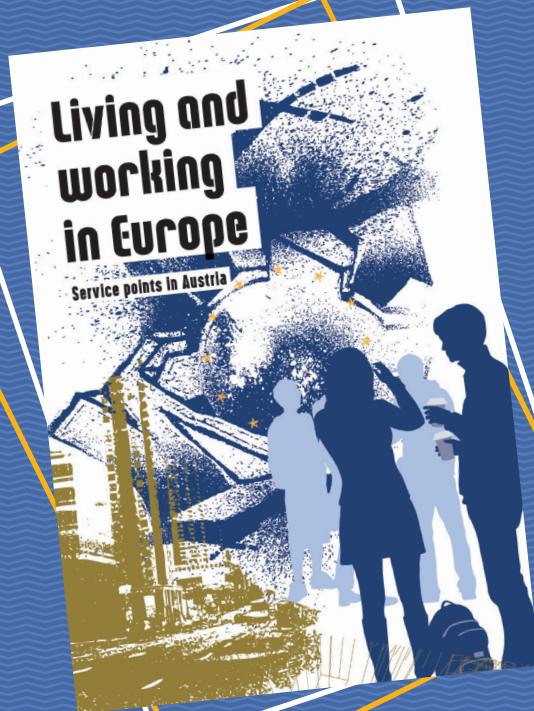
Within a campaign called 'We are Europe' - a national competition for secondary school students, Eurodesk Hungary multipliers visited 12 secondary schools and involved more than 3000 young people in an activity called 'Youth are on the move'. During this activity young participants had to make a research on the European Youth Portal and find concrete opportunities according to their task sheets.

Weekly and monthly quizzes were organised on the Eurodesk Poland Facebook page. Each month had its exclusive theme that corresponded to different sections of the EYP. The questions and tasks were related to European elections, active citizenship and the 10th anniversary of Poland's membership in the EU.

Eurodesk Croatia made a significant media appearance during the info day about youth mobility opportunities and the European Youth Portal. The info day, organised in January in Rijeka by Eurodesk multiplier, Centre for Technical Culture Rijeka, attracted 3 local TV stations, 2 radio stations and 2 web portals. The presenters were interviewed about their area of expertise and statements of participants were taken.

At the Maths School in Agros, Eurodesk Cyprus together with the Cyprus Mathematical Society, Agros YIC held a special quiz on the EYP in July 2014. They were asked to answer questions by navigating in the EYP. 220 youngsters took part.

Magazine Library







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2014 was full of new discoveries and gained competences: in September I enrolled at the university, but even before I joined Eurodesk Lithuania team as a youth journalist. Being a young person, I often feared to express myself and share my experience, but working as a journalist helped me to overcome the feared white paper and also increased my self-confidence. Eurodesk Lithuania is not limited to articles about volunteering or cultural events – it often shares great videos and helps young people to develop their skills as filmmakers or photographers, provides possibilities to have a short-term internship in well-known culture magazines or radio studios. I had an unforgettable experience representing Eurodesk in Sweden, where the training course 'The power of Non-Formal education' took place. Being part of the training course helped me to re-evaluate the meaning of non-formal education and after I decided to join one more organisation, which unites ex-EVS volunteers. Looking back at the beginning of 2014, I couldn't even say that my life would have changed so much – and it is thanks to Eurodesk that I've met so many nice people and also grew up as a journalist. New adventures are on the way!

Simona Osipovaitė



Erasmus+

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