

eurodesk 2010

a snapshot of activities ...

... and good practice



"Whatever the



question...start



with us!"

2010 in numbers

33 Eurodesk national partners in **31** countries

1.200 Eurodesk local and regional multipliers

2.000 professionals who took part in training by national Eurodesks

188.000 enquiries answered by Eurodesk national partners and multipliers

456.000 subscribers to Eurodesk national online newsletters
and mailing lists

52.000 friends, followers, members and likes in social media

40 major Eurodesk events attended by Eurodesk Brussels Link and
national partners

1.550 public events where national Eurodesks were present,
reaching audience of **203.000**

1.300 presentations, information sessions and workshops given by
national Eurodesks, reaching audience of **27.000**

4.1 million page views for eurodesk.eu

9.3 million page views for national Eurodesk websites

eurodesk.eu gives access to over:

200 European and international programmes

350 European and international organisations

1.800 European and international resources

eurodesk Story



Established as a permanent support structure of the "Youth in Action" Programme of the European Union, the Eurodesk network of more than 30 national and 900 local partners provides information and advice about Europe to the youth sector while promoting youth mobility.

We cooperate with other EU information networks, support the European Commission's development of youth policies and strive to improve the quality of the information we deliver. We also manage content and answer enquiries for the Commission's European Youth Portal.

In 2010, Eurodesk celebrated its 20th anniversary as the one-stop information shop for the European youth sector. The following selection of this year's activities and good practice is brought to you by the Brussels Link coordination office with the support of our national partners.

contents

2010 in numbers	01
eurodesk story	02
foreword	04
Ms Androulla Vassiliou (European Commissioner for Education, Culture, Multilingualism and Youth)	
Mr Reinhard Schwalbach (Eurodesk President)	
Ms Anja Ruhland (Eurodesk Director)	
delivering European information services	06
delivering information on funding opportunities and mobility for young people	08
delivering information in cooperation	09
eurodesk map	10
delivering information on youth policy	13
European year 2010: combating poverty and social exclusion	14
promoting structured dialogue	15
exchanging experiences and good practice to improve the quality of youth information	17
supporting the European Youth Portal	18
contact us	19
eurodesk national partners	

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Ms Androulla Vassiliou

European Commissioner for Education, Culture, Multilingualism and Youth



As Commissioner in charge of Education, Culture, Multilingualism and Youth, I am pleased that the Commission can rely on the support of Eurodesk to communicate the opportunities the European Union offers to young people.

I am happy to have such a network as a partner in the field of European youth information. The Commission will continue working closely together with Eurodesk to further facilitate the access to complete, user-relevant and reliable information for young people in Europe.

Ms Androulla Vassiliou

*European Commissioner for Education, Culture,
Multilingualism and Youth*

With more than 900 relays across Europe, Eurodesk - which celebrated its 20th anniversary in 2010 - makes up a strong network. It plays an important role by helping multipliers and youth information providers to get information about European programmes, initiatives and policies of interest to young people.

Mr Reinhard Schwalbach

Eurodesk President



When Eurodesk was launched 20 years ago, it was hoped that this small, regional project would improve access to European information within Scotland's youth sector. Few people could have imagined that the initiative would grow to become the main source of Euro-

pean information for young people in more than 30 countries across the continent.

As a permanent support structure of the European Union's Youth in Action programme, Eurodesk is now a living, breathing network that offers young people and those working with them much more than just "European information".

As you'll see in the coming pages, our information dissemination structure has become a resource hub that facilitates youth policy education, exchanges of good practice and collaborative initiatives among our partners, stakeholders and the wider youth sector. And in providing end recipients with relevant and timely information via our dissemination channels, we ensure that the communication work both ways to better inform the policies of the EU.

Last October, for example, we hosted a Eurodesk network

meeting in Vienna, Austria, where we debated the future of the EU's youth programme. Our national partners offered representatives of the European Commission and National Agencies some valuable perspectives "from the field"—indeed the collective wisdom of 900 national and local partners is difficult to ignore.

We reinforced this dialogue by supporting the EU's wider public consultation on the youth programme. The power of Eurodesk's communication channels to target the youth sector at local level was key to the impressive success of that consultation, which received almost 7.000 contributions from across Europe.

These activities remind us of just how far the network has come over the years. These days, we are improving youth information in addition to disseminating it. And we are supporting, promoting and educating as much as we informing.

Reinhard Schwalbach, Eurodesk President

Ms Anja Ruhland

Eurodesk Director



A key strength of the Eurodesk model is that we're flexible enough to maintain a common standard of quality information services throughout Europe while accommodating the diversity of national priorities and approaches.

At Eurodesk Brussels Link, we sustain that model on several fronts. A 2010 survey on the impact of our centrally produced Eurodesk Bulletin (featuring news on key European developments, events and opportunities for young people) indicated that our national partners are multiplying the information in the bulletin to more than 60.000 contacts, most of them organisations rather than individual recipients.

So with the support of our national partners, we are getting the information out there. At the same time, we're ensuring that the network works according to core quality criteria and values (such as credibility, quality, accessibility, accuracy and client focus). In this respect, we also understand the importance of bringing our partners into contact with our European stakeholders, and especially those from the European Commission.

In June, Eurodesk Brussels Link hosted the seminar "European policies and local youth information". Fifty local and regional multipliers joined our national partners to hear directly from representatives of the European Commission on recent developments in youth, employment and health policies. During that event, with partners from the European Youth Forum as well as the Youth Regional Network of the Assembly of European Regions, we discussed how to better communicate European poli-

cies and their relevance to young people's daily lives. We conducted working groups with partners and multipliers who have successfully implemented our Eurodesk project "...So you think you know it all?" (SYTYKIA)—which involves European awareness-raising sessions—in their city, region and country. We looked at how to further adapt SYTYKIA to specific European policies such as employment and health. In fact, adapting the SYTYKIA methodology is a good example of how Eurodesk Brussels Link can feed the experiences of local, regional and national partners back to European level.

Throughout 2010, our office presented at a European level Eurodesk information tools and examples of how they're used. We held, for example, a presentation in May at European Schoolnet's "Spring Day for Europe" conference in Madrid, and another in July at the European Youth Work Convention in Ghent, which was hosted by the Belgian EU Presidency. We also represented the network in key European events, such as the launch of the "Youth on the Move" flagship initiative.

As Eurodesk enters its 21st year of existence, our Brussels Link office will continue to do exactly that: linking European information providers and stakeholders to our national partners, to regional and local multipliers, and to young Europeans across the continent.

Anja Ruhland, Eurodesk Director



20th anniversary celebrations brought together Bernard Charbonel (former Eurodesk president), Bob Payne (founder and former director) and Koen Lambert (former Eurodesk president)



Eurodesk network partners braved volcanic ash to meet in Iceland

delivering European

information services



Eurodesk's main role is to help bring quality information on European programmes and policies to young people while promoting the broader goal of youth mobility.

We focus most of our efforts on providing European information to national, regional and local "multipliers" who work with young people, although we also reach many young people directly as an effect of our core work. In this sense, Eurodesk is like a "back office" for the European youth sector.

Our 900 multipliers in over 30 countries include youth organisations, youth workers and youth policy makers. We also cooperate with other networks and organise multiplier events where the number of young attendees is high enough to inform and positively influence other young people.

That's why Eurodesk has become as much a hub for empowering young people as it is a back office for those working with them.

Eurodesk changed our lives in Purchena. Before we planned youth activities in a very local way. With our inclusion in Eurodesk, we have in mind young people and the possibilities offered to them by Europe. Eurodesk has definitely broadened our horizons.

Juan Miguel Tortosa Conchillo, Town Mayor of Purchena, Almería, Spain

It is sometimes difficult to find acceptance of international issues at a local political level in Swedish municipalities. Eurodesk can function as an important platform to accumulate strength in supporting international investment and cooperation.

Staff member, Swedish National Agency

Conference in Ireland: "Empowering young people through information"

In June **Eurodesk Ireland**, together with the National Youth Council of Ireland, hosted a conference in Dublin that brought together over 150 young people and multipliers, including organisations working with disadvantaged young people, youth clubs, NGOs and libraries. The size and scope of the conference created a multiplier effect, attracting two new local relays into the Eurodesk network and establishing cooperation with the Library Council of Ireland and other multipliers. A follow up publication also helped to bring the event to multipliers and young people across the rest of Ireland and Europe.



A conference word from our Eurodesk Ireland partner





The Schuman Parade in Warsaw is the biggest outdoor European youth event in Poland



Eurodesk delivers information primarily by:

- Answering enquiries via phone, email, our websites and in person
- Administering a central as well as national websites connected to the Eurodesk database of numerous funding programmes and opportunities
- Managing discussion forums and social media platforms
- Producing publications
- Organising events

We work to provide that information to its intended audience in the most relevant and user-friendly way possible. But information channels that work in one country or region may not work in another, which is why an understanding of local realities and target audiences is such an added value of the Eurodesk's network of local and regional partners.



My organisation was looking for a partner from Bulgaria for a student exchange. Thanks to Eurodesk we quickly found the best partner and had a great exchange.

Turkish student who participated in an exchange made possible by Eurodesk Bulgaria



Eurodesk helps Sweden's strong local and regional network to reach out to young people

delivering information on funding opportunities

and mobility for young people

In 2010, we delivered information for young people on European funding opportunities and mobility in some diverse and often innovative ways. **Eurodesk Austria's** regional partners used so-called “world weit weg” parties across the country to present information on European funding and mobility.

Eurodesk Germany created an exhibition fair to highlight the various mobility opportunities for young people in Europe; the exhibition continues to travel around Germany, presented by local Eurodesk partners. The national partner also created an online calendar in 2010 featuring an innovative “mobility quiz”.



Eurodesk Germany's travelling exhibition on mobility

In Brussels in May, **Eurodesk Belgium's French** and **Flemish**-speaking partners teamed up to position information stands at the Assembly of European Regions' “Do you speak European?” competition, while the director of **Eurodesk Brussels Link** was a jury panellist at the event.

One of the larger events organised in 2010 by a national partner was a three-day fair in France on youth mobility that attracted around 9.000 young people. Organised by **Eurodesk France**, the event focused particularly on summer jobs and mobility opportunities in Spain, which held the EU presidency at the time. Our national partner reinforced this high-profile event with its monthly workshops on European mobility—a popular service aimed at helping young people realise their mobility projects—and by taking part in a national TV interview about internship opportunities and the European Voluntary Service (EVS).

I appreciate the interactive approach and the information being provided in different languages. Eurodesk is very useful for people who are looking for the answer, as well as for information providers.

Andrea Tittel, Chairwoman of the High School Councils Audit Committee, Trenčín, Slovakia

In the media...

Traditional media continues to be an important channel of communication for our partners. **Eurodesk Slovenia** presented various funding opportunities during interviews for radio shows that focus on EU affairs, while **Eurodesk Lithuania** established a media partnership with one of the biggest online news portals in Lithuania, 15min.lt, which began publishing Eurodesk information in their “Student News” section. **Eurodesk Denmark** used newspapers and magazines to great effect (notably, Denmark's print media enjoys one of the highest audience shares in Europe when compared to other media). This national partner has positioned itself as the “go to” source for journalists who need background information, quotes and on-record interviews about young people going abroad to work or study.

Eurodesk helps me to promote European programmes... in the southern region of Luxembourg. Esch-sur-Alzette is surrounded by a high number of young people who do not use the European programmes at all, as they do not know what benefits they could gain from intercultural exchanges. The European opportunities offered by Eurodesk best illustrate the real projects they can join.

Charles Gasperi, Point Information Jeunes (Youth Information Point), Esch-sur-Alzette, Luxembourg

On the road...

Among its information service channels, **Eurodesk Luxembourg** took advantage of the country's small size with its “Infomobil”, a vehicle specially equipped with a one-stop information shop. The van travelled throughout the country in 2010, visiting schools and youth centres while helping to disseminate the national partner's information publications, such as a booklet promoting mobility in Europe.



Eurodesk Luxembourg takes European information on the road

On paper...

Another national partner targeting a small population—**Eurodesk Belgium (German-speaking community)**—produced two newsletters to reach different demographic groups—“Eurofax” was sent mostly to multipliers, while over 2,000 youngsters aged 13 to 18 regularly read the national partner’s EUROjuka newsletter. Across the border to the north, **Eurodesk Netherlands** produced the “Go-Europe” guide for young people and youth organisations, offering information on EU opportunities for young people while inspiring them to make use of those opportunities. Several youngsters who’d taken part in EU mobility programmes were interviewed to show the positive aspects of the experience.

Online...

Like all our national partners, **Eurodesk Italy** provided its funding and mobility information online, using the Eurodesk database to present funding opportunities and EduMoby for mobility information, in addition to linking the national and European youth portals and disseminating a digital monthly newsletter. **Eurodesk Portugal** provided the bulk of its funding and mobility information via its youth portal, which is linked to the European Youth Portal and Eurodesk website. **Eurodesk Lichtenstein** launched a new website, as did **Eurodesk Malta**, whose website includes a section about funding opportunities to help young people find ways to finance and implement their ideas. The website also includes a section dedicated to partner searches for the Youth in Action programme and other funding opportunities.

The content was a nice mix of knowledge on the subject and practical advice. Pragmatic. That's what we need.

A multiplier attending a Eurodesk Norway mobility conference



Eurodesk Malta picked up 100 new subscribers for its newsletter while celebrating the network's 20th anniversary at the University of Malta

delivering information in cooperation

To ensure that Eurodesk’s services complement, rather than overlap with, the work of other European information providers, our partners cooperate not only with the Youth in Action National Agencies, but also with other EU information networks such as Euroguidance, Europass and EURES. From car-pooling to co-producing publications, such collaborations have come to play an integral role in Eurodesk’s information delivery services.

In 2010, **Eurodesk Czech Republic** issued its “Eurokompas” quarterly magazine on education and mobility in collaboration with the Lifelong Learning Programme National Agency. **Eurodesk Netherlands** also worked with the National Agency for Lifelong Learning, as well as Euroguidance and the Youth in Action agency, to produce a road map linking EU funding opportunities with specific target groups.

Teaming up with Euroguidance, EURES and the National Agency of the Youth in Action programme, **Eurodesk Lithuania** produced a publication about studying, volunteering and working abroad. The booklet offered general information and tips on every stage of the process, and was hugely popular among young people.

Eurodesk Iceland worked with its national Directorate of Labour to promote mobility opportunities, targeting unem-

ployed youth in particular. Having jointly established the Norwegian Mobility Network, **Eurodesk Norway**—in cooperation with Euroguidance, EURES and Europass—organised mobility opportunity conferences for multipliers such as career advisors in schools.

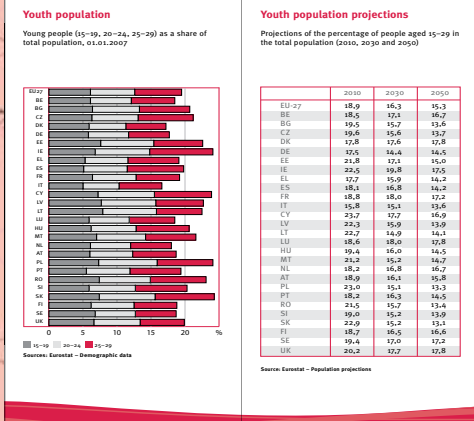
Also in Scandinavia, **Eurodesk Finland** held its annual “Europe or further” mobility event, cooperating with a diversity of partners including the Fulbright Center,

We decided right from the start to place Eurodesk within our national youth information structure, because we wanted it to be as close as possible to the multipliers in the youth field and to young people themselves. We are very satisfied with the results, as the synergy between Eurodesk and the Austrian youth information centres have produced greater interest, more positive attitudes and a stronger feeling for Europe among young people.

Elisabeth Ziegler, Head of Youth Policy Division, Federal Ministry of Economy, Family and Youth, Austria

- ALBANIA** €
Population: 3169 - Surface area in km²: 28 748
Young people (15-24 years): 899 - 1 436 - 1 433
<http://www.eurodesk.eu>
- ANDORRE** €
Population: 87 - Surface area in km²: 463
Young people (15-24 years): 153 - 175 - 179
<http://www.jugendinfo.bai>
<http://www.ajm.bai>
europa@ajm.bai
- AUSTRIA** €
Population: 8 377 - Surface area in km²: 83 859
Young people (15-24 years): 100 - 177 - 185
<http://www.eurodesk.at>
- BELARUS** €
Population: 9 585 - Surface area in km²: 207 600
Young people (15-24 years): 220 - 1 026 - 1 114
europa@eurodesk.eu
- BELGIUM** €
Population: 10 698 - Surface area in km²: 30 519
Young people (15-24 years): 1 500 - 1 595 - 1 597
<http://www.jugendinfo.bai>
<http://www.ajm.bai>
europa@ajm.bai
- BOSNIA AND HERZEGOVINA** €
Population: 3 760 - Surface area in km²: 51 129
Young people (15-24 years): 807 - 1 397 - 1 410
europa@eurodesk.eu
- BULGARIA** €
Population: 7 497 - Surface area in km²: 110 912
Young people (15-24 years): 1 407 - 1 497 - 1 731
<http://www.eurodesk.bg>
europa@eurodesk.eu
- CROATIA** €
Population: 4 416 - Surface area in km²: 56 538
Young people (15-24 years): 544 - 1 414 - 1 430
europa@eurodesk.eu
- CYPRUS** €
Population: 816 - Surface area in km²: 9 251
Young people (15-24 years): 203 - 1 001 - 1 103
<http://www.eurodesk.cy>
- CZECH REPUBLIC** €
Population: 10 611 - Surface area in km²: 78 864
Young people (15-24 years): 1 429 - 1 697 - 1 731
<http://www.eurodesk.cz>
europa@eurodesk.eu
- DENMARK** €
Population: 5 471 - Surface area in km²: 43 099
Young people (15-24 years): 963 - 1 470 - 1 493
<http://www.eurodesk.dk>
europa@eurodesk.eu
- ESTONIA** €
Population: 1 319 - Surface area in km²: 45 215
Young people (15-24 years): 285 - 1 401 - 1 415
<http://www.eurodesk.eu>
europa@eurodesk.eu
- FINLAND** €
Population: 5 344 - Surface area in km²: 138 145
Young people (15-24 years): 1 000 - 1 490 - 1 510
<http://www.eurodesk.fi>
- FRANCE** €
Population: 64 537 - Surface area in km²: 551 500
Young people (15-24 years): 1 167 - 1 568 - 1 599
<http://www.eurodesk.fr>
europa@eurodesk.eu
- GERMANY** €
Population: 82 027 - Surface area in km²: 357 733
Young people (15-24 years): 1 411 - 1 691 - 1 720
<http://www.eurodesk.de>
europa@eurodesk.eu
- GREECE** €
Population: 11 183 - Surface area in km²: 131 944
Young people (15-24 years): 1 559 - 1 943 - 1 916
<http://www.eurodesk.gr>
europa@eurodesk.eu
- HUNGARY** €
Population: 9 973 - Surface area in km²: 93 032
Young people (15-24 years): 1 508 - 1 948 - 1 982
<http://www.eurodesk.hu>
europa@eurodesk.eu
- ICELAND** €
Population: 339 - Surface area in km²: 103 000
Young people (15-24 years): 73 - 136 - 136
<http://www.eurodesk.is>
europa@eurodesk.eu
- IRELAND** €
Population: 4 379 - Surface area in km²: 70 284
Young people (15-24 years): 917 - 1 481 - 1 490
<http://www.eurodesk.ie>
europa@eurodesk.eu
- ITALY** €
Population: 60 698 - Surface area in km²: 301 330
Young people (15-24 years): 1 505 - 1 435 - 1 426
<http://www.eurodesk.it>
europa@eurodesk.eu
- KAZAKHSTAN** €
Population: 15 753 - Surface area in km²: 2 717 200
Young people (15-24 years): 430 - 1 210 - 1 214
europa@eurodesk.eu
- LATVIA** €
Population: 2 240 - Surface area in km²: 64 589
Young people (15-24 years): 493 - 1 243 - 1 251
<http://www.jugendinfo.gov.lv>
europa@eurodesk.eu
- LIECHTENSTEIN** €
Population: 36 - Surface area in km²: 160
Young people (15-24 years): 4 - 31 - 33
<http://www.aha.li>
europa@eurodesk.eu
- LITHUANIA** €
Population: 3 215 - Surface area in km²: 65 300
Young people (15-24 years): 713 - 1 351 - 1 371
<http://www.eurodesk.lt>
europa@eurodesk.eu
- LUXEMBOURG** €
Population: 497 - Surface area in km²: 2 586
Young people (15-24 years): 91 - 145 - 147
<http://www.eurodesk.lu>
europa@eurodesk.eu
- MACEDONIA** €
Population: 2 042 - Surface area in km²: 25 719
Young people (15-24 years): 423 - 1 231 - 1 244
europa@eurodesk.eu
- MALTA** €
Population: 410 - Surface area in km²: 316
Young people (15-24 years): 82 - 141 - 145
<http://www.eurodesk.mt>
europa@eurodesk.eu
- MOLDOVA** €
Population: 3 771 - Surface area in km²: 33 700
Young people (15-24 years): 539 - 1 471 - 1 468
europa@eurodesk.eu
- MONTENEGRO** €
Population: 616 - Surface area in km²: 13 812
Young people (15-24 years): 140 - 168 - 172
europa@eurodesk.eu
- NETHERLANDS** €
Population: 16 453 - Surface area in km²: 41 863
Young people (15-24 years): 3014 - 1 1427 - 1 1537
<http://www.government.nl>
europa@eurodesk.eu
- NORWAY** €
Population: 4 852 - Surface area in km²: 323 828
Young people (15-24 years): 530 - 1 455 - 1 475
<http://www.eurodesk.no>
europa@eurodesk.eu
- POLAND** €
Population: 38 698 - Surface area in km²: 312 677
Young people (15-24 years): 864 - 1 425 - 1 439
<http://www.eurodesk.pl>
europa@eurodesk.eu
- PORTUGAL** €
Population: 10 721 - Surface area in km²: 88 344
Young people (15-24 years): 1 504 - 1 533 - 1 533
<http://www.jugendinfo.gov.pt>
europa@eurodesk.eu
- ROMANIA** €
Population: 21 991 - Surface area in km²: 238 391
Young people (15-24 years): 4 606 - 1 2156 - 1 2250
<http://www.eurodesk.ro>
europa@eurodesk.eu
- RUSSIAN FEDERATION** €
Population: 140 987 - Surface area in km²: 17 075 400
Young people (15-24 years): 30 386 - 1 4609 - 1 4694
europa@eurodesk.eu
- SERBIA** €
Population: 9 856 - Surface area in km²: 88 361
Young people (15-24 years): 1 025 - 1 025 - 1 026
europa@eurodesk.eu
- SLOVAK REPUBLIC** €
Population: 5 410 - Surface area in km²: 49 012
Young people (15-24 years): 1 107 - 1 461 - 1 466
<http://www.eurodesk.sk>
europa@eurodesk.eu
- SLOVENIA** €
Population: 2 023 - Surface area in km²: 20 266
Young people (15-24 years): 327 - 1 138 - 1 133
<http://www.eurodesk.si>
europa@eurodesk.eu
- SPAIN** €
Population: 45 717 - Surface area in km²: 505 982
Young people (15-24 years): 701 - 1 359 - 1 402
<http://www.eurodesk.gov.es>
europa@eurodesk.eu
- SWEDEN** €
Population: 9 293 - Surface area in km²: 449 964
Young people (15-24 years): 327 - 1 438 - 1 497
<http://www.ungdomstyrelsen.se>
europa@eurodesk.eu
- SWITZERLAND** €
Population: 7 795 - Surface area in km²: 41 284
Young people (15-24 years): 1 014 - 1 482 - 1 497
<http://www.dh.gp.ch>
europa@eurodesk.eu
- TURKEY** €
Population: 75 795 - Surface area in km²: 779 424
Young people (15-24 years): 2 019 - 1 596 - 1 603
<http://www.eurodesk.org.tr>
europa@eurodesk.eu
- UKRAINE** €
Population: 45 433 - Surface area in km²: 603 700
Young people (15-24 years): 1 096 - 1 493 - 1 514
europa@eurodesk.eu
- UNITED KINGDOM** €
Population: 61 897 - Surface area in km²: 244 177
Young people (15-24 years): 1 233 - 1 595 - 1 647
<http://www.eurodesk.org.uk>
europa@eurodesk.eu

eurodesk
www.eurodesk.eu
www.europa.eu/youth



eurodesk
Education and Culture DG
'Youth in Action' Programme

Campus France, the Goethe-Institut Finland, the Nordic Cooperation and the Helsinki City Library.

Apart from promoting mobility opportunities, **Eurodesk Germany** took the additional step of examining the quality of internships abroad, organising an expert conference to explore the issue in collaboration with the German Academic Exchange Service, the International Association for the Exchange of Students for Technical Expertise, the Federal Employment Agency and others.

As two complementary programmes aimed at multipliers, I experience the cooperation with Eurodesk as very valuable. Two organisations indeed achieve more than one.

Ellen Hanselman, Euroguidance, The Netherlands

In cooperation with the European Youth Card (EYC) Association, **Eurodesk Austria** published the first edition of “auf & davon” (“up & away”), a magazine for young people featuring European travel information about transport, accommodation and travel security. To attract young readers, the publication also offered EYC discounts and infotainment such as a feature on the European Youth Capital and “My Europe” testimonials by celebrities.

To offer further information on funding opportunities beyond Youth in Action, Eurodesk Austria also organised a seminar for regional partners on the EU funding programmes “Culture” and “European for Citizens”, while **Eurodesk Poland** started collaborating with its national contact points for these two programmes.

In cooperation with the Youth in Action National Agency, **Eurodesk Czech Republic** issued the third edition of its brochure “...a kde jsi Ty?”, offering good examples of projects funded by the programme to inspire other young people to show similar initiative.

Eurodesk Spain collaborated widely with European networks and Spanish stakeholders—such as the Young Entrepreneurs Association of Murcia and the Spanish Youth Council—to share information and resources including bulletins, alerts and mailing lists.

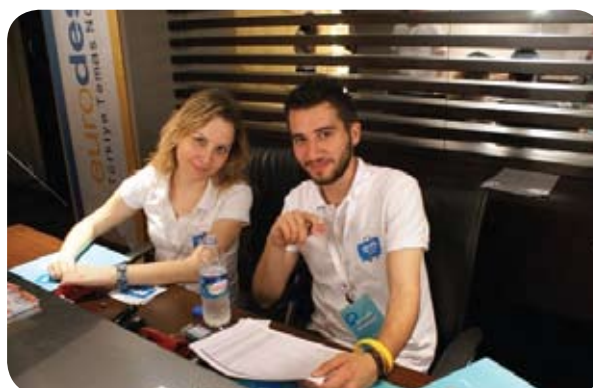
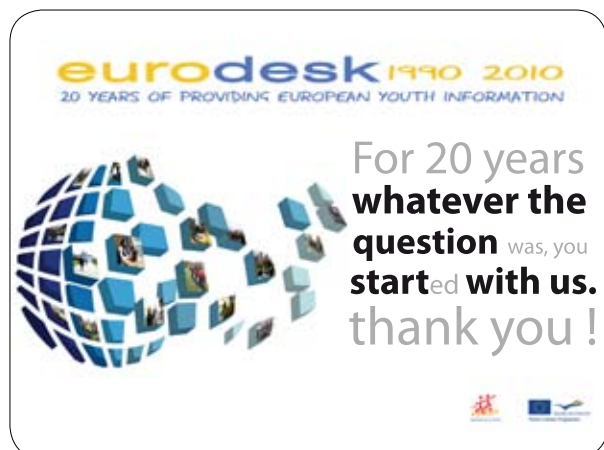
Three networks combine for “Innovation Towards a Participative Society”

In September/October, Eurodesk teamed up with the European Youth Information and Counselling Agency (ERYICA) and European Youth Card Association (EYCA) to organise a four-day conference in Lyon, in collaboration with **Eurodesk France**, the Regional Youth Information Centre Lyon and the City of Lyon. More than 40 participants from the three networks heard presentations from the European Commission and Council of Europe before exchanging ideas, experiences and good practice in youth information, focusing in particular on the renewed Framework of European Cooperation in the Youth Field. The presidents of the three networks led a plenary discussion on the role of youth information in the context of the new Framework and other European strategies, followed by workshops that allowed participants to explore the implications of the strategies for their work.



In 2010, we took part in a national network meeting about youth information and Europe. This meeting was initiated and organised by Eurodesk Netherlands...For the Youth Information Point, this is a relevant and easy way to interact with different experts in the field of youth issues in Europe. Eurodesk provided us with loads of information we can pass on to our target groups.

Jacqueline van Veen, Jongeren Informatie Punt (Youth Information Point), The Netherlands



delivering information on youth policy



Eurodesk Greece opened another door of opportunity with its information day in Thessaloniki

Eurodesk's national partners inform multipliers about the European cooperation on youth policies, also with a view to promoting greater participation among young people in policy making. Apart from seeking to generate more opportunities for youth in education and employment, our network encourages activities focused on talent development and cultural expression. National partners such as **Eurodesk Hungary** cooperate with their respective governments' offices for culture with this aim in mind.

Throughout 2010, the network hosted numerous events to engage young people more directly in youth policy. The two-day "Youth Policy ABC" seminars, organised by **Eurodesk Estonia**, brought together young people, youth workers, third sector organisations and local level decision makers to learn about the EU's "Mobilising and Empowering Youth" strategy.

In Sweden, representatives from all 290 municipalities, along with other authorities and youth NGOs, are invited

annually to a national conference on youth policy. At the 2010 event, **Eurodesk Sweden** presented the European dimension of youth policy, co-hosting a session on Youth in Action projects and another on the EU2020 strategy flagship initiative "Youth on the Move".

Membership in the network gives us "higher status". When we go somewhere we can proudly mention that we are members of Eurodesk.

Michal Slachta, Eurodesk multiplier in Kosice, Slovakia

Most Eurodesk partners focused on communicating youth policy information via general publications for youth, thereby reaching higher numbers of young people in addition to youth sector workers. **Eurodesk Austria** includes at least one youth policy feature in its quarterly "Eurodesk" newsletter. In 2010 the newsletter covered topics such as the EU's "Youth—Investing and Empowering" strategy (adopted last year), the Belgian EU Presidency, the EU's flagship initiative "Youth on the Move" and the 2011 European Year of Volunteering.

Similarly, **Eurodesk Poland** included a youth policy section in its "Europe for the Active" quarterly distributed to organisations, institutions and individuals directly dealing with European and youth issues, including Polish MEPs. **Eurodesk Romania** produced a booklet on European youth policy that focused especially on the new EU Youth Strategy and Youth on the Move initiative, while its monthly bulletin included regular updates on developments in youth policy.

I value the novelties Eurodesk Poland introduced in 2010. The website contains a lot of information but is user-friendly. The quarterly "Europe for the Active", which is coordinated by the national office, raises important issues from the youth policy area, education and European programmes, reaching directly the individuals and organisations interested in these topics...

Mr Mirosław Sielatycki, Under Secretary of State in the Polish Ministry of National Education

Some partners are working in cooperation with policy makers and others to inform about youth policy. **Eurodesk Sweden** helped to distribute a booklet, produced by the national Ministry for Integration and Gender, explaining the new Framework for European Cooperation in the Youth Field.

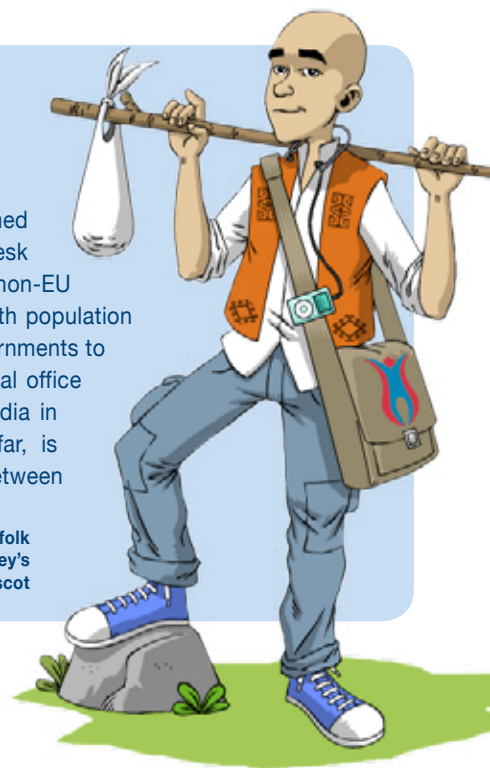
Increasingly, our partners are taking their publications online, or otherwise using their websites and other web platforms to inform about youth policy. **Eurodesk UK's** website provided information about the European coopera-

tion on youth policies and its three main pillars, while **Eurodesk Netherlands** has dedicated a special youth policy information section on its website, focusing on news, the framework of youth policies, structured dialogue and the history of EU youth policy. And **Eurodesk Turkey** reports that many of its 9,000 Facebook fans instantly react to posted items, thereby creating new opportunities for dialogue between youth policy stakeholders.

Turkey: 50 local partners and 9,000 Facebook fans in only three years

Just three years after becoming a national partner, Eurodesk Turkey welcomed its 50th local partner in 2010. With only one full time staff member, Eurodesk Turkey has been breaking new ground in bringing European information to a non-EU country that lies at the crossroads with Asia and is home to the largest youth population in Europe. While its local relays are building new partnerships with local governments to launch structured dialogues between decision makers and youth, the national office continues to reach out to young people directly with the help of social media in particular. Eurodesk Turkey's Facebook page, with over 9,000 fans so far, is generating exciting opportunities for genuine interaction and debate between Turkey's youth stakeholders.

The "Bald Boy" of folk tales—Eurodesk Turkey's very own mascot



European year 2010: combating poverty

and social exclusion

Learning what it feels like to be in a wheelchair, at the "Find yourself in Europe" event in Czech Republic

Apart from its core mandate of delivering youth information services, Eurodesk supports high profile EU events to promote—but also engage more young people in—European sectors beyond youth policy. We're especially involved in promoting the "European Year" activities, which in 2010 focused on "Combating Poverty and Social Exclusion".

Eurodesk Slovenia organised a photo competition to promote the issue, selecting 15 of the best photos that were later exhibited at youth centres, a library and a National Agency event. A photo competition was also initiated by **Eurodesk Greece**, while **Eurodesk Czech Republic** promoted a comic drawing competition organised by the Lifelong Learning Programme National Agency. That cooperation extended to hosting an open-air event where over 300 young people took part in workshops, competitions and theatre performances aiming to draw attention to poverty and social exclusion.



Published by **Eurodesk Poland**, an “Education v Poverty” newsletter presented data on poverty and examples of education projects that have in some way helped the poor and socially excluded. **Eurodesk Malta** published a booklet that sought to inspire young people with similar examples.

Eurodesk’s national partner in **Bulgaria** hosted training courses in 10 cities to help local relays tackle the challenges presented by poverty and social exclusion.

Without a doubt, especially during these hard times, Eurodesk is a highly valuable tool.

Fabián Cabrera Calzada, Town Councillor of Villa del Río, Córdoba, Spain

Eurodesk Hungary co-initiated the “Under my Umbrella” campaign—around 3000 young people in 11 towns painted umbrellas with images expressing what poverty and social exclusion mean to them.



promoting structured dialogue

The European Commission is keen to listen to what young people have to say and there are a number of initiatives supporting that process. The so-called Structured Dialogue is one of them. As part of its regular activities, Eurodesk provides information about the structured dialogue between policy makers and young people at local, regional and national levels.

The website udiverden.dk is an indispensable tool in promoting European programmes because it is aimed directly at young people themselves. It’s impressive that the presentation of the website is the most popular of any at the education fairs every year.

Lia Leffland, Head of Division for Youth in Action and Lifelong Learning Program, Denmark

Structured Dialogue towards youth employment

During the EU trio presidency of Spain, Belgium and Hungary (2010-2011), the structured dialogue has been dealing with the theme of youth employment. In the member states, national working groups were established to shape this structured dialogue at national level. **Eurodesk Belgium (Flemish-speaking community)** was one of the driving forces in the national consultations and the implementation of the structured dialogue during the Belgian EU Presidency.

Over 100 young people from across Europe who were involved in the national consultations gathered in Leuven for the EU Youth Conference. In several working groups, they discussed youth employment with policy makers from the 27 EU Member States. The results of the national consultations were gathered during the conference and the next step in the process prepared. All the participants worked together in thematic workshops with the objective of fine-tuning the recommendations from the national consultations, addressing them towards the appropriate level or institution, and investigating what the contribution of youth policy could be. This resulted in around 40 recommendations jointly identified by young people and policy makers.



Network partners will often facilitate or contribute actively to that dialogue at local and regional but also state levels. **Eurodesk France** participated in a national working group established by the French ministry in charge of youth to advance the structured dialogue. Similarly, **Eurodesk Austria** was selected by its federal youth ministry to participate in a youth policy strategy group, which brings together youth sector stakeholders to exchange ideas, information and best practice while contributing to the structured dialogue.

At a macro-regional level, the second German-speaking Youth Forum took place in Vienna in November. **Eurodesk Austria** gathered young people, those who work with them as well as other stakeholders to discuss the impact on participation, education and inclusion of the “Youth—Investing and Empowering” strategy.

...So you think you know it all? (SYTYKIA)

Eurodesk’s “SYTYKIA” is part of the network’s strategy to explore with young people why the EU is important to them, the opportunities that exist in Europe for them and to encourage the expression of their views at European level. The initiative leverages the capacity of Eurodesk’s multipliers to talk directly to young people about their views on the EU, thereby supporting the European Commission’s structured dialogue at local, regional and national levels.

SYTYKIA is based on “European Awareness” sessions involving methodologies and materials that provide a coherent and coordinated framework to support structured dialogue in particular. Each session addresses young people—from schools, youth organisations and other local youth structures—who look to their communities to find evidence of the EU’s impact while discovering the many ways that European issues may be communicated. The sessions end by encouraging young participants to take action using their newfound knowledge and inspiration to engage in the European project.

SYTYKIA started as a pilot project in 2007. Since then, hundreds of European awareness sessions involving over 17.000 young people have been held in most of the Eurodesk countries. The method has been mainstreamed into Eurodesk activities and adapted by national partners across the network.



Another SYTYKIA session hosted by Eurodesk Czech Republic

Eurodesk is an invaluable resource...Information in an accessible form is vital in the encouragement of the greater involvement of young people in civil society and in ensuring that those involved in policy making are made aware of the issues that impact on young people.

Margaret Raftery, Office of the Minister of Children and Youth Affairs, Ireland

The “Empowering young people through information” conference hosted in June by **Eurodesk Ireland** (see earlier box) also explored the “Youth—Investing and Empowering” strategy as well as two of the EU2020 Strategy flagship initiatives: “Youth on the Move” and the “Agenda for New Skills and Jobs”. The event also included a workshop on youth participation to draw attention to the importance of structured dialogue in a country where citizens are still ambivalent about the benefits the EU brings them.

Eurodesk Czech Republic cooperated with the Czech Council for Children and Youth to present the results of a consultation with youth on the theme of employment.

In 2010, Eurodesk’s SYTYKIA methodology was used widely across the whole network, often in collaboration with other partners. For the second consecutive year and in close cooperation with several Europe Direct contact points, **Eurodesk Italy** implemented the EU4U project, an adaption of the SYTYKIA module. Over 10,000 senior year secondary students learned about EU opportunities and the Lisbon Treaty rights and values with a range of interactive activities. Co-funded by the EU Communication Managing Partnership in Italy and the state youth ministry, the project is set to end in March 2011 with a simulation in Rome of a European Parliament session.

Eurodesk Sweden ran six SYTYKIA sessions at two management partnership conferences arranged by the International Programme Office for Education and Training. Around 160 teachers from across the country attended the sessions, which presented tools to help them introduce EU information at their respective schools.



exchanging experiences and good practice to

improve the quality of youth information

Aside from our role in delivering information services to young people and those working with them, Eurodesk promotes the development of comprehensive, coherent and coordinated services that take into account the specific needs of young people. Our national partners also support the development and harmonisation of youth information policies within their respective countries.

I was delighted at the unbelievable competence of all the participants and the friendly atmosphere of the whole event. I quickly began to work with the conference topic and was very happy to get so much valuable advice...

Eurodesk Germany conference participant

Eurodesk's main contribution to enhancing the quality of youth information is to exchange experiences and share examples of good practice. Our European network meetings are an opportunity to do that, but also to participate in training sessions and jointly develop quality criteria for the provision of information services. That process is reflected also at state level, where national partners regularly meet and exchange with local multipliers as well as European and local partner networks.



Working group fever at a Eurodesk Italy network meeting

Every year, **Eurodesk Slovenia** takes part in an annual meeting of EU networks, hosted by the European Commission's delegation in the country, to exchange good practices and experience. To produce a new series of information leaflets called "Memos Eurodesk", **Eurodesk France** worked closely with local multipliers to exchange experience and knowledge of specific know-how that could add value to the rest of the network.

As a multiplier, I participate in two seminars per year: one at the offices of Eurodesk France, and the other at the premises of one of the regional multipliers. This is a good way of keeping up-to-date with Eurodesk network activities both at European and national level, to exchange practice, and to work on joint information tools in a friendly atmosphere...I also appreciate having the possibility of being able to ask my European and French colleagues for help on the intranet whenever I need it.

Thierry Crespín, Regional Youth Information Centre Franche-Comté (Besançon), France

Motivated by the latest EU Youth Strategy, **Eurodesk Austria** began a renewed dialogue with youth work structures such as youth centres. Workshop sessions on "Dialogue Between Youth Information and Open Youth Work" focused on how youth information services could be more useful for youth workers and their target groups. The results of these workshops will form the basis of Eurodesk Austria's 2011 practices, in cooperation with the national coordinating body of Open Youth Work.

To enhance the quality of existing youth mobility information, **Eurodesk Spain** teamed up with public organisations (universities, city councils, employment services, national agencies and other EU networks) to develop new information sessions for young people and youth workers, entitled "Studying and Working in Europe".

The "Empowering young people through information" conference, hosted by **Eurodesk Ireland** (see earlier box), featured experts presenting such valuable insights as how a better understanding of the cognitive behaviour of young people online could help youth workers improve end users' access to information.



From cognitive behaviour to working groups at the Ireland conference

supporting the European Youth Portal



Eurodesk Poland's regional relay in Gdańsk opened a new office

Following its 2001 White Paper, »A New Impetus for European Youth«, the EU undertook a greater political commitment to inform young people about Europe. The European Youth Portal was launched in 2004 for that purpose, its goal defined by the European Commission as giving:

...young people "information on Europe"...which will enhance their participation in public life and thus contribute to their active citizenship. The EYP should be a gateway to information covering a broad range of issues...and should direct the user to information available on other sites.

The Eurodesk network is responsible for maintaining all the information on the Youth Portal and ensuring regular multilingual updates for its news sections. The portal covers topics such as studying, working, volunteering/exchanges, young people's rights, active citizenship, European travel as well as information on Europe and other portals for young people. It provides European and national information on 31 countries in 24 languages and enables young people to have their questions answered through the Eurodesk network.

In 2010, nearly 100 items were published on the homepage, while the portal's total number of page views saw significant increases on the previous year's figures (see graph).

All our national partners contributed to the Youth Portal in their daily work throughout 2010; of particular note among those contributions were the collaborative efforts of Eurodesk's three **Belgian** partners representing the French, Flemish and German-speaking communities. To ensure that the national-level information was updated and promoted effectively, the three partners met regularly and supported one another whenever necessary.

Eurodesk Slovenia used an innovative method to promote the portal in its monthly news updates to local partners and young people, presenting one European country each month via a link to the portal from its website space "Clicks through the European Youth Portal".

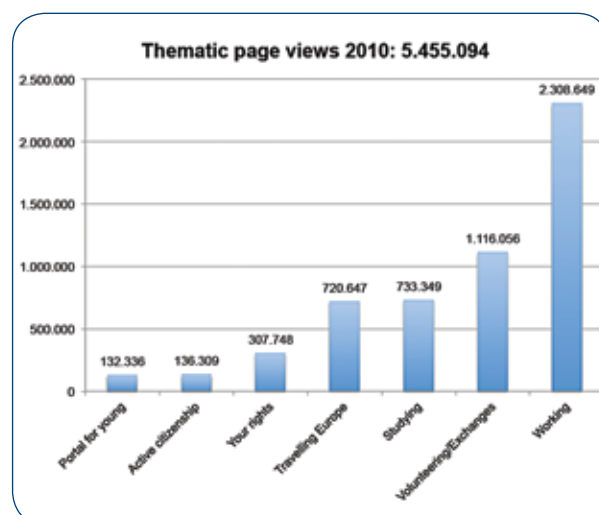
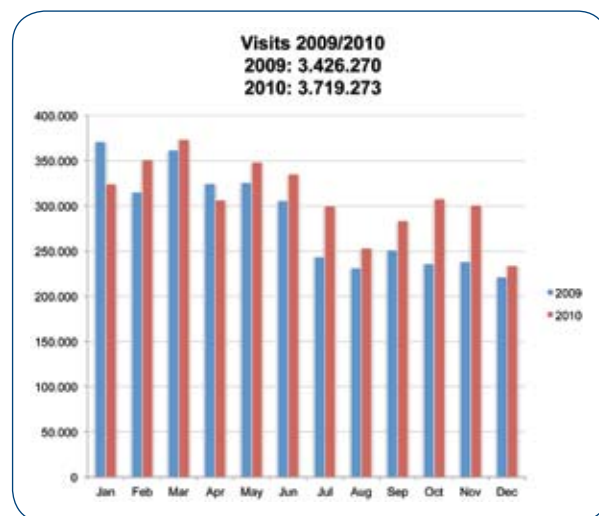
Eurodesk Poland produced two new gadgets to promote the portal (balloons and fudge) and continued to secure new web links to the portal from local partner sites. For newcomers joining Eurodesk's Polish network, the national partner also produced a quiz to test their knowledge of the portal.

At the Eurodesk network meeting in Iceland, **Eurodesk Spain** conducted a workshop on new ideas and web 2.0 tools for the European Youth Portal, thereby helping to ensure that network partners continue to look ahead and innovate in supporting the portal and the EU's broader objectives.

Based on feedback received from the national partners, Eurodesk Brussels Link handed the European Commission a proposal for future development of the portal.

Eurodesk opens a new sky for young people!

Baiba Abolina, Cesis Adult Education Centre, Latvia



contact us

Eurodesk Brussels Link
Scotland House
Rond-Point Schuman 6
B-1040 Brussels, Belgium

Phone: +32 2 282 83 84
Fax: +32 2 282 83 90

info@eurodesk.eu
www.eurodesk.eu

eurodesk national partners

Eurodesk Austria

c/o jugendinfo.cc
eurodeskat@eurodesk.eu
http://www.jugendinfo.cc

Eurodesk Belgium, Flemish Community

c/o JINT vzw
eurodeskbe@eurodesk.eu
http://www.jint.be

Eurodesk Belgium, French Community

c/o Bureau International Jeunesse
eurodeskbe@eurodesk.eu
http://www.lebij.be

Eurodesk Belgium, German Community

c/o JIZ St. Vith - Jugendinformationszentrum
eurodeskbe@eurodesk.eu
http://www.jugendinfo.be

Eurodesk Bulgaria

c/o National centre "European Youth
programmes & Initiatives"
eurodeskbg@eurodesk.eu
http://www.eurodesk.bg

Eurodesk Cyprus

c/o Youth Board of Cyprus
eurodeskcy@eurodesk.eu
http://www.youthboard.org.cy

Eurodesk Czech Republic

c/o NA Mládež/ NIDM MŠMT
eurodesk@mladezvakci.cz
http://www.eurodesk.cz

Eurodesk Denmark

c/o Danish Agency for International Education
eurodeskdk@eurodesk.eu
http://www.iu.dk

Eurodesk Estonia

c/o European Movement
eurodeskee@eurodesk.eu
http://www.eurodesk.ee

Eurodesk Finland

c/o Centre for International Mobility (CIMO)
eurodeskfi@eurodesk.eu
http://www.cimo.fi

Eurodesk France

c/o CIDJ
eurodeskfr@eurodesk.eu
http://www.eurodesk-france.org

Eurodesk Germany

c/o IJAB e.V.
eurodeskde@eurodesk.eu
http://www.rausvonzuhause.de

Eurodesk Greece

c/o Institute for Youth, Hellenic National Agency
eurodeskel@eurodesk.eu
http://www.neagenia.gr

Eurodesk Hungary

c/o Mobilitas National Youth Service
eurodeskhu@eurodesk.eu
http://www.eurodesk.hu

Eurodesk Iceland

c/o Landskrifstofa/National Agency
Evrópa unga fólksins/ Youth in Action
eurodeskis@eurodesk.eu
http://www.eurodesk.is

Eurodesk Ireland

c/o LEARGAS
eurodeskie@eurodesk.eu
http://www.eurodesk.ie

Eurodesk Italy

eurodeskkit@eurodesk.eu
http://www.eurodesk.it

Eurodesk Latvia

c/o Agency for International Programs for Youth
eurodeskiv@eurodesk.eu
http://www.jaunatne.gov.lv

Eurodesk Liechtenstein

c/o »aha« - Tipps und Infos für Junge Leute
eurodeskli@eurodesk.eu
http://www.aha.li

Eurodesk Lithuania

c/o Lithuanian Youth Council (LIJOT)
eurodesklt@eurodesk.eu
http://www.eurodesk.lt

Eurodesk Luxembourg

c/o Centre Information Jeunes
Luxembourg@eurodesk.eu
http://www.cij.lu

Eurodesk Malta

c/o European Union Programmes Agency
eurodeskmt@eurodesk.eu
http://eurodesk.org.mt

Eurodesk Netherlands

c/o Nederlandse Jeugdinstituut / NJi
eurodesknl@eurodesk.eu
http://www.go-europe.nl

Eurodesk Norway

c/o Norwegian Directorate for Children, Youth and
Family Affairs
eurodeskno@eurodesk.eu
http://www.eurodesk.no

Eurodesk Portugal

c/o Agência Nacional para o Programa Juventude
eurodeskpt@eurodesk.eu
http://www.juventude.gov.pt

Eurodesk Poland

c/o Foundation for the Development of the Education
System,
National Agency of the Youth Programme
eurodeskpl@eurodesk.eu
http://www.eurodesk.pl

Eurodesk Romania

c/o ANPCDEFP
eurodeskro@eurodesk.eu
http://www.eurodesk.ro

Eurodesk Slovakia

c/o Iuventa
eurodesksk@eurodesk.eu
http://www.eurodesk.sk

Eurodesk Slovenia

c/o Movit Na Mladina
eurodesksi@eurodesk.eu
http://www.eurodesk.si

Eurodesk Spain

c/o Instituto de la Juventud
Servicio de Movilidad e Información Internacional
eurodeskse@eurodesk.eu
http://www.eurodesk.injuve.es

Eurodesk Sweden

c/o UNGDOMSSTYRELSEN
The Swedish National Board for Youth Affairs
eurodeskse@eurodesk.eu
http://www.ungdomsstyrelsen.se

Eurodesk Turkey

c/o Turkish National Agency
eurodesktr@eurodesk.eu
http://eurodesk.ua.gov.tr

Eurodesk United Kingdom

c/o British Council
eurodeskuk@eurodesk.eu
http://www.eurodesk.org.uk

Eurodesk welcomes two new national partners in 2011:

Eurodesk Croatia

c/o Agencija Za Mobilnost I Programe Europske Unije
eurodeskhr@eurodesk.eu
http://www.mobilnost.hr

Eurodesk Switzerland

c/o ch Foundation for confederal collaboration
eurodeskch@eurodesk.eu
http://www.ch-go.ch





Informing European youth



for the last 20 years...



more than 30 countries...



and 900 local partners.



Education and Culture DG
'Youth in Action' Programme



EUROPEAN YOUTH PORTAL