ERYICA
Work Programme 2020
MEMBERSHIP

27 Members Organisations
7 Affiliated Organisations
3 Cooperating Organisations

- Expand the network with 2 new organisations
- Establish more targeted contact with our members

MANAGEMENT

General Assembly 2020
1 GB member election
ERYICA Green Policy

4 Governing Board Meetings
Regional/ Language Cluster Working Groups
European YI Quality Label Task Force

STRATEGIC DIRECTIONS

Capacity-Building
Research, Trends & Innovation
Quality & Youth Info Ethics
Policy Advocacy & Cooperation

PR & Communication
1. Capacity-building

Activities

1.1 Developing an ERYICA Capacity-building and Training System for online and face-to-face training activities.
   - Completing the ERYICAdemy Training of Trainers programme with the 2nd eLearning phase and the 2nd residential training;
   - Certifying participants in the Training of Trainers Programme - ERYICAdemy;
   - Finalising the new Training of Trainers programme based on the ERYICAdemy training experience and feedback; and
   - Restructuring and updating the ERYICA training system and rules.

1.2 Organising training activities for youth information workers.
   - Piloting eTraining on Service Design, see Strategic Direction 2.

1.3 Developing and piloting the DOYIT online training scheme and eTraining courses.
   - Completing and updating the ALTYO online course in collaboration with TheGoodLobby; and
   - Consolidating and promoting DOYIT online across the network.

1.4 Updating and translating existing manuals, training material and courses.
   - Designing the layout of existing training manuals;
   - Updating the Digital YIntro training manual;
   - Re-editing Liaisons in English and in French;
   - Supporting the publication of Liaisons in other languages;
   - Seeking institutional support to translate Liaisons into other languages; and
   - Updating training courses according to the new European Youth Information Charter in different languages (Strategic Direction 3).

1.5 Supporting networking and exchange among ERYICA trainers.
   - Disseminating information and training opportunities through mailing lists.

1.6 Promoting existing materials and resources throughout the network and in countries willing to establish youth information and counselling services.
   - Promoting and disseminating Liaisons within the network;
   - Promoting other existing materials: Quality management tool, Info-rights kit, Starters Kit, Compendium, Ensuring Quality in Youth Information and Counselling, etc; and
   - Enhancing visibility in events organised by our stakeholders and partners.

1.7 Developing contacts with the formal education sector and other youth-related sectors in view of setting up common capacity-building activities and projects for the benefit of youth information workers.

1.8 Participating in training activities of our stakeholders and partners.
Projects

Promotion, re-edition and translation of “Liaisons” - ERYICA

This practical resource for youth (information) workers, educators and youth organisations provides theoretical elements and educational tools to reinforce young people's resilience and critical thinking through youth information and counselling principles. In the course of 2020 we will ensure the promotion and dissemination of LIAISONS – toolkit for the prevention of violent extremism through youth information throughout Europe. ERYICA will also seek institutional support to translate Liaisons into other languages and support their publication. The original version of Liaisons in French (1st edition 2017, 2nd edition 2018) and the main translation into English (1st edition 2018) will be revised and re-edited in 2020.

1st ERYICA Training of Trainers' Programme “ERYICAdemy” – Erasmus+ KA1

Due to its success, the ERYICA training system grew significantly over the last decade and presently offers 7 courses, 4 of them in eLearning format as well. This increase made the restructuring and update of our training of trainers system, rules and trainers’ pool necessary. The new system uses blended learning methodology and includes 2 residential and 2 eLearning phases, with a combined duration of 6 months. The project will run for this time frame and enable participants, future and actual trainers, to deliver 5 face-to-face training courses (YIntro, Digital YIntro, Advanced YIntro, JIMMY, YoMIM) and 3 eLearning courses (Digital YIntro, JIMMY and YoMIM). The second eLearning phase and the second residential part of the training of trainers cycle are planned to take place between February and May 2020.

Projects Proposals

MIL in the context of youth information - French-speaking members project – Erasmus+ KA2

This project proposal will aim to train youth information workers on how to make the most of existing tools and resources in the field of Media and Information Literacy. The different activities will introduce the subject and the current context, explore how to support young people through MIL, look into how to collaborate with other sectors, discuss what is at stake and make the link with youth information. After this theoretical part (educational scenario), there will be a compilation of existing tools, which will be tested and adapted if needed.
2. Research, Trends & Innovation

Activities

2.1 Supporting the development of innovative services in order to address the information needs of young people and to reach them where they are.

- Developing and piloting an online course on youth information service design (see DesYIgn, projects below); and
- Developing a toolkit on youth information service design (see DesYIgn, projects below).

2.2 Raising awareness on trends and new media popular among young people.

- Exploiting and promoting the outcomes of DesYIgn: Innovative youth information service design and outreach (see below, Projects);
- Promoting research on trends and new media; and
- Cooperating with media and information literacy experts.

2.3 Exchanging best practices on youth information work.

- Publishing a SHEryica Best Practice Booklet;
- Exploiting Sheryica Facebook Group/Page (see Strategic Direction 5);
- Organising an ERYICA Iberian Working Group meeting; and
- Organising an ERYICA French-speaking Working Group meeting.

2.4 Exploring trends and innovation in the provision of youth information and counselling across Europe.

- Analysing the ERYICA survey on the state of the art of youth information and counselling services in Europe;
- Mapping youth information services across Europe (see Strategic Direction 4);
- Editing a publication on Youth Information in Europe in 2020; and
- Reporting on ESCO (European Skills, Competences, Qualifications and Occupations) survey and findings in cooperation with Eurodesk (see Strategic Direction 3 and 4).

2.5 Partnering with researchers on youth issues and media and information studies to promote research-based policy-making and practice.

- Drafting and promoting the DesYIgn Focus Groups Report in collaboration with Åbo Akademi University (see DesYIgn project); and
- Implementing the project: The importance of information in the resettlement and integration of refugees (INFORMRefugees) – Horizon 2020, if approved (see Project Proposals).

2.7 Disseminating research results and publications among our members and stakeholders.

- Disseminating the MOVE policy briefs, research publications and project results;
- Disseminating the report Future Youth Information and Counselling: Building on Information Needs and Trends with Åbo Akademi University;
- Disseminating the Manual for Future Foresight in Youth Information; and
- Disseminating other relevant research outcomes and publications concerning youth, information studies, and youth policy.
**Projects**

**DesYIgn: Innovative youth information service design and outreach - Erasmus+**

**Duration:** 01/03/2019 – 28/02/2021  
**Coordination:** ERYICA  
**Partners:** ERYICA (LU), Youth Work Ireland (IE), Koordinaatti (FI), Agence Nationale pour l'Information des Jeunes (LU), Dirección General de Juventud y Deportes de Madrid (ES), ProMo Cymru (UK), Aġenzija Żgħażagħ (MT), Institut Valencià de la Joventut (ES), Åbo Akademi University (FI)

**Aims:** DesYIgn aims to support youth information professionals in optimising their services and establishing efficient and innovative strategies and tools to reach out to more young people through service design.

**Intellectual outputs foreseen**

- Desk research considering current youth trends/needs and collection of examples of innovative YI service providers (using outcomes of the survey on communication and outreach to young people conducted in 2017, the Youth.Info survey (2018), the Eurofound survey (2018), and other information collected, as well as analytics and information behaviour from other tools);
- **Focus groups** with young people to involve them in the production and designing of the tools;
- Online course on innovative YI service design (using webinars, contributions from external experts, videos and other digital tools, particularly those used by young people. These should be easily adaptable to keep up-to-date with changing digital trends);
- Toolkit to design innovative youth information services aiming to reach out to more young people, including quality indicators and measures;
- Innovative youth information design pilots (3-5 pilots) that will test the resources developed at different stages; and
- Work with young people to test the pilots, throughout the project and multiple times where possible.

**SMaRT-EU: Social Media Resilience Toolkit - Media Literacy for All**

If approved, SMaRT-EU will provide tools, suggestions and resources to train young people and digital immigrants (50+) in how to read media - particularly social media; critically understand how social media represents people and issues; and how to navigate with critical consciousness in the saturated and instantaneous informational social media environment, addressing the importance of fact-checking skills. ERYICA is a partner in a consortium of six partners led by Cooperativa de Formasao e Animasao Cultura – COFAC.

**Projects Proposals**

**INFORMRefugees: The importance of information in the resettlement and integration of refugees – Academy of Finland**

This application has been submitted by Abo Akademi University (Finland) and it is expected to be financed by the Academy of Finland within the theme of Information Literacy and evidence-informed decision-making. It is a collaboration of this university with all information studies departments and experts on media and information literacy-research in Finland. They collaborate with schools and with Koordinaatti to reach young people in Finland also outside the education system. If approved, ERYICA will support by providing expertise from a European perspective and ensuring a wider dissemination of the project outcomes.
3. Quality & Ethics in Youth Information

Activities

3.1 Promoting and exploiting the European Youth Information Charter.
   - Promoting the translation of the European Youth Information Charter into different languages;
   - Promoting the brochure Ensuring Quality in Youth Information and Counselling; and
   - Encouraging the translation of the brochure Ensuring Quality in Youth Information and Counselling into different languages.

3.2 Encouraging our members to develop and apply quality management mechanisms and resources.
   - Promoting of the Quality management tool and the brochure Ensuring Quality in Youth Information and Counselling; and
   - Promoting the European Youth Information Quality Label among members of the network (see Projects and Strategic Direction 4).

3.3 Supporting the recognition of youth information professionals.
   - Finding a common definition of “youth information worker” and “youth worker” for the database of European Skills, Competences, Qualifications and Occupations (ESCO) in cooperation with Eurodesk, Salto Training and the EU-CoE Partnership in the field of Youth (see Strategic Direction 4).

3.4 Piloting and finalising the European quality label for youth information.
   - Establishing a Task Force to pilot the European Youth Information Quality Label (see Projects below and Strategic Direction 4);
   - Piloting the European Youth Information Quality Label with ERYICA members belonging to one of the three models identified (see Projects below and Strategic Direction 4);
   - Launching a competition among young people for the design of the European Youth Information Quality Label; and
   - Finalising the European Youth Information Quality Label.

3.5 Adopting positive practices to ensure young people’s access to rights and to support the sustainable development goals.
   - Developing a guide on Green Youth Information Services in collaboration with Eurodesk (see Projects and Strategic Direction 4);
   - Establishing a Green Policy for ERYICA;
   - European Youth Information Day campaign Climate changes. Truth does not (see Strategic Direction 5); and
   - Promoting of the Info-rights kit.

3.6 Establishing a framework for ERYICA Youth Ambassadors.
   - Reconceptualising and piloting the ERYICA Youth Ambassadors training course (see YInfoPeers project below);
   - Developing and piloting a training course on peer-to-peer in youth information (see YInfoPeers project below);
   - Supporting the active involvement of Youth Ambassadors in our activities (see YInfoPeers project below);
   - Enhancing the Youth Ambassadors’ potential to disseminate and multiply youth information knowledge and policy advocacy (see YInfoPeers project below); and
   - Developing a MOOC on youth information advocacy campaigns online (see YInfoPeers project below).
Projects

European Youth Information Quality Label

The development of a European Youth Information Quality Label for the youth information sector in Europe started in the framework of the Grant Agreement of 2019. The first year of the planned two-year process produced promising outcomes, including a draft assessment tool, and found preliminary answers to the major questions regarding the management and sustainability of the Label. In 2020, the project will involve:

- Fine-tuning the application procedures for awarding the Label according to different models:
  - Quality assessment methods and tools; and
  - Involvement of external experts when required;
- Establishing a system for maintenance and renewal of the Label;
- Testing and piloting with youth information services and users/young people in at least 3 case studies in 3 different CoE countries (one per identified model in the first phase); and
- Establishing a Task Force for piloting and supervising the implementation of the Label.
- Label design and dissemination plan:
  - Competition among young people to design the label;
  - Use and display of the label; and
  - Seminar on Quality Youth Information Services at the end of the project for potential applicants, CMJ members and other youth information-related stakeholders.
- Launch and promotion.

By the end of 2020, the Label will be tested and is expected to be ready for application.

Guidelines on Greening Youth Information Services – ERYICA/Eurodesk cooperation

ERYICA and Eurodesk are joining forces to develop this project. The aim of the Guidelines on Greening Youth Information Services is to understand the role if youth information in the context of climate change, to propose concrete tips and examples of good practices for youth (information) workers when it comes to designing and providing greener information services, and to provide some policy recommendations and advocacy tools on this topic. The guidelines will also provide examples on how to inform, engage and empower young people on sustainable development issues and raise their awareness about climate change and how to address disinformation on environmental issues. The publication will be officially launched on the World Environment Day (5 June 2020).

Youth Ambassadors and YInfoPEERs – Erasmus+ KA2

The overall objective of the project is to train young people across Europe to become ambassadors for youth information, to be able to carry out local-level awareness-raising projects with their peers, and to gain skills and competences in different important areas that will help them to influence decision-making processes in the future (digital communication, social networks, video-making, advocacy etc.).

The project will produce three different intellectual outputs:

IO-1 Youth Ambassadors training manual
IO-2 InfoPeers training manual
IO-3 MOOC on online campaigning for young activists

The project will be submitted under Erasmus+ KA2 by ERYICA in 2020.
ESCO is the European multilingual database on Skills, Competences, Qualifications and Occupations run by the European Commission, Directorate-General for Employment, Social Affairs and Inclusion. Offering a common language and ensuring a better recognition of occupations and skills across Europe is at the core of ESCO. It currently contains the occupation of a “youth worker”, but not that of a “youth information worker”. In addition, the titles provided in the various languages for “youth worker” are diverse and not always coherent. The aim of this initiative is to clarify the occupation of “youth worker” and to add a specific occupation of “youth information worker” under the umbrella of “youth worker”. ESCO is regularly updated to take into account professional developments as well as inputs from the field. Eurodesk, ERYICA, Salto Training and Cooperation Resource Centre and the EU-Council of Europe Youth Partnership, are joining forces to consult youth stakeholders from all over Europe to get their inputs on both occupations in view of improving the content of ESCO. A survey and a report on the survey are part of this project.
4. Policy Advocacy & Cooperation

4.1. Council of Europe

Grant Agreement 2020

The proposed activities under the partnership between ERYICA and the Council of Europe in 2020 will involve:
- Piloting and finalising the European Youth Information Quality Label (see Strategic Direction 3, Projects);
- Mapping Youth Information services across Europe;
- Promoting Liaisons: toolkit for the prevention of violent extremism through youth information and potential translations into other languages; and
- Disseminating and promoting other publications produced by ERYICA and the Council of Europe under their partnership.

Participation in:
- Two CDEJ and Joint Council meetings
- JCC meeting
- Policy reviews (when invited)
- Consultation processes (when invited)
- Preparations for the next European Youth Work Convention
- Preparation of recommendations and policy instruments (when invited)
- Study visit and supporting measures missions to CoE Member States (when invited)
- Future developments on No Hate Speech Movement
- Dissemination of CoE initiatives, activities and publications
- INGOs platform Council of Europe

4.2. European Union

Participation in:
- EU Programmes (Erasmus+, Horizon 2020, EuropeAid, Europe for Citizens, EU4Youth, and other relevant programmes)
- European Solidarity Corps consultations with stakeholders
- Digital Education Agenda consultations
- DiscoverEU consultations with stakeholders
- EU Youth Dialogue & EU Youth Conference
- European Skills, Competences, Qualifications and Occupations - ESCO
- European Parliament CULT Committee
- Eurofound consultations and youth-related projects
- EU policy consultations, expert groups, and position papers
- Transparency Registry
4.3. Partnership between the Council of Europe and the European Commission in the field of Youth

Contribution to:

- European Platform on Learning Mobility (EPLM):
  - Steering Group membership
  - Promotion of the Quality Mobility App and the Handbook on quality in learning mobility developed by the EPLM
  - Contribution to newsletters and publications
  - Dissemination of publications and initiatives
- Pool of European Youth Researchers (PEYR)
- European Knowledge Centre for Youth Policy (EKCYP)
- Study on political participation of young people (if invited)
- Study on social inclusion of young people and digitalisation (if invited)
- MOOC on youth work in Europe and its links to youth policy and young people and promotion within our network
- T-kits revisions, development and promotion (if invited)
- Coyote Magazine, Perspectives on Youth and Youth Knowledge Books

4.4. North-South Centre

Participation in:

- University on Youth and Development (UYD)

4.5. UNESCO

Collaboration with:

- UNESCO Youth Programme;
- UNESCO World Conference on Education for Sustainable Development; and
- Section for Media Development, Communication and Information:
  - Participation in and promotion of the Global Week on Media and Information Literacy 2020
  - Representation in the International Organizing Committee (IOC) of the Global MIL Week 2020
  - MILCLICKS Movement
  - Global Alliance for Partnerships on Media and Information Literacy (GAPMIL)
4.6. Other Stakeholders

- 3 networks collaboration:
  - Review of our Memorandum of Understanding,
  - 2 Joint newsletters,
  - Joint meeting with the European Commissioner,
  - Participation in events of Eurodesk,
  - Participation in events of EYCA, and
  - Collaboration with Eurodesk on ESCO and Greening Youth Information projects.
- Exploring closer cooperation with the European Youth Forum and its members.
- Establishing cooperation frameworks with other stakeholders at national, European and international level, such as:
  - SALTO Participation and Information,
  - European Peer Training Organisation (EPTO),
  - European Confederation of Youth Clubs (ECYC),
  - Universities and networks of universities, or
  - The Good Lobby

4.7. Other International Organisations

Exploring collaboration with:

- UNICEF
- Organisation for Security and Cooperation in Europe (OSCE)
- The Commonwealth
- African Union
- OIJ (Organismo Internacional de Juventud para Iberoamérica)
- Union for the Mediterranean (UfM)
- Ministries and CSO in countries where ERYICA has no representation

4.7. International Capacity-building

Special membership fee scheme for NGOs in low or lower-middle income countries:

The Governing Board of ERYICA will discuss and propose a special membership fee scheme for non-governmental organisations based in low or lower-middle-income countries. The aim will be to allow civil society organisations active in the field of youth and willing to develop and establish youth information and counselling services to become ERYICA Co-operating Organisations and access our capacity-building and training opportunities.

1 World Bank Country and Lending Groups Classification (2018)
Support to institutions and NGOs in low or lower-middle income countries to plan and develop youth information services:

As part of its mission “to inspire, support and develop youth information and counselling in Europe and beyond”, ERYICA will support NGOs and national, regional or local institutions in countries where technical assistance and capacity building support in the field of youth may be needed. The values promoted by ERYICA and our principles for generalist youth information as described in the European Youth Information Charter will be promoted and guide these activities.
5. PR & Communication

Activities

5.1 Promoting and disseminating our work through our website, social media channels, newsletter and other communication tools.

- Uploading new content to ERYICA’s website and updating the new data when needed;
- Increasing the number of newsletters per year in order to make them shorter and easier to read;
- Uploading content to our social media channels every day, targeting the information to the most appropriate platform and audience; and
- Interacting with ERYICA members and stakeholders through our social media profiles.

5.2 Improving tools and strategies to better communicate with our members about the resources and opportunities made available to them by ERYICA.

- Curating content from different networks and stakeholders and choosing the most interesting for our members;
- Following the latest news on youth field developments through different tools and sharing them via social media or email; and
- Sending targeted opportunities and news to ERYICA’s working groups.

5.3 Ensuring a more personalised and targeted communication with our members through face-to-face and virtual visits.

- Taking the opportunity to visit our members when assisting an event in a city where they are present;
- Organising virtual visits to our members when useful or requested; and
- Organising study trips when required by them or necessary.

5.4 Increasing the outreach and effectiveness of our social media activities and campaigns.

- Carrying out an analysis of ERYICA’s social media platforms’ performance;
- Adapting the communication strategy to these findings;
- Targeting different social media platforms and publishing the most adapted content on each of them; and
- Tracking the performance of ERYICA’s publications through different tools.

5.5 Producing a leaflet and promotional video.

- Designing a new general leaflet for ERYICA, targeting stakeholders and potential new members;
- Providing our members with the digital and open source version of the leaflet so they can translate it into their local languages, if necessary;
- Creating a new presentation video to explain ERYICA’s mission and added value in order to attract new members; and
- Providing our members with the digital and open source version of the video and a editing manual so they can translate it into their local languages, if necessary.

5.6 Consulting on communication needs and preferred channels among our members.

- Including relevant questions on communication in the annual member’s survey;
- Consulting our members directly at the General Assembly on preferred communication channels and content; and
- Adapting our communication strategy to the results of these consultations.
5.7 Conducting our annual members’ **evaluation survey**.
- Carrying out a dynamic consultation during the General Assembly; and
- Being available to answer any questions and listen to any suggestions from our members.

5.8 Supporting the **visibility** of our member at different levels.
- Making use of ERYICA’s visibility at different levels to make our members visible;
- Using different occasions throughout the year to showcase good practices and activities from our members on our social media channels;
- Sharing their content, achievements and publications on our social media platforms; and
- Including their best practices in ERYICA’s newsletter, which is sent to more than 500 recipients.

5.9 **Production of eco-friendly promotional items.**
- Designing promotional goodies that are not single-use or likely to be thrown away;
- Working with companies that ensure that their promotional items are fair trade and produced with minimum waste and impact on the environment;
- Reducing printed materials and using recycled paper for printing publications, leaflets and general documentation; and
- Trying to produce items locally when possible.

5.10 **Professionalising our communication** with the support of our Communications Manager.
- Assuring ERYICA’s visual identity is respected by our members and third parties;
- Updating online and offline branding elements when needed;
- Creating our own graphics and templates, using ERYICA’s branding;
- Creating a calendar of social media publications and following the events happening across the network to cover them; and
- Assuring that all the content created by ERYICA’s Communications Manager is available for the network and future needs.

5.11 **Expanding the network** by attracting new members.
- Targeting potential members in countries and regions where ERYICA does not have representation;
- Following the work of external youth information services and networks, and interacting with them via social media and email; and
- Assuring ERYICA’s online communication is also relevant to potential members.

### European Youth Information Day 2020

Through the slogan “Climate change. Truth does not. *Stay informed. Check for yourself*”, this year we want to invite young people to reflect critically and encourage youth advocacy about one of the hottest topics of the new decade: the climate emergency.

The campaign is a joint effort between ERYICA, youth information services and young people. The subtitle is a clear call to action for both services and young people: while youth services have a duty to provide youth with the tools and resources needed to learn how to check sources of information, spot disinformation and spread information in a responsible way, young people should feel empowered to proactively check out the world that surrounds them, experiment, draw their own conclusions and take action.

The EYID 2021 theme will be discussed during a specific session organised on the occasion of the 31st General Assembly in Edinburgh.
Newsletters, Governing Board Bulletins and Press Releases

From 2020, the number of ERYICA’s newsletter will increase in order to make editions shorter and easier to read and follow. To this purpose, members will have more opportunities to make contributions and share their good practices. After sending the newsletter, we will post a link on our social media channels and web in order to invite external people to get to know about the network and encourage them to subscribe. Also, we will study the possibility of activating a pop-up message on the web to get new subscribers.

The Governing Board Bulletins are a good transparency tool, which helps the network be aware of the decisions taken during the Governing Board meetings. In the course of 2020, we aim to produce four Governing Board Bulletins. Each one will be sent no more than 2 weeks after the corresponding Governing Board meeting takes places, so our members receive up-to-date information on the latest decisions and initiatives undertaken by the Governing Board.

Press releases will be sent whenever a special announcement or publication has been released. The number will vary according to the needs.

SHEryica Facebook Group Activation

In the course of 2020, we aim to activate the SHEryica Facebook group in order to test if it works. To this end, we will create a rotative calendar of publications for ERYICA members. This calendar will set up a date, decided in advance, for each member to share a good practice on the Facebook group. In this way, we aim to assure that all our members can promote their work among the community. Any member is always more than welcome to share any news, good practice, question or proposal at any time.

This channel is expected to support exchanges among our members, promote interesting discussions, illustrate about innovative activities and initiatives, facilitate joint project ideas, and share any other information relevant to our members.

Moreover, we will also post all the good practice contributions that we received for the newsletter and other publications.