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STRATEGY 2022-2027

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Editor: Audrey Frith

Contributors: Eurodesk Brussels Link team,
Eurodesk coordinators and National Agencies

Design: Zsolt Marton

Proofreading: Denise Tempro

Photos: Hannah Busing and Anastasia Petrova (Unsplash)

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FOREWORD

Eurodesk is a policy support network of the European Union, supported by the European Commission since its launch in 1990. Currently it is funded under the Erasmus+ Key action 3 “Support to policy development and cooperation” (2021–2027).

This strategy sets out long-term orientations for the Eurodesk Network in order to increase its impact and strengthen its role in the youth (information) field throughout Europe. It aims to provide the Network with more consistency and to enable it to tackle the challenges of today and tomorrow.

This document is written in a very particular context, in which young people have been especially impacted. The pandemic jeopardised their socio-economic integration, had a negative effect on their mental health and well-being but also influenced their plans and dreams. If youth work has been identified as part of the solution in giving options and support to young people, the sector has not been identified as a target area in most national recovery funds¹. It is therefore confronted with difficulties in addressing the urgent needs of young people².

Despite those difficulties, youth (information) work has a responsibility to address the large societal challenges ahead of us. It has the potential to be instrumental to facilitate inclusion and be a space for diversity for young people. Eurodesk wants to support this ambition by offering strong membership services to its network and quality information services to young people and those supporting them.

¹ Ray Network Research (provisional results) and Eurodesk Covid-19 Survey 2021.

² It has forced youth workers to rethink how they provide their services, and placed many in a precarious position, particularly at the local level and for youth workers who support the most vulnerable young people. Study on Youth work in the EU, DG EAC, 2021

Eurodesk’s vision aims to support the development of strong national and European youth information services, to build bridges between Europe and its young citizens, and to create a community of actors in the youth sector. The European Year of Youth will put light on various EU initiatives and programmes targeting youth in Europe. It’s an opportunity to do more and better together, building on our diverse national situations and on what unites us.

At the core of this strategy is the network of Eurodesk National Centres and their multipliers who are on the ground, and in direct contact with young people. Community-based face-to-face outreach has better potential of reaching younger target groups as well as those with fewer opportunities. Offering access to information via an established structure in local communities contributes to building trust and gives a personal and relatable face to Europe.

By investing in learning and development, by sharing information resources and tools, and by providing spaces to network and learn from each other, Eurodesk aims to be a dynamic and supportive network, making the best use of the European, national and local levels.

Finally, the adoption of this strategy refers to and complies with some of the obligations that directly or indirectly arise from:

- » Erasmus+ Programme (2021–2027)
- » EU Youth Strategy (2019–2027)
- » Inclusion and Diversity Strategy of the Erasmus+ and European Solidarity Corps
- » European Youth Work Agenda



AUDREY FRITH
Eurodesk Director

INTRODUCTION

Eurodesk is the result of **an inspiring idea** that materialised in Scotland in 1990: **all young people should have access to quality information about opportunities** to study abroad following the launch of the Erasmus programme for students in 1986. This initiative was so successful that it was expanded to the whole UK and gradually to all EU Member States and beyond with the financial support of the EU. Today, Eurodesk counts **38 national Eurodesk Centres and over 1.600 Multipliers in 36 countries**. Each year, it informs over 2 million young people through online and face-to-face activities.

Eurodesk operates thanks to a central office, Eurodesk Brussels Link, Eurodesk national centres and local multipliers. Each level has a particular role to play in supporting the overall strategy.

Within the network, **Eurodesk Brussels Link** runs the information management infrastructure (e.g. Programme Database, Intranet, Resource Centre), offers networking and training opportunities (network meetings, training sessions, webinars, working groups), tools for multipliers (e.g. qualifying training programme, Euroclasses) and communication and information material (e.g. communication campaigns, ready-made promotional items, games, brand book). This allows Eurodesk to have a maximum impact by providing a **“Eurodesk toolbox”** to its National coordinators who can then select and **adapt the various tools and resources to their national realities**. This makes the Eurodesk ecosystem smart and cost effective.

Eurodesk’s ambition is to make information on EU opportunities visible and accessible to all young people thanks to information and communication activities, and more particularly through its **diverse network of local multipliers** (local youth information points, youth centres, libraries, municipalities and other structures in direct contact with young people). Each national Eurodesk is in charge of managing its network of multipliers. This strategy aims to strengthen the impact of Eurodesk in reaching out, empowering and opening access to EU opportunities to all young people, especially those with **fewer opportunities**.



SITUATION/NEEDS REGARDING THE PROVISION OF INFORMATION TO YOUNG PEOPLE

The **EU Youth Strategy “Engage. Connect. Empower”** (2019–2027) promotes opportunities for young people to engage with policy makers and gain experience abroad through youth-focused projects, such as exchanges or volunteering. Implementing such policy goals has become even more important in the current context.

Indeed, the ongoing **COVID-19 pandemic** is hitting young people disproportionately hard and in particular those not in education, employment, or training³. The pandemic has also impacted the lack of trust in democratic structures, with the rise of fake news. The importance of promoting active citizenship and critical thinking has never been so high⁴. Giving a space to young people to actively participate in society is recognised as crucial both for young people’s well-being and for Europe’s recovery⁵.

Recently, the European Parliament called on the Commission and Member States to increase their efforts to prevent the pandemic from having lasting negative effects on young people. “We need to quickly mobilise all available funds that are directly targeted at youth, such as the Youth Guarantee and the Erasmus+ programme, to support young people during this difficult period”⁶.

Youth work has increasingly been recognised as an important policy area for the European Union, with the recent adoption of the **European Youth Work Agenda**⁷. Amongst the policy recommendations,

³ European Parliament resolution on the impact of COVID-19 on youth and sport (2020/2864(RSP))

⁴ The New Normal? More in Common, 2020

⁵ Global Survey on Youth and COVID-19, ILO, 2020

⁶ European Parliament Press Release, 10 February 2021

⁷ Resolution of the Council and of the Representatives of the Governments of the Member States meeting within the Council on the Framework for establishing a European Youth Work Agenda (2020/C 415/01)

the agenda aims to “ensure the presence of sustainable structures and the availability of appropriate resources for quality youth work, so that all young people can have a positive experience of the measures put in place in this area, or shape these measures themselves, with a particular focus on action at local level and in remote and rural areas where there are fewer opportunities for youth work”.

Despite different youth information policies in EU Member States, there is common understanding that **information** is a prerequisite in making participation and inclusion possible⁸. Youth information services provide a **quality label** to information, which is particularly relevant in the current era, and specific guidance and support to young people, which help them lead their choices constructively, develop critical-thinking and enhance their autonomous decision-making⁹.

This role is recognised in the EU Youth Strategy that mentions **“Youth Information and Support”** as one of its policy instruments¹⁰: “with the adequate provision of quality youth information services and platforms at all levels, including the European Youth Portal, and with the support of European-wide organisations, young people’s equal access to quality information on their rights, opportunities, youth services and EU programmes for young people can be promoted”.

⁸ The United Nations alongside the Council of Europe and the European Union have all stressed and recognised access to quality information as a human right.

⁹ Youth information derived in 1960 as a service that would support and guide young people in making important decisions. It was unique in the way that it addressed young people, in a youth-friendly language, through channels and settings that would speak to them and that would take into account their transitioning in life; ERYICA, EYCA and EURODESK joint position paper “Engage. Inform. Empower.” 2016

¹⁰ Resolution of the Council of the EU on the EU Youth Strategy 2019-2027 (14080/18)

Created in 1990, **Eurodesk is a concrete instrument to tackle the above-mentioned challenges.** Eurodesk is a European youth information network that provides information on European opportunities in terms of learning mobility and youth participation. Its core mission is to “raise awareness on learning mobility opportunities and encourage young people to become active citizens”. As such, it supports the implementation of the Erasmus+ programme and of the EU Youth Strategy as a support network under Key Action 3 “Support to policy development and cooperation”.

Furthermore, **connecting the EU to its young citizens** remains a challenge and a priority area of the EU as stressed in the Youth Goal #1¹¹. It states that an increasing number of young people lack trust in the EU, encounter difficulties in understanding its principles, values, and functioning. Democratic deficits in EU processes have also been identified as one of the reasons for rising Euroscepticism among young people. EU opportunities such as participating in Erasmus+ increase the sense of belonging to the European project and enhance active citizenship¹². Hence the importance of reaching out to young people, informing them about the benefits of being a European citizen and offering them opportunities to experience Europe.

Eurodesk operates thanks to a network of **national centres and local multipliers**, which represent a great opportunity to **reach young people in their local communities**. Motivation to participate in democratic life often comes from the proximity to an event, value or idea – many younger teenagers find it easier to get motivated regarding concerns that are real, material and immediate¹³. Eurodesk multipliers can provide spaces for people to deliberate, debate, discuss and discover European policies and programmes that matter for their future. In exchange, belonging to the Eurodesk network provides multipliers with a quality label and gives them access to numerous membership services (resources, tools, training and networking opportunities). Eurodesk contributes to building stronger national information systems by providing information, resources, training and tools to its members.

¹¹ Annex 3 on European Youth Goals, Resolution of the Council of the EU on the EU Youth Strategy 2019-2027 (14080/18)

¹² Erasmus+ Youth in Action and Active Citizenship, Ray Network Factsheet

¹³ Youth Participation Study, European Commission, 2013

Finally, EU policy-makers have stressed the need to reach out to young people from all parts of society, to ensure that they know and are able to take advantage of the opportunities offered by the EU and to have their voices heard on policies that affect them. This will lead to increased youth participation in EU policy processes and programmes. This is at the core of the **Inclusion and Diversity** Strategy of the Erasmus+ and European Solidarity Corps programme. Federating a network of local actors that young people trust is key in supporting young people in their projects, especially young people with fewer opportunities.

EURODESK MISSION

is to raise awareness among young people on mobility opportunities and to encourage them to become active citizens¹⁴.

It does this via information, support and communication activities, with a priority on reaching out to those with fewer opportunities and/or who are not yet aware of such opportunities.

TARGET GROUP

Eurodesk has two main target groups:

- » young people aged 13 to 30, from all parts of society, in particular those with fewer opportunities, and
- » youth workers, professionals in direct contact with young people and multipliers that relate with young people (including youth organisations, youth information workers and youth policy-makers).

¹⁴ The list of priority EU programmes and initiatives are listed in the annual work plan.

EURODESK VISION 2022-2027

Eurodesk's role as youth information provider was greatly affected by the COVID-19 crisis. The digital transformation of our services was rapid and unequal in Europe. New partnerships emerged to ensure young people with fewer opportunities were not left out.

Our vision for the next 6 years is to strengthen the capacity of our network in adapting to changing situations, and to build on the resilience of the network in serving young people and those working with them thanks to strong digital and face-to-face information and support services.

Eurodesk will support:

- » **Innovation and creativity** by encouraging peer to peer exchanges and networking opportunities and by offering high quality information management tools and support to its network.
- » **A green transition** of its services and encourage greener behaviours amongst its target groups.
- » **The ambition of leaving no one behind**, by empowering its national centres and local multipliers in reaching out and engaging young people with fewer opportunities.
- » **The recognition of youth information** as a key field in youth work and for Europe's recovery by building partnerships and contributing to policy developments in the field¹⁵.

Our vision is a youth information sector that makes high quality content available and easy-to-find online via Eurodesk channels, the European Youth Portal and social media but also in local communities, via its network of local multipliers. A network that constantly adapts to new trends and technologies to reach and interact with its audience.

Our vision is a European area in which young people have a place to turn to to get information and support in accessing European and international opportunities. We aim for all our national offices to use the resources at hand to federate a diverse network of multipliers that is present throughout their country's territory, in urban and rural areas, and in capacity to reach various youth groups. Today, access to such services remains too unequal.

A Europe in which European opportunities are accessible for all will result in a more resilient and equal society, increasing the opportunities for active participation.

¹⁵ "Youth workers reported two main needs prior to COVID-19: the need for more sustained and operational funding as opposed to shorter term project-based funding; and the need to improve the recognition of youth work". Study on Youth Work, DG EAC, 2021



LONG-TERM OBJECTIVES AND GOALS 2022-2027

Alongside its network priorities and objectives, Eurodesk aims to contribute to the objectives of the EU Youth Strategy and EU Youth Programmes. Eurodesk shall in particular work closely with National Agencies in the promotion of youth opportunities arising from the European Solidarity Corps and Erasmus+ programmes. A sound coordination of outreach efforts between the NA communication officers and the Eurodesk officers will be encouraged.

Eurodesk supports EU youth policies and programmes to reach the following goals:

- » **Broader participation** of young people in EU public consultations and processes, including the Youth Dialogue and other consultative activities, as well as in learning mobility programmes (European Solidarity Corps, Erasmus+ and other opportunities).
- » **Better inclusion**, by involving young people from all backgrounds in EU policy processes and mobility programmes, with a specific focus on those with fewer opportunities, thanks to the network of Eurodesk local multipliers and via information and outreach activities.
- » **Greater awareness and understanding about European opportunities** for young people by increasing community outreach thanks to a comprehensive information strategy, which focuses on empowering youth, therefore contributing to greater civic engagement.
- » **Stronger civil society engagement** behind EU-wide initiatives aimed at young people to ensure greater dissemination and ownership of EU campaigns, initiatives and processes addressed to young people through an active network of multipliers (e.g. EU Youth Week, Youth Dialogue, European Youth Event).
- » **Greener actions** by mainstreaming green practices in youth information activities both internally and when working with young people.

PRIORITIES



1 HORIZONTAL

become a recognised and strong European youth information service

CHALLENGES	OBJECTIVES	ACTIONS	VISION
<ul style="list-style-type: none"> » The rise of Euroscepticism and fake news makes it hard to connect with our target group as people in general are less inclined to connect with the EU and Eurodesk as an extension to that. » Many young people do not know about opportunities to go abroad and have trouble finding the right information when they look for it. » Many youngsters think that European opportunities are not for them. » There is a lack of interest and/or motivation about European opportunities for many young people. Information is not always inspiring, targeted and innovative. 	<ul style="list-style-type: none"> » Grow as an efficient, visible and recognised EU-wide service offering quality information to all young people, with the ambition to connect and engage them as active citizens. » Be innovative in the way we brand our services to our target groups to overcome potential barriers and build trust. » Invest in our network of local multipliers to reach out to young people on the ground through trusted organisations. 	<ul style="list-style-type: none"> » In 2022, EBL will launch its new brand book and digital strategy. The network will be involved in this process and benefit from numerous ready-made templates. » In 2022, working groups will be set up to tackle "European and global citizenship" and a coordinated "Communication strategy". » EBL will invest in digital marketing to boost its social media content and target specific groups of young people (e.g. 18 years old for DiscoverEU). » EBL will reinforce its membership services to national coordinators and multipliers to support and motivate them. 	<ul style="list-style-type: none"> » Eurodesk inspires young people to go abroad and participate, with a youth-approach to its information and communication activities. » Eurodesk develops a strong brand, identified and trusted by its target groups. » Eurodesk national centres use the brand elements to support their national youth information strategy. » Eurodesk outreach (face-to-face and online) grows each year. » Eurodesk federates an active network of multipliers, eager to disseminate information to young people, and empowered to use innovative methods.

CHALLENGES	OBJECTIVES	ACTIONS	VISION
<ul style="list-style-type: none"> » In many countries, there is a lack of human and financial resources to deliver the full package of Eurodesk services. Small and medium sized countries tend to be overloaded with the tasks/tools and amount of work related to Eurodesk's mission. » A small number of countries are not fulfilling the Eurodesk Quality Catalogue, sometimes due to a lack of political support and/or of human resources. » The network suffers from a high turnover of staff and new national coordinators do not always benefit from support at national level. The pandemic is making it harder for them to connect with the other national coordinators. » Often, the communication within the network happens vertically between EBL and National Centres, but information is not always shared horizontally, between countries. Innovation is not always wide-spread. 	<ul style="list-style-type: none"> » Cooperate with policy makers in all countries to ensure support in the delivery of quality youth information services, voicing the need for stable financial and human resources. » Support and invest in lifelong learning for EBL staff, Eurodesk centres & its multipliers (Learning & Development plan). » Develop individualised support services to underperforming countries, to newcomers and to national centres interested to develop a particular area of work. » Connect the Quality Catalogue results with the Learning and Development Plan. » The network has more space for the national level to share innovative practices as well as to propose and drive change within the organisation. 	<ul style="list-style-type: none"> » EBL maintains a regular dialogue with EU institutions, National Agencies and national authorities to voice the need for resources (e.g. EEC & Co-Group of NA directors meetings) » EBL invests in its Learning and Development Plan and continues services started during the pandemic (e.g. webinar series). Budget allocated to experts and trainers is increased during the 6-year period. » Identify and propose training to newcomers in the network. Make sure they are integrated by adding non-formal moments during network meetings, etc. » In 2022, EBL will develop a modular approach to its training provision and even more personalised support to countries based on their specific needs. » EBL provides more space for the national coordinators to share ideas (e.g. ideation sessions during the 09/2021 network meeting; working groups proposed by the network). 	<ul style="list-style-type: none"> » Eurodesk is a network that listens to its members and continuously grows. » EBL membership services remain highly rated as services are continuously evaluated and adapted to needs. » The national Eurodesk coordinators feel that they are an active and integral part of the network and have a sense of belonging to a shared community. » Eurodesk operates as a learning network in which the different levels support each other.

CHALLENGES	OBJECTIVES	ACTIONS	VISION
<ul style="list-style-type: none"> » The role of Eurodesk is not always understood by decision-makers and stakeholders (e.g. specificities of youth information) » The role of the different actors is not always clear and synergies could be increased in some countries. 	<ul style="list-style-type: none"> » Clarity and complementarity between the different levels (local, national and European) is ensured to foster innovation and maximise impact in terms of outreach. » Work with other key players in the field, especially National Agencies, to reach the policy and programme targets. 	<ul style="list-style-type: none"> » Continue the dialogue between Eurodesk and the National Agencies (e.g. partnership between Eurodesk and SALTO / CIOs network). » Develop partnerships with the different SALTOs and explore links with the SNACs. » Partner with key stakeholders (e.g. European Youth Work Academy, EPLM). » Support the Learning by Leaving Conference in partnership with EURES, Euroguidance, Europass. 	<ul style="list-style-type: none"> » Eurodesk is recognised as a reliable partner of the EU institutions and the National Agencies as well as (youth work) stakeholders and synergies/partnerships are built.
<ul style="list-style-type: none"> » There is an unequal recognition of 'youth information' as a sector and of the 'youth information worker' occupation in Europe with very different legal contexts. 	<ul style="list-style-type: none"> » Be part of a strong youth work sector, including youth information, and contribute to its recognition in line with the European Youth Work Agenda and EU Youth Strategy. 	<ul style="list-style-type: none"> » In 2022, Eurodesk will launch the new #YouthInfoComp framework. » From 2022 onwards, activities will be developed around it, based on feedback received from the network (e.g. needs in terms of training and self-assessment). 	<ul style="list-style-type: none"> » Eurodesk contributes to the recognition of the youth information sector by sharing its expertise and developing a competence-based approach.

Highlighted project: Recognition of youth information worker for quality youth work

Youth information is not always recognised as a professional service operating through trained youth information workers. Although the delivery of youth information services and its recognition is very diverse in Europe, youth information workers share specific competences and a common ambition to support and empower youth. Eurodesk aims to contribute to the **recognition of youth information work**, within the youth work field in line with the needs of youth workers¹⁶ and the policy ambitions of the European Youth Work Agenda.

Eurodesk has first worked on its own **Eurodesk Mobility Advisor Competence Framework** in 2018. It provides a common framework for the key competences involved in this role. The term has been coined to cover all available formats that are used in providing information about mobility opportunities to young people all over Europe. The framework aims to support the Eurodesk training and development plan, and the overall quality of the network while giving greater visibility and recognition to the work of Eurodesk youth information workers. It is flexible enough to be used in diverse national Eurodesk realities.

¹⁶ Study on Youth Work in the EU, DG EAC, European Union, 2021

From this, Eurodesk worked on the broader “**Youth Information Worker**” profile in partnership with ERYICA. After a EU-wide consultation and the setting up of an expert group, a competence profile was published and shared as a reference framework in the field. The youth information worker occupation will also be published in the ESCO Portal as from 2022. The aim is to raise awareness on the occupation, contribute to the quality of the sector and propose a

model for governments willing to develop or revise their own competence frameworks. Its adoption will be another milestone in the recognition of the profession, in line with the Bonn Process and the European Youth Work Agenda. National Eurodesks and multipliers have the opportunity to use this framework as a reference tool in their professional development and in advancing youth information work in their country.

2 INCLUSION AND DIVERSITY

reach out to young people with a focus on those with fewer opportunities

CHALLENGES	OBJECTIVES	ACTIONS	VISION
<ul style="list-style-type: none"> » Reaching out to newcomers and young people with fewer opportunities to participate in the programmes/EU opportunities remains a challenge. It is at the core of the Inclusion and Diversity Strategy of the Erasmus+ and European Solidarity Corps. » The digital gap with young people with fewer opportunities has become even more problematic in the current period as access to opportunities and services happens mostly online. 	<ul style="list-style-type: none"> » Reach out to young people where they are (e.g. in schools, festivals, street work) and through a trusted and diverse network of local multipliers. » Build trust and connect with young people, especially from disadvantaged backgrounds, and support them in their European adventure step by step by building a relationship with them. » Encourage and build partnerships with relevant stakeholders to reach out to diverse groups of youngsters (e.g. employment agencies/Eures, etc.) » Collaborate with National Agencies in reducing barriers to participation in the programmes for people with fewer opportunities. 	<ul style="list-style-type: none"> » EBL encourages its network to have a strategic approach to recruiting multipliers (e.g. capacity to reach specific groups or territories) through one-to-one and group training and support. » EBL invests in the Time to Move Campaign by developing attractive communication packages and games (Escape Room and Card Card). In 2022, a new board game is released to be used in classes, fairs and outdoor settings (overcoming the digital fatigue). » EBL develops a full set of Euroclasses modules to be run in partnership with schools. » EBL encourages its network to partner with relevant stakeholders to reach out to diverse groups of young people. 	<ul style="list-style-type: none"> » Eurodesk services are available on all territories, thanks to the multipliers’ network, delivering quality services to all young people. » Eurodesk flagship campaigns and services such as Time to Move and Euroclasses are widely implemented throughout Europe and reach their objectives in terms of outreach. » Eurodesk partners with key stakeholders to reach joint ambitions in terms of inclusion and diversity.

CHALLENGES	OBJECTIVES	ACTIONS	VISION
<ul style="list-style-type: none"> » The definition of “young people with fewer opportunities” differs from country to country making it harder to work with this group under a unified approach. » Within the Eurodesk network, the competences/ skills to reach out to disadvantaged youth are diverse and not all National Eurodesk Centres have a network to support this outreach. 	<ul style="list-style-type: none"> » Target specific groups during awareness raising activities (e.g. TTM campaign) and tailor the outreach methodology to their information habits. » Equip the network with the capacity to develop their inclusion and diversity strategy and monitor its implementation (e.g. Qualifying Training Programme). 	<ul style="list-style-type: none"> » EBL continues to target specific groups in its flagship projects and more particularly Time to Move and Euroclasses. » EBL delivers training to its national coordinators on inclusion. » EBL supports and provides them with ready-made training modules to be run with their multipliers (Qualifying Training Programme). 	<ul style="list-style-type: none"> » Eurodesk national centres and multipliers feel equipped and empowered to support young people from all walks of life. » Eurodesk has a coordinated approach to measuring its impact on young people with fewer opportunities.
<ul style="list-style-type: none"> » There is, in some cases, a lack of diversity in visuals and approaches (youth-friendly language, approaches & tools) which prevents young people from connecting with our services. 	<ul style="list-style-type: none"> » Eurodesk information services respect and promote diversity and inclusion and encourage peer-to-peer approaches. 	<ul style="list-style-type: none"> » EBL mainstreams inclusion and diversity in its information and communication strategy » Eurodesk partners with relevant actors (e.g. EDF). 	<ul style="list-style-type: none"> » Eurodesk is valued by young people for its diverse and inclusive approach to youth information.

Flagship project: Time to Move Campaign

Time to Move is the flagship campaign of the Eurodesk network since 2014. It **informs young people** about studying, volunteering and internship opportunities abroad and helps them find the most suitable programmes for their personal development. During the month of October, the campaign brings together around 300 youth organisations all over Europe to organise over 1000 events in 30 countries.

The campaign specifically targets young people from non-city environments, who do not usually have access to youth information and NEETs who would benefit from a mobility experience. Time to Move also aims to make these groups of young people aware of local **Eurodesk information points as guidance spots**, if they feel the need to discuss their plans and how international projects can contribute to their futures. Eurodesk encourages its national centres and

multipliers to use non-formal methods to connect with young people. Among the activities, interested young people can find some casual sessions like lectures in schools, cultural sessions or information stands at fairs but also some not so traditional information events such as concerts, mountain-hiking, biking, board game evenings or slam poetry nights. They can also play games such as the Time to Move Card Game or the Time to Move Escape Room.

The Time to Move campaign has the capacity to federate the Eurodesk network around **a joint activity and to raise awareness on European opportunities** broadly through the local events and the digital activities. Several tools such as the above-mentioned games and an attractive communication package are developed by EBL to motivate and equip the network. The campaign will remain a top priority in the coming years as a concrete tool to reach out to young people with fewer opportunities.

3 DIGITAL

be on top of trends to connect with and engage its target groups

CHALLENGES	OBJECTIVES	ACTIONS	VISION
<ul style="list-style-type: none"> » The European Youth Portal, as the main entry door to Europe for young people, could be optimised to be even more youth-friendly, visible and accessible. » There is not a defined youth information and outreach strategy at European level and Eurodesk is not always heard by decision-makers in the development of youth information tools (e.g. European Youth Portal). 	<ul style="list-style-type: none"> » Contribute to make the European Youth Portal a youth-friendly one-stop-shop for young people that various stakeholders use and promote. » Be part of EU expert groups that are relevant to youth information work. 	<ul style="list-style-type: none"> » In 2021, EBL applied to the DG EAC expert group 'Youth Work'. If selected, it will share its expertise on developing a digital platform for youth workers on the EYP. » EBL supports the EYP Advisory Group and participates in the EYP Editorial Board. It will continue to share network recommendations on how to improve the EYP and call for evidence including direct users' feedback. 	<ul style="list-style-type: none"> » The European Youth Portal becomes the one-stop-shop on European affairs for young people, youth stakeholders and all EU institutions. It informs and engages young people on various EU initiatives with the ambition to activate them. » Eurodesk is involved in relevant youth policy developments and invited to share its expertise for a coordinated approach to youth information and outreach.
<ul style="list-style-type: none"> » Due to the pandemic, most of the activities are carried out online. The digital fatigue of many results in difficulties reaching out to young people. » Due to disinformation, young people have difficulties in recognising trusted media information which makes them hesitant to rely on the information they find online. » There is a bigger demand for more personalised and targeted content on all platforms and tools, resulting in the need for more investment in digital solutions. 	<ul style="list-style-type: none"> » Be a trusted and valuable information provider with a coherent visual identity throughout Europe. Young people shall remember where to turn to for their European questions ("Start with Us"). » Be on top of trends, be where young people are online and adapt to their diverse and changing needs, including through analytics and research. » Give a quality label to information, by providing the Eurodesk / EU stamp to information provided by EBL, national offices and multipliers. 	<ul style="list-style-type: none"> » EBL delivers thematic training to its national offices and multipliers on digital trends. » EBL's new digital strategy foresees stronger links between the local, national and European level (e.g. coordinated campaigns, shared templates). » EBL conducts research, including through the Youth Information Survey (2021, 2023, 2025) on youth information behaviours. » EBL produces regular analytical reports on its digital outreach that feed its strategy. » Eurodesk engages and connects young people through online communities (social media channels). 	<ul style="list-style-type: none"> » Eurodesk operates thanks to trained national officers and multipliers who benefited from various training, peer learning and capacity building activities related to digital trends. » Eurodesk has a strong online presence, including on social media, engaging young people and creating communities. » The network implements a coordinated digital strategy, with national specificities, to engage, connect and empower young people.

CONTINUES →

CHALLENGES	OBJECTIVES	ACTIONS	VISION
<p>← STARTS</p> <ul style="list-style-type: none"> » Rapid changes in the technologic landscape and in youth behaviours require us to constantly develop and adapt to new trends. 	<ul style="list-style-type: none"> » Provide youth-friendly, relevant and comprehensive information, developed for, by and with young people. » Investigate ways to ensure that young people can influence Eurodesk information services from design to implementation, monitoring and evaluation, so that our activities and services respond to their needs/ interests. 	<ul style="list-style-type: none"> » Eurodesk develops personalised content for its target groups. Its communication channels will be revamped accordingly in 2022-2024 (eurodesk.eu, opportunity finder, etc.). » National Centres will be invited to share practices involving youth ambassadors and young journalists and develop a coordinated initiative by 2025, in partnership with relevant stakeholders. 	<ul style="list-style-type: none"> » Eurodesk takes on board evidence to develop its services by monitoring trends and researching/analysing data. » Eurodesk works with young journalists and/ or ambassadors to co-manage information (e.g. social media channels), based on peer to peer approaches.
<ul style="list-style-type: none"> » Due to limited resources some coordinators are overloaded with information tools and initiatives to adapt to the changing needs. There is a need to streamline and ease their work. » Different actors are involved in the promotion of youth opportunities. 	<ul style="list-style-type: none"> » Offer high quality digital services to the network in terms of information and knowledge management to support their national information strategies. » EBL supports the capacity of the network to communicate and interact with young people online through training, support and peer exchange. 	<ul style="list-style-type: none"> » The new MyEurodesk will be launched and enhanced in 2022-2023. It will work as the central hub for Eurodesk coordinators and multipliers. » EBL works with various partners on digital outreach, including Eryica, Salto PI and the CIOs network. 	<ul style="list-style-type: none"> » Eurodesk builds an innovative information and knowledge management infrastructure, based on the latest technologies, that is regularly evaluated, to support Eurodesk officers and multipliers in their mission. » Synergies and cooperation are built with different players involved in the promotion of youth programmes and policies at all levels.

Flagship project: MyEurodesk

MyEurodesk is currently the input tool for the Eurodesk Map. Other tools such as the eAcademy and Programme Database will be integrated into it, which will reduce the total number of tools. Besides **MyEurodesk and the Intranet are connected**, which enables a single login for the three main tools:

- » **Intranet:** for communication and enquiry answering

- » **MyEurodesk:** Hub of various information tools (e.g. TTM map, ED Map, Programme database, EYP) with personalised content
- » **Resource Centre:** repository to access documents, reports, ready-made material, training material, etc.

Not all countries use all the tools, MyEurodesk ensures a good overview - especially to newcomers - with descriptions and guidance (e.g. the Knowledge

Center works as an FAQ within the Hub), and countries are empowered to use the tools and resources relevant to their country.

The new MyEurodesk is **the central hub of the network** with the vision that all colleagues in the network start their Eurodesk work from this page. With a single login, the Eurodesk coordinators will be able to access all the Eurodesk tools such as the Knowledge Centre, Programme Database, Time to Move map, Embed tool, etc. This will greatly ease their life and understanding about the various ways to use the information and tools provided by EBL.

The platform is designed to **update national coordinators and multipliers about the most important happenings** within Eurodesk but also show snacking content for a more lightweight and fun experience. It complements the Eurodesk Intranet and Eurodesk Resource Centre.

The platform helps the members of the network feel more connected to Eurodesk via **personalised contents**. Users will also be able to navigate to the most important external websites of the network such as eurodesk.eu, the Eurodesk Map, Opportunity Finder or the European Youth Portal. The system functions on desktop, mobile phones and tablets thanks to its responsive site structure.



PARTICIPATION

foster youth participation and engagement through all actions

CHALLENGES	OBJECTIVES	ACTIONS	VISION
<ul style="list-style-type: none"> » Disadvantaged youth are less included in participation opportunities. EU processes such as the EU Youth Dialogue suffer from a lack of diversity. » Most participation activities have been held online during Covid-19. Not everyone has online access or enough information to participate. » Most young people are eager to participate, however there is a lack of innovation in participation/consultation processes that would make it more approachable for them to raise their voices. » Young people expect meaningful participation mechanisms. They want to know why their ideas have or have not been used to help make decisions. 	<ul style="list-style-type: none"> » Reaffirm mobility as a way to promote active citizenship and underpin this approach in Eurodesk's information and communication activities. » Engage all young people in European related matters and opportunities through non-formal and fun activities to overcome barriers to participation, including using peer to peer approaches and gamification. » Encourage the participation of diverse groups of young people in EU processes such as the EU Youth Dialogue and EU-wide campaigns such as the European Youth Event and European Youth Week through targeted promotion and activities with the Eurodesk multipliers. 	<ul style="list-style-type: none"> » EBL is a partner of the European Youth Forum on the 25 Percent Project, including piloting the new Euro-Activism Euroclasses in 2022. » EBL develops the Euroclasses project by updating existing modules and developing new ones. It trains the network on the project implementation. » EBL supports the European Commission and the National Agencies during the European Youth Week (2022, 2024, 2026) by encouraging its multipliers to organise activities. » EBL organises joint activities during the European Youth Event and participates in other high-level events. 	<ul style="list-style-type: none"> » Eurodesk contributes to creating awareness about European belonging and supports the participation of young people through non-formal activities and innovative processes, bridging the gap between the EU and young citizens. » Euroclasses are widely used in schools and other settings to engage young people as European active citizens. » Eurodesk becomes a key partner in the promotion of EU youth consultation processes, sharing its expertise as a youth information network, and its access to the grassroots level thanks to its multipliers network.

CONTINUES →

CHALLENGES	OBJECTIVES	ACTIONS	VISION
<p>← STARTS</p> <ul style="list-style-type: none"> » The impact of youth policies and actions is not always monitored, including through the direct feedback of young people. 		<ul style="list-style-type: none"> » EBL promotes EU-wide campaigns promoting youth participation, especially the EU Youth Dialogue. 	<ul style="list-style-type: none"> » Eurodesk works with youth ambassadors and young volunteers to multiply European awareness and access to rights through peer-to-peer approaches.
<ul style="list-style-type: none"> » For too many youngsters, Europe remains far away from their realities and its functioning is difficult to grasp. Euroscepticism and fake news make it even harder to engage them in EU processes even if younger generations tend to be more pro-Europeans. » Information about Europe is not always available in all languages and is most of the time difficult to grasp. 	<ul style="list-style-type: none"> » Consider all informational activities with young people as opportunities to increase their understanding of European issues. » Provide multilingual youth information that is understandable, attractive and qualitative. 	<ul style="list-style-type: none"> » In 2022-2027 EBL will put a strong priority on the usage of the Eurodesk Programme Database as a multilingual database of 250+ programmes for young people and youth workers. In 2022-2024 new information tools will enable the network to manage and integrate content from the database into national information systems & social media. » EBL provides a series of information brochures that can be translated into national languages (e.g. on volunteering abroad, studying abroad, mobility for all). 	<ul style="list-style-type: none"> » Eurodesk offers a set of youth-friendly publications and information channels providing information tailored to young people's needs and available in all languages. » Eurodesk national coordinators actively use the programme database as a key tool to develop national youth information services.

Flagship project: Euroclasses

Euroclasses is a flagship project of Eurodesk aimed to **raise awareness of young people about European opportunities**. Different thematic modules are available: Euro-Volunteering, Euro-Participation, Euro-Activism and Euro-Working. The classes are designed to be run by Eurodesk multipliers and trainers trained for that.

All the classes have been designed for young people and are **based on non-formal education methods**. They can be run in classrooms, during activities in various settings and online. The fact that our local multipliers can work with educational institutions and deliver those classes in schools allows us to reach various groups of young people, on the spot. We

therefore reach more broadly and are able to target schools in specific areas – rural or less privileged urban areas for example.

The Euroclasses are not traditional lectures, participants are actively engaged in the different sessions through **group work, interactive games and brainstorming**. The classes are a space to share basic knowledge, broaden horizons, invite reflection and aid the search for further information. Participants are given the opportunity to discover what Europe has to offer, and invite them to come back to us for more information. They can also take direct action (e.g. join the European Solidarity Corps, run a Participation Project with Erasmus+, share their vision at the Conference on the Future of Europe).

Eurodesk will train the network on the implementation of the classes as a key tool to reach out to all young people. It will maintain the modules updated (content and tech-wise) and develop new modules as relevant, with the ambition to double the usage of the classes in line with the EU Youth Dialogue conclusions¹⁷.

5 GREEN mainstream green practices in all actions

CHALLENGES	OBJECTIVES	ACTIONS	VISION
<ul style="list-style-type: none"> » Climate change is a top priority and concern for young people. They expect brands to be more conscious of their environmental impact and Eurodesk has a carbon footprint. It: <ul style="list-style-type: none"> ❏ promotes mobility, which has a strong carbon footprint, especially air travel. ❏ organises events and other activities which generate pollution and waste. ❏ handles digital tools and databases, with a strong digital carbon footprint. ❏ produces promotional items that are not always sustainable. » In line with the Green Deal, the EU has adopted green ambitions for the new generation of Erasmus+ and European Solidarity Corps. This is a rather new ambition and not all countries have a strategy in place. 	<ul style="list-style-type: none"> » Being green should become a transversal principle and not a separate objective. » Reduce Eurodesk's carbon footprint by being creative and smart when organising our events, network meetings and promotional activities as well as when managing our information and communication infrastructure. » Encourage green behaviours amongst young people and youth workers through our informational and educational activities (e.g. Euroclasses, training). » Support a green transition within the Eurodesk network through guidelines, training and support as well as peer exchange. 	<ul style="list-style-type: none"> » EBL encourages its network to translate, promote and use the Eurodesk and Eryica 'Greening Youth Information Services' Guidelines, including the training activities. » EBL mainstreams green approaches in all its activities (e.g. when selecting service providers for events or producing promotional items). » EBL integrates the green dimension in all its activities (e.g. Eurodesk Awards, Quality Catalogue, Time to Move) and encourages green mobility (e.g. network meetings). » EBL organises working group meetings online, unless meeting face-to-face is required. » EBL offers regular training opportunities to the network on greening youth information. 	<ul style="list-style-type: none"> » The Eurodesk and Eryica "Greening Youth Information Services" publication is widely used in all countries and translated into concrete actions. » Eurodesk promotes green mobility towards young people and youth workers within its daily information and educational activities. » Eurodesk actors are in capacity to encourage young people to reflect critically about any information on the climate emergency that reaches them through different media. » Eurodesk co-designs informational activities/materials with its young ambassadors and partners. » Eurodesk works with relevant partners and (young) climate activists and supports youth-led campaigns on environmental sustainability and climate action that are in line with its own values and principles.

¹⁷ Toolbox of actions, measures and political recommendations to help achieve European Youth Goal #9 "Space and Participation for All".

Flagship project: Greening Youth Information Services

This publication is a concrete **guide to explore the role of youth information work in the context of the climate emergency**, as well as to provide concrete tips and examples of good practices when it comes to designing and providing green youth information services. It provides examples for youth information services on how to inform, engage and empower young people on environmental sustainability. The objective is also to raise awareness about the importance of greener youth information strategies and youth programmes among service providers and policymakers. The publication is complemented with policy recommendations, examples of non-formal education activities and a green glossary.

Eurodesk aims to implement the recommendations contained in the guide (internally and externally) and mainstream them in its overall strategic planning. It's about the way we organise events, produce promotional items, store data, travel and much more. It's also about the content of our training and informational activities, promoting green behaviours and green ways of discovering the world. Eurodesk will therefore support the National Agencies in the support and promotion of the sustainable, climate and environmentally friendly dimension of Erasmus+ and the European Solidarity Corps.




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STRATEGY 2022-2027

Eurodesk is a policy support network of the European Union, supported by the European Commission since its launch in 1990. Currently it is funded under the Erasmus+ Key action 3 "Support to policy development and cooperation" (2021-2027).

This strategy sets out long-term orientations for the Eurodesk Network in order to increase its impact and strengthen its role in the youth (information) field throughout Europe. It aims to provide the Network with more consistency and to enable it to tackle the challenges of today and tomorrow.



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