

euodesk

2021

ANNUAL OVERVIEW

eurodesk

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Foreword

The EU designated 2022 as the European Year of Youth to empower, honour, support and engage with young people. The thematic year comes at a time when our youth demonstrated great resilience and solidarity during the COVID-19 pandemic, as their education, employment, social inclusion and mental health were severely affected.

The European Union has been working on initiatives that address the ideas and concerns voiced by young people and youth stakeholders. Consequently, The European Commission recently tabled proposals for new Council Recommendations on the mobility of young volunteers across the EU, on building bridges for effective European higher education cooperation and on learning for environmental sustainability, and launched a European strategy for universities. I believe that the Year serves as an excellent milestone to build on these initiatives and to put Europe's younger generation to the forefront of the EU's policy agenda.

The Year builds upon existing EU programmes, such as the new Erasmus+ and the European Solidarity Corps programmes. In order to tackle the cross-sectorial approach of European youth policy, new instruments and flagship initiatives from different policy areas will also significantly contribute to the objectives and activities of the Year. One of these new initiatives is ALMA, which will aim to help young people who are not in employment, education or training to find their way to the job market by combining support for education, vocational training or employment in their home country with a work placement in another EU country. The European Year of Youth also goes hand in hand with NextGenerationEU, the Conference on the future of Europe and the Youth Goals of the 2019-2027 European Youth Strategy.

Making the Year a success with a long-lasting impact is a common European endeavour. I am pleased to see that EU institutions, Member States, regional and local authorities, as well as youth organisations are working together to put Europe's young people into a spotlight. It is also essential to shape the European

Year of Youth together with the people who will benefit the most from it. Therefore, young people and youth organisations are also closely involved in the organisation of the Year.

The Eurodesk network plays a key role in reaching out to young people and raising awareness on the opportunities already available under the auspices of the European Year of Youth as well. I am grateful for the work that Eurodesk put into providing up to date information to our youth and to encourage them to be active European citizens. With the help of Eurodesk, we have launched the Voices of Young Europeans on our European Year of Youth webpage. A pool of young European journalists from different European countries have been selected to share their views on the different topics that young people find the most relevant today. I am confident that the commitments of Eurodesk will contribute to a long lasting legacy for the European Year of Youth.

"I am grateful for the work that Eurodesk put into providing up to date information to our youth and to encourage them to be active European citizens."



MARIYA GABRIEL

Commissioner for Innovation, Research, Culture, Education and Youth

Notes from the President and the Director



INGRIDA JOTKAITE
Eurodesk President

There is a saying that people do not meet each other by accident. We meet because of reasons or consequences of our choices. In 2021 we had many reasons to meet, but we still did not. We may have missed new acquaintances, but still stayed connected while being physically apart.

Although networking has changed significantly during the pandemic, it remains vital at every step: from a young person trying to find his or her place in the career pathways to youth information worker from the smallest towns or biggest cities. Networking allows us to share knowledge, make connections and challenge each other to new opportunities. That is what the Eurodesk Network was always meant to be – a combination of people and daily work which maps different opportunities both creating and providing quality youth information services.

A feeling about networking may be based on perception, but it also comes from experience. I have never had more honest networking experience than working with colleagues from Eurodesk Network: from the full enthusiasm of young ambassadors' training courses to national coordinators' spiny discussions. In recent years we have been joined by new colleagues at local or national levels who, unfortunately, only know us as a "virtual European community". I hope that the coming years will allow us to show you and, most importantly, give you a sense of what the Eurodesk network really is. Once you experience that with an open mind and heart, you will not be able to leave it easily.

People always look for or look at the people. Europe needs active and engaged young people to build a green, more inclusive and digital Europe. But also, young people need Europe and its leaders that inspire

"Europe needs active and engaged young people to build a green, more inclusive and digital Europe. But also, young people need Europe and its leaders that inspire by their commitments and brave long-term solutions.."

by their commitments and brave long-term solutions, showing that young people and their future really matter. Both young people and European leaders are essential to Europe, and neither can flourish without the other. Young people for the past years spent their Fridays in the streets, fighting for the future, and gave their time for solidarity and volunteering continuously. How serious are European institutions and leaders about responding to this?

We hope to see European leaders who inspire and motivate young people while focusing on progressing toward a long-term vision. The Eurodesk Network is always ready to equip European stakeholders and partners with our passion and servanthood for different ways to empower young European citizens to be the next innovators for all of us.



AUDREY FRITH
Eurodesk Director

2021 was the year of the “new normal” - a year in which young people but also youth workers had to face difficult times and situations. The pandemic affected our well-being and mental health, and Eurodesk Brussels Link like many others adapted its working methods, internal organisation and services.

The Eurodesk network adopted its 6 years strategy (2022-2027) with the ambition 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 Eurodesk network continued to grow and welcomed a new member, Georgia.

During the year, Eurodesk consolidated its new approaches when it comes to outreaching and supporting young people, giving them opportunities and hopes for the future through its various campaigns and support services. All our learning resources were adapted and made available to the network with the possibility of running them both online and offline.

Two new Euroclasses were launched, Euro-Working and Euro-Activism, and the Euro-Participation class was reviewed. Those sessions allow our multipliers to reach out to young people in schools and in various settings, including online, through non-formal learning. A new series of informational brochures was also launched, in line with the Euroclasses. With those new products, Eurodesk reinforces its offer to the network.

Our Time to Move campaign took place in October, with more events live than online, reflecting a new turn in the pandemic and a call for human interactions. Eurodesk launched an Escape Room

“Adventures in Berlin” to inform young people through a multilingual serious game. With almost 900 events in 31 countries, the campaign contributed once again to make Eurodesk services known to the public and to raise awareness on European opportunities.

Eurodesk launched the third edition of its Youth Information & Mobility Survey in 25 languages, collecting young people’s opinions, needs and expectations when it comes to going abroad and receiving information, with a focus on the impact of the pandemic.

In terms of membership services, Eurodesk Brussels Link implemented two initiatives: the Wednesday Webinars that provided hands-on inputs on various topics and the Mi-Week sessions that provided one-to-one support to national coordinators. It also released two new modules of the Eurodesk Qualifying Training Programme namely on Inclusion and Support. Those modules aim to reinforce the capacity of Eurodesk coordinators and multipliers to deliver efficient, inclusive and supportive services to young people.

Finally, Eurodesk continued to support the recognition of the youth information sector in Europe. In partnership with ERYICA and an expert group, it released the #YouthInfoComp - the Youth Information Worker Competence Framework. A new milestone on the path to the recognition of our sector.

“During the year, Eurodesk consolidated new approaches when it comes to outreaching and supporting young people, giving them opportunities and hopes for the future through its various campaigns and support services.”

Creating a long-lasting strategy

The Eurodesk strategy (2022-2027) sets out long-term orientations for the Eurodesk network. 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.

Our vision is:

- 1 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.
- 2 a network that constantly adapts to new trends and technologies to reach and interact with its audience.
- 3 a European area in which young people have a place to turn to, to get information and support in accessing European and international opportunities.
- 4 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.

To support this vision, Eurodesk will follow the following priorities:

HORIZONTAL

become a recognised and strong European youth information service

INCLUSION & DIVERSITY

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

DIGITAL

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

PARTICIPATION

foster youth participation and engagement through its actions.

GREEN

mainstream green practices in all actions.



Read the full publication at eurodesk.eu/publications



Building a strong network

Eurodesk organises network meetings twice a year and a multipliers seminar once a year bringing together Eurodesk colleagues from all over Europe to work together on improving youth information services and to share best practices on reaching out to young Europeans. Normally, the events take place in a different country every time, however, due to the COVID-19 pandemic, these events continued to be organised online in 2021.

Spring Network Meeting

19-22 April 2021

As always, the 2021 Spring meeting hosted virtually by Portugal, started with the updates from Eurodesk Brussels Link, giving the network insight on the developments of the pan-European projects of the organisation.

Participants got some practical tips on youth trends and reaching out to young people through emerging channels by a communication expert. The European Commission gave its input on ongoing projects that involve the Eurodesk network, such as DiscoverEU, European Solidarity Corps, the European Youth Week and the European Youth Portal.

A discussion panel involving the Presidents of ERYICA, EYCA and Eurodesk as well as Ioannis Malekos, the Head of Unit at the DG EAC B.3 unit of the European Commission discussed the changing landscape of the youth information field in the light of the pandemic.

Other topics discussed and worked on through workshops were the new Time to Move Escape Game, Euroclasses, the new modules of the Eurodesk Qualifying Training Programme and the youth information worker competence profile.

Autumn Network Meeting

28 September - 1 October 2021

The Autumn Network Meeting of 2021 was virtually hosted by Slovakia. The centre of the Eurodesk Brussels Link update was the new MyEurodesk platform that aims to bring together all services provided to youth workers of the network.

The participants had the chance to contribute to the six year strategy of the network via a discussion session. After looking into the future, national coordinators also discussed current issues during the 'Work Plans 2022 - Key milestones for Eurodesk' session.

The European Commission's presentation focused on DiscoverEU, preparing national coordinators for the next round of the initiative. This information session also brought together communication officers from National Agencies all over Europe.

During the meeting, national coordinators participated in the opening session of the Time to Move campaign on the 1st of October.

Further workshops focused on Eurodesk promotional activities in light of the pandemic, Eurodesk games or non-formal activities to be developed, the new Euro-activism module of Euroclasses, the new Qualifying Training Programme modules, and establishing a pool of young journalists.

Multipliers Seminar

21-24 June 2021

The 2021 edition of the Eurodesk Multipliers Seminar offered the opportunity for youth workers of the network to meet and discuss their best practices with each other and participate in training sessions aimed at capacity building of the participants.

Besides an update on EU youth policy, the topics tackled were Time to Move, Euroclasses, Youth Information Worker Competence Profile, and Eurodesk information tools.

Executive Committee make decision-making process more transparent

The Eurodesk Executive Committee is composed of five national coordinators elected by the General Assembly. The Committee is composed of Claire Conlon (France), Zsafia Bertalan (Hungary), Lorena Baric (Croatia), Robert Helm-Pleuger and the President Ingrida Jotkaite (Lithuania).

The EEC decided to adapt to the pandemic and met online every two months. After each meeting, a newsletter was sent to the national coordinators to ensure transparency in decision-making.

Assessing needs during the pandemic

Eurodesk Brussels Link carried out an online survey to collect data on the impact of the COVID-19 crisis on the Eurodesk network in 2020. 90 respondents from 18 countries shared their realities with us.

The survey showed that technical problems and the lack of equipment was a major issue, as many were not equipped to move to the virtual environment when the crisis happened. Organisations also lacked the human competences to support this digital transition while only 11% received financial support from funds allocated to tackle the COVID-19 socio-economic impact.

The sanitary crisis had negative consequences on the working environment of respondents. Youth information workers faced an increase of online meetings which resulted in an increase in workload, while teleworking blurred the line between professional and private life and limited social interactions.

As many as 82% offered new activities targeted at young people such as online quizzes, virtual competitions, radio programmes, podcasts, game's night and online tournaments. A lot invested in social media platforms as they became a key communication tool to reach and be reached by young people (posting on social media increasing by 60%).

The pandemic also radically changed the working methods of youth information workers. The use of digital tools such as Zoom increased from 7% to 62%, social media from 76% to 89% and interactivity tools such as Kahoot! from 7% to 31% (weekly usage) before and after the pandemic.

Digital tools allowed us to stay in contact and interact with our target audiences but it had strong limitations. 60% of respondents stated that it was difficult to reach young people with fewer opportunities only based on digital tools. Many planned specific outreach activities to target them.



Read the full publication at eurodesk.eu/publications

Ensuring learning possibilities with training and webinar sessions

With a continued pandemic Eurodesk decided to focus on online learning. 26 webinars were carried out with 700 participants about greening our services, social media outreach, gamification and inclusion and outreach to diverse groups. These training activities proved to be a great way to continue best-practice sharing and learning all through the pandemic.

In addition, Eurodesk implemented a two-week online training to support youth information workers in the facilitation of their online events with young people. 15 people attended and learned about online processes, tools and tips for facilitation. A handbook on virtual facilitation is planned for release in 2022, as an outcome of this training.

Eurodesk also took the opportunity to discuss its competence framework, in the wake of the new skills and competencies needed to work in an online environment and the development of a European Competence Framework for Youth Information Officers. The framework, first published in 2017, will be adapted in accordance with new realities in 2022.

“Eurodesk is an extraordinary resource centre that offers valuable training opportunities.”

KATARINA TONŽETIĆ
Croatian multiplier from Carpe Diem

Improving youth information services

Eurodesk is dedicated to constantly enhance and customise its services based on the needs of youth information workers and young people.

Eurodesk Quality Catalogue

The Eurodesk Quality Catalogue is the internal data collection and performance evaluation tool having been implemented in our network in 2011 and enhanced each year. The Eurodesk Quality Group members meet frequently online in order to analyse country responses and to ensure quality delivery of Eurodesk service but also to provide support via one on one interviews when required.

The working group fine tuned the Eurodesk Quality Catalogue for 2021 and adopted a new Monitoring Tool to support the network in data collection. The survey collected feedback from coordinators and showcased the best results of the Eurodesk network so far. Things calmed down compared to 2020 due to the pandemic but the impact was minimised as much as possible through support in digitalisation, remote work, online meetings and many webinars and training.

We are proud to have successfully supported all EU initiatives at grassroots level. While the enquiries aimed at us decreased while becoming more complex, our online presence became much stronger.

Green activities for a more sustainable youth information field

In 2021, Eurodesk continued its important work on sustainability. Two webinar sessions were carried out for members to share their best practices and to learn about digital waste and how to make their work greener. Eurodesk also participated in the Scottish National Youth Work Conference sharing the good practices of greening the youth work field and how youth work in Scotland can become more sustainable. In addition, the Greening Youth Information publication and posters were translated into Lithuanian, Slovakian and Spanish, ensuring wider dissemination through the language versions.

New internal communication platform, MyEurodesk in the making

To facilitate information flow among the 36 countries Eurodesk operates in, Eurodesk Brussels Link started the development of a virtual dashboard that aims to bring together the online tools of the network.

MyEurodesk was created with the vision that national coordinators and multipliers can get updated on the most important happenings within Eurodesk but also enjoy snacking content for a more lightweight and fun experience. The platform is to be used in parallel to the intranet and file storage system of the organisation.

The dashboard consists of information cards that highlight Eurodesk information most relevant to the user at the given moment. For newcomers and those who would like to refresh their knowledge about Eurodesk, the Knowledge Centre provides useful articles on various topics.

The Eurodesk tools pages provide access to the network's most important documents, publications, libraries, assets and media contents in an easy way.

MyEurodesk was scheduled for release at the end of 2021 but due to difficulties caused by the pandemic, the platform was released in January 2022.

Working groups in action

The network tackles certain topics through working groups that are attended by colleagues from all over Europe. In 2021, the working groups focused on:

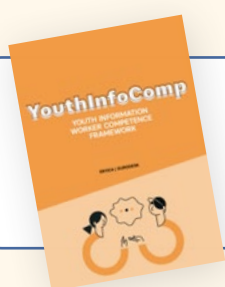
- **Quality Group** (see above)
- **Competence Framework Group** (page 17)
- **Time to Move Escape Game Group** (page 20)
- **European Youth Week Group** (page 26)





Working towards the recognition of youth information

Eurodesk and ERYICA joined forces to develop the first European Competence Framework for Youth Information Workers - YouthInfoComp. The framework sets out to ensure that youth information professionals possess the necessary competencies to support young people and provide quality services.



Read the full publication at eurodesk.eu/publications

Eurodesk and ERYICA developed this framework with the intention of increasing the quality of youth information work in Europe and fostering a greater understanding and visibility among users, policy-makers and stakeholders. The framework was developed through a network-wide study surveying Eurodesk and ERYICA members on the status of youth information work in their countries and the recognition of youth information professionals. Together the two networks adopted a joint definition of the role:

“Youth information workers, or other professionals delivering youth information, deliver youth information services to young people in a variety of settings/environments in order to support their well-being. They ensure that information services are accessible, resourced and welcoming for young people and run online and/or face-to-face outreach activities aimed at both individual and group users. Youth information workers aim to enable young people to make their own informed choices and become autonomous and active citizens.”

YouthInfoComp was the second step of the process, creating a shared reference tool for describing the competences to successfully implement the role.

The two networks created a diverse working group with youth information professionals from Estonia, France, Germany, Ireland, Italy, Luxembourg, Malta, Portugal, Spain. Together they worked on the creation of YouthInfoComp.

The framework comprises three competence areas (Supporting and engaging young people, Communication and outreach, and Quality services) and twelve competences, each with their specific set of indicators. Each competence is further elaborated with a specific title and description which explains the value and application of the competence to youth information work.

The framework was released in November 2021 and is scheduled to be translated into more European languages in 2022.

“Despite the pandemic and the difficulties, both professional and human relationships within Eurodesk have remained strong. It is a huge help that we always receive instant answers to all our questions from a member of our network.”

JÓZSEF MACZÓ

Hungarian multiplier from Támaszpont MOPKA

Awarding outstanding youth work projects

The Eurodesk Awards started in 2011 with a mission to collect Eurodesk multipliers' most relevant, innovative, empowering and impactful projects from the local level and highlight them as a source of inspiration for their peers, and towards decision-makers at national and European level. In 2021, the initiative received 38 projects from 15 countries.

Photo-bike orienteering in Baldone

Creative Minds for Culture
Latvia



Making use of non-formal education methods, the association 'Creative Minds for Culture' organised 'Photo-bike orienteering in Baldone' as part of the Eurodesk 'Time To Move' campaign in collaboration with two Eurodesk information centres.

The event was organised in three parts: finding 11 objects and places; solving questions and tasks about the 11 Youth Goals, and a final informal chat about youth awareness on EU opportunities which served as a moment to deliver the awards.

The event raised awareness on the 11 Youth goals and informed young people about the opportunities offered by EU programmes. The project particularly targeted young people with fewer opportunities such as those living in rural areas, those with learning difficulties, or coming from a socio-economic disadvantaged background with no prior experience or knowledge of the opportunities of EU programmes.



Bicycles were provided free of charge to those who do not own a personal bicycle thanks to cooperating with the 'Latvian Mountain Bike Association'.

In total 52 young people participated and received fine information about EU opportunities in a safe environment which in turn helped the local community to further appreciate youth involvement.



Europe in Reggio Emilia

E35
Italy



The E35 Foundation was created in 2015 with the aim of promoting the international relations and projects of the territory. The project 'Europe in Reggio Emilia' was conceived as a virtual itinerary amongst the places of the city connected to the EU, through the realisation of a 6 episodes web series and a social media campaign.

Young people were involved as co-creators of content and the main drivers of promotion of the European values. 20 young volunteers aged between 14 and 35 years old replied to the open call for participants

and they were divided into three groups: social media, video-makers, and artists. This helped them to become more engaged as active citizens and increased their knowledge and skills.

The result was widely spread reaching 100.200 followers on social media and around 113.000 viewers on TV (TeleReggio) and helped the general public to increase their understanding of European opportunities.



EurodeskWEB
Europe4Youth / Fundacja
Sempre a Frente / Fundacja EBU
/ Zespół Szkół Budowlanych
 Poland



Association Europe4Youth with the partners Fundacja Sempre a Frente, Fundacja EBU, and Zespół Szkół Budowlanych w Koninie seeks to support young people in discovering and realising their full potential in personal, social and public life.

The project 'EurodeskWEB' provided new tools and skills that benefited the Network of Eurodesk multipliers in Poland. It helped them reinforce online visibility of youth information and at the same time the project was brought physically to rural areas in Poland to make information accessible to disadvantaged backgrounds.

On the one hand, the digital campaign relied on social media through creative tools to attract young people's attention such as Facebook streams, interactive Instagram Stories or a spinning wheel of fortune. On the other hand, the organisation hosted outdoor picnics in small villages with around 276 young participants and which served as opportunities to inform about European opportunities and the positive impact the EU has in their daily lives and future.

Share the summer - Bingo!
Jaunuoliu dienos centras
 Lithuania



Jaunuoliu dienos centras (JDC) is a social service institution that was established in 1996 by Panevezys Town Council in Lithuania. It provides day activities for disabled youngsters including severe and moderate physical and intellectual impairment over 18 years of age. These activities include small work tasks, drama, art, sport, IT and informal education. The organisation seeks to foster the uniqueness of each person while working towards the integration of disabled people into society.

'Share the summer - Bingo!' was organised as an event to acquaint young people with mental disabilities about mobility opportunities at national level. Taking place during the pandemic, it was key to have the chance to host the activity in an open-air location and break the isolation pattern that had been imposed by the pandemic to alleviate its toll on youngsters' mental wellbeing.



During the event, 40 participants accompanied by 17 social workers, enjoyed learning how to organise sustainable trips while taking part actively in the bingo game. Thanks to gathering participants in a safe environment, they could share experiences and discuss their views on mobility with peers.



Read the full publication at eurodesk.eu/publications

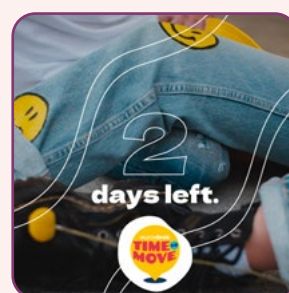
Reaching out to young people

In 2021, Eurodesk information campaign, Time to Move was organised for the 8th time. Eurodesk also continued carrying out Euroclasses in schools to raise awareness on mobility opportunities. To complement the physical activities, the network invested resources to revamp its digital strategy to reach out to young people more effectively on social media and digital platforms.

Informing young people through the Time to Move campaign

Time to Move provides a frame to a wide range of activities that always focus on bringing European opportunities closer to young people. Participants could choose from regular information sessions in schools, at fairs or during festivals, to more unique events such as mountain-hiking, tree planting, board game evenings or concerts. Eurodesk's goal remains the same: to inform young people about studying, volunteering and internship placements abroad and to provide space for them to talk about and plan their future projects.

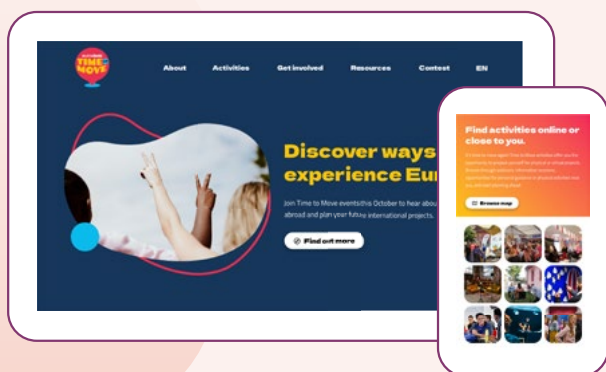
Time to Move activities have a strong focus on underprivileged young people who do not usually get the chance to know more about funded European opportunities. Making them aware of local Eurodesk information points is also a priority, so they always can turn to a professional, if they feel the need to discuss their plans and how international projects can contribute to their future.



As part of the Time to Move campaign, Eurodesk organises a contest to collect young people's input from all over Europe. With a focus on inclusivity, the new format invited young people to participate in four different challenges to win great prizes. The photo, story, short movie and illustration challenges each have a different theme related to Europe.

In 2021, the campaign was launched with a new look and website available in 19 languages and allowing visitors to browse through events via an interactive map and to enter the contest with a few clicks.

The 2021 edition of the campaign brought together 270 youth organisations from 29 countries organising 856 events all over Europe. You can see snapshots of these events spread around in this publication.



**A new way to engage with youth:
'Time to Move: Adventures in Berlin'**

In 2021, young people could also participate in a virtual game developed by Eurodesk. 'Time to Move: Adventures in Berlin' is a two-player point-and-click game inspired by escape rooms where players cooperate to solve riddles and challenges.

Each player plays as one of two siblings who, when they visited their grandmother Emma, found out she had mysteriously disappeared. By following her trail of hints, players travel to Berlin where they meet new friends, get involved in the local community and try to find the answer to the question: Where did Emma go?

The game can be particularly helpful to introduce the concepts of multiculturalism, volunteering, youth exchanges and green activities, as well as EU youth programmes to young people who might have never heard about these ideas.



"Time to Move and DiscoverEU have become the most attractive campaigns for the Spanish youth. Eurodesk Spain is growing and managing to reach more corners of our geography, especially in rural areas."

PACO PÉREZ

Spanish multiplier from Eurodesk Albacete

Mobility opportunities in schools: Organising Euroclasses

Engaging in social projects and working abroad continue to be popular topics among young people. In 2021, Eurodesk released the Euro-volunteering handbook - a guide for young people looking for volunteering opportunities. In addition, two new Euroclasses were developed: Euro-Working and Euro-Activism.

Euro-Working takes the participants through the many work experience opportunities that the EU and organisations in Europe have to offer, how to write a great CV and motivation letter, and what to look out for when searching for opportunities.

Euro-Activism was developed as a part of a bigger process, the Conference on the Future of Europe and the 25 Percent Project. It aims to support participants in reflecting on change and how they can contribute to a positive future in their communities. The module invites them to reflect on how they contribute to change and helps them plan their own change-making projects.

Eurodesk trained over 40 multipliers in the new Euroclasses modules.

Towards a new digital strategy

Eurodesk conducted in-depth analysis of all the digital channels for its external and internal communication. To this end, two new tools have been incorporated into the internal coordination workflow of the Eurodesk network.

Through the use of Airtable and Canva, it was possible for EBL to share with its entire network not only the materials ready for the campaigns, but also the strategic plan of each content per channel and the links to access the editable - and therefore translatable - versions of each visual material produced for all the campaigns (Time to Move, the Eurodesk youth survey, the 25 Percent Project, etc.).

With this new system - as well as numerous positive feedbacks from the network - Eurodesk Brussels Link ensured a wider distribution of the campaigns making them accessible to all national target audiences, who were therefore able to receive the messages in their own language, while maintaining the common visual identity of the Eurodesk brand.

Reaching out via social media

Regarding external digital communication, involving Eurodesk's social media channels, through an analysis on analytics and traffic on the website, the opportunity finder and the newsletter, Eurodesk Brussels Link extrapolated the most effective content and topics of interest for different targets and established clear publication and content rules.

In addition, new projects were identified to enrich, personalise and increase the impact of the communication to the target audience. In 2022, a podcast project involving the entire network will be launched, involving the use of Twitch and YouTube at the same time, as well as the owned accounts on social networks. Campaigns for strategic events are also planned - through the use of participatory tools - as well as a new informative programme that will allow the massive use of the Reel tool.

In addition to this, the Eurodesk newsletter has also undergone a revolution, with Mailchimp being abandoned in favour of Sendy and newsletters being created for specific targets, in order to hit the audience with content that interests them.



"It makes such a difference for kids in these rural towns to know about these opportunities you were telling us about. Now they know that they can also go somewhere and try something new."

MOTHER OF A YOUNG BOY

Patreksfjörður, North Western Fjords, Iceland



OPPORTUNITY FINDER
The Finder collects European mobility opportunities in five categories: studying, volunteering, internships, participating and grants.



MAP
The Eurodesk Map lists the network's information points for those who would like to contact the organisation about their mobility projects.



TIME TO MOVE
The yearly flagship campaign of Eurodesk aimed at young people with nearly 1000 events organised by 300 organisations in around 30 countries.



EUROCLASSES
Organised in schools, Euroclasses inform about participation, volunteering, working or activism in a non-formal setting.



EUROPEAN YOUTH PORTAL
Owned by the European Commission and powered by Eurodesk, the Portal offers information in 28 languages.



AWARDS
An initiative to collect multipliers most successful projects at local level and highlight them as a source of inspiration at European level.



PROGRAMME DATABASE
A mobility opportunities library, managed by colleagues from all over Europe. The information stored here feeds other Eurodesk channels.



BULLETIN
Information page with opportunities and events for youth information workers.



QUALITY CATALOGUE
The base for the quality monitoring processes that collects quantitative data from network members.



COMPETENCE FRAMEWORK
A framework with the most important competencies that each youth information worker should possess to carry out Eurodesk information work.



QUALIFYING TRAINING PROGRAMME
This programme provides a unified system to develop the knowledge of the network members all over Europe.



E-ACADEMY
A video platform with guides, tips and useful information on carrying out the Eurodesk work at different levels.



EURODESK WEBSITES
Each Eurodesk country has a website with information on local services, latest news, campaigns and publications.



NEWSLETTERS
Up-to-date youth information for young people and youth information workers delivered every month.



SOCIAL MEDIA
Eurodesk is present on all major social media channels to reach out to young people and youth information workers on all possible platforms.



EMA CHAT BOT
The Eurodesk Mobility Advisor is hosted on Messenger providing answers to basic mobility-related questions of young people.



MY EURODESK
Up-to-date information on important happenings in the network with all network tools in one place.



INTRANET
The network' internal communication channel with groups to work together and give help to each other.

World of Eurodesk

Supporting EU youth programmes

Eurodesk continued to cooperate with National Agencies in the promotion of Erasmus+, DiscoverEU and the European Solidarity Corps. At European level, Eurodesk Brussels Link worked with Salto Participation and Information in developing the Communication Hub, a project aimed to support professionals in charge of promoting EU programmes towards young people.



DiscoverEU

DiscoverEU, already one of the most popular youth initiatives of the European Union, offered one mega round aimed at all 18 year olds and all those who could not benefit from the initiative in 2021, to travel and discover Europe (mainly by rail) with no strings attached. There were 330.000 applications to receive one of the 60.000 passes. The results were astonishing. We have seen three times more applications compared to the first round of DiscoverEU (May 2018) and nearly as many applicants as in the previous four rounds combined. Irish young people were particularly extremely eager to travel abroad having oversubscribed 21 times their country quota (21 applicants per 1 pass). Spain, Netherlands, Sweden also had more than 10 applicants per pass.

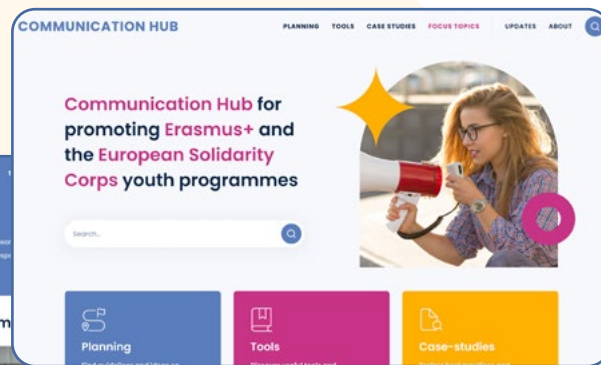
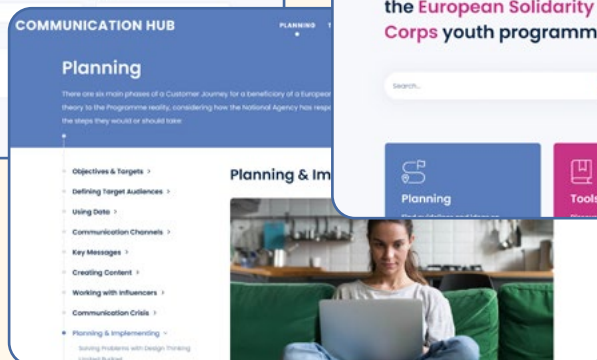
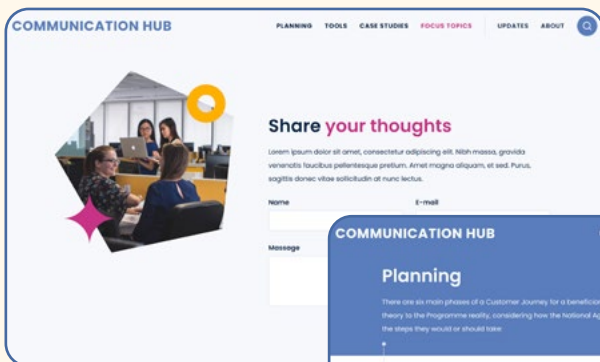
Successful applicants can use their pass and take up to 30 days to discover Europe while visiting at least one Member State other than their home country. Many participants also connected and made new friends, using social media to share stories, planning trips, finding travel companions, asking for support, tips, recommendations or organising meet-ups. The mega-call of DiscoverEU had Eurodesk involved in supporting applicants and winners with proper guidance and providing other Erasmus+ opportunities to unsuccessful applicants, making this initiative reach more people to provide them a stepping stone to other EU programmes.

Eurodesk answered 1372 enquiries in the two weeks the call was open and sent a newsletter to over 160.000 young people that were placed on a reserve list informing them about other opportunities.

Communication Hub in collaboration with SALTO PI

Eurodesk and SALTO PI launched the Communication Hub in 2020 to support those working in the youth field in communicating the new generation of the Erasmus+ and the Corps programmes to a wide range of target audiences and stakeholders. The project continued to be developed and maintained in 2021.

In the framework of the Communication Hub, two webinars were held to ensure knowledge transfer between the various stakeholders on the field. The first webinar was organised in April and explored 'The Secrets of Cross-Media Communication'.



Guest speaker Alessandro Nani, Ph.D. from Tallinn University's department of Cross-Media Studies, shared his research-backed knowledge in how to navigate between different channels in a way that allows to have a real impact on desired audiences. As an example from the youth field, Joaquim Freitas (Portuguese NA and Eurodesk Portugal) talked about how they approached their European Youth Week campaign in 2019. Further topics explored include what are the ingredients of a successful cross-media campaign, how to organise a campaign on all available communication channels in synergy, what are the common mistakes and challenges, and what is possible on a tiny budget.

The second webinar on 16 September focused on 'Best Practices of Creating Integrated Campaigns & Virtual Experiences'. This webinar was entirely dedicated to learning from experience and from real campaigns of the participating stakeholders. The guests were from three different teams (Belgium German-speaking and Flemish-speaking NA/Eurodesk, Netherlands NA/Eurodesk and Eurodesk Brussels Link) who have used diverse channels and tools to reach their communication goals. The speeches focused on how they built their strategy, how they chose their channels, what challenges they faced along the way and what key learning points they gained by the end of their experience. Through the discussion and with the help of the questions from the audience, participants could distill the essential learnings from the three case-studies. The guests also brainstormed together on the topic of reaching youth with fewer opportunities.

Furthermore, several articles about cross-media, a guide on reaching out to Gen Z, some interviews on campaign management and tips on using emerging social media channels were also added to the platform.

Finally, at the end of the year, the user interface of the Communication Hub was completely refreshed. The brand new look will go live in 2022.

"My activity as a Eurodesk multiplier is so rewarding! I get to know so many young beautiful people who are trying to set some goals in their life. The fact that I can be there to support them in choosing different experiences is really important. I love to be part of different European networks, but this one is the best, since I have the chance to help a lot of youngsters."

IONELA NEȚ
Romanian multiplier

Contributing to EU youth initiatives

The Eurodesk network is in the frontline when it comes to supporting European Union youth initiatives. In 2021, the network continued to work on the European Youth Portal while national coordinators and multipliers organised hundreds of events all over Europe during the European Youth Week. Eurodesk also contributed to the European Year of Youth initiative and the 25 Percent Project.

European Youth Portal

The European Youth Portal offers European and country level information about opportunities and initiatives that are of interest to young people who are living, learning and working in Europe. It addresses young people, but also other stakeholders working in the field of youth. The European Commission and the Eurodesk Network maintain the content.

EYP covers 34 countries and 28 languages and had over 32 million visits last year with a peak of 4.4 million visits (highest ever) during the month of October.

As in all the years since its launch, Eurodesk network has participated actively both at promoting the European Youth Portal on all its communication channels but also revising existing content and updating national level articles participating in steering meetings and proposing technical developments. Eurodesk was also involved in validating European Youth Week events all over Europe and being the first line of support through the Ask a question service via the European Youth Portal.

During 2021 over 12.000 questions and follow-ups were answered through the portal with many other inquiries coming through national portals and offline events.

European Youth Week

From 24 to 30 May, over eight hundred events took place during the EU Youth Week around the theme “Our future in our hands”. The Week had a strong focus on the launch of the new EU Youth programmes 2021-2027.

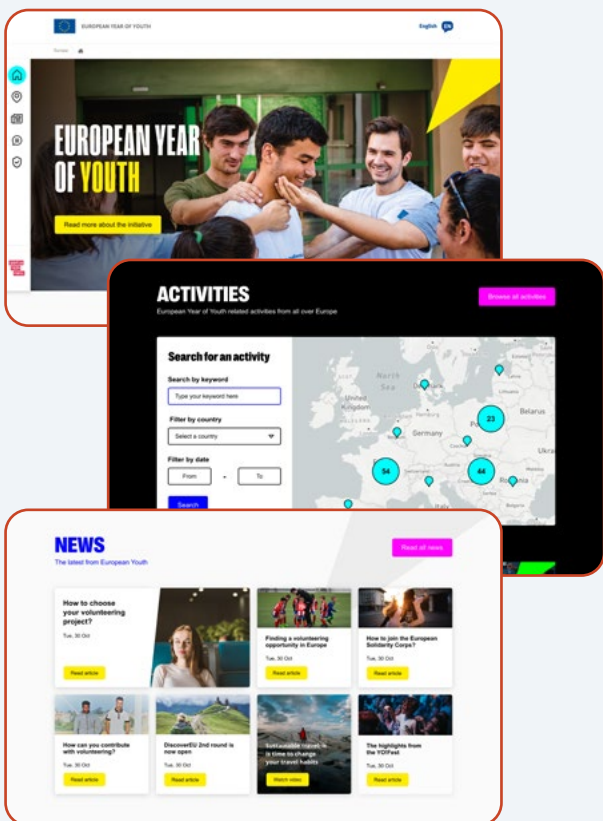
A dedicated working group met 3 times to draft a communication plan and a pack of visuals for social media outreach. The campaign was translated into several languages and promoted throughout Europe. The Eurodesk network also contributed with hundreds of activities to the initiative.



European Year of Youth

Following the announcement by President von der Leyen in her 2021 State of the Union address that 2022 should be the European Year of Youth, the European Commission started the preparation in the last quarter of the year. Throughout 2022, a range of activities will be organised in close contact with the European Parliament, the Member States, regional and local authorities, youth organisations (such as

Eurodesk) and young people themselves. Young Europeans will benefit from many opportunities to gain knowledge, skills, and competences for their professional development, and to strengthen their civic engagement to shape Europe's future.



The Eurodesk Brussels Link office contributed to the initiative by providing support in designing the European Year of Youth website based on the guidance and the visual identity provided by the European Commission. The website was released in early 2022 and collects news, activities from all over Europe, articles from young journalists, and policy information among other youth-friendly contents.

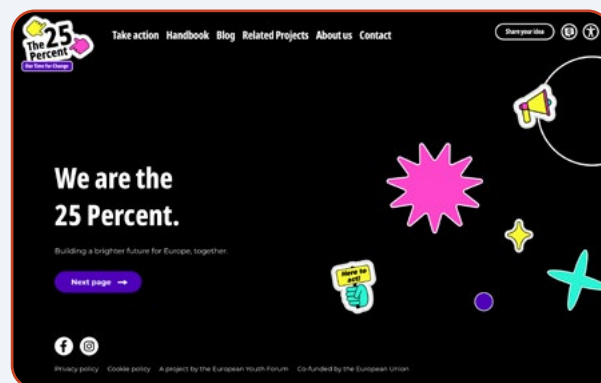
The Eurodesk network will also contribute with hundreds of events and activities to the European Year of Youth during 2022.

The 25 Percent Project

Eurodesk is a proud partner of the 25 Percent Project - a youth-friendly process of engaging young people in the Conference on the Future of Europe dialogue. As EU decision-makers launch platforms to converse with the general public on their vision for Europe, Eurodesk joined the initiative of the European Youth Forum as an official outreach partner in this process.

Eurodesk has engaged organisations in the Member States to inform young people about the opportunity of having their say. In addition, Eurodesk has developed a Euroclass: Euro-Activism, dedicated to facilitating this discussion and promoting the opportunity in schools and other youth settings and trained its multipliers to deliver Euro-Activism.

With social media being an important tool to reach out, Eurodesk has also used its channels to connect all over Europe with translated posts. Stories have been collected from young change-makers all over Europe, who shared their own journeys and experience of making their community, Europe and the world a better place.



Last but not least, promotion of the 25 Percent's idea-collection tool has been carried out throughout the Eurodesk network and social media. This important work on youth participation continues in 2022.

“Eurodesk helped me to navigate through EU opportunities and information. Thanks to Eurodesk I have found a wonderful volunteering project abroad. Keep up the good work!”

MARINA

23 years old European Solidarity Corps volunteer

Raising a voice in the youth field

Eurodesk actively participated in youth coalitions aimed at improving youth work, stimulating innovation and fostering quality in the field. It shared its perspective and specific expertise as a youth information network.

EU Youth Conference

Eurodesk attended the European Youth Conference held virtually in Portugal from 12 to 15 March 2021 under the Portuguese Presidency of the Council of the EU. This conference was part of the VIII Cycle of the EU Youth Dialogue. As a side event to the Conference, a youth digital hackathon “SOLVE THE GAP” took place in which Audrey Frith, Director of Eurodesk was a jury member. Another EU Youth Conference took place in Slovenia from 26-30 September 2021.

Eurodesk was invited to join an EU Youth Dialogue Communication task force to develop a communication strategy for the EU Youth Dialogue. Several proposals were made to improve information, outreach and access about the process.

DG EAC Expert Group on Youth Work

Eurodesk is a member of the expert group set up by the European Commission to accompany and advise on the process of creating and implementing an open and multilingual dedicated European digital platform on youth work to support youth workers in Europe. Eurodesk director, Audrey Frith, attended the first meeting in November.

European Platform on Learning Mobility

Most European mobility programmes were postponed in 2020 due to the health pandemic. Our work with the EPLM continued nevertheless. Several steering committee meetings were organised to better understand the impact of the pandemic on the field of youth mobility and youth work. In addition, the committee went through a restructuring which we contributed to. We are happy to continue on the EPLM steering committee in the years to come.

European Youth Work Academy

The European Academy on Youth Work is an initiative jointly organised by several National Agencies and Salto-Youth Resource Centres. EBL is a member of the advisory committee whose role is to provide recommendations to the executive committee on the organisation of the next Academy planned in November 2021. Several meetings were held online to draw lessons from the first edition and design the best processes to build a successful academy.

European Youth Work Convention

Every 5 years a European Youth Work Convention is organised bringing together practitioners, policy makers and researchers. Eurodesk was a member of the European Youth Work Convention steering group. Audrey Frith, Eurodesk Director, attended meetings aimed to follow up on the 3rd European Youth Work Convention and the adoption of the European Youth Work Agenda.

In July, Eurodesk took part in the Bonn Process Meet-up. The aim was for all interested stakeholders to meet and share what has been happening since the Convention in relation to the Bonn Process.

“Our association focuses on the development of young people and inspiring them to act on their own. Being part of Eurodesk makes it a lot easier.”

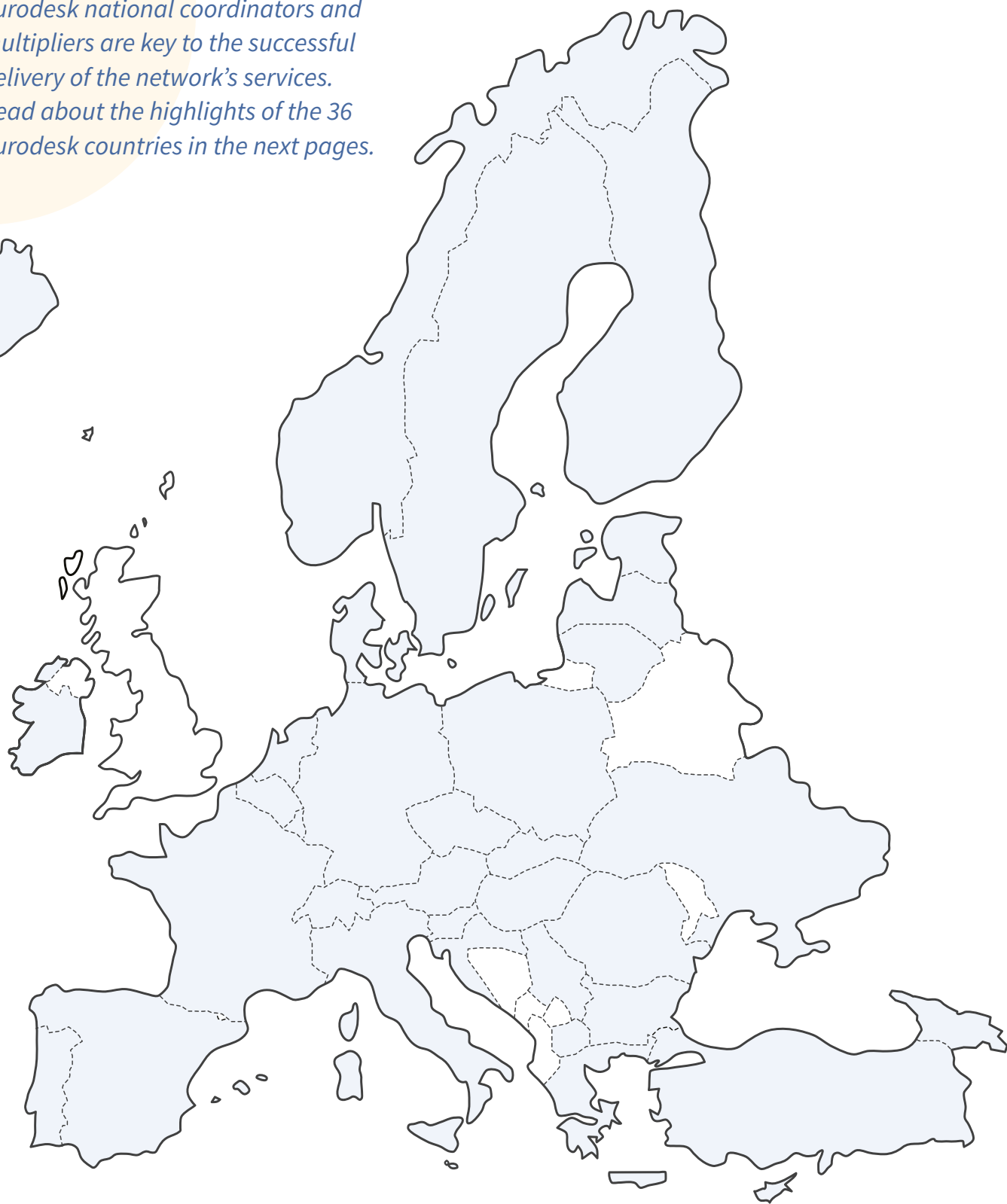
PIOTR PISIEWICZ

Polish multiplier from Imapkt Association, Kielce



National activities

Eurodesk national coordinators and multipliers are key to the successful delivery of the network's services. Read about the highlights of the 36 Eurodesk countries in the next pages.



AUSTRIA

In 2021 Eurodesk Austria, and its hosting organisation the Austrian youth information centres (Österreichische Jugendinfos), focused on the topic of financial literacy and education of young people.

Online and offline information materials on the topic were published and translated into action within a campaign in October 2021.



“What does the world cost? Everything you need to know about money” – the magazine published in April 2021 is a comprehensive publication and interactive workbook on the basics of financial literacy. It aims to promote the financial education of young people and conveys central information on the topics of how to deal with money, as well as information on the cost of living, savings, banks, insurance and debt (avoidance).

The magazine is primarily suitable for young people between the ages of 14 and 16, but the content is also interesting and useful for older young people and young adults.

In 2021, 27 000 copies of the magazine were produced. Additionally, an accompanying teaching material was made available for download online. It contains suggestions for class-exercises including step-by-step instructions, information on the estimated time required, and learning objectives and goals.

In October 2021, Eurodesk Austria launched the information campaign “Fast Money? Facts about financial traps”. The main focus of the information campaign and online publication was to debunk popular fake news, surrounding the topic of making fast and easy money that are heavily promoted online and on social media platforms.

To earn a lot of money quickly, as easily as possible - that’s what not only many young people want. In a digital world, we are surrounded by promises of how this goal can be achieved. The editorial team looked at what really is behind the offers and promises and summarised the most important facts and tips.

The following topics were tackled:

- ➔ Dream job Influencer - Get rich with TikTok and Instagram?
- ➔ Get rich on crypto - Fast money with Bitcoin, Ethereum & Doge?
- ➔ Consumer Loans - Never wait for luxury again?
- ➔ Trade yourself rich - With trading & co. to the big money?
- ➔ Multi-Level-Marketing and pyramid schemes - Is getting rich that easy?

Additionally, to the online informational resources on the Austrian Youth Portal and a two-week social media campaign as part of the UNESCO Media Literacy Week, the Austrian youth Information centres also offered free information packages for teachers and all people working with youth in Austria (and beyond). These packages consisted of comprehensive teaching material, as well as stickers, postcards and posters.

Over 120 people working with youth ordered the information packages while the material was downloaded 150 times between October to December.

BELGIUM

GERMAN-SPEAKING COMMUNITY

Since 2021, the “Jugendbüro der Deutschsprachigen Gemeinschaft” has been the Eurodesk agency for the German-speaking Community of Belgium. In addition to being the service for open and mobile youth work, the Jugendbüro is also the National Agency and offers information on international projects for young people.

As every year around February, the Eurodesk German-speaking community took part in the workshop “Auf und Davon”, organised in cooperation with the JIZ (Jugendinformationszentrum), now called Jugendinfo. At this event, young people could collect information about their international opportunities and hear first-hand experiences from other young people who had already been abroad. However, due to the COVID pandemic, the event of 2021 had to be converted into a digital event.

In May 2021, the Jugendbüro organised some activities in the framework of the European Youth Week. In cooperation with their multiplier Jugendinfo, the Jugendbüro created a project called “the energy kick at midday”, which consisted of several organised activities related to mental and physical health, such as sports activities or nutritional advice.

To inform young people throughout the year about their international possibilities, the Jugendbüro published their offers and opportunities on a Eurodesk financed screen that can be seen from the outside of the youth office. Moreover, the Jugendbüro produced new Eurodesk flyers and roll-ups that will be of use in 2022.

In October 2021, together with the Jugendinfo, Eurodesk German-speaking community took part in the Time to Move campaign and held informal information sessions in five school classes. There, the newly developed Escape Game was played and students had the possibility to get advice on possible

future stays abroad. Beforehand, the Eurodesk German-speaking community had participated in the development of the Time to Move Escape Game.



Finally, in December 2021, young people from East Belgium had the chance to participate in a competition created by the Eurodesk German-speaking community and published on their Social Media channels. In order to participate, they had to submit a photo that best describes their stay abroad. In addition, they should explain in a few sentences what had made their stay abroad a unique experience. In this way, they had the possibility of winning a new Bluetooth box for their next trip.

FLEMISH-SPEAKING COMMUNITY

2021 looked promising at first, but Eurodesk Flanders/Go Strange had to respond in a flexible way to the COVID-19 challenges and ever-changing restrictions.

Flexibility, and staying online

In January and February the annual Study Information Fair in Flanders takes place. This was cancelled however so Eurodesk Flanders did a Live Instagram Q&A on mobility instead.

Supported by a cross media intern, Eurodesk Flanders optimised their video channel and initiated a strategy.

On the 24th of February, Go Strange co-organised a youth information session with local youth partners in Mol, Limburg to reach young people in that area. Unfortunately they had to change the format into a webinar. A very successful webinar however, with 88 young people registered (42 attendees) thanks to social ads and promo from the local partner. The related social media post has the most engagement from 2021; 888 likes.

In the beginning of the year Eurodesk Flanders introduced a new format: question of the month. Every month a Frequently Asked Question was shared using a video template. Throughout the year, this was always a top engagement post.

‘Our Future in Our Hands’

In May, Go Strange focused on an online campaign and shared stories about the new European programmes, inclusion and green to promote European Youth Week. The highlight of their mini campaign was the Instagram Live interview with young person Marte who took us through the process of writing your own solidarity project.

In June they introduced a new topic on their website: sustainability. Young people can now find information about sustainable travel and a checklist for sustainable volunteering.

Video experiments

During the summer Eurodesk Flanders launched their first online contest where young people could send in videos and win Interrail tickets. The goal was to fuel their TikTok channel.

In September they highlighted solidarity and participation projects for young people (with European Solidarity Corps and Erasmus+ Youth respectively) in light of the upcoming deadline. Together with an online agency they created two different social videos. Eurodesk Flanders’ partners distributed them to local youth councils and they also organised a social advertisement campaign to target young people.

Time to Move

For Time To Move in October Eurodesk Flanders primarily promoted all mobility opportunities online, with special attention to the new round of

#DiscoverEU! They supported the online escape room and competitions organised by Eurodesk Brussels Link. On top of that, they sent out 64 postal packages to partner organisations with information on different opportunities, Eurodesk masks and other goodies.

Eurodesk Flanders also supported the National Agency of Flanders with the Catch’Up event on 15 October, an event with workshops and talks for youth workers and young people, attended by 90 people.

In November Go Strange co-organised two (physical!) information sessions for young people, one with a youth organisation in Oostende and one with the youth council in Ghent.

In December they supported the Flemish Youth Council promoting an online activity for the Conference on the Future of Europe.

FRENCH-SPEAKING COMMUNITY

The highlight for the French-speaking community of Belgium was the organisation of a virtual fair «Horizons».

The virtual fair gathered nearly 1000 people for 3 days. Information sessions, testimonials, workshops, etc. were organised via this online tool. Several of our partners had an active role at the fair (Youth Information Centre, European Commission, Eurodesk Brussels Link, the European Youth Forum, AEF, Actiris International, WBI, etc.).



BULGARIA

2021 was a fresh new start for Eurodesk Bulgaria as they started the year with a call for new multipliers to join the network. As a result, they now have 19 multipliers who organised 22 events (most of them face-to-face) in 14 cities during the Time to Move 2021 campaign reaching over 6000 young people.

Eurodesk Bulgaria continued to maintain close cooperation with the European Commission Representation in Bulgaria and worked closely with Europass, Euroguidance, eTwinning, Eurydice, Europe Direct and the EURES Advisers network to ensure appropriate consultation to young people.

In 2021 the network of multipliers managed to organise over 90 local information activities and over 199 online sessions to support young people and keep them well-informed.

As in previous years, Eurodesk Bulgaria participated in National Carrier Days JobTiger 2021 (the biggest job fair in Bulgaria) held on 18-19 May in Sofia. Their team had the opportunity to provide personal consultations on mobility in Europe, education and work abroad.

The COVID-19 pandemic was still the major concern of young people as multipliers reported to have answered over 500 questions about it. As travel was possible during spring and summer, the DiscoverEU initiative was also rather interesting for the young people – the network received over 450 enquiries about it.

Other highlighted events:

- National Green Event, 20 August, Sandanski, organised by Erasmus+ NA Bulgaria with over 55 participants.
- Info tour “European networks without borders” in 13 cities in Bulgaria with info stands on highly visited public places with over 350 young people.
- Erasmus+ Valorisation Conference, 17 December, Sofia, organised by Erasmus+ NA Bulgaria attended by 60 participants.



“Eurodesk helped me to discover a whole new world - it helped me to discover Europe!”

ELITSA VLADIMIROVA

a volunteer in a Eurodesk multiplier office

CROATIA

Review of 2021 and looking forward to 2022.

2021 has been another tough year that forced Eurodesk Croatia to continue seeking ways to evolve and further adapt their services to the challenging circumstances caused by the COVID-19 pandemic. But, looking back, they realised that they have demonstrated an extraordinary resilience that allowed them not just to manage the changing circumstances but to prosper and support their 15 multipliers, stakeholders and young people.

Some of the year's most prominent results are:

- Eurodesk Awards: out of 38 nominated activities, 3 Croatian multipliers received an Honourable Mention which further increased their visibility on the European level
- Together with their multipliers they organised or contributed to more than 200 online or live events reaching more than 22000 young people (a 121% increase)
- Time to Move: Eurodesk Croatia held 4th place with most events and was one of the top 10 countries by the number of Time to Move website visits. For the Time to Move 2021 campaign, they organised 2% more events than in 2020
- They saw more than 1880 DiscoverEU applications which is 4 times over the quota for Croatia. This shows their immense success in promoting the initiative
- Online presence: Eurodesk Croatia Facebook page had a weekly reach of over 2500 people; the overall Network follower count (Eurodesk HR and multipliers) on Facebook grew from 62000 to 65000 – a 6.4% increase
- European Youth Portal: they reached the KPIs - they published over 20 events and 4 testimonials in English and Croatian
- Information and promotional materials: they produced and printed 1500 Time to Move backpacks, 5000 European Solidarity Corps and 3000 Time to Move leaflets – this ensured effective outreach towards young people



Providing regular support to their multipliers was paramount, thus, they held 2 national multiplier meetings, 2 meetings focusing on the European Youth Week, Time to Move and Discover EU, 2 support meetings, and 1 national training for multipliers. The multipliers also actively took part in the online Multipliers' Seminar and the EBL's weekly webinars.

They answered over 300 enquiries via the European Youth Portal, while the Network dealt with another 3500 queries received via other ways.

Eurodesk Croatia took part in promoting the 25 Percent Project, and the Eurodesk Youth Information Survey, and had a key role in the following events: Joint Networks and Initiatives Information Day (co-organiser), biggest national Scholarship Fair, European Youth Week, EUDirect events, etc.

They arranged and conducted an online job-shadowing for Eurodesk Serbia, at their request. They are happy to have had an opportunity to share their experiences and knowledge about managing Eurodesk and their national multiplier network.

Eurodesk continued to work closely with the Croatian National Agency in promoting youth mobility, European Solidarity Corps, Erasmus+, Discover EU, and inclusion and diversity. Eurodesk strengthened its cooperation with other networks and initiatives, such as EUDirect, Euroguidance, Youthpass, ERYICA, EYCA, YouthWiki, the ESN, SALTO PI, the European Commission, and the EC Representation in Croatia. The Croatian Eurodesk Coordinator is an active member of the Executive Committee.

Their success would not have been possible without their dedicated and diligent network of multipliers. As they move forward in 2022, they are optimistic and looking forward to the European Year of Youth.

CYPRUS



What a confusing and frustrating year the previous one was! 2021 was a challenging year for all of Europe and especially young people who were forced to stay at home away from their schools, colleges and most importantly their friends.

Eurodesk Cyprus tried to maintain and strengthen the contact with young people through social media and digital activities. Through the Facebook and Instagram pages of Eurodesk Cyprus a series of mobility opportunities were communicated to the youth and important activities were promoted.

Even though there were not many activities with physical presence, Eurodesk Cyprus with the help of its multipliers managed to organise the Time to Move campaign with a series of activities with physical presence.

Additionally, Eurodesk Cyprus organised two Multiplier meetings and a Multipliers' training in cooperation with Eurodesk Brussels Link which were both held digitally.

Eurodesk Cyprus responded to all questions received through all channels (Instagram, Facebook, European Youth Portal, phone calls etc.) and managed to gather more than 1000 applications for the DiscoverEU campaign. Overall, Eurodesk Cyprus managed to reach even more young people and inform them about the services offered via the Eurodesk platform.

As for the next year Eurodesk Cyprus started planning ahead with a series of physical activities based on Eurodesk Brussels Link's strategy for 2022-2027.

CZECH REPUBLIC

The best of both worlds, that could be the sentence describing the year 2021 for Eurodesk and its multipliers in the Czech Republic. The first half of the year was in the spirit of online space; on the contrary the second half of the year brought everybody back together to present activities.

European Youth Week was still partly affected by the COVID-19 situation. During the EYW were organised online workshops for 5 different regions. The aim was to show young people that they can also change the world thanks to Solidarity projects or Youth Participation Activities programmes. Ten selected teams presented their concrete projects on how to solve the urgent problems in their neighborhood at the final conference which took place in a theatre in Prague. Participants not only competed with their ideas but gained some knowledge in presentation skills or volunteering opportunities.

“The Art of (self)Presentation when working with youth” seminar was created to support networking between multipliers and youth workers or teachers in the regions. During the EYW, teachers have proven to be the best way to reach young people and motivate them to get involved. That stands behind the idea for this seminar, to help the multipliers build a relationship with teachers and youth workers along with an educational part for participants on presentation and nonverbal skills.

COVID-19 made Eurodesk Czech Republic focus on Social Media and its development. The connecting visual between the Czech National Agency and Eurodesk was created together with hashtag #YouthInANutshell (#mladezvkostce). This visual element is used to inform about Erasmus+ Youth, European Solidarity Corps, Eurodesk, DiscoverEU and other opportunities that are for young people available at that moment. An internal survey showed that social media is the key communication channel for multipliers as well. For that reason, during two national meetings, workshops were organised on how to manage social media with tips and tricks.

37 events were organised in 12 regions and 19 cities in the framework of the Time to Move campaign. This year multipliers could cooperate for their events with European Solidarity Corps ambassadors. Ambassadors were mainly talking about their own volunteering experience which was appreciated by the young audience who could hear real stories from somebody their age. This concept with young ambassadors will remain and will be extended to all future multiplier's events.



Last but not least, Eurodesk co-organised the festival Next stop: The World that the Czech National Agency prepared to celebrate the new program period. This unique festival took place onboard a train that travelled to five Czech cities in five days. Apart from five days full of information on how to study, train or volunteer abroad through Erasmus+ and the European Solidarity Corps, visitors could enjoy slam poetry, contemporary circus, two famous musical guests each evening and so much more.

Multiplier's project to highlight

The Eurodesk partner Eurocentrum Ostrava in cooperation with Europe Direct Ostrava made an outdoor exhibition as their main Eurodesk activity in 2021. This exhibition maps stories of residents of the Moravian-Silesian Region who experienced some of Erasmus+ or European Solidarity Corps programmes. The main goal of the exhibition was to motivate citizens of this region to get involved in some of those programs in a Covid friendly way. Eurodesk Czech Republic financially supported this project and will support its connected and follow-up activities in 2022 as well.

DENMARK

2021 was a hybrid year! For the first time, Eurodesk Denmark organised a hybrid information meeting for young people about the possibilities of going abroad. This gave the opportunity for a face-to-face meeting with the attendees in Copenhagen, while young people from all over the country could participate online.

In 2021, it was once again possible for Eurodesk Denmark to host an inspirational seminar for young people about the European Solidarity Corps. The seminar was a five-hour event that took place in Odense right in the middle of Denmark. The 20 participants were introduced to the European Solidarity Corps and European Youth Portal. Moreover, a guest speaker made a workshop with the participants on how to make a difference in their local community and idea development. The aim of the event was to inspire the young people to create their own solidarity project and foster participation. Additionally, a step-by-step guide about Solidarity Projects was produced in order to provide guidance for new projects and support participants with fewer opportunities.

In regards to digital communication, Eurodesk Denmark had three focus areas in 2021: Social media, visual communication and the national Eurodesk website Gribverden.dk.

On the social media front, Eurodesk Denmark maintained and developed the social media platforms and used social media to promote the Time to Move campaign and the European Youth Week. Moreover, Eurodesk Denmark successfully relaunched the national Instagram account Grib Verden, which has not been active since 2014. One of the new initiatives was “takeovers” where young people post stories and share their experiences on Grib Verden’s Instagram account.

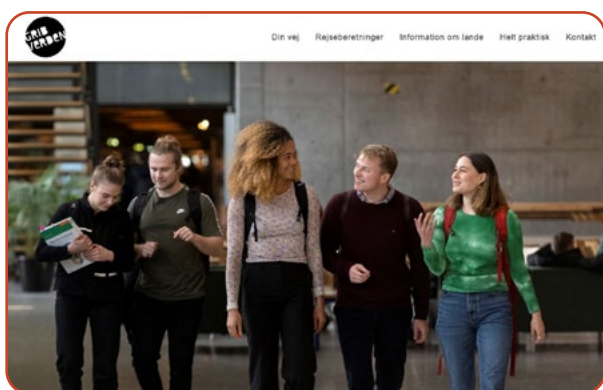
In terms of visual communication, Eurodesk Denmark worked with a photographer on producing new pictures for web and social media. Eurodesk Denmark also collaborated with a journalist and a photographer to produce promotional videos featuring an Erasmus+ Youth Exchange and an Erasmus+ Youth Dialogue project. During 2021, Eurodesk Denmark also collected stories from Danish DiscoverEU participants to use for promotional activities.

At the end of the year, the national Eurodesk webpage Gribverden.dk was relaunched with a new look, structure and content that provide inspirational material and updated reliable information about mobility opportunities. The new webpage is more user-friendly, visually appealing and responsive with a design that makes it easier for the users to find the information they need.

“When I contacted Eurodesk the response I received was relevant and comprehensive. Moreover, I received it in a very short time and found information that I would not have been able to find on my own.”

ROBERTA

young student looking for information on opportunities abroad



ESTONIA

Eurodesk Estonia adapted with new winds blowing on to the network in 2021. As the new Erasmus+ and European Solidarity Corps program period was announced, the network in Estonia also changed its coordinator, implemented more digital activities as well as engaged some new multipliers!

Due to the changes to the network coordination, Eurodesk started organising their activities in April, when new and previous multipliers were selected to the network – from 12 counties out of 15. During the year multipliers had one-on-one meetings with the Eurodesk coordinator along with coffee mornings with the network, where multipliers could share their experiences and focus on the Eurodesk activities on the last Friday morning every month.

There were two network training sessions in 2021. One of them happened in the summer in the capital of Estonia for two days and concentrated on storytelling as well as a work plan. The Network managed to get the overview of the processes happening at the international level until the end of 2021. The second training took place online due to the COVID-19 pandemic restrictions and took Eurodesk as a role in focus. The last meeting had international trainers to bring the international dimension to the network. In the end multipliers looked through the procurement for the 2022 partner search and gave their feedback on the network.

The Estonian network celebrated European Youth Week with a cross-country digital campaign, where the opportunities to connect and gain non-formal experiences with Erasmus+ and/or European Solidarity Corps were in the spotlight. The main activities happened on the popular social media and general media platforms in Estonian as well as in Russian. The campaign reached the main shopping centres' digital screens in the biggest cities in Estonia. At the same time multipliers organised 24 events in their counties.



Eurodesk also took part in the Time To Move campaign, where young people took part in social media activities and some local activities. There were 17 events across the country. Eurodesk tools such as the escape room, opportunity finder and board game were actively used.

The Estonian Eurodesk Network organised 120 information events online and offline in 2021. The Network reported that the most popular events were playing the giant youth information Jenga with youngsters as well as take-overs about international opportunities on Instagram. As many of the activities happened online, it is hard to estimate how many young people and youth workers were included.

In 2021 the EuroPeers network in Estonia also got a restart, to bring in the story telling and hands on experience for the Eurodesk network. The focus at the end of the year was on storytelling, so they collected experience stories to put up on the National Agency for the Erasmus+ and European Solidarity Corps blog (europanoored.eu/blogi), to rebuild the trust between the opportunities and youth. The stories of youngsters made it to TikTok (@europanoored), to answer the question “Why should you take part....?” with their short videos.

FINLAND

2021 started with Kirkon kasvatuksen päivät, the Youth work days of the Evangelical Lutheran Church – an online fair which attracted hundreds of youth workers. Eurodesk and the NA's youth unit participated in the event together. Their session on volunteering, "Building a more solidary church", attracted over 100 participants.

One of the focuses of Eurodesk Finland in 2021 was working with the EuroPeers. In January, the EuroPeers took over Eurodesk's Instagram account for one week. During the first half of the year, Eurodesk and 3 EuroPeers produced a poster which uses augmented reality to bring the EuroPeers' experiences to life. This new trilingual tool was marketed online and presented to youth information and counselling workers in the workshops held later in the year.

In May, Erasmus+ Youth, European Solidarity Corps and Eurodesk participated in the European Youth Week, presenting inspiring stories of diverse young people who have made a difference by participating in EU funding programmes.

In the summertime, one EuroPeer participated in the country's biggest discussion forum SuomiAreena. SuomiAreena is a concept that aims to promote the opportunity for every Finn to participate in the debate on social, economic, and political issues. It raises important topics by discussing current affairs and societal issues. The event is organised by a TV channel and the programme is broadcasted. The NA participated

in the event with a panel discussion of 5 young people from different backgrounds. The topic was "Are international opportunities truly for everyone?" Due to pandemic restrictions, the live public was limited, but one could follow the live streaming. The recording is also available on EurodeskUFI's YouTube channel. It has been viewed over 300 times.

In August-September, Eurodesk and the NA campaigned together with a Leader organisation to boost knowledge about EU funding in the rural parts of Pirkanmaa and Hämeenlinna region.

Eurodesk held its annual event "Maailma avoinna" online in November together with Euroguidance and Maailmalle.net service. The event is open for anyone working in the field of youth information, guidance, and counselling. The theme was sustainable internationalism. There were around 40 participants and the recording has been viewed 96 times.

Later in November Eurodesk participated in the annual event of the European Solidarity Corps. Eurodesk held a workshop in which it presented its latest materials and tools.

Furthermore, Eurodesk worked on the European Youth Portal as requested, sent out the newsletter and published the promotional pages in the Finnish Youth Work magazine – the latter two in cooperation with Erasmus+ Youth and European Solidarity Corps.

Eurodesk Finland greatly appreciated the online tools developed by Eurodesk Brussels Link and decided, at the very end of the year, to contribute financially to a new project that Eurodesk Brussels Link will be carrying out in 2022.



FRANCE

Eurodesk France in 2021: A vibrant network and a source of empowerment

With a network of 145 multipliers, Eurodesk France organised 800 events aimed at young people nationwide: on average more than 2 events per day were organised, initiated and run by the Eurodesk France network. 10% of the total number of Time to Move events were organised in France. This series of events was a mix of face-to-face and online activities, as Eurodesk France has increased its online offer while maintaining services which also match the need of young people for face-to-face information and counselling.

Eurodesk France participated in the Quality working group and to the European framework for Youth information working group. It is also a member of the Eurodesk Executive Committee.

The European mobility of apprentices was highlighted in several Eurodesk France resources, and a new nationwide cooperation framework with the association for the professional training of adults was launched.

Key areas covered as a network were: Online services, Sustainability, Expertise.

Developing online services for multipliers and young people

The new series of webinars aimed at Eurodesk multipliers was a good opportunity to reach out to more professionals than during face-to-face national seminars and to diversify the range of topics covered. Webinars were also offered to young people on different topics.

The Eurodesk France social network community was expanded, as emphasis was put on developing Instagram activity with specific campaigns on sustainability and soft mobility, EU Youth dialogue, European Youth Week, DiscoverEU, stories of volunteers, Time to Move, Erasmus Days.



Mainstreaming sustainability in the Eurodesk France network's activities

Eurodesk France translated into French the ERYICA-Eurodesk guide 'Greening Youth Information Services'. Sustainability was the « green » thread of Eurodesk France activities throughout the year, with a view to make it a transversal dimension for all Eurodesk activities for the years to come, ranging from daily work to promoting soft mobility and green projects.

Promoting the skills of the Eurodesk France network by recognising its expertise

The Eurodesk France network is based on the Youth Information Network, which is a guarantee of quality, professionalism, stability, geographical scope and outreach to a wide range of young people.

The collective dynamics of the Eurodesk France network and the individual action of its members were consolidated by a series of 17 national professionalisation actions which were offered to all Eurodesk regional coordinators and local multipliers. The main aims were:

- To provide a basis of shared knowledge and skills in order to guarantee the same quality of services nationwide
- To develop a network of professionals who know each other and cooperate as peers in order to facilitate the exchange of good practice
- To encourage participative approaches and collaborative work
- To create the conditions for the development of projects in different parts of the country, based on a training programme which meets the needs of multipliers

GERMANY

2021 for Eurodesk Germany was especially marked by the official relaunch of the mobility website www.rausvonzuhause.de.



Website relaunch

In 2021 the mobility portal www.rausvonzuhause.de was officially relaunched. The new website welcomes young people with fresh and youth-friendly design and content. The website is especially developed for mobile users and puts a new focus on stories and the promotion of open funded mobility offers. All information can be filtered according to individual needs. User feedback already shows that the main objectives of improving usability and user experience could be met. In 2021 Eurodesk promoted the website via multipliers, partners and press information. Furthermore, Eurodesk Germany organised a digital treasure hunt aiming to attract young people to the new website. The design relaunch of products such as brochures, flyers, banners and the Eurodesk mobility exhibition were also successfully finalised.

Information and training

Eurodesk Germany further developed its own online offers and activities and took part in online and live fairs and events. Eurodesk Germany implemented three training courses for mobility experts: a training covering the different mobility opportunities and two training sessions about different funding

programmes. In order to reach more young people and to respond to the young people's interest in audiovisual materials and YouTube, Eurodesk produced two short videos on work and travel. These videos will be finalised in 2022.

Network of multipliers

In 2021, Eurodesk Germany worked with a network of 49 local multipliers. In spite of COVID-19 Eurodesk Germany welcomed three new partners to the network. The Eurodesk annual meeting was once more successfully carried out as an online event. The meeting focused on information updates especially regarding Erasmus+ and best practice from the network. In an input and workshop about „Travelling in a fair and sustainable way“ the German network looked closer at green aspects of mobility counselling. For the first time, Eurodesk Germany organised a second – free to opt in - online network meeting in November 2021. The meeting offered training possibilities and workshops to get partner feedback regarding e.g. the question what kind of social media support and which film material partners need.

During the European Youth Week and Time to Move campaign, 26 both live and online events were organised. Besides informative sessions, story telling from young people about their experiences abroad, the German partners also organised new innovative offers such as Instagram live events, a European games night and street art projects. Eurodesk Ulm was happy to organise its first live fair since 2019. The personal counselling and live-lectures were a big success.

“For me, the personal conversation was very important and insightful. I was amazed by how wide the range of offers is regarding the topic of staying abroad!”

ANNA PAULA SCHIEFER

young person looking for information on going abroad

GEORGIA

Georgia joined the Eurodesk Network on 22th April 2021 and is represented by the Tbilisi City Hall, Department of Culture, Education, Sport and Youth Affairs. 2021 was mostly a developing phase of the Eurodesk services, as well as raising awareness about the network in Georgia.

Eurodesk Georgia aims to provide a flexible, mobile, digital and accessible service for all young people, especially for those with fewer opportunities. They thrive for a one window service to unite municipal, state and European opportunities for young people.

Their main tasks are:

- Encourage young people to be active citizens;
- Support youth to realise their full potential, raise their awareness about European opportunities and mobility programmes;
- Develop effective tools to implement the Eurodesk strategy in the country;
- Network support for youth and non-formal education centres, and to develop cooperation with European organisations;
- Implement high quality information and counseling services for young people.

Activities

Eurodesk Georgia presented its mission and future plans to the elected members of the representative body of the Tbilisi Municipality - Tbilisi City Council, with the Commission of Culture and Education and the Commission of Sport and Youth work, also with members of the National Association of Municipalities and Youth National Agency.

Eurodesk Georgia organised an information campaign after fulfilling the membership process. The campaign was running actively for one week on TV stations, information agencies and social media. The main goal was to promote Eurodesk in Georgia and inform young people about Eurodesk services.

Eurodesk Georgia began organising the national network with active cooperation from youth and student organisations. They held several workshops and meetings with 30 participating organisations. During the sessions, a joint plan was adopted to develop cooperation in the field of youth information work and to provide more opportunity to participate in EU programmes.

Eurodesk Georgia supported the organisation of the Non-Formal Education Annual National Conference in Georgia, where over 60 municipalities from the whole country participated. In the framework of the conference, participants discussed the development of youth work, delivery of high quality non-formal education services to young people, as well as youth information services in the context of Eurodesk.

Informing young people about European programmes, Erasmus+ and the European Solidarity Corps is one of the main priorities for Eurodesk Georgia, so several sessions were organised by them about these topics with more than 1000 youngsters. The events took place in cooperation with their main partner Info Centre for Erasmus + and European Solidarity Corps in Georgia.

Partnerships

Eurodesk Georgia and Info Centre for Erasmus + and European Solidarity Corps are implementing the Eurodesk services in Georgia together. During 2021, two info centres were established.

Eurodesk Georgia established successful cooperation with the Georgian Students' Organisations Association to inform students about mobility projects and European opportunities.

Eurodesk Georgia established cooperation with SALTO Eastern Europe and Caucasus Resource Centre. A working meeting was held in Tbilisi on 27th November 2021. SALTO will support Eurodesk Georgia staff to raise their qualification and organise study visits to share best practices with them.

GREECE

The year 2021 could be easily characterised as a very challenging year. The COVID-19 pandemic affected the activities of Eurodesk to a large extent. However, Eurodesk Greece decided to use the pandemic as an opportunity to add a digital and online dimension to its actions.

In 2021, Eurodesk Greece launched a call for multipliers and at the beginning of October, a national network of 14 multipliers from all over Greece was established. The multipliers are Europe Direct Centres, youth organisations and municipalities. Their expertise includes working with diverse target groups (young higher education students, disadvantaged young people, young people with disabilities etc.).

Many events were organised in Greece during 2021 to celebrate the European Youth Week. Eurodesk Greece and Erasmus+/Youth and ESC National Agency co-organised two online events entitled ‘The Future in our hands’ and a painting contest. The main scope of these events was to present the new mobility programmes for the 2021-2027 period. Moreover, Eurodesk Greece in order to promote the EYW developed two videos and one publication.



Eurodesk Greece has actively participated in the Time to Move initiative. During this campaign, Eurodesk Greece co-organised with Erasmus+/Youth and ESC National Agency a webinar about the DiscoverEU initiative. Moreover, six of the multipliers of the Eurodesk Greece organised online and physical activities all over the country with more than 500 young persons attending.

The most noteworthy events of Eurodesk Greece were:

The “Launch Event of the new Erasmus+ and European Solidarity Corps programmes 2021-2027” was organised by the Erasmus+/Youth and ESC National Agency in collaboration with the Representation of the European Commission in Greece. The event was attended by the National Agency for Education and Training as well. During the event, good practices of the previous programming period and a video of Eurodesk Greece were presented. The Vice President of the European Commission and the Minister of Education and Religious Affairs attended, which received important media coverage.

In July, Eurodesk Greece participated in the “1st Youth Festival of the municipality of Ag. Paraskevi” to inform young people about opportunities provided by mobility programmes. During the event, more than 1.000 people participated in the Festival.

In October, Eurodesk Greece participated in the “Race for the Cure” event. Specifically, a video was created by Eurodesk Greece to support the fight against breast cancer. Moreover, Eurodesk Greece paid 20 registrations to support young people participating in the race.

In September, Eurodesk Greece participated in the Ministry’s of Education and Religious Affairs information stand in the “Thessaloniki International Fair” and co-organised with Erasmus+/Youth and ESC National Agency an event about “Youth Skills through Erasmus+/Youth and European Solidarity Corps Programmes”. The event informed young people about the skills they can acquire through mobility programmes.

In October, Eurodesk Greece participated in an afforestation event organised by Erasmus+/Youth and ESC National Agency. Over 200 trees were planted and 150 young people participated. The participants were informed about how the Erasmus+ and European Solidarity Corps programmes can help to minimise the effects of climate change.

HUNGARY

After 2020, Eurodesk Hungary was well prepared for the results of the new wave of COVID-19. The pandemic taught them to count on option B for the beginning of 2021. The transition from offline to online events was not a huge issue after the first year of COVID-19.

Network activities

At the beginning of the year, they renewed their contracts with 23 partner organisations to cooperate with them until the end of 2023. During 2021, they organised three online events: two webinars (brainstorming and planning a promotional video; introducing the Escape Room Game) and a two-day long training on the Eurodesk QTP (Module 1 and 2) with eight new multipliers.

Within the framework of their networking projects, more than 140 events were implemented by the Hungarian network (35 events during the European Youth Week; 70 events during the Time to Move campaign). Most of those events were aimed to promote European youth mobility opportunities. Types of the events were dedicated school classes, student fairs; other events were organised within summer festivals and local open-air fairs and other programmes. Online occasions were also implemented during the year: international cooking shows with volunteers, workshops on international mobility, podcast series to introduce youth services of different organisations.

Network meetings

Eurodesk Hungary had two national meetings with their multipliers: an online meeting in April focusing on the launch of the new E+ and ESC programmes; and one face-to-face meeting concentrated on sharing good practices within the network – we also implemented the “Inclusion” Module of the QTP. Most of their multipliers can say that there is only one Module (“Support”) left for them to implement the next year.

Partnerships

Eurodesk Hungary has a close cooperation with other EU networks, especially with Europass, EURES, Euroguidance and Europe Direct. In 2021, during the networking activities their multipliers organised meetings and developed common plans and activities with these networks. Beside them, the national coordination of Eurodesk Hungary also cooperated with these actors, sharing and promoting information, bringing together publication posting, and organising the ‘Navigator - online professional workshop’. The aim of Navigator was to share each other’s good practices and online methods of daily work in order to understand how the pandemic affected these networks’ activities.

Promotional video

2021 made Eurodesk Hungary think about how to better connect with the target group online and what kind of tool may help their multipliers in promoting international mobility among the young both in online and offline settings. This is how the idea was born: making a promotional Eurodesk video. During the Time to Move campaign, the promotional video was seen by 3816 young people via Facebook and Instagram. On YouTube, their teaser on Eurodesk services was seen 105 times at the time of writing.

Online communication

The online communication in 2021 was focused on advertising their services, international mobility programmes and the activities of their network.

During the Time to Move campaign they reached 136221 young people via Facebook and Instagram ads, and even 763 of them clicked further to learn more about the campaign. Targeted advertising for the Opportunity Finder was also a big issue as well as to present the Eurodesk services, promote their website and Instagram account. Their Instagram was launched on 25 May as a part of the European Youth Week. At the time of writing, the account has 358 followers and will reach 100 posts later this year.

ICELAND

In 2021, Eurodesk Iceland met with 900 young people from all over Iceland both online and offline, in over 25 information sessions and fairs, at upper secondary schools and universities. These sessions promoted Erasmus+ opportunities, studying and volunteering abroad.

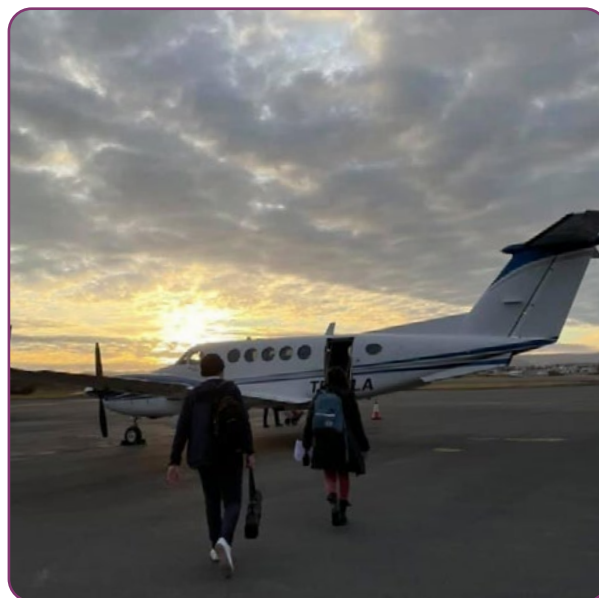
During the spring most meetings were online but after the summer Eurodesk took part in a few on-site events while the pandemic situation allowed, reaching 200 youth and 160 youth workers in person. In the spirit of inclusion, Eurodesk Iceland also went on two outreach missions to the northwestern most region of Iceland and met with students and parents.

During Time to Move, Eurodesk Iceland held live Q&A sessions on Instagram about studying abroad, both in Icelandic and English, as well as sessions about studying in Iceland, both in English and French. The live sessions were well received by the few participants, who numbered around 20. The enthusiasm has sparked an interest in creating a video series about these topics, which is work in progress for now.

Eurodesk Iceland participated in two online General Assemblies, in April and October. The national website continues to be developed, it has a direct link to the Eurodesk Opportunity finder and regularly posts updates for young people. Eurodesk Iceland is working on translations for the European Youth Portal, about the experiences of Icelandic youth who have studied in Europe.

The outreach on social media platforms and the website has increased, both with active posts and thanks to the social media agreement with Iceland's largest youth umbrella organisation, Samfés. A short promotional video about Eurodesk, made with the help of a local artist, was completed in 2021.

The highlight of the year was the event Eurodesk Iceland organised with the NA of the European Solidarity Corps for the international day of the



volunteer. Initially the plan was to have an event at a local youth hostel, inviting both current ESC volunteers and Icelandic youth. Due to COVID-19 restrictions this event was cancelled. Instead it was decided to gather all the volunteers together for an outdoor activity and get someone prominent involved, to promote the importance of volunteering opportunities.

Well, who better to contact than the president of Iceland, Guðni Th. Jóhannesson, who likes to go “plogging” in his free time (jogging combined with picking up litter). The idea was to do a beach clean-up and invite the president to come along. He was up for it! But it wouldn't be Iceland without unpredictable weather... Unfortunately, there was a red alert due to wind on the day of the activity! So plan B was necessary and the event was moved up a day. However, due to massive snowfall there was no litter to be found anywhere!

Finally, Eurodesk Iceland, the ESC team and the volunteers took their holiday spirit to a local nursing home and sang Christmas carols for the elderly, before being welcomed by the president in his official residence.

The president spoke about the importance of volunteering and how individual actions can have a big impact. He finished by cordially thanking the volunteers for their contribution in Iceland and then invited them to enjoy a cup of coffee and Icelandic pastries, followed by a discussion with the volunteers who returned home more inspired than ever.

IRELAND

2021 was a busy and creative year for Eurodesk Ireland!

Following the Eurodesk motto 'Don't stop dreaming, start planning', they have continued to provide high quality youth information on EU opportunities and programmes for young people such as Erasmus+ and the European Solidarity Corps.

They have also continued to cooperate regularly with their multipliers and cooperation partners: youth information services; Europe Direct Centres; Voluntary Service International; Spunout; the National Centre for Guidance in Education; EURES; Euroguidance; Europass; Higher Education Authority (HEA); and the National Youth Council of Ireland (NYCI).

Their achievements and highlights in 2021 include among others:

- An interactive online workshop 'Europe is Open to You' prepared and run by Eurodesk Ambassadors during the Eye on the Edge festival in April. The event included interviews with ex-ESC volunteers, a Kahoot quiz and a human library and was attended by young people from all over Europe!
- Interviews with exceptional young people supported by Eurodesk Ambassadors and prepared by Europe Direct Ballinasloe as part of the Eye on the Edge festival.
- A special webinar 'Creative Ways to Embrace and Celebrate European Identity with Young People' during which Eurodesk multipliers and an Ambassador shared examples of creative Eurodesk activities for young people around European identity, citizenship and values.
- Several events during European Youth Week in May organised by Eurodesk network members, including a YIChat (Youth Information Online Chat Service) campaign on EU mobility opportunities; a Citizens' Jury on sustainable fashion; European Nights; and a Photography Competition 'Healthy Connections in a Disconnected World'.

- Time to Move events including the YIChat (Youth Information Online Chat Service) on EU programmes, mental health and environment combined with sessions on studying, working or volunteering abroad and relevant EU programmes such as the European Solidarity Corps.
- Interactive information resources on EU opportunities prepared by the Eurodesk network members and Ambassadors, such as a padlet 'Discover Europe From Your Fingertips'.
- First Eurodesk Communication Strategy was prepared with support from a PR company.
- A successful promotional #DiscoverEU campaign, including live radio interviews and articles in local newspapers, contributing to the highest number of applications per country.
- An upskilling and networking session on opportunities for young people to study and work in Europe and the recognition of skills and qualifications, run in cooperation with EURES, Europass, NYCI and HEA in October.
- The Eurodesk Coordinator joined the European Youth Portal European Advisory Board.
- The Eurodesk Ambassadors Panel was joined by six more amazing and talented young people!
- One of the Eurodesk Ambassadors joined the Eurodesk Advisory Panel in September.
- Three Eurodesk Ambassadors were selected for the European Year of Youth pool of young journalists.

To summarise, 2021 was a successful year for Eurodesk Ireland! They look forward to challenges in 2022!

"I found the session interesting and informative. I got to know lots of helpful websites I hadn't heard of before."

ANONYMOUS PARTICIPANT
at the Youthscape event

ITALY

Eurodesk Italy in 2021: A positive response of the network during COVID-19. After the slowdown in 2020 caused by the outbreak of the COVID-19, in 2021 almost all the multipliers were prepared to respond adequately to the new pandemic reality. Eurodesk services were for the most part successfully adjusted, thanks to multipliers' combining technology with traditional in-presence activities.

2021 in numbers

In 2021, the Eurodesk Italy network consisted of 81 multipliers based in 90% of the country, covering different local contexts (from big cities to rural areas), and different kinds of services (from Youth Local Centres of Municipalities to local associations/NGOs).

The network organised 197 events (67 within Time to Move Campaign) reaching almost 22,000 young people. 20 online training sessions aimed at local multipliers were organised/promoted, covering a wide range of topics, such as online reputation, seasonal job, and many more.

In 2021, Eurodesk Italy continued the online information campaign #distantimainformati (far but informed), consisting of online public seminars based on an interactive method. The webinars counted 1.600 registrations.

One of the main digital initiatives in 2021 has been Eurodesk Young Multiplier, an online project addressed at high schools within the Italian PCTO programme (Educational Pathways for Transversal skills and Guidance), which involved 1.200 students, 86 schools and 34 Eurodesk multipliers.

European acknowledgments

In 2021, the Italian network succeeded in the European Eurodesk Awards: the Italian multiplier Fondazione e35 was awarded as the 'Most Creative Information Project', for the initiative "L'Europa in

città". Other 3 Italian multipliers got the honourable mentions for the following projects: 'I project at home' by Association Malik, #ONLINEFAMALEUGUALE by Vol. To and "C'erano una volta il maschile e il femminile" by the Municipality of San Vito al Tagliamento.

Collaboration with national entities

Eurodesk Italy strengthened its cooperation with the National Youth Agency (ANG), organising 25 E+/ESC online Training Days, aimed at promoting participation in the programmes Erasmus+ and EU Solidarity Corps.

Besides, Eurodesk Italy in cooperation with ANPAL, the National Agency for Active Labour Market Policies, and the EURES Italian Network, launched the new project "Empowerment Activities" aimed at strengthening the participation in EURES "Targeted Mobility Scheme" (TMS)".

New digital tools

Many new projects and initiatives were developed, and new digital tools were introduced into the daily job of the network. For example, podcasts have been increasingly adopted by some multipliers, with the aim of offering ways to explore youth's learning mobility experiences and deepen levels of engagement within digital learning environments. Facebook live sessions became also an important tool through the initiative "A Coffee with Eurodesk", implemented every 2 weeks and consisting of brief talks lasting maximum 15 minutes - the time for a good coffee - to get in touch in an informal way with the context of local Eurodesk Italian multipliers.

New collaborations

2021 saw the birth of a new collaboration between Eurodesk Italy and the European Youth Forum within the initiative European Youth Capital. In September 2021 a delegation of 9 representatives of the Italian network made a study visit to Klaipeda, Lithuania, the European Youth Capital 2021. The trip was a mix of meetings and experiences aimed at discovering how Klaipeda gained its title, giving inspiration to local multipliers and creating new collaborations.

LATVIA

Despite strict COVID-19 restrictions, Eurodesk Latvia was able to find ways to involve more than 7 280 youngsters to interactive online activities and open-air events and provide individual consultations for more than 860 people. Eurodesk Latvia together with multipliers organised 280 events or activities - 152 online and 128 on-the-spot events - to raise awareness about youth opportunities in the EU.

Reaching young people in rural areas

During the European Youth Week (EYW) Eurodesk Latvia organised 28 events, including activities to reach youngsters in rural areas, to promote democracy, active participation, inclusion, mental health and green lifestyle. To promote the EYW, Eurodesk Latvia was also present on the national TV morning news show.

During the Time to Move campaign (TTM), multipliers organised different training and activities (25 events) to raise awareness of the Youth Goals. There were 5 different workshops (e.g. how to upcycle old T-shirts), 5 project stories evenings (e.g. online event 'Speed-friending') and more than 10 hiking events or interactive app-based games in nature with the aim to empower young people to join EU programs. To reach a wider audience the TTM web page was also translated in Latvian. Eurodesk Latvia also promoted TTM in the media, including an interview on the national radio station.

Proud to be a part of strong network

There are 33 multipliers in the Eurodesk Latvia Network – youth centres, NGOs, municipalities and schools all around Latvia. Organisations enjoy being part of the Eurodesk network, taking part in campaigns and national and international training. Eurodesk Latvia is proud that the Eurodesk multiplier "Creative Minds for Culture" received the Eurodesk Award for the most inclusive informative project in 2020.

Where is grandma Emma?

Eurodesk Latvia also took part in the project "Adventures in Berlin" online escape game, which aims to showcase the concepts of multiculturalism, sustainable development and volunteering to young

people. Eurodesk Latvia national coordinator and multipliers popularised the game to young people via social media and also organised promotional online events where young people were able to compare in the teams to find the grandmother Emma first. Eurodesk Latvia is looking forward to Time to Move 2022 when young people will be invited to play a new Eurodesk Online Game.



Where to find young people?

Eurodesk Latvia in 2021 went to where youngsters love to spend their time – on social media. Eurodesk Latvia and their multipliers created youth-oriented content for social media, telling young people about opportunities in the EU and Latvia through stories, contests, pictures and videos. In total all of the Eurodesk Latvia network (including multipliers) have more than 70000 followers on the different social channels. Eurodesk Latvia also promoted the European Youth portal (EYP), answered enquiries received there and published events and stories of young people on the portal. Eurodesk Latvia also produced different gadgets and visual materials to ensure visibility - leaflets, face masks, reflectors, Time to Move T-shirts, pencils and mugs.

LIECHTENSTEIN

Many people are drawn to faraway places and fascinated by foreign countries. Especially young adults who want to travel and get to know new cultures and countries, either for professional reasons, during their school or university years, as a gap year or during their vacations. The possibilities for short and longer stays abroad are almost limitless, and the experiences gained are priceless.

Off abroad

Every spring and fall, the Youth Information Center in Liechtenstein organises a free information event on the topic of living abroad. In 2021, the event was held on site. Intermediate year opportunities or high school years abroad, as well as language trips and au pair stays were discussed. The topic of working abroad was also included, mainly in the form of an internship.

Eurodesk was promoted during the event. Experts such as Pro Linguis, the European Solidarity Corps, the Office for Vocational Training and the Liechtenstein Youth Information Center provided information about volunteer projects, language and au pair stays and internships abroad. Two agencies presented the topic of language travel to the young people, and a young woman reported on her experiences during her one-year trip around the world. Furthermore, the charitable network “one world” was presented. The “Women for Women” projects presented by one world were about helping Indian women to help themselves. Be it with the financing of sewing and embroidery courses or the establishment of an evening school so that women can catch up on basic education in reading, writing and arithmetic.

In parallel, a travel agency joined in online, which was very well received by the visitors and was heavily used. A total of 43 young adults were inspired by this offer.



Next-Step

Another highlight was the two-day “next-step” event, which is staged in the format of a trade fair. For the seventh time, the “next-step” Career & Education Days were held in Liechtenstein on September 24 and 25, 2021. Students, high school graduates, apprentices, parents, teachers, adults, vocational trainers and companies received an overview of various educational paths and their permeability from more than 50 exhibitors. The visitors received information from more than 50 exhibitors about schools, universities, intermediate year solutions as well as apprenticeships in various professions.

The Youth Information Center in cooperation with the Erasmus+ National Agency represented the services of Eurodesk as well as the volunteer projects in Europe. At the Youth Information Center booth, young people were able to have personal conversations with the staff of the Youth Information Center and young people from the aha youth team. More than 300 young people were reached in the process.

LITHUANIA

2021 became an active and successful year for Eurodesk Lithuania: the network was still steadily growing, new collaborations showed up, a magazine was released, even some live events took place.

Network activities

The Eurodesk Lithuania network maintained growth. By the end of the year there were 19 volunteers, 32 young journalists and 47 multipliers. One of the aims of Eurodesk Lithuania was to support them with the information, webinars, training courses, tools, etc. With that in mind Eurodesk Lithuania organised 21 webinars and training courses for the network. In these meetings, network members increased their knowledge, motivation and gained new skills.

The third “I know it all” magazine

Eurodesk Lithuania released the third „Žinau viską“ magazine about digitisation and innovation. The majority of the content was created by young journalists. Free physical copies were spread out to Eurodesk multipliers across Lithuania and shared on social media so that everyone could read it.

“Share your summer”

Each year Eurodesk Lithuania organises a social media campaign “Dalinkis vasara” (“Share your summer”). Considering that youth have more free time in the summer, this campaign’s goal was to raise awareness about specific mobility opportunities for summer. This year Eurodesk Lithuania released 13 short videos about volunteering, youth organisations, European solidarity Corps, etc. The content was created by Eurodesk volunteers, young journalists in collaboration with the Youth Bureau.

New collabs!

Eurodesk Lithuania was excited to have the opportunity to collaborate with Eurodesk Poland. A futuristic-looking ‘PORTAL’ has been installed in Vilnius,

allowing anyone who uses it to make contact in real time with inhabitants of the Polish city of Lublin. It was a great opportunity to showcase not only the concept, but also the Eurodesk network can connect people from all over the world. Both networks released 2 videos about Eurodesk and mobility opportunities.

Time to Move

To start the Time to Move campaign, Eurodesk Lithuania organised an event ‘The rave of opportunities’. The event took place on a boat. They sailed from Klaipėda to Juodkrantė and back to their port city. This route was selected to mark the 2021 European Youth Capital - Klaipėda.

During the whole day 3 inspiring people shared their mobility experience, initiatives and impressions. The talks were recorded and shared on various social media channels to reach an even broader audience. In Juodkrantė participants played a special Action bound edition about mobility opportunities.

In the end, Eurodesk Lithuania, including multipliers, organised 46 online and physical events.

The “I know it all” website

“Žinau viską” – a youth website coordinated by Eurodesk Lithuania. To reach a wider audience, the website has been included in the list of non-restricted Internet access pages, therefore it is available in prisons.

Eurodesk Lithuania communicated mostly via social media – webpage, Instagram and Facebook. In total, 50 newsletters were sent, 46 young journalist articles, and 448 daily mobility news were published on the website.

Eurodesk Lithuania spread the word about mobility not only via social media, but also through many online and live presentations. Organisations and institutions find both Eurodesk Lithuania and the name of “Žinau viską” reliable to share their knowledge, so they invite them to their events.

LUXEMBOURG

2021 was a challenging year for Eurodesk Luxembourg. Despite the pandemic, Eurodesk Luxembourg managed to accomplish its objectives and to implement its work programme adapted to the new reality.

During 2021 Eurodesk Luxembourg managed to ensure the visibility of its information activities for young people by reaching more young people through its presence at several on-line events.

As for each year, Eurodesk Luxembourg participated in the national job fair and the national student's fair. For the first time in 2021 Eurodesk Luxembourg participated in the Unicareers recruitment fair, the official event of the University of Luxembourg.

This year during the European Youth Week, a webinar was organised for the promotion of European programmes. Young people had the opportunity to learn about the different options to go abroad by participating in games and quizzes. Furthermore, the event was marked by the live online presence of several volunteers. Volunteers who were doing their project in different countries were connected to the event in order to share their experience with the youngsters of Luxembourg.

Another highlight was the contact with schools and parents. An online meeting for parents who are interested to know about the options of mobility for young people was organised. A presentation was also held at a school of secondary education where teachers and counsellors had the opportunity to be informed about the European programs.

More present than ever in the web, Eurodesk Luxembourg developed national digital tools. The mobility guide has now a digital version available in two languages: German and French. Eurodesk Luxembourg created 5 videos which will be online this month, 5 videos where young ex-volunteers are sharing their mobility experience.

Eurodesk Luxembourg in order to increase the quality of information provided by multipliers organised an advanced training for its multipliers. The training focused on the Euroclasses method as one of the national objectives is to reach more students of secondary education.

During the national training of youth information workers, Eurodesk Luxembourg presented all its tools that promote European mobility for young people and during the whole year Eurodesk was present to support youth workers with their questions related to the mobility opportunities.

"For the first time in my life, after the face-to-face meeting with the Eurodesk coordinator, I realised that I had to get out of my comfort zone. I realised that I want to be involved in a European project."

JEANNE

young person looking for information on an opportunity abroad

MALTA

Despite the COVID-19 circumstances, all planned initiatives were implemented successfully by Eurodesk Malta in 2021.

Eurodesk Malta was present at the two Online Network Meetings and the two General Assemblies. They attended different training sessions such as The Secrets of Cross-Media Communication; the Communication & Information Officers Staff Training; Creating Integrated Campaigns & Virtual Spaces and they were part of the task force group for the European Competence Framework for Youth Information Workers.

Eurodesk Malta issued a newsletter on a monthly basis. Eurodesk opportunities were promoted and featured on two Facebook pages which Agenzija Zghazagh operates and within the Youth Information Office.

Eurodesk Malta developed several promotional materials. They created an information writing pad featuring EU opportunities and services. Postcards promoting the 'Time to Move' campaign have been distributed during October. Pens, foldable cups, postcards and stickers which featured the Eurodesk Logo were distributed at various events. Roll up banners were also created and utilised during different events including being placed in youth hubs and youth cafes.

A virtual tour was developed and made accessible online to further increase the options for young people to access information. Youth Participation, a publication which features information services and lists a number of volunteering organisations, was distributed.

An ESC Information Session in collaboration with EUPA invited youth organisations to attend info/training sessions related to the ESC.

A session called Europegenix in collaboration with the Permanent Rep of Malta to the EU was created to inform young people about EU opportunities in different EU Institutions and EU agencies. The youth were given first hand experience on how to complete applications & were presented with skills on how to present themselves for such arising opportunities.

A webinar 'Being Online' on social media storytelling was carried out for youth organisations and professionals working in the youth field.

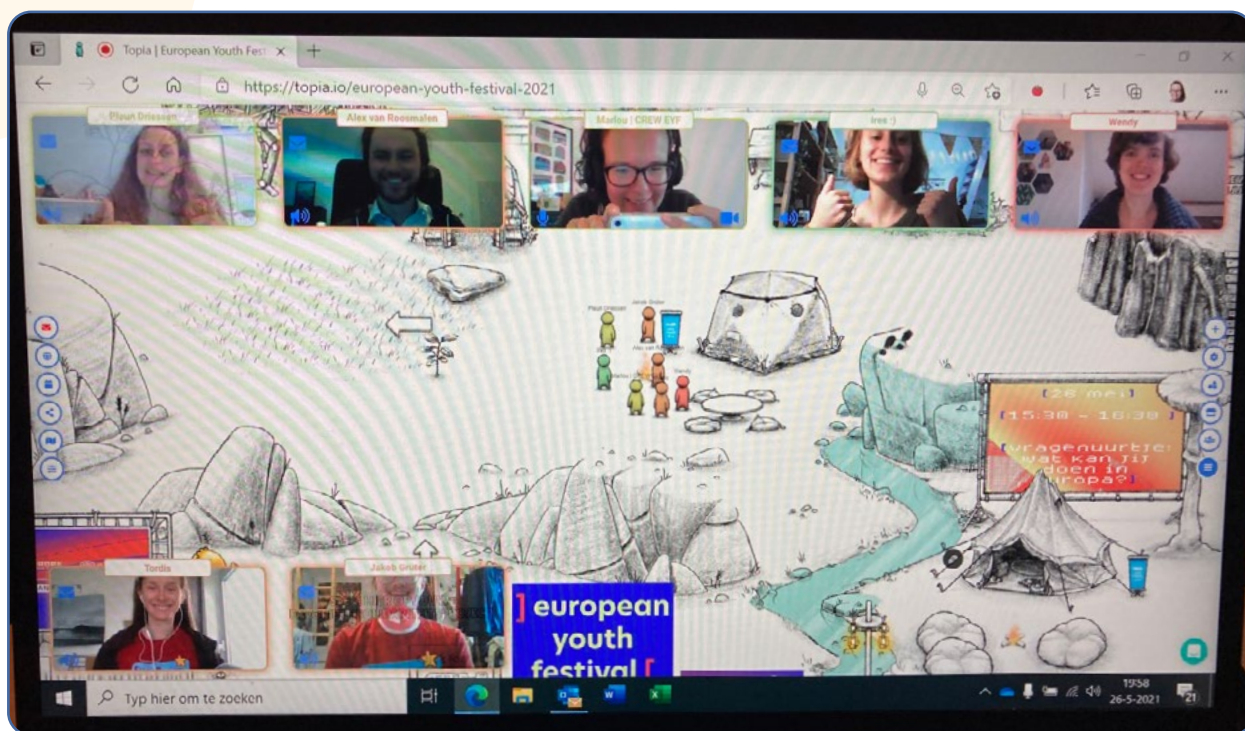


Radju EU provided training to youth workers related to the production of podcasting. Following this training a series of podcasts were created.

Young reporters were delivered training by professional journalists. At the end of the training the young participants were given the possibility to interview and develop a short video.

Eurodesk Malta carried out a European Solidarity Corps online campaign which encouraged young people to apply for different solidarity projects.

NETHERLANDS



2021 was another strange year in the world of Eurodesk Netherlands, with 100% online school visits and fairs.

Even the big annual Go Abroad-fair, that was supposed to be the big highlight of the year and the first actual fair since you know what (...), Eurodesk Netherlands couldn't attend at the last-minute. Still, the enthusiasm was high as ever.

Eurodesk Netherlands continued increasing their interaction on Instagram and updating the website. They started on a big youth-focused campaign that will be released early 2022 and their podcast launched! Now young people can get the information they need by listening as well. There are inspirational stories and background information, but also practical tips and how to's for those who aren't that fond of reading.

They also worked on a brand video, to present GO Europe/Eurodesk Netherlands in no more than 1:40. Their enthusiastic group of EuroPeers have been closely involved, which makes it sparkly and fun, and filled with real experiences. They also helped Eurodesk Netherlands to make both the European Youth Week and Time to Move big (online) successes. There was an international pubquiz, several online bonfires and living libraries, where young people could attend and chat to other youngsters about their experiences abroad. It was fun to actually get platforms like Topia and gather.town integrated and get a real-life experience online. Also the hybrid event of the Crazy 88 Europe challenge, where everyone could join in and complete Europe-related challenges in real life – to then share videos/photos online, was a big success.

Although they can't wait to really get out there and meet young people in the real world again, they sure made the best they could out of 2021.

NORTH MACEDONIA

2021 edition of the #ErasmusDays took place on 14, 15 and 16 October 2021.

The North Macedonia NA participated with 52 blended events that created an Erasmus+ impact at local, national and international levels. The National Agency for European Educational Programmes and Mobility together with EU House, organised a bowling event with the Erasmus+ participants. The main goal was to strengthen the connections between the organisations.

Also, the National Agency for European Educational Programmes and Mobility in cooperation with the North Macedonian E-sport Association organised an e-sport tournament (League of Legends). The participants were high-school students that participated in the Erasmus+ projects. With a promotion of successful stories from secondary schools from around the country, they took the opportunity to promote the best practices and testimonials from the professors and students that actively participate in the Erasmus+ activities.



“Young people across Europe are still fighting with the obstacles caused by the pandemic. This situation further strengthened Eurodesk’s importance and provided extra motivation to all Eurodesk officers.”

NIKOLA RAKIDZIEV
Eurodesk North Macedonia Coordinator

NORWAY

Like 2020, 2021 has been affected by the pandemic, but the COVID-19 situation has also led to new ideas and useful communication methods.

For instance, Eurodesk Norway invented the “EuroPeer Social”, a monthly virtual meeting for Europeans across countries, focusing on games, getting to know each other and socialising. The different countries rotate on hosting the event, and it has been a great success so far.

The Norwegian network of mobility (ANSA, EURES, DIKU and Eurodesk) chose to direct themselves to young people this year, through a webinar during the European Youth Week. They had around 25 engaged young people attending the event.

The cooperation with EURES and the Norwegian Welfare Administration (NAV) has continued throughout the year, specifically focusing on young people with fewer opportunities. EURES in Norway is now accredited as a supporting organisation for the European Solidarity Corps, and are planning to send unemployed youngsters on inclusion projects abroad, as soon as the COVID-19 situation permits it.

On three occasions, and two different localities, Eurodesk has given classes about intercultural learning and international programmes for young people, to students at a vocational school educating youth workers. The cooperation with this vocational school (Fagskolen AOF) is likely to continue in 2022.

Two events were carried out by NAV in the county of Trøndelag during Time to Move, but both had to be postponed to the month of November. One was directed to youngsters at a secondary school, and the other was aimed at unemployed young people and NAV officers. The two events were both very successful and had in total around 60 participants.

Eurodesk also took part in the national school campaign called Operation Day the 4th of November. Nine pupils from different schools took part, together with two EuroPeers who shared their stories and helped in organising the event. After a short briefing about the programmes, they split into three groups



and visited three secondary schools during their lunch break. The youngsters set up information stands and approached the students informing about opportunities abroad for young people. Afterwards they went to the city centre and spread information to people. Two of the participants also wrote an article about their experience working with us on the national Eurodesk website.

The 14th of December Eurodesk Norway arranged a virtual workshop in storytelling for EuroPeers. They used this event to recruit more EuroPeers, particularly youngsters who participated in youth exchanges. 10 new EuroPeers joined the network, but unfortunately not all of them could participate in the workshop.

Eurodesk Norway made a 10-minute-long film about the Solidarity Corps programme, with animations, explanations and interviews with ex-volunteers. The film will be spread among schools, young people, organisations and institutions throughout 2022. They believe this will be a useful tool for the time to come!

The national Network of multipliers of Eurodesk arranged one virtual seminar throughout the year and are planning more meetings and seminars in the year to come, when hopefully they have better possibilities to arrange international projects.

Eurodesk has developed a workshop in inclusion, that among other things presents international programmes for young people as a tool for inclusion and diversity, against segregation, exclusion and racism. This will hopefully be executed in 2022 together with two umbrella organisations: The Norwegian Association of Youth with Disabilities (Unge funksjonshemmede) and The Association of Youth Clubs in Norway (Ungdom og fritid).

POLAND

The major Eurodesk Poland 2021 activities were related to the new perspective of the Erasmus+ and European Solidarity Corps programmes as well as the preparation to the year 2022 to have been declared the European Year of Youth.

What was the flagship Eurodesk Poland activity in 2021? The answer is: the publication „For the beginners: Erasmus+ and the Solidarity Youth Corp”. It is the first ever publication presenting the offer of the two programs in a comprehensive, concise, coherent, and – last but not least – super-friendly way. It covers all sectors and all actions of Erasmus+. It contains the interviews with Erasmus+ and the ESC experts who consulted the content of the publication.

Erasmus+ and European Solidarity Corps were present in other Eurodesk Poland activities as well. The two programmes were thoroughly presented at the online seminar for Polish multipliers organised in April. In September nearly 20 multipliers participated in the two day training on Action 1 of Erasmus+.

Eurodesk Poland also produced a video promoting youth exchange opportunities offered by the programme. It is the second episode of the video series „From Information to Mobility”.



Once the European Commission declared 2022 the European Year of Youth, the Eurodesk Poland National Centre decided to contribute to it with all its tools and resources. The first step was made at the end of the year when, encouraged by Polish Eurodesk, 4 young Polish people joined the network of the European Youth Portal young journalists.

Eurodesk Poland carried out or participated in activities and continued to provide its services:

- It regularly contributed to the youth sections of the quarterly magazine for youth organisations „Europe for the Active” and issued a promotional paper newsletter „Your Eurodesk” (both were distributed by the Polish Eurodesk multipliers).
- It provided content to its website which, in total, was visited by over 250 000 unique users. The most popular part of the website was the funding programme database which consists of nearly 450 records. Its contents were updated on a regular basis (over 100 new programmes were added to it in 2021). And every three weeks an electronic newsletter was sent to over 5000 subscribers.
- It delivered 7 Euroclasses and 3 games – 394 in total (88 online) for 6976 participants (1699 online).
- It published over 100 posts on Facebook that reached over 245 000 users. The Eurodesk Poland Facebook page was observed by over 8300 people.
- It answered over 3500 inquiries; 147 of them came from the European Youth Portal.
- It organised or participated in over 700 events (243 online) in which over 17000 people participated (2281 online).
- It organised 114 events as part of the “Time to Move” campaign. It is more than any other Eurodesk member country and nearly 15% of all events organised as part of the campaign.

All the above would not have been possible if not for the Eurodesk Poland network of multipliers and ambassadors. It is one of the most widely recognised information networks in Poland. It consists of 50 organisations and institutions and 6 ambassadors. 13 of them joined the network in 2021.

PORTUGAL



2021 was a very important year for Eurodesk in Portugal. It was the year to build up a new network, enlarging the geographic influence of the network in the country and the number of multipliers.

“Eurodesk is a powerful tool to promote European values, and give young people better opportunities.”

JOAQUIM FREITAS
Eurodesk Portugal Coordinator

Over 80 multipliers are now part of the Portuguese network. The rural areas as well as the Azores and Madeira are now better equipped with formal Eurodesk multipliers.

In spite of the pandemic, hundreds of activities were delivered:

- European Youth Week was a strong moment of the year with over 160 events for more than 16000 participants.
- The Time to Move campaign is better in quality and importance each year and in 2021 more than 70 events were delivered by the network.
- The new RoadShow concept promoted events in 40 different locations of the country was a big success.
- The European launch of the new programmes under the Portuguese Presidency of the Council of the European Union and the new DiscoverEU return were the biggest moments of the year.

ROMANIA

2021 was a very active year for Eurodesk Romania. Both the dedicated staff and the Multipliers' Network continued to put into practice lessons learnt in the first year of the COVID-19 outbreak, and managed with much enthusiasm to further promote mobility opportunities (and beyond) to thousands of young people.

The word of the year continued to be, with no doubt, adaptation - to the always changing context, influenced by the daily pandemic situation; to the diverse new tools and improved digital platforms; and last, but not least, to the emerging needs of the youth sector for information and learning.

For Eurodesk Romania, 2021 paved the way to new collaborations, as a new call for the Network of Multipliers was launched in spring 2021. The network had 20 active members in 2021, all eager to work together at local level and inspire as many young people as possible to become active European citizens.

The Multipliers Network organised 171 events (136 offline and 35 online), reaching out to more than 4000 young people and youth workers. Their events also successfully marked the European Youth Week and the Time to Move Eurodesk campaign. Nearly 60 events were registered on the Time to Move map and 31 on the European Youth Week website. The multipliers organised, though, more than 50 events during the EYW. As a result, Romania had a total of 78 events – 3rd place in Europe in terms of number of events and 4th place considering the number of participants.

Apart from maintaining constant communication with the multipliers, Eurodesk Romania organised a national meeting, as well as an induction meeting for the new members and a national training (from the Qualifying Training Programme - QTP), with a view to build and consolidate the capacity of the Network.

Moreover, 2 Romanian multipliers were actively involved in the EBL Multipliers Seminar. Nevertheless, all Network's members were provided with printed and promotional themed materials (bags, pens and roll-ups) that supported them in transmitting their messages in a more dynamic manner.

Throughout the year, the Eurodesk Romania office continued to work closely with the Romanian Agency for Erasmus+/ESC in promoting relevant information for young people and youth workers on European learning opportunities, EU programmes, initiatives and policy.

The main digital communication channels played a huge role in this sense. The Facebook page alone had a total organic reach of over 72K, increasing its number of followers to more than 8.9K by the end of 2021. The official website Eurodesk.ro was constantly updated with opportunities from the Eurodesk Programmes Database, with relevant events and news on Erasmus+, the European Solidarity Corps and DiscoverEU.

The trends of digitalisation were also noted in the hybrid way in which activities were carried out at national level. The Eurodesk Romania team was involved in 5 online and offline events (3 information events, 1 online world café and 1 career fair), presenting opportunities and directly interacting with interested youngsters.

As an ongoing activity, the national Eurodesk office continued its long-lasting collaboration with other entities operating in the field of EU information and youth: Eurydice, Europe Direct, EURES, and Euroguidance, under the form of exchange of information and mutual participation in online events.

Eurodesk Romania also acted as the main support channel at national level for young people curious about learning mobilities and youth policies, as well as those interested in DiscoverEU, through the European Youth Portal.

SERBIA

Eurodesk Serbia, one of the youngest members of the Eurodesk family, continued to reach young people, youth workers and organisations in 2021. Mainly directly through the online and offline activities of its national coordinating office in Belgrade, which is part of the Info Centre of the Foundation Tempus - Erasmus National Agency in Serbia and remained open throughout the year.

During 2021, Eurodesk Serbia and its small network of multipliers provided information about mobility opportunities and active citizenship, as well as youth work and related topics to more than 1000 people in total, online and offline. It joined the annual Eurodesk network flagship campaign 'Time to Move' by organising two live and online information events on the topics of studying and volunteering abroad in which over 100 young people from different parts of Serbia took part. Several activities, including those by multipliers and others, were organised during European Youth Week.



Each month of the year, at least one information session (webinar, workshop or presentation) was organised on Eurodesk related topics, such as European mobility opportunities and tools. Apart from group activities, nearly half of the total number of recipients were informed and empowered through one-to-one sessions, out of which around one quarter were tête-à-tête.

Prepared together with Eurodesk Brussels Link in late 2020, the national Eurodesk website was launched in the beginning of 2021, offering a broad range of up-to-date youth mobility and participation information.

In order to bring the mobility opportunities and tools from European level closer to the target groups in Serbia, the Centre published an e-brochure 'My Eurodesk Mobility Guide'. It is intended for all young people in Serbia who are interested in learning mobility (formal and/or non-formal), including young people with fewer opportunities, as well as youth workers, teachers, staff of higher education institutions, parents.

The guide contains useful information on Erasmus+ and the European Solidarity Corps, as well as other programs and opportunities for studying, volunteering and internship mobility in Europe. A special section is dedicated to the Eurodesk opportunity finder and the way young people from Serbia can use it. The Guide has been published in electronic form, while a print version is planned for the first half of 2022, with an updated information on the DiscoverEU initiative which becomes available for Serbian youngsters for the first time.

In late November, their representatives and information officers carried out a study visit to colleagues from the National Eurodesk Centre of Croatia and their Erasmus+ National Agency, in order to learn and exchange good practices between two neighbouring centres. Information and experiences of importance for further development were collected from the Croatian colleagues, in particular on the topics of the building and functioning of the national network of Eurodesk multipliers and the DiscoverEU initiative.

SLOVAKIA

In 2021, Eurodesk Slovakia presented all the relevant information about possibilities for young people, the general public, potential applicants and beneficiaries according to the Erasmus+ programme, including the promotion of DiscoverEU, and the European Solidarity Corps via various online and offline activities.

European Youth Week 2021 in Slovakia

Eurodesk Slovakia in cooperation with the NA organised 5 online webinars on these topics: Presentation of the new generation of EU youth programmes E+ and ESC; Active participation in the company, including its digital dimension; Inclusion and diversity; Climate change, environmental protection and sustainability; Health and recovery. During this week they have presented presentations of RAY COR and RAY MON research outputs on the impact of the COVID19 pandemic on youth work in Europe. The presentations contained the results of two transnational surveys after the 1st and 2nd waves of the COVID19 pandemic.

Open Air Music Festival Pohoda on the Ground 2021

In cooperation with the Representation of the European Commission in Slovakia, representatives of both NAs and Eurodesk Slovakia participated in a music festival in Slovakia. During the three days, various types of activities were organised from the site located in the ZEK tent, information about the Erasmus + programme, the European Solidarity Corps and Eurodesk was disseminated. At the same time, a number of discussions were organised during the festival on the future of young people in Europe, which ensured a large number of participants in the targeted age category and thus also potential participants in Erasmus+ mobility.

Eurodesk Podcasts SuperGeneration

In 2021 Eurodesk Slovakia continued the production of the podcast SuperGeneration. The main aim of the podcasts was to create a modern and attractive format through which they would be able to approach each generation that uses podcasts as one of the main sources of information. Thus, they can provide them with a number of important topics in a modern form. The podcasts were aimed not only at young people, but at different “super generations”, who are closer to the more informal audio form of receiving new information and the opportunity to learn about new opportunities.

Time to Move 2021

October was dedicated to one of the major campaigns of Eurodesk - Time to Move. The campaign promoted international mobility, educational opportunities and Erasmus Days, by the Eurodesk Coordinator and regional coordinators (15 events).

Greening Youth Information Services in Slovakia

Eurodesk Slovakia participated in the translation of the ERYICA and Eurodesk publication Greening Youth Information Services. In the autumn of 2021, the publication was distributed and its online version will be primarily distributed and be available on the eurodesk.sk website. An online webinar on the same topic was organised in the autumn to present the publication to the general public.

Others

Eurodesk continued providing online information about EU programmes by following online and offline activities: Various Online discussions, SolidExpo, Students Career Fair Gaudeamus, Festival Learning Trnava, Online seminar „Decide about Europe“ was promoting various information channels via the web: eurodesk.sk and FB; Eurodesk Slovensko.

SLOVENIA

2021 was another challenging year for Eurodesk Slovenia. Not only were its activities strongly influenced by the COVID-19 pandemic, but at the end of 2020 in Slovenia it was also without a Eurodesk coordinator who was only replaced in July 2021. Hence, the reason why its activities in 2021 were limited, but nevertheless, it still did what was in its power to remain an active part of the Eurodesk network.



Eurodesk Slovenia's new coordinator is Iris, who is looking forward to making 2022 a more fruitful year. 2021 for example, saw the beginning of the Time to Move campaign, which hasn't been implemented in Slovenia before. The decision to become part of the campaign was based on a desire to encourage young people to go abroad again and seek European opportunities for their personal development and play an active role in society after the negative consequences of the pandemic on their lives.

Since this was Eurodesk Slovenia's and also the new coordinator's first contact with the campaign, they took this opportunity primarily to get to know more about it, start promoting all the opportunities the campaign offers to young people in collaboration with their multipliers, translate the Time to Move website and organise a meeting to present the campaign to the multipliers within their network. Together they agreed that they want to be more actively involved in the campaign in the following years, contribute to its purpose and make October a Time to Move month.

2021 was a year of changes and a not so active role for Eurodesk Slovenia, so the aim now is to have a more stabilising year by publishing a call for new multipliers. They would like to renew agreements with the current multipliers that wish to remain an active part of Eurodesk and also to recruit new ones in order to have at least one active multiplier in each

region in the country. Once this is achieved, the plan is to organise different training sessions for the new network of multipliers in order to update them on the new EU programmes and their role. In addition to this, the main wish in regard to the collaboration with the multipliers is providing them with a continued support, empowering them and encouraging them to be involved as much as possible in Eurodesk projects.

As in the previous years, in 2021 Eurodesk Slovenia maintained cooperation also with other European networks by participating in common meetings and promoting their activities. An even stronger cooperation was maintained with the Slovenian National Agency Movit, which Eurodesk Slovenia is a part of. Since both the Slovenian NA (or more precisely the EU programmes it manages) and Eurodesk share the same priorities, Eurodesk Slovenia's role is also to provide support to the agency in implementing these priorities. Of special importance among them is the participation of young people (especially those with fewer opportunities) in EU public consultations and processes, which Eurodesk Slovenia supports by collaborating in projects like The 25 Percent Project and organising training sessions for multipliers on this topic.

As the new coordinator Iris participated for the first time in the Eurodesk Network Meeting, which felt to her like being part of a newly acquired family and made her feel even more excited and motivated for her work.

SPAIN

After a hard year marked by the COVID-19 pandemic, 2021 brought much good news for Eurodesk Spain.

First of all, the events started taking place face-to-face. This interaction contributed to the motivation and participation of young people in a way that online activities could not achieve. It helped networking, exchanging information, and outlining priorities for cooperation.

Eurodesk Spain extended its network of qualified multipliers with 16 new members, most of them in areas where Eurodesk had no previous presence. The network is now formed by 67 active local and regional offices providing information on learning mobility opportunities, volunteering, training and other activities and events for young people. Thanks to this expansion, the network reached rural areas of the country where information services for young people are scarce, where it is crucial to intensify the dissemination of opportunities. Therefore, Eurodesk Spain continued working on its goal to reach a more diverse audience through a balanced geographical distribution.

During 2021 Eurodesk Spain organised 5 training sessions for its qualified multipliers on topics such as social media, video editing and graphic design, as well as dedicated training events on the new European Solidarity Corps and Erasmus+ programmes. The network also held its annual meeting online in June. Due to the evolution of the pandemic, a face-to-face meeting could not be held before the end of the year. However, multipliers and the Spanish National Coordination are looking forward to it in 2022.

Thanks to its wide network of multipliers, campaigns such as the European Youth Week and Time to Move have been successful in Spain once again. Eurodesk Spain organised 57 activities during the European Youth Week, and these numbers were almost doubled in October during the Time to Move campaign, when 96 events were registered (being the second country in the network with the most events, after Poland).

Yet a very important part of Eurodesk Spain activities continues online. On the eurodesk.es website more than 260 news and opportunities, many of them provided by their qualified multipliers, were posted. Thanks to the daily updates of the website and the regularity in adding new content, the number of users of the site experienced a large increase: in 2021 the number of users reached 56 704, from 38 590 users in 2020 (a 47 percent increase), a trend expected to be consolidated in the future.

Eurodesk Spain also implemented a brand new newsletter design during 2021, to inform young people about news, opportunities and events taking place all over Europe and abroad. This new format, more visual, interactive and capable of better promoting and transmitting the Eurodesk brand, has contributed to increase the total number of subscribers by 12 percent from the previous year figures.

Last but not least, Eurodesk Spain has also been active in promoting the latest DiscoverEU round, which took place in November 2021, after last year's pause. The number of Spanish applicants surpassed 11 times the quota for the country. Without a doubt, Discover EU has emerged as one of the most attractive initiatives for young people turning 18 and in fact it was one of the main query topics from Spanish users of the European Youth Portal: nearly 1 out of 6 questions received through the EYP was about this initiative.

"In 2022 we will continue to insist on the possibility of face-to-face meetings, necessary to create synergies, that new ideas and renewed spirits arise for the Eurodesk network in Spain."

EVA NIGORRA MARTORELL
Qualified Multiplier Eurodesk Balearic Islands

SWEDEN



Despite many online activities, several residential activities were also possible in the year of 2021, despite the pandemic.

Multipliers from Malmö to Sundsvall organised visits to schools, workshops in Youth centres, EU-quiz evenings and inspiration games! 2021 was also marked by the start of the implementation of Euroclasses in Sweden.

In May, Eurodesk Multipliers and other Swedish organisations organised 18 Youth Dialogue democracy-workshops with young people.

In October, during Time to Move, Multipliers in Sundsvall, Örebro and Borås organised cultural evenings and information sessions to young people.

"I loved being able to share a bit about where I come from with the school students and also with the other participants. I learned a lot about other countries and languages too."

ANONYMOUS STUDENT

at the celebration of the European Day of Languages organised by Eurodesk Hässleholm

SWITZERLAND

In 2021, Eurodesk Switzerland took part in numerous events in cooperation with its partners: the graduatings Fair in Lausanne, the Absolventenmesse in Bern and Basel, Movetia's Youth in Action Day, Giornate Autogestiti in Ticino, presentations in schools, etc.

Eurodesk's decentralised structure allows it to take into account the specific linguistic and regional characteristics of Switzerland in order to respond as closely as possible to the needs of young people and youth workers. The complementarities of the different actors have been used to respond as widely as possible to requests.

Eurodesk also contributes to various working groups in cooperation with its national agency, Movetia, on the theme of international youth work. In particular, inclusion was discussed in 2021 in order to guarantee ever greater access to all young people regardless of their social, educational, physical, etc. background.

Eurodesk Switzerland was also able to expand its network of multipliers in 2021, including Pro Filia, the umbrella association for Au Pair placement organisations in Switzerland. Eurodesk Switzerland continued to support its partners by disseminating their offers through the European network to find participants and partners. For example, the association Agriviva was able to benefit from the European network and saw the number of participants from abroad increase by 18% last year despite the Covid crisis. The number of applicants for EVS in Switzerland also increased when spreading the information in the network.

By combining its website, Facebook account and Instagram, Eurodesk Switzerland publishes weekly news for young people in 3 or 4 languages. The number of requests also increased due to the reopening of the borders and the possibility to make mobility projects again. However, the applications still needed to be thoroughly researched in order to take into account the COVID-19 situation and the rules of the different countries.



Finally, Eurodesk Switzerland continued to develop tools for its partners. For example, the Escape Game kit was translated into French and could be used in activity centres in French-speaking Switzerland. Young people aged 10 to 16 embarked on an adventure to find the identity of a mysterious traveller. Through the riddles, they discovered different volunteer programmes and were able to discuss the theme of mobility with the youth workers. Wishes to set up an exchange project with other young people have emerged and are followed up by the professionals. In the German-speaking part of Switzerland, the game was also used as an activity at youth meetings and events. The online escape game has also been promoted and used by young people at various events, for example during the Time to Move campaign.

TÜRKIYE

Eurodesk Türkiye National Office, hosted by the Turkish National Agency – responsible for implementing Erasmus+ and European Solidarity Corps Programme in Türkiye and the affiliated public body of the Turkish Ministry of Foreign Ministry - organised 10 on-the spot and 2 online activities throughout the country in 2021.

Out of 107 Local Multipliers, 54 of them organised 337 different events in 37 cities from each region of the country. Apart from info-sessions, seminars, conferences and training, several innovative and attractive events such as nature tours, cycling activities, think tank workshops, book analysis are the outstanding ones that aroused interest of young people at local and national level.

Being more inclusive, digital and green; the 3 main priorities of the new period of 2021-2027. These strategic priorities were the main pillars of all events held in Türkiye in 2021 and every effort was made to always implement them.

Through all the activities held by the Eurodesk Türkiye National Office and Local Multipliers, approximately 70.000 young people were reached and given face to face, neutral information and credible guidance. From January to December, each month at least 28 activities were carried out by the Turkish local multipliers.

With 13 years of experience and know-how, Eurodesk Türkiye has always been one of the most active and dynamic members of the Eurodesk family. 2021 marked the importance of how to reach young people even in difficult conditions with a worldwide pandemic. With a lot of effort, Eurodesk Türkiye and its local multipliers accepted the challenge.

The social media accounts of Eurodesk Türkiye with almost 24.000 followers, attracted the attention and interest of young people through short but efficient posts and images.

Eurodesk Türkiye published an online and printed reference source “2021-2027 Erasmus+, European Solidarity and Useful Networks - A User-Friendly Handbook For Applicants and Beneficiaries” in English and Turkish languages in the last month of 2021.



UKRAINE



Eurodesk Ukraine, together with a member organisation of the National Youth Council of Ukraine, conducted a list of youth information events to increase the number of young people to receive info about European and Ukrainian opportunities for participation in 2021.

It was a year of online communication between youth workers and youngsters, a lot of Zoom meetings and online tools for interaction were used. At the same time it was important to use rare offline gatherings of youth activists to promote European integration and raise awareness regarding opportunities available for young people. Such as the Extraordinary General Assembly of the National Youth Council of Ukraine or the Eurodesk Time to Move campaign actions.

Eurodesk Ukraine had changes in the team during that year, which was one of the challenges of proper communication with a network of multipliers, but

at the same time lessons learned and the pandemic created new ways of delivering youth information in Ukraine. Eurodesk during that period increased communication with youth organisations, youth clubs and centres for joint activities.

Eurodesk Ukraine organised a project Re-imagine your city, which was focused on urban development and design. The main idea was to create outdoor local activities and online tools for interaction, which was possible to conduct in the reality of pandemic restriction measures.

Eurodesk received a lot of requests and discussions regarding travel regulations, but at the same time they found that the amount of young people who are keen for mobility and participation is still high.

2021 provided a lot of inspiration for further activities for the development of the Eurodesk Ukraine Network of multipliers, info points, ambassadors and young journalists in 2022.

2021 in numbers



36

COUNTRIES

Eurodesk is present in all European Union member countries, and even beyond! In 2022, Montenegro joined the network, increasing the number to 37.



38

COORDINATING OFFICES

In each country, Eurodesk has a national coordinating office to carry out the mission of the organisation. In Belgium, there are three offices for the three communities.



3

EUROPEAN NETWORK MEETINGS AND SEMINARS

Every year, two network meetings are organised for national coordinators at European level. For multipliers, a European Seminar is in place to share best practices.



103

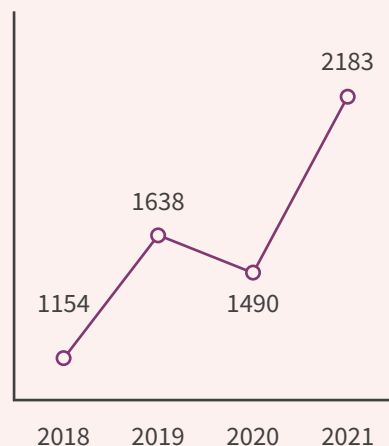
NATIONAL NETWORK MEETINGS

National coordinators organise local network meetings to inform their multipliers about youth information updates and to plan projects at national level.

2183

EURODESK MULTIPLIERS AND AMBASSADORS

Multipliers and ambassadors keep a face-to-face connection to young people. Since 2018 the number of them almost doubled in the network, making it more effective for the organisation to reach out!



72

EURODESK TRAINING SESSIONS

1598

TRAINING PARTICIPANTS

Continuous learning is essential in the quest to reaching out to young people all over Europe. Eurodesk has a unified training programme in place to ensure knowledge transfer within the organisation and to even the quality of youth information services throughout the continent. Through these efforts, Eurodesk information points are readier than ever to inform younger generations.



26

EUROPEAN WEBINARS

Due to the pandemic, online training sessions increased in 2021, allowing network members to develop their skills from home.



856

TIME TO MOVE
EVENTS

29

COUNTRIES WITH
TIME TO MOVE EVENTS

270

ORGANISATIONS WITH
TIME TO MOVE EVENTS

98.9K

TIME TO MOVE EVENT
PARTICIPANTS

In 2021, Eurodesk's flagship information campaign, Time to Move was organised for the 8th time. Time to Move provides a frame to a wide range of activities all over Europe that bring European opportunities closer to young people. Time to Move activities have a strong focus on underprivileged young people who do not usually get the chance to know more about funded European opportunities. The campaign was refreshed with a new look and website available in 19 languages.



4345

INFORMATION EVENTS

Eurodesk ambassadors, multipliers and coordinators put a lot of effort into information events to make younger generations aware about their opportunities.



238K

ENQUIRIES ANSWERED

The Eurodesk network is responsible for answering enquiries received via the European Youth Portal. In 2021, 4.2% of all enquiries were about DiscoverEU.

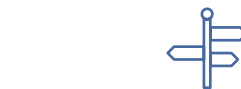


562K

SOCIAL MEDIA FRIENDS
AND FOLLOWERS

10M

EURODESK WEBSITE VISITS



589

EUROCLASSES

Eurodesk's Euroclasses bring youth information to schools to inform pupils about international volunteering, civic participation and working abroad among other topics.



200K

NEWSLETTER SUBSCRIBERS

In 2021, Eurodesk started to revamp its main newsletter system to increase its efficiency in targeting groups of people with information they are interested in.

The organisation focuses a lot of its resources into online communication. Reaching out to young people via social media and Eurodesk websites is increasingly important for the network so various promotional activities, new content formats and layouts were tried out during 2021 to maximise the efforts. The results are continuously monitored and the actions are adjusted as needed.

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youtube.com/c/EurodeskBrusselsLink



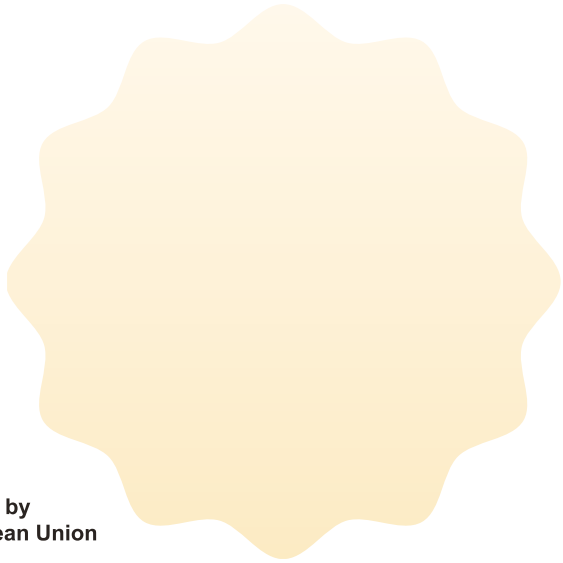
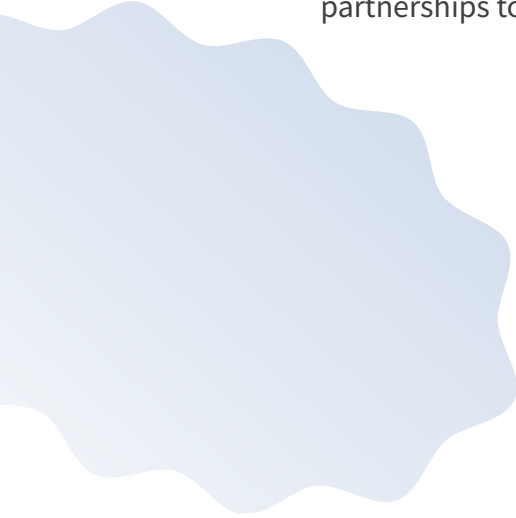
linkedin.com/company/eurodesk-brussels-link



eurodesk
2021
ANNUAL OVERVIEW

As a support organisation to Erasmus+, Eurodesk makes information on learning mobility comprehensive and accessible to young people and those who work with them. With a network of national coordinators and over 2100 local information providers in 36 countries, Eurodesk raises awareness on learning mobility opportunities and encourages young people to become active citizens.

This Eurodesk Annual Overview provides a summary of the achievements of the network at European, national and local level. It contains the key areas of work such as information and outreach to young people, communication and promotion activities, and our partnerships to advocate for youth information work.



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