



## **EBL RECOMMENDATIONS:**

# **Eurodesk Work Plan 2025 & Network Activities 2025**

(July 2024)

Each year, Eurodesk Brussels Link sends the “**EBL Recommendations**” to national Eurodesk Centres to inform them about the network priorities and activities. National coordinators are invited to consider these recommendations when preparing their national work plans.

This document forms the Eurodesk Work Plan 2025 to be adopted at its Spring General Assembly and will serve as a basis for writing the grant application when received from the EACEA.

In line with the guidelines provided in the **National Agencies’ Specifications** (NA Work Plans) for 2025, this document is intended to **help Eurodesk national coordinators coordinate their work plans** to achieve the best possible impact.

After a reminder of **Eurodesk requirements** (Part I), the document gives an overview of Eurodesk **Network Activities** (Part II) and detailed **Activity Planning** that follows the structure of the Guidelines provided to the National Agencies. This is meant to provide clarity and coherence between the activities of Eurodesk Brussels Link and those of the national Eurodesk Centres.

# I. INTRODUCTION

Eurodesk operates as a **European network with 38 national Eurodesk Centres and over 3000 Multipliers and Ambassadors** (youth information points, youth centres, municipalities, educational institutions, etc.) in 36 countries.

Created in 1990, Eurodesk is a **youth information network** that provides information on European opportunities in terms of learning mobility and youth participation. Its core mission is to “raise awareness on learning mobility opportunities and encourage young people to become active citizens”. As such, it supports the implementation of the Erasmus+ programme and of the EU Youth Strategy as a support network under Erasmus+ Key Action 3 “Support to policy development and cooperation” (2021-2027).

**Eurodesk’s mission is to bring European opportunities to all young people via information, support and communication activities, with a priority on reaching out to those with fewer opportunities and/or who are not yet aware of such opportunities.**

## *A. How are Eurodesk Centres work plans defined?*

The work plan of national Eurodesks is part of the **Multi-Annual Work Programme of the National Agencies (NAs)** whose specifications are defined by the European Commission. It comprises national-specific activities and network activities, for instance, related to the management of the European Youth Portal and the network activities coordinated by EBL (training, quality, network events/campaigns, information and communication tools).

Eurodesk Brussels Link sends “**EBL Recommendations**” to national Eurodesk Centres to inform them about the network activities that members are to consider when preparing their own work plans.

National coordinators can adapt the proposed activities to their national context. However, these **activities should be Eurodesk-specific and relevant to Eurodesk’s mission**, as stipulated in the specifications shared by the European Commission.

Besides, a **lump sum system** has been implemented with a focus on results since 2022.

## ***B. What are the overall requirements for Eurodesk Centres in 2025?***

The overall requirements established by the European Commission for Eurodesk Centres in 2025 are defined in the **NA Specifications** and are hereby synthesised.

### AIM

Provide comprehensive, coherent, and coordinated information, advice, and support on European youth opportunities to its target groups, with a priority on specific initiatives/programmes.

### PRIORITY AREAS

The following **EU initiatives/programmes** are identified as priority areas for promotion:

Related to mobility/grants:

- Erasmus+, especially the new actions directly targeting young people such as DiscoverEU and Youth Participation activities;
- European Solidarity Corps (where relevant for the country);
- Other European/international programmes that are relevant to young people.

Related to participation/policy:

- Political participation of young people especially through the Youth dialogue and EU-level consultations as well as the Youth Participation activities of Erasmus+;
- Quality information on youth opportunities (mobility, participation, education, work, etc.) covered by the EU Youth Strategy 2019-2027 and promotion of the European Youth Portal.

### TARGET GROUPS

Eurodesk has **two main target groups**:

- Young people aged 13 to 30 from all parts of society, particularly those with fewer opportunities;
- Youth workers and Multipliers that work with and/or inform and influence young people.

### CORE TASKS

The Eurodesk centre has the following 3 core tasks (see detailed description in ToR sent to NAs):

- 1. Information, outreach and communication activities**
  - a. Multipliers targeted information
  - b. Youth targeted information
- 2. European Youth Portal (EYP)**
- 3. Network activities and quality of service delivery**

## ***C. What are the overall requirements for Eurodesk Brussels Link in 2025?***

Eurodesk Brussels Link ensures the **coordination of the Eurodesk Network** composed of national Centres established in the various programme countries in line with the requirements described for national centres (outreach and promotion, partnerships, information and knowledge management, etc.). EBL works in close cooperation with the European Commission and with other relevant stakeholders to support the overall mission of Eurodesk.

The priorities and activities related to the work plan of EBL are described in the following section.

## II. EURODESK PRIORITIES & KEY ACTIVITIES

As the coordinating body of the Eurodesk network, established as an international association under Belgium law, EBL proposes priorities and network activities, in line with the decisions of the Executive Committee (EEC) and General Assembly, and following the specifications defined by the EACEA/DG EAC.

### A. Eurodesk priorities

#### POLICY PRIORITIES

Eurodesk aims to contribute to the **EU Youth Strategy “Engage. Connect. Empower”** (2019-2027) which promotes opportunities for young people to engage with policy-makers and gain experience abroad through youth-focused projects, such as exchanges or volunteering.

“**Youth Information and Support**” is one of its policy instruments<sup>1</sup>: “with the adequate provision of quality youth information services and platforms at all levels, including the European Youth Portal, and with the support of European-wide organisations, young people’s equal access to quality information on their rights, opportunities, youth services and EU programmes for young people can be promoted”.

Eurodesk will continue to prioritise **reaching out to young people from all parts of society**, to ensure that they know and are able to take advantage of the opportunities offered by the EU and to have their voices heard on policies that affect them. This is at the core of the **Inclusion and Diversity Strategy** of the Erasmus+ and European Solidarity Corps programme.

Finally, Eurodesk aims to contribute to fostering innovation, quality, and recognition of youth work that is in line with the **European Youth Work Agenda and Bonn Process**.

Eurodesk aims to support EU youth policies and programmes ambitions to reach the following goals:

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

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<sup>1</sup> Resolution of the Council of the EU on the EU Youth Strategy 2019-2027 (14080/18).

## NETWORK PRIORITIES

- **Providing ready-made information resources** to the network (social media templates, layouts, games, etc.) as part of the rebranding process as well as new website solutions.
- **Consolidating and interconnecting Eurodesk information tools** under the newly launched MyEurodesk. MyEurodesk provides a single access point to all information tools (TTM Map, Programme Database, etc.) and to a Knowledge Center. The functionalities will be improved for a smoother user journey.
- **Running EU-wide projects and campaigns for broad and targeted outreach** via EU-wide initiatives and more particularly Time to Move and the Euroclasses projects.
- **Implementing the Eurodesk learning and development plan** with a focus on the weekly webinars, thematic training courses, eLearning support and peer exchanges.
- **Supporting the Eurodesk Quality Plan** by providing support and monitoring tools to the national coordinators to facilitate data collection and continuous improvement.
- **Providing quality support to the network** in the usage of the IT tools and implementation of the network activities through individual and group support.
- **Offering spaces for exchanges** through working groups, informal meetings, forums and putting countries in contact.

The achievement of those objectives will be measured through the annual quality catalogue, the membership survey in which national coordinators are asked to evaluate membership services and feedback collected throughout the year, including during the two Network Meetings.


## B. Overview of network activities

The following calendar shows the proposed **network activities for 2025**; other groups (e.g. the Executive Committee, Quality Group, Training team, Prepteam and any ad hoc groups) will also arrange meetings during the year, and further joint activities might be organised, for instance following recommendations arising at the Network Meetings.

The network activities will be subject to the capacity of Eurodesk national coordinators (level of the grant) and the requirements received from the Commission. However, participation in the Network Meetings is required for all national coordinators.

January	Annual Overview 2024 (survey launched mid-Dec)
January	Quality Assessment 2024 (survey launched mid-Jan)
January	Launch of Eurodesk Awards 2025: Champions of European Youth Information (call opens in December 2024)
April	<i><u>Spring Eurodesk Network meeting and General Assembly</u></i>  - April/May
May	Membership Survey on Work Plan 2026
May/June	<i><u>European Youth Event</u></i> 
May/June	<i><u>Eurodesk European Multipliers' Seminar (Brussels, Belgium)</u></i>  - 26-29/05/2025 tbc Eurodesk Awards Ceremony
Sept	<i><u>Eurodesk Network Meeting and General Assembly</u></i>  - September
October	<i><u>Time to Move flagship campaign</u></i> 

November	<i>Thematic training on social media trends and community management - 3-7/11/2025 TBC (country tbc)</i>
Ongoing	Eurodesk Executive Committee (every 2-3 months) and Thematic working groups (1 to 4 times a year) - online unless face-to-face is required
Ongoing	Newcomers' Training (1/year face2face), webinars (monthly basis), on-demand training

**Please note:** any *underlined italic* items have a budgetary implication for you, provision should be made accordingly in your national Eurodesk budget  (e.g. travel costs to network meetings) and activities mentioned in your work plan 2025.

## III. EURODESK ACTIVITY PLANNING

The activities mentioned herein follow the structure of the Specifications sent to the National Agencies. Under each objective, a set of activities are foreseen which must be undertaken alongside the national requirements for each Eurodesk Centre. A list of tasks is provided for EBL and National Coordinators after each section:

### A. Information & Communication Activities

1. *Multipliers targeted information*
2. *Youth Targeted Information*

### B. European Youth Portal (Eyp)

1. *Information & Helpdesk*
2. *European Pool of Young Journalists*

### C. Network activities and quality of service delivery

1. *Eurodesk Brand Identity*
2. *Eurodesk Learning & Development Plan*
3. *Eurodesk Quality Plan*

EBL aims to implement the recommendations of the “**Greening Youth Information Services**” publication into a strategic approach to its operations: greening the way we operate, especially meetings, and the information services we provide. This means using greener service providers, organising working groups and EEC meetings online, promoting green behaviours in various tools and activities, etc.

## A. Information & communication activities

The aim of the “information and communication activities” should be that young people, multipliers and ambassadors are satisfactorily informed about relevant European programmes, initiatives and opportunities.

This should be done via the following activities:

1. running a network of multipliers and
2. providing youth-targeted information

These activities are further described in this section.

## 1. WORKING WITH MULTIPLIERS: DEVELOP, MAINTAIN AND SUPPORT A DIVERSE NETWORK OF MULTIPLIERS AND AMBASSADORS

Developing a network of multipliers and ambassadors will allow Eurodesk to **reach out directly to young people** from all parts of society, with a focus on inclusion. Multipliers can support Eurodesk in disseminating information, engaging young people through events and social media and in answering enquiries. This is the greatest added value of our network of multipliers. To do so, our aim is to create a win-win situation for multipliers by offering them various incentives (e.g. training, networking, support).

**National Centres are encouraged to map, select and recruit relevant national and local multipliers (e.g. via an annual call and evaluation) to deliver Eurodesk services (youth information centres, youth centres, municipalities, educational institutions) depending on the national context. In order to ensure quality, training should be provided to multipliers (the Qualifying Training Programme is there to help you). National coordinators should use/adapt the resources provided by EBL for multipliers (training provision, publications, support, etc). National coordinators can also support a network of ambassadors who disseminate the information and carry out, in the case of youth ambassadors, peer-to-peer information.**

### EBL related activities

In 2025, EBL will continue to develop services to support the national coordinators in developing a national network of multipliers and ambassadors.

#### a) EUROPEAN-LEVEL NETWORK ACTIVITIES

- Coordinate the **Eurodesk Multipliers' Seminar** (Brussels, BE) for the exchange of experiences and good practices among youth information workers at the European level.
- Coordinate the **Eurodesk Multipliers' Awards** and its ceremony (rules, promotion, management of entries, jury meetings, events, etc.) and publish a booklet of all eligible projects received.
- Offer **webinars for multipliers** (e.g. most are open to multipliers).
- Support the **Forums** on the Intranet (Partner Search and General).

#### b) INFORMATION AND COMMUNICATION SERVICES

- Provide **Information monitoring services** (e.g. Eurodesk Programme Database, EBL Bulletin, Stakeholder website) to ensure a broader usage within the network, including by multipliers.
- Revise and maintain the **Euroclasses modules** with the Euroclasses Working Group and promote existing ones (Euro-volunteering, Euro-Participation, Euro-Working and Euro-Activism). Those modules are non-formal sessions to be run in schools and other youth settings, with digital options.
- Maintain the **Resource Centre** for multipliers on the Eurodesk Intranet and/or support national coordinators in developing their own Resources Centre.
- Revise and share the **Quality Catalogue** for Eurodesk Multipliers for national coordinators.
- Provide **Eurodesk Stickers** for Multipliers and templates for communication campaigns and promotional items, including games (e.g. Time to Move Board Game).

#### c) TRAINING SERVICES

- Promote the **Qualifying Training Programme (QTP)** that aims to get multipliers at the same level of knowledge about Eurodesk and youth information all over Europe. The programme is based on non-formal learning methods and is developed with trainers (6 hands-on modules).
- Maintain the **Pool of Eurodesk Trainers** who are capable of delivering the QTP.
- Offer **guidelines, training material and support** (e.g. examples of contracts, guidelines, tools) and one-to-one support to national coordinators, upon request.

- Provide tools/methodologies around the [Competence Framework](#) of Eurodesk mobility advisors (e.g. TSOs, 360°) as well as an **eLearning course**.
- Offer a **Training Needs Assessment digital tool** (TNA) to the Eurodesks (upon request).
- Integrate the **Knowledge Centre in the eAcademy and populate it** with useful resources for national coordinators and multipliers.

### National Centres related activities



Looking for greater outreach, Eurodesk Centres are expected to continue building and further developing an active network of multipliers.

<p>a) National Centres that do not have a network of multipliers are encouraged to develop one. They can use EBL resources, learn from other national coordinators (e.g. job shadowing) and get support from EBL.</p>	<p>b) National coordinators with a network of multipliers are encouraged to provide capacity-building activities to their network to ensure quality services are delivered throughout Europe.</p>
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National coordinators shall make sure their multipliers benefit from Eurodesk services and have access to the various tools/services. They shall:

- **Train Eurodesk multipliers** including by implementing the Eurodesk Qualifying Training Programme, according to the needs and/or the number of new multipliers in their network.  
Overview of available modules:
  - o Module 1 - What is Eurodesk about
  - o Module 2 - International Youth Mobilities
  - o Module 3 - Support
  - o Module 4 - Inclusion
  - o Module 5 - Interacting with Young People
  - o Module 6 - Communication (to be updated in 2024)
- **Provide up-to-date information** to their multipliers, especially via the Eurodesk Intranet, Programme Database and EBL Bulletin and encourage them to use it for further dissemination to young people.
- **Organise network activities** for their network (e.g. annual network meetings, workshops).
- **Support multipliers taking part in Eurodesk flagship projects** such as the Time to Move, Euroclasses and the Eurodesk Awards.
- **Reward and provide a quality label** to Multipliers (e.g. Eurodesk Awards Competition).
- **Manage the accounts on myEurodesk** and more importantly, monitor multipliers' correct presence on the [Eurodesk Map](#).
- Translate, adapt and run the **Quality Catalogue** for Eurodesk Multipliers (ask EBL for the survey).

National coordinators should encourage their multipliers to take part in the following European network activities:

- **Eurodesk Intranet**: daily for answering enquiries and sharing information with other multipliers.
- **Multipliers' Seminar** : spread the invitation, encourage participation and select multipliers to participate (1 to 4 per country). Past evaluations show that the seminar increases multipliers' motivation to act as multipliers. It is recommended to send multipliers that have never attended and invite those who did to share their experience with the other national multipliers.
- **Eurodesk Awards' competition**: spread the call and encourage multipliers to submit their projects (e.g. call multipliers doing great initiatives to have them participate, check submissions/English, organise a national Awards based on the European one like in IT and CZ)
- **Time to Move (TTM) Campaign** : encourage multipliers to organise activities and register them on the central map of activities.
- **Euroclasses project**: train interested multipliers in implementing Euroclasses (EBL can support).



**Time to Move - Tips**

A bit over 50% of the national coordinators provide financial support to their multipliers for organising TTM events (from 250 to 500 EUR or more grants). You can also encourage them to apply for ESC and Erasmus+ projects with activities taking place in October, they will gain in viability (check the EBL [Wednesday Webinar](#) on this topic). It's also nice to provide them with promotional material (goodies, infokits) as well as promotional items that can be used for fairs (e.g. in France they made a table cloth with the Eurodesk logo, in HR a garland).

**Eurodesk Awards - Tips**

The countries in which the National Coordinator is supporting its multipliers in applying are much more successful in the competition (inviting them to present their projects, helping with the application, inviting a former winner to share their experience with the others, etc.)

Some countries (CZ, IT, FR) are also organising national Eurodesk Awards. An easy way to do it is to invite your multipliers to compete in the European competition, collect the results for your country from EBL, and then use the points from the European jury to award your national winners. Therefore, they have 2 chances to win! This highly motivates them to apply.

**B. YOUTH TARGETED INFORMATION: PARTICIPATION THANKS TO QUALITY**

According to Commission specifications, Eurodesk shall make sure young people are informed about various opportunities to participate in policy processes (e.g. Youth Dialogue, Youth Strategy) to be active citizens (e.g. taking part in EU elections, public consultations, competitions) and mobile (e.g. Solidarity Corps, Erasmus+). To support that goal, Eurodesk shall **provide first-hand and high-quality information** on European opportunities.

**National coordinators should use the communication services and IT tools managed by EBL to ensure quality information services are delivered throughout the network (several information tools are embeddable into national websites/portals). Eurodesk Centres are expected to focus on the deployment and promotion of the Eurodesk Programme Database/Opportunity Finder. All centres, with or without multipliers, are also encouraged to take part in the Time to Move campaign.**

## a) PROGRAMME DATABASE

EBL offers a database of over 250 programmes that are relevant to young people and youth workers on the Eurodesk Programme Database (EPD). This database offers a one-stop-shop for all existing opportunities, thereby answering the need to address the information overload of young people while offering a concrete tool for coordinators and multipliers to answer the personalised needs of their users. Indeed, when a young person comes to a multiplier, the latter can look at the database to find relevant opportunities (e.g. short-term volunteering, internships).

The content of the EPD can be pooled by national coordinators and EBL. For example, the content is displayed on the eurodesk.eu website in the so-called "[Opportunity Finder](#)" which provides multilingual information and a broad range of offers including one-off opportunities to participate, learn, volunteer or do an internship abroad.

**National coordinators can easily translate the content, add their national opportunities to the programme database, and embed this "national" version of the Programme Database on their own channels (or embed the European Opportunity Finder).**

**EBL related activities**

- **Daily monitoring** of European opportunities relevant to young people and those working with them on the Eurodesk Programme Database (EPD).

- **Updating the EPD**, fixing bugs and revising content.
- **Training the network** (Training Manual and organising webinars upon request).
- **Social media campaigning** to promote the opportunities of the EPD on a daily basis (templates and planning shared with national coordinators on [Airtable](#)).

#### National Centres related activities

- **Use the Eurodesk Programme Database (EPD)**: selection and adaptation (translation) of relevant EU-level programmes + adding national programmes (in line with the Eurodesk [10 Key Principles](#)) into the national dashboard.
- **Embed the European or national version of the EPD** and display the programmes on their national Eurodesk websites/pages (ask EBL for support to learn about the various technical solutions).
- **Disseminate available information** to young people and/or youth professionals, especially via social media channels, linking to Opportunity Finder or its national version.

#### b) SOCIAL MEDIA CAMPAIGNING

**EBL will implement and continuously improve its digital strategy with the ambition of being visible online, reaching youth users (both broadly and in targeted ways) and creating online communities.**

- Design, implement and continuously evaluate the **Eurodesk digital strategy**.
- Invest in **social media marketing** to reach “newcomers” to the EU/international programmes/initiatives and young people with diverse backgrounds.
- Design and coordinate **social media campaigns** at the European level around its key initiatives (ex. TTM Competitions) and topics that matter to young people and are connected with mobility and/or participation (e.g. mental health & mobility, green mobility, youth rights & opportunities).
- **Research and follow youth and technological trends**, for instance through its tri-annual youth information survey.
- **Build the capacity of the network of multipliers in the field through training, support, and peer exchanges** (e.g., use the QTP Module on Communication, the Wednesday Webinars).
- Promote the use of the [Eurodesk Social Media Guidebook](#) and [Guide on Inclusive Digital Communication](#).
- Develop social media templates on Canva and share them in the Eurodesk Airtable.

#### National Centres related activities

- Develop their own **digital strategy** in line with the Eurodesk strategy and branding.
- Check the [Network Airtable](#) to find editable templates on CANVA to use on your social media channels.

#### c) FLAGSHIP CAMPAIGN TIME TO MOVE, OCTOBER 2025

**EBL will support all Eurodesk Centres in implementing the 2025 edition of Time To Move, a flagship information campaign that aims to enhance the work of Eurodesk multipliers. Officially, the campaign will run in October, but for countries willing to organise activities two weeks before/after this period, EBL will leave the Eurodesk TTM Map open to allow flexibility. However, all visuals/templates will refer to October and will need to be adapted at the national level by the NCs.**

#### EBL related activities

- Provide a **communication plan** including PR and Social Media Toolkits and a Book of Ideas.
- Design the **communication pack** in line with the Brand book of the campaign (logo, poster, banners, etc.).
- Offer **Eurodesk TTM games**, in particular the TTM Board Game and TTM Escape Rooms.
- Organise a **webinar series** to introduce the campaign and support its implementation.

- Develop the **TTM website and Map** to input events.
- Organise the **TTM social media competitions**.

#### National Centres related activities

- Promote the campaign (as national coordinator and/or through their network of multipliers).
- Organise events (themselves or their multipliers).
- Produce promotional materials.

#### Time to Move - Tips

Amazing project ideas can be found in the Book of Ideas (TTM Campaign plan) and the Eurodesk Awards Catalogue (such as living libraries, treasure hunts, etc.). EBL will also provide a Book of Games with several games/activities that can be carried out throughout the year, and more particularly during TTM. For countries that do not have multipliers and/or small countries, we invite them to consider partnering with other players (EuropeDirect, ESN, Europeers, Youth Councils, etc.) on a joint activity to promote learning mobility in Europe. It's an opportunity to build new partnerships and gain extra visibility!

#### d) EUROPEAN YOUTH EVENT 2025

EBL will inform Eurodesk Centres about the planning of the EYE25 in Strasbourg, June.

#### EBL related activities

- **Share information** with the network on how to take part in the EYE25 and the coordination of joint promotional activities if relevant.
- Coordinate the **Eurodesk delegation** at the EYE25, if relevant.
- **Coordinate the work** of a specific working group for Eurodesk national coordinators, if relevant.

#### National Centres related activities

- Promote the participation and results of the EYE25 in their country.
- Take part in the working group, if relevant.

#### e) OTHER HIGH-VISIBILITY EVENTS AND CAMPAIGNS

Eurodesk is invited to organise events “*where the number of young people is high enough to have a collective impact*” (e.g. Open Days of the European Institutions, etc.) National centres are invited to assess in which context they can best reach the target group (e.g., stand at student fairs, festivals, and workshops in schools).

#### f) PUBLICATIONS AND GAMES

EBL will promote and release several [brochures, publications](#) (e.g., Euro-Working, Euro-Participation, General Brochure, Greening Youth Information, Time to Mind), and games (e.g., TTM Adventures in Europe) that national coordinators are invited to translate, adapt, and share.

## C. The European Youth Portal (EYP)

The European Youth Portal aims to offer a dynamic virtual environment for youth information sharing and a policy tool to encourage participation in democratic life. It is also the main entry point for key youth-related programmes and initiatives such as the European Solidarity Corps, DiscoverEU, the EU Youth Dialogue as

well as the European Youth Week. Eurodesk Brussels Link (EBL) and National Eurodesks are **key content providers** for the Portal.

## A. INFORMATION & HELPDESK

Eurodesk shall **offer quality and targeted youth information services** through the European Youth Portal and other relevant channels with the support of the multipliers network. In addition, the Eurodesk network has the responsibility of **answering the questions** asked by the young people through the European Youth Portal, such as the questions related to the DiscoverEU<sup>2</sup> contest and to the European Solidarity Corps.

**EBL has the task of ensuring general coordination, monitoring and supervision of the Eurodesk Centre's tasks related to the European Youth Portal. EBL will work with Eurodesk Centres, including through the Advisory Board, to ensure a coordinated approach for the national content delivery and the EYP Promotion.**

### *EBL related activities*

- Has **daily editorial responsibility** for maintaining content (articles, news and EU-level events).
- Participate in the monthly **Editorial Board** and share the relevant results with the network when relevant.
- Participate in the **Advisory Board** meetings and share the relevant results with the network.
- Update the **EYP Editorial Guidelines** and **EYP Communication Plan** as required.
- **Train and support** national coordinators in publishing content on the EYP (guidelines, training sessions and webinars) in line with EC requirements.
- **Monitor the quality** of content provided by the NCs (stories, events, national pages)
- **Gather information on promotional activities** carried out at the national level.
- **Answer enquiries** through the portal's "Ask a Question" service.
- **Monitor that questions are answered** by National Eurodesks within the required timescales, and assist with answering enquiries as required.

### *National Centres related activities*

- Check and follow the **EYP editorial guidelines**.
- National Eurodesks have editorial responsibility for the **content of their respective country** on the EYP (national content linked to the topics of, as well as events and stories). The following key performance indicators have been communicated by the Commission:
  - 3, 5 or 8 events per year depending on your category in EN OR national language (check editorial guidelines)
  - 2, 3 or 4 stories per year depending on your category in EN OR national language (check editorial guidelines)
  - Specific country pages on themes linked to volunteering, traineeships, studying, and working in English (updates 2 times per year, notification by EBL)
    - information for nationals/residents who are looking for opportunities abroad
    - information for anyone (mainly Europeans) to take part in opportunities in the country.
- **Review** previously published content for missing links and outdated information and report any technical issues to EBL as soon as they are encountered.
- **Check translations** released by the EC, when requested.
- Participate in **monitoring activities** coordinated by EBL to monitor its use, gather user feedback and develop ideas to further improve it.

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<sup>2</sup> Each national Eurodesk is strongly invited to coordinate with the NA on communication mechanisms and share of tasks related to the programme information/promotion, in particular DiscoverEU.

- Answer enquiries through the portal's **"Ask a Question" service** (available in each country folder in the Eurodesk Intranet) in **3 working days**. EBL hereby reminds the importance of using the Eurodesk Intranet in order to manage enquiries.
- Implement **national communication plans** to promote the EYP in accordance with the European communication plan coordinated by EBL, organise promotional activities and develop specific communication material.

## B. POOL OF YOUNG JOURNALISTS IN EUROPE

EBL will support a pool of young journalists in Europe who will produce content which will be published on the Portal. This would ensure **peer-to-peer information and the building of a youth community behind the EYP**. The pool will be involved in high-level events organised during the year.

EBL is responsible for ensuring the overall coordination of the European pool of young journalists and liaising with the European Commission on editorial planning.

### EBL related activities

- Select and recruit the pool members with the support of the National Coordinators
- Train the young journalists of the pool
- Organise an introduction training (January/February)
- Organise regular editorial meetings online with the pool and the European Commission
- Deliver at least 3 training webinars with experts for the pool
- Create visuals to promote the content created and disseminate it, including on social media
- Coordinate the participation of young people in high-level events (e.g. EYE25)

### National Centres related activities

- Help identify and pre-select the candidates to the Pool
- Promote the content created by young journalists
- Coordinators from countries from which the pool members are from are invited to engage young journalists in their own events/activities when relevant and in coordination with EBL

## C. Network activities and quality of service delivery

EBL aims to **enhance the coordination and coherence** of the Eurodesk network to improve its overall visibility and outreach. To further promote the Eurodesk information services at the European level, EBL will work on further developing and maintaining its online presence. EBL will develop brand elements in line with its new **Brand Book** providing practical tools and templates to improve the overall coherence and visibility of the Eurodesk network.

### A. BUILDING A STRONG BRAND: IMPROVING THE OVERALL COHERENCE AND VISIBILITY OF EURODESK

To serve the mission of Eurodesk, the network has to be visible and recognisable by its target audience. Content published on various channels shall be coherent, youth-friendly and enhance the credibility of the Eurodesk service. The goal is that young people remember the service and turn back to us when they are ready for a European experience. Developing a strong brand therefore contributes to raising awareness of the Eurodesk service, and in doing so, of European opportunities arising from EU and international programmes such as Erasmus+ and the ESC. It builds awareness, trust, and curiosity with the ambition that

users take action (either by contacting us, applying for a grant, taking part in a consultation, etc.). In addition, the Eurodesk brand plays a role in creating a shared identity within the networks of multipliers, making them feel like they are part of a bigger community of actors.

The [Eurodesk website](#) aims to introduce Eurodesk and international opportunities to youth professionals and young people. It contains among other features an [interactive Map](#) that displays and introduces the complete network of multipliers to other professionals in the field and to young people. Unlike the European Youth Portal, the eurodesk.eu website does not contain generalist youth information. Instead, it focuses on Eurodesk and its flagship projects and sends young people to the Opportunity Finder and the Eurodesk Map. In 2025, EBL will further promote the new version of the eurodesk.eu, segmenting its audience into two (youth stakeholders and young people).

**EBL will continue to provide original, vibrant and youth-friendly ready-made materials and templates that can be easily adapted to national realities. By offering such communication services, the aim is also to save human resources at the national level and ensure a maximum impact despite limited resources.**

#### **EBL related activities**

- Develop ready-made materials in line with the **Eurodesk Brand Book**
- **Support** national coordinators in implementing the Eurodesk Brand Book and in designing their national communication plans, including setting up national communication tools.
- **New eurodesk.eu website** to be further developed and maintained.
- **Provide strategic and technical support** to national centres aiming to develop their national Eurodesk website (e.g. providing templates, and support with embedding tools).
- **Further promote internal and external communication tools:** newsletter system and templates (DiscoverEU, Youtletter and Newsletter) and EBL Bulletin for national coordinators/multipliers in MyEurodesk).
- Work with relevant **partners** to increase Eurodesk's reputation, visibility, and outreach.

#### **National Centres related activities**

- Follow the new Brand Book and use the related tools to ensure greater visibility of the Eurodesk services across Europe.
- Regular monitoring and checking that their own national network of multipliers is fully and correctly showcased on the **Eurodesk Map** (via the MyEurodesk account).
- **Develop their national website/page** with at least basic information about Eurodesk in line with the [“Basic Requirements to National Eurodesk Centres”](#) and the Eurodesk Brand Book.
- Disseminate youth-friendly and relevant information to young people and those working with them on a regular basis, in line with the Brand Book, including via social media channels.
- Support other National Centres and EBL when it comes to online promotion.
- Work with relevant partners, including youth information networks and national agencies, around the production of relevant information, publications and events, and for mutual promotion.

**EBL will launch a specific campaign for Eurodesk's 35th anniversary. This campaign will strongly promote the importance of youth information related to youth participation and youth mobility. Data will be collected through the new edition of the YouthInfoSurvey, which will be released in 2025.**

#### **EBL related activities**

- Develop **flexible and ready-made templates** for the promotion of the campaign
- Organise **an event** in Brussels with its main partners.
- Connect the campaign with the launch of the Youth Information Survey 2025 Results

#### **National Centres related activities**

- Support the communication campaign by sharing information on their own channels.
- Take care of the network activities related to the Campaign (e.g. Time Capsule).
- Organise national level events as relevant to their own anniversary celebrations.

## **B. BUILDING A STRONG NETWORK: EURODESK LEARNING AND DEVELOPMENT PLAN**

Knowing how to use, promote and make the most out of Eurodesk tools as well as being able to develop and maintain active networks of multipliers are complex activities, requiring a wide range of specific skills and knowledge. This is why EBL provides a comprehensive set of support and training activities as part of its Learning and Development Plan.

**In 2025, the EBL training plan aims to combine different learning provisions (webinars, training, workshops, toolkits, guidelines, etc.) to offer better coherence between the training activities and the Quality processes. It will combine technical (usage of the tools) and general aspects related to the delivery of quality youth information services.**

### **EBL related activities**

- Organise one **Newcomers Training live** for national coordinators joining the network (Autumn Network Meeting), as well as online sessions.
- Offer an **eLearning course for newcomers**.
- Offer a Eurodesk Mobility Advisor Competence Framework eLearning course for national coordinators.
- Organise **monthly webinars** to support national coordinators on topics of interest (planning shared per semester in the network folder, National Coordinators being able to propose topics).
- Organise **on-demand training** on various topics for national coordinators (e.g. how to manage a network of multipliers, how to manage the EYP)
- Organise a **thematic training on XXX** for national coordinators (3 full days). The cost is to be covered by the national coordinators (estimated ≈ 580 EUR for subsistence + travel costs depending on the final location). EBL will collect expectations from participants in order to adapt the agenda to their specific needs.

### **National Centres related activities**

- Take part in Eurodesk's training activities.
- Book/budget money for participating in the Training on social media trends and community management.

**Eurodesk works as a learning network; national coordinators are encouraged to share experiences and examples of good practices. This can be done in the framework of the Eurodesk Intranet and the key network activities (Network Meetings and Working Groups), as well as through job shadowing and study visits.**

### **EBL related activities**

- Organise two **Network Meetings** in partnership with the host National Centre and the prep team.
- Coordinate the work of its **Working Groups**, bringing together Eurodesk National Coordinators and Multipliers. Those meetings will be taking place online, unless meeting face-to-face is required (in which case EBL will cover the travel costs).
- EBL will support the work of the **Eurodesk Executive Committee** which ensures the strategic planning of Eurodesk activities. Most meetings will take place online. In case face-to-face is required, EBL will cover the travel costs to ensure the inclusive participation of all countries interested in applying.

### National Centres related activities

- Use the intranet actively and regularly to share information with other national coordinators and multipliers and to take part in Network activities.
- Take part in the two **Network Meetings** of Eurodesk, which is mandatory unless a good reason for not participating is communicated.
- Propose to **host a Network Meeting** on a voluntary basis (a call will be shared in Spring 2025 for hosting events in 2026).
- Take part in the EEC, working groups and prep teams of Eurodesk (optional activities), National Coordinators are invited to consider participating in one or more of the groups:

#### EEC – Eurodesk Executive Committee

**Aim:** monitors and provides guidelines on the definition and implementation of the work plan, supports the advocacy work related to the interests of Eurodesk, and reports to the General Assembly. 5 to 7 EEC members are elected at the General Assembly for a 2-year mandate, amongst which one is elected as President (see Statutes for details). The current EEC is elected for the period 2022-2024.

**Estimated workload:** 5 meetings and up to 10 working days (depending on the role).

#### WG1 – Quality Group

**Aim:** work on the quality catalogue, analysing the results and making recommendations to the Network. The outcomes will feed the work of the other working groups and the strategic planning of the EEC.

**Estimated workload:** 3 online meetings, estimated 3 working days.

#### WG2 – Euroclasses

**Aim:** adaptation/development of Euroclasses new modules.

**Estimated workload:** 2-4 online meetings.

#### WG3 - Thematic groups

**Aim:** offer a space for National Coordinators and multipliers to share practices and work on joint activities/projects.

**Estimated workload:** 1-3 online meetings + follow-up as agreed by the group.

#### EYP Advisory Group

**Aim:** provide inputs to EBL and EC on the editorial planning of the European Youth Portal (annual call).

**Estimated workload:** 2-3 online meetings.

## C. MONITORING FOR CONTINUOUS GROWTH: EURODESK QUALITY PLAN

The Eurodesk centre shall provide EBL with the information it requires to enable it to fulfil its contractual obligations towards the European Commission regarding monitoring and reporting of the activities of Eurodesk centres, as set out in the Quality Catalogue and other tools developed by EBL and the national Eurodesk centres.

### EBL related activities

- Provide a **Eurodesk Manual 2025** on “How to Operate as Eurodesk”, guidelines and support documents for the various activities of Eurodesk (+ on the Knowledge Centre)
- Revise and run the **Annual Overview and Quality Catalogue 2024**; a checklist will be provided and a webinar will be held to support national coordinators in the preparation.
- Coordinate the work of the **Quality Group**, and support national coordinators with the delivery of quality services.



- Disseminate the Annual Overview widely and share the results of the Quality Catalogue with the European Commission.

#### National Centres related activities

- Contribute to the Annual Overview and Quality Catalogue 2024 by providing quality and timely content.
- Take part in the Quality Catalogue interviews when invited and take into account the recommendations that have been agreed upon.

## VI. NATIONAL WORK PLANS

Eurodesk is characterised by an important diversity in terms of national legal frameworks and structures. This diversity is a strength as it allows our services to be delivered in a flexible way, adapted to national realities. However, it also represents a challenge for national coordinators who have to find their own way of structuring their national information services and their networks of multipliers.

### Activity planning

Here is a **synthesis of the above-mentioned network activities** (indicative and not exhaustive):

#### Network management

- Participate in **Eurodesk Network Meetings** (twice per year) + optional working groups and training
- Take part in **EBL-related activities** (e.g. quality catalogue, annual overview, surveys, campaigns)
- Use the **Eurodesk Intranet** to communicate with other national coordinators and multipliers and to answer enquiries as well as **MyEurodesk** to manage Eurodesk information tools.

#### Information & Communication

- **Organise events and/or coordinate events of multipliers**, in particular during the Time to Move Campaign and the European Youth Week / European Youth Event (e.g. info sessions in schools, libraries or youth centres, participate in fairs, organise seminars).
- **Manage youth information**: selecting, curating and promoting relevant information from EBL and other sources on Eurodesk national websites/pages, social media and other channels (many templates are available from EBL - newsletters, social media, leaflets, etc.)
- **Develop a communication plan** and material in line with the Eurodesk brand.
- **Provide and maintain content on the EYP** (stories, events, national pages).
- **Translate and/or produce informative leaflets/brochures** (e.g. Green Publication, Euro-Working) and promotional material that are youth-friendly and sustainable.
- **Programme Database**: translate/adapt opportunities and add national ones + contribute to their promotion (see Airtable shared by EBL).
- **Promote European and national campaigns** aimed at raising awareness about youth opportunities/rights (participation and mobility related).
- **Involve young people** in creating and disseminating content (e.g. peer to peer, stories).

#### Multipliers' networks

- **Map, select and recruit** Eurodesk multipliers (e.g. annual call and evaluation)

- **Manage** a network of multipliers (motivating, rewarding), encouraging them to participate in:
  - Eurodesk Intranet (daily for answering enquiries & info sharing)
  - National network activities (e.g. annual meetings, training sessions, working groups)
  - Eurodesk Multipliers' Seminar (June each year)
  - Eurodesk Awards Competition (Jan/March each year)
  - Time to Move Campaign (October each year)
  - Euroclasses
- **Deliver services** to your multipliers such as:
  - Up-to-date information (e.g. giving access to the Intranet, Programme Database)
  - Training opportunities at national & European level (e.g. Qualifying Training Programme)
  - Networking and project-building activities at the national & European levels
  - Promotional items and support when they organise Eurodesk-related activities (e.g. TTM)
  - Visibility and quality label as Eurodesk multiplier (e.g. 10 Principles & Sticker)
- **Organise national/regional meetings** for Eurodesk multipliers (at least once per year).
- **Plan and deliver training sessions** for the network of multipliers (Eurodesk Qualifying Training Programme) using non-formal education methods and working with experts/trainers.

In the next sections, we will show you how you can integrate these activities into work packages.

## Work packages

### Deliverables

In addition to KPIs for the European Youth Portal mentioned above, Eurodesks have to deliver a number of deliverables based on the level of the grant received that cover the cost task of Eurodesk:

- **information events**: public events such as information sessions, workshops, stands at a public fair, and seminars.
- **publication(s)**: online and/or printed such as a leaflet, guidelines, videos, or newsletter.

The number of deliverables depends on the level of the grant received, here is a summary:

Grant* in EUR	Countries	Information events / training	Publication
< 30.0000	LI, MK, RS	3	1
> 30.000	MT, CY, IS, LV, LU, LT, EE, SI, SK, HR, BG, CZ, IE, FI, NO, DK, HU	5	2
> 75.000	AT, SE, EL, PT, RO, BE, NL, PL, ES, IT, TR, FR, DE	8	2

\* based on 2024. Some shifts between publications and events were allowed.

For events, EBL recommends organising public events as part of the Time to Move campaign and during the EYE or EYW + at least 1 network activity for multipliers.

For publications, EBL reminds the coordinators that the numerous templates offered (newsletters, social media, websites, leaflets, etc.) will enable national coordinators to do more with fewer human resources.

### Work Packages

Eurodesks are supposed to build their work plans using 1 or more work packages and the following categories of activities (// with the deliverables):

- Seminars/conferences

- Meetings
- Social media / digital activities
- Publications
- Other

EBL is suggesting using **2 main work packages** as follows - the text description is meant to help you complete your own work plans. Of course, you will have to adapt it to your national realities and priorities.

In the description, EBL mentions the activities that are optional, based on the grant allocated to Eurodesk. These are marked as Level 1 and Level 2.

### **Work package 1 - Information, outreach and communication activities**

This work package is focused on information, outreach and communication activities at local, regional and national level. The aim is to inform young people and those who work with them about relevant European programmes, initiatives and opportunities.

#### **1) Youth-targeted information**

It will develop a youth information strategy aimed at informing young people about opportunities to be mobile and active (e.g. Erasmus+, ESC, EU Youth Dialogue) and to participate in all areas of life online and offline.

It will run communication channels (XX) in line with the Eurodesk brand (e.g. national website, and social media).

It will organise XX information events / participate in XX fairs/festivals, during the Time to Move campaign, the EYE or EYW or high visibility events.

It will produce/disseminate XX publications/leaflets (list) and/or publish XX newsletters/videos.

Eurodesk will partner with XX to disseminate information/organise events/joint publications, etc.

It will contribute to the Eurodesk 'Programme Database' by...

- Level 1: promoting its content (on social media, by embedding the map, etc.)
- Level 2: translating, adding programmes and embedding the opportunities on its national website

#### **2) European Youth Portal**

It will use the EYP as the main tool for communication and outreach to young people and implement a national communication plan (in cooperation with multipliers) to promote the EYP among young people.

It will mention the EYP during its activities, events and publications.

It will write and maintain quality content (XX stories, XX events, national pages) in line with the EYP Editorial Guidelines.

It will answer enquiries through the portal's 'Ask a Question' service and assist the European Commission in the management, monitoring and moderation of online forums if necessary.

It will support the EC with translations when requested.

### **Work package 2 - Eurodesk network activities and quality of service delivery**

This work package is focused on the Eurodesk network activities (European, national and local level) and the quality of service delivery.

## 1) National networking activities: an active and diverse network of multipliers to engage and inform young people from all parts of society

The network brings together **XX** multipliers and the ambition is to maintain/grow to **XX** at the end of the WP. Those multipliers will be accurately referenced on the Eurodesk Map.

The following type of multipliers will be recruited (**criteria**) because ...

The objective is to reach at least **XX** young people through various activities: **XX** info sessions, events, Euroclasses, etc.

The Centre will coordinate the participation of multipliers in pan-European activities such as the TTM campaign and the European Youth Week as well as in the Eurodesk Awards and Multipliers' Seminar.

Support and training will be provided to multipliers throughout the year by the Eurodesks, and access to EBL webinars and other training activities will be facilitated.

In addition, multipliers will benefit from information services and advice regarding European programmes / initiatives through accessing various tools such as the Eurodesk Programme Database.

## 2) European networking activities

The Eurodesk centre will participate in relevant network activities organised by EBL and other Eurodesk centres, with the aim to share experiences and best practices, provide feedback on these activities, and contribute to common activities that benefit the whole Eurodesk network and other stakeholders.

It will contribute to the development of comprehensive, coherent and coordinated information services which take account of specific needs of young people. Key EU policy priorities will be promoted upon request.

These activities include:

- 2 Eurodesk network meetings, **XX** WGs, **XX** EEC;
- EBL training activities (e.g. newcomers training, thematic training, webinars);
- Cooperate with other youth information partners at the national level (**examples**)
- Providing accurate and timely information for the Eurodesk Programme Database;
- Participating in the EYP coordination (monitoring, feedback, testing and ideas);
- Taking part in the Annual Overview and Quality Catalogue and in other internal processes requested by EBL and/or the Commission. A data collection system is/will be developed.

# Budget planning

In this section, EBL makes **recommendations** on how to best organise the human resources and budget allocation. The recommendations are based on the data collected from the network in a survey carried out in 2023 that provides **useful trends that can be used as guidelines** for the network.

## Human Resources

### 1/ Workforce allocation

Ideally, **1 FTE equivalent** minimum should be allocated to Eurodesk (this FTE being the same person).

However, today, over 50% of national coordinators work less than full time on Eurodesk with huge differences - from 0.15 FTE to 4.75 FTE per country.

EBL membership categories (based on grant 2024) in EUR	Countries	Average number of staff allocated to ED by Eurodesks (based on 2023 data)
< 20.0000	LI, MK, RS	0.6
20.0000 to 50.000	MT, CY, IS, LV, LU, LT, EE, SI, SK, HR	1
50.000 to 70.000	BG, CZ, IE, FI, NO, DK, HU AT	1.1
70.000 to 110.000	SE, EL, PT, RO, BE, NL	1
110.000 to 180.000	PL, ES, IT	3.6
> 180.000	TR, FR, DE	3.7

EBL recommends to countries receiving a grant of over 50.000 to use the Eurodesk budget to allocate as many FTEs as possible on Eurodesk (target of min. 50% of the budget). Indeed, EBL has the capacity to offer a number of ready-made materials (templates for websites, newsletters, social media, brochures as well as training materials for multipliers) to its network but human capacity is required to adapt them to national realities and disseminate them + to manage a network of multipliers. EBL can also support you with promotional goodies, as you can order them from us directly for a competitive price (see [catalogue](#)).

## 2/ Roles

Based on the above-mentioned survey in which national coordinators shared the way their Eurodesks were organised, we can establish **4 main roles/tasks for Eurodesk coordinators**:

- Coordination & administrative management
- Multipliers' network coordination
- Information management
- Communication & outreach

This is how it looks based on the size of the country:

Countries with 4 FTEs	Countries with 3 FTEs	Countries with 2 FTEs	Countries with ≤ 1 FTE
<ul style="list-style-type: none"> <li>• 1 FTE for internal communication, management &amp; coordination</li> <li>• 1 FTE for the network of multipliers/ ambassadors</li> <li>• 1 FTE on information management</li> <li>• 1 FTE on communication &amp; outreach</li> </ul>	<ul style="list-style-type: none"> <li>• 1 FTE for internal communication, management &amp; coordination</li> <li>• 1 FTE for the network of multipliers /ambassadors</li> <li>• 1 FTE of information, communication &amp; outreach</li> </ul>	<ul style="list-style-type: none"> <li>• 1 FTE for coordination, administrative management &amp; network of multipliers</li> <li>• 1 FTE of information, communication &amp; outreach</li> </ul>	<ul style="list-style-type: none"> <li>• 1 FTE for everything</li> </ul>

## **Budget Share**

Eurodesk national budgets also differ a lot from 9,810.00€ to 560,623.00€ (average of 130,452.00€). In addition over 25% of the Eurodesks receive more than the 40% from national resources, which increases the gap.

According to the above-mentioned membership survey, the Eurodesk budget is usually shared as follows:

- 60% for human resources (ranged from 14 to 100%)
- 9% for travel (ranged from 0 to 20%)
- 20% for information & production (ranged from 5 to 61%)
- 20% for events (ranged from 0 to 45%)

This budget allocation allows for most of the resources to be concentrated on human resources, which are particularly important for managing a network of multipliers. Of course, each country shall organise its own resources.

Budget for travel: you should plan at least the 2 network meetings + to attend the communication training (optional) + sending 1-4 multipliers to the Multipliers' Seminar in Brussels (optional) - circa 600 euros for the subsistence/accommodation + travel per meeting.

Budget for promotional activities: in this budget, you can plan money to produce promotional items and do digital marketing, it can also be about the maintenance and development of a national Eurodesk website, and the organisation of events (info sessions, fairs, etc.). Some countries also give small grants to their multipliers to organise events during TTM or Euroclasses (e.g. between 50-500 EUR per event/activity).

# Annex - Eurodesk Quality Catalogue Checklist

Each year, EBL invites the national centres to complete the Eurodesk Quality Catalogue to evaluate the quality and impact of Eurodesk at the European and national levels. It combines qualitative and quantitative indicators. All national Eurodesk centres have to take part in it.

Here is the check list:

- quality indicators are in white
- performance indicators in grey

I. Organisation, networking and cooperation	
	Implement and make visible to the public the <a href="#">Eurodesk 10 Key Principles</a> .
	Develop a work programme in line with EBL Recommendations, in accordance with the Eurodesk Quality Catalogue, taking into account the input by the European Commission and responsible body (e.g. National Agency) and based on a balanced budget with sufficient national co-funding.
	Fully implement the Eurodesk national work plan with sufficient staff as foreseen, where objectives are achieved and reported within the given time frame and format. All funding and human resources allocated are used for Eurodesk activities. Continuity and smooth transitions in staff changes are ensured (training is provided, etc.).
	<ul style="list-style-type: none"> <li>• Number of FTE (staff, intern, experts) working for Eurodesk.</li> </ul>
	Communicate with other coordinators (e.g. sharing information, answering enquiries) by using the Eurodesk Intranet and during network activities (e.g. working groups).
	Use the Intranet to access youth information (e.g. EBL Bulletin), to communicate with the other national coordinators (e.g. sharing country-specific information), to access Eurodesk network information (e.g. network activities), to answer enquiries (e.g. from other national coordinators and multipliers), to develop your own national information management system (e.g. national Intranet).
	Use MyEurodesk to manage Eurodesk digital tools, visit the knowledge centre, check the updates from the network, use the eAcademy and access embed tools (Map, Opportunity Finder).
	Take part in the Time to Move campaign 2023
	Respect the Eurodesk branding by using the Eurodesk logo, the EU logo / verbal branding, the European Youth Portal logo / verbal branding and use a Eurodesk email signature in the Eurodesk intranet context.
	Use a specific page/website about Eurodesk that has the Eurodesk logo and a link to eurodesk.eu
	<ul style="list-style-type: none"> <li>• Number of network activities attended (network meetings, training, working groups, training courses - to be selected from a list).</li> <li>• Number of webinars organised by EBL attended.</li> <li>• Number of webinars organised by EBL watched post-event.</li> </ul>
	Manage a network of multipliers and/or ambassadors. If so, select the type of organisations from a list (youth information centres, local authorities, etc.) for your multipliers and/or your ambassadors.

	Offer membership services such as network meetings, training courses, etc.
	<ul style="list-style-type: none"> <li>● Number of multipliers in total <ul style="list-style-type: none"> <li>○ of which number of multipliers working with young people from rural areas</li> <li>○ of which number of multipliers working with young people with fewer opportunities (e.g. minorities, NEETs, socio-economic difficulties, with disabilities, migrants and refugees)</li> <li>○ of which number of multipliers working specifically with young people with fewer opportunities</li> </ul> </li> <li>● Number of Eurodesk multipliers with access to the Intranet</li> <li>● Number of Eurodesk multipliers and ambassadors on the map</li> <li>● Number of ambassadors in total</li> <li>● Number of youth ambassadors involved in eurodesk activities in total</li> <li>● Number of national network meetings, and number of participants in total.</li> <li>● Number of training courses for multipliers, ambassadors and partners and the number of participants in total.</li> </ul>
	Work with partners at national level (NAs for Erasmus+ and ESC, EU information bodies and other youth organisations and youth workers)
	Work with partners at international level (e.g EURES, Europe Direct, CoE)
	Establish a scope of cooperation at national/international level (joint publications, events, etc.)
<b>Public Information Services</b>	
	Answer enquiries free of charge including enquiries from the European Youth Portal (Country Folder) and other enquiries in the Eurodesk Intranet
	Answer all enquiries within the appropriate timescale (3 working days at the latest; meaning the days that you are working) and tailored to meet the needs of the enquirer
	Give customised, accurate, neutral and understandable answers to all enquiries
	<ul style="list-style-type: none"> <li>● Number of enquires answered by the national coordinators online and offline.</li> <li>● Total number of enquiries answered by the Multipliers/Ambassadors (if applicable), online and offline.</li> <li>● Total number of enquiries answered by the Eurodesk national coordinator and multipliers about DiscoverEU 2023</li> </ul>
	Disseminate information on: European funding opportunities relevant to young people and those working with them, mobility of young people, Erasmus+, European Solidarity Corps, youth policies.
	Disseminate information to: young people, youth workers / individuals working with young people, young people with fewer opportunities, young people with disabilities, from rural areas and other target groups.
	Use online information tools (e.g. Youth Portal, national websites, social media, publications, events, etc.)
	<b>Activities/events</b> <ul style="list-style-type: none"> <li>● Number of activities organised to disseminate information online + number of participants</li> <li>● Number of public events organised to disseminate information offline + number of participants</li> <li>● Number of Time to Move events (online and offline) – only if the number is different from the number displayed on the map + number of participants</li> </ul>



	<ul style="list-style-type: none"> <li>• Number of Euroclasses (or similar non-formal activities in schools) organised online or offline + number of participants</li> </ul> <p>Online presence</p> <ul style="list-style-type: none"> <li>• Number of Eurodesk-specific social media channels</li> <li>• Number of page views of the Eurodesk national website/page</li> <li>• Social media channels: FB, Twitter, Instagram, other: total number of followers</li> <li>• Number of views of videos (YouTube, Vimeo or other)</li> <li>• Number of online newsletters issued + number of subscribers.</li> <li>• Mailing lists: number of subscribers</li> </ul> <p>Promotion/PR</p> <ul style="list-style-type: none"> <li>• Number of information publications printed + number of which mentioning the EYP</li> <li>• Number of information publications views + number of which mentioning the EYP</li> <li>• Number of promotional materials produced + number of which mentioning the EYP</li> <li>• Number of movies, films, podcasts produced + number of which mentioning the EYP</li> </ul>
	<p>Implement green practices in line with Eurodesk/Eryica guidelines on “Greening youth information services” (when selecting service providers, managing waster, producing material, etc.)</p>
	<p>Maintain the national information on the Eurodesk Map and Intranet: activate new profiles and suppress old ones, make sure that the contact details are correct. On the Intranet, not-in-use accounts (national coordinators and multipliers) are deactivated.</p>
	<p>Use the Eurodesk Programme Database and the content of the Opportunity Finder for national promotion activities (e.g. sharing opportunities through social media, newsletters, etc.)</p>
	<p>Contribute to the EYP by adding and maintaining content following the EYP Editorial Guidelines.</p>
	<ul style="list-style-type: none"> <li>• Number of contents created and updated (events and stories).</li> </ul>