

euodesk



MANUAL 2022

Eurodesk Manual
"How To Operate as Eurodesk"

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Editor: Audrey Frith

Contributors: Eurodesk Brussels Link and National Coordinators

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MANUAL ON HOW TO OPERATE AS EURODESK

In this manual, you will find some essentials and quick guides about the steps you need to take as a new Eurodesk coordinator. It will provide you with detailed information about the key areas of Eurodesk work.

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INTRODUCTION

Eurodesk's mission is to raise awareness on European opportunities and encourage young people to become active citizens. It receives funding from the Erasmus+ Key Action 3 "Support to policy development and cooperation" (2021-2027).

Eurodesk's ambition 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. For that it federates a network of local multipliers, answers enquiries and provides support to young people across Europe. Alongside face to face activities, Eurodesk updates and manages content on the European Youth Portal, on the eurodesk.eu, national websites and youth portals and on social media channels.

Eurodesk operates as a European network with **38 national Eurodesk Centres and over 1.600 multipliers** in 36 countries. The multipliers are regional or local organisations working with young people and delivering youth information (e.g. youth centres, youth information centres, associations, municipalities). Despite this diversity, Eurodesk multipliers share the core mission of providing information and support to young people on European opportunities, especially related to going abroad. Eurodesk has developed a European Competence Framework for Eurodesk [mobility advisors](#) that describes the core competences involved in this role. Eurodesk offers them quality training and support, and access to youth information services and tools.

Eurodesk national coordinators are the key to the successful delivery of Eurodesk services. This manual aims to provide them comprehensive guidelines on the objectives and tasks to be performed. It provides an overview of Eurodesk key areas of work with milestone activities such as our flagship campaign Time to Move and references to our Quality Process. We hope that it will help Eurodesk coordinators grasp the potential of our activities and deliver the best possible services to all young people across Europe, regardless of the country the information is provided.

One of the key aspects of the Eurodesk model is that it is sufficiently **flexible** to be adapted to a range of different national realities. This was an early requirement to ensure that Eurodesk is implemented effectively in different national contexts while maintaining strong quality standards.

Each Eurodesk national coordinator operates in a unique environment determined by a variety of factors: the host organisation, the supporting ministry, the public approach to information for young people, other existing national organisations, other information relays, and so on. There is no fixed template that can be followed to set up a Eurodesk national service in any country, but there are some **common features** that need to exist in each national Eurodesk centre.

When a new Eurodesk coordinator is being established and joining the network, the **Eurodesk Brussels Link** has a **role to help** the new coordinator understand what is necessary to do from the Eurodesk network point of view, and how the Eurodesk concept can be adapted to the national situation.

In this Manual, you will find guidelines and tips on how to successfully implement a Eurodesk Work Plan. For any questions and additional information, remember that EBL is always there to support you!

KEY AREA 1 – UNDERSTANDING EURODESK

BLOCK 1	Youth Information in Europe	<u>Learning outcome</u> : general understanding about the political context and the history of youth information work
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1) History of youth information in Europe

The first youth clubs and similar initiatives were set up in the 1950s. The year 1964 was a sort of turning point when the first specialised information centre for youth was set up in Ghent, Belgium. Besides Belgium, non-governmental initiatives appeared in the UK, Germany, Austria, and the Netherlands, among others. Information centres were made available in practically every major city in these countries in 1970-1975. Information services spread to the south of Europe in the following years.

Over the past 40 years youth information services have flourished in different ways depending very much on the national situation (socio-cultural environments, legal background that youth work operates in, other offers available and so on) but always taking this underlying principle into account. Generalist youth information is based on the conviction that **young people have a right to have access to complete, accurate and balanced information** that meets their needs and questions and is understandable and customised.

The **right to information** has been recognised for instance in the Universal Declaration of Human Rights (48), in the Convention on the Rights of the Child (89) and in the European Convention for the protection of Human Rights and Fundamental Freedoms (50).



Diagram from *Youth work essentials*, Council of Europe

According to the Council of Europe, Youth work usually has the following **characteristics**:

- Value-driven: youth work tries to serve the higher purposes of inclusion and social cohesion
- Youth-centric: youth work serves key needs and aspirations of youth, identified by young people themselves
- Voluntary: youth work is not obligatory, and relies on the voluntary participation of young people
- Developmental: youth work aims at the personal, social and ethical development of young people
- Self-reflective and critical: youth work tries to make sure it is doing its best to live up to its mission
- Relational: youth work seeks authentic communication with young people and to contribute to sustaining viable communities.

2) Youth Information in Policy Developments at the European level

These developments are reflected at European level. **Youth information policy in Europe** started by the Council of Europe in 1985 when the conclusions of the 1st Conference of European Ministers responsible for Youth recommended to the Member states to "promote the development of an European network of youth information centres". Following this recommendation the **European Youth Information and Counselling Agency** (ERYICA) was born. In the meantime the Youth Card associations in Europe started a cooperation and in 1991 d the **European Youth Card Association** (EYCA) was founded.

In 1990 the Council of Europe Committee of Ministers adopted the first legislative instrument regarding youth information, namely a [recommendation concerning information and counselling for young people](#) in Europe. It recommends to promote coordination at European level of a policy of information and counselling, to support the creation of appropriate information services, to promote research on the subject and to support the development of a European network of respective services.

In 1993 ERYICA adopted the [European Youth Information Charter](#) which quickly became the underlying set of work principles for Youth Information Centres and Services in Europe. The charter was revised and a new version adopted in 2018 to give room to the new developments (e.g. in the use of new technologies).

In 1991 the European Economic Community (predecessor of the EU), issued its first document on youth information, namely the Communication of the Commission to the Council and the European Parliament "Keep young Europeans informed". In the second half of the 90s, both the European Union and the Council of Europe issued resolutions concerning the youth information policy.

In the 90's **EURODESK**, an initiative to inform young people on offers and opportunities of the European Union was launched in Scotland and rapidly grew into a European project, more and more Member States taking up the idea and joining the network and the European Union fostering the project quite soon in its development.

In 2001, the EU published the White Paper "[A New Impetus for European Youth](#)", including Youth Information as one of the four key areas, and gave another boost to European discussion concerning this part of youth work. As a follow up, the EU and its Member States have engaged in a coordinated approach regarding young people's access to information of quality. In two resolutions the Council of the EU stresses the importance of promoting the access of youngsters to information in order to give them the opportunity to take advantage of their possibilities, take knowledge based decisions for their life and foster their participation in civil society.

In particular, the following points are stressed in the [Council Resolution of November 2003 on common objectives for participation by and information for young people](#):

- improving access for young people to information services
- increasing the provision of quality information
- increasing participation by young people in youth information, for example in the preparation and dissemination of information

In 2005, the Council of the EU stressed once again the importance of Youth Information highlighting especially networking among youth-oriented information structures in various sectors at local, national and European level and the need for continuous training of those involved in youth information to foster quality information for young people.

Even though information for young people is mainly a responsibility of the Member States, different initiatives were undertaken to support the development of information offers of high quality for young people:

- In 2005 the [European Knowledge Centre for Youth Policy](#) was created in the framework of the Youth Partnership between the Council of Europe and the European Commission which focuses on research and training in the field of youth. It provides information and data on all relevant activities and documentation in the youth field for consultation by decision makers, people involved in youth work and young people themselves.
- The [European Youth Portal](#) was launched in 2004 by the European Commission offering European information to all interested youngsters.

The European Commission issued in 2009 the European strategy for youth "[Investing and Empowering](#)" for the period 2010-2018. In this new framework for a future EU youth strategy, information is put rather on participation since it is an essential precondition for active participation of young people in civil society. The European Commission has launched in 2017 the "[Youth Wiki](#)" project with EU Member States to provide a comprehensive and coherent web-based framework on national youth policies from across the EU. The project is inspired by Eurydice which was established by the Commission to share information on the different education systems in Europe.

In the [EU Youth Report of 2015](#), Eurodesk is mentioned under the objective "Widening outreach": "The Commission will further improve the design and functionality of the European Youth Portal and other online platforms. It will work more closely with networks in direct contact with young people, such as the Eurodesk network with its 1 200 information specialists".

Since then, there has been more and more focus on youth at European level with several new initiatives such as the European Solidarity Corps and DiscoverEU. Making sure these opportunities are inclusive and open to all young people is set as a priority.

Indeed, reaching out to European citizens remains a challenge and a key priority for the EU as shown by the high level report [Reaching out to EU Citizens: A new Opportunity](#), by Luc Van den Brande, Special Adviser to the President of the European Commission, Jean-Claude Juncker, which recommends to “Focus on communicating with young people to increase their understanding of European issues.” (Oct. 2017).

In the [EU Youth Strategy](#) (2019-2027), policy-makers have stressed the need to reach out to young people from all parts of society, to ensure that they know and are able to take advantage of the opportunities offered by the EU and, that they are able to have their voices heard on policies that affect them.

In its [Communication of 24 May 2018](#) on the EU Youth Strategy (2019-2027), the European Commission called for “a more systematic approach to quality youth information, outreach and dissemination, building on existing networks”. Access to quality information is mentioned as a way to stepping up youth participation in democratic life, and to improving the overall governance and ownership of the strategy.

In its [Resolution of 15 November 2018](#), the Council proposed a concrete instrument: Youth Information and Support. “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”.

The [European Youth Goals](#) annexed to the Resolution highlight the importance of quality youth information in particular the goal #1 Connecting EU with Youth and #4 Information & Constructive Dialogue.

In its [Conclusions on fostering democratic awareness and democratic engagement among young people in Europe](#) (2020/C 415/09), the Council stresses that young people should have access to youth-friendly information and gain digital and media literacy skills to be able to deal with information overload and disinformation. It stresses the need to design appropriate communication strategies in cooperation with youth information networks such as Eurodesk and Eryica, at European level.

The call for empowering young people through ‘youth-oriented information’ is also stressed in the [Conclusions on strengthening the multilevel governance when promoting the participation of young people in decision-making processes](#) (2021/C 241/03)

Youth work has increasingly been recognised as an important policy area for the European Union, with the adoption of the [European Youth Work Agenda](#) in 2020. Amongst the policy recommendations, the agenda aims to “ensure the presence of sustainable structures and the availability of appropriate resources for quality youth work, so that all young people can have a positive experience of the measures put in place in this area, or shape these measures themselves, with a particular focus on action at local level and in remote and rural areas where there are fewer opportunities for youth work”.

[Useful documents](#)

- [EU Youth Strategy](#) page on the European Youth Portal: main documents, resources and reports.
- [The history of youth work in Europe and its relevance for youth policy today](#), Council of Europe
- [History of youth work](#), Council of Europe
- [Situation of young people in the European Union](#), Commission staff working document, 2021
- [Youth Information and Counselling in Europe in 2020](#), Eryica

BLOCK 2	Eurodesk history, mission and principles	<u>Learning outcome</u> : acquire knowledge about Eurodesk: its mission, history, mission, objectives, principles and functioning
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1) History and development

In the late 1980s, European information was very difficult to find in most EU Member States. Eurodesk began life in March 1990 as a small regional project to service the youth work field in **Scotland**. The basic idea was simple: to **gather in one place all the European information relevant to young people and youth workers, and present it in an easily understandable way**. In addition, it was recognised that a strategy of raising the youth field's awareness of European issues would also be necessary if maximum use was to be made of the European information available.

Funding was obtained from the European Union¹, central and local government in Scotland and sponsorship from a technical company (Apple Europe). The **Eurodesk service was launched in Edinburgh in March 1990**. The success of the service was almost immediate with the number of users and the demand for services growing rapidly in a short space of time.

The early Eurodesk service was clearly shaped by the real needs of the field. This **client-orientated approach** to information has been an important factor in the continuing development of Eurodesk. After some months, despite there being no further advertising, the use of the Eurodesk service was growing rapidly. One of the features of this growth was that more than 40% of all enquiries to Eurodesk were from outside Scotland.

This unprecedented demand, especially from outside Scotland, led to a **cooperation strategy**, whereby selected partner organisations in the other 3 provinces of the UK (England, Northern Ireland and Wales) agreed to deliver identical services to young people and youth workers in their areas. This approach had implications for the quality of information and services delivered to the public, effective information management, efficient communication and development of appropriate training. From 1991 to 1994 the delivery of Eurodesk services was run in the UK as a network activity across the 4 provinces, with the network coordination based in Edinburgh.

In **1994**, at the request of the European Commission², a presentation of the UK model was made in Brussels to representatives of youth ministries from 7 Member States. The result of this meeting was a **pilot project** to examine the feasibility of whether the Eurodesk model was flexible enough to be developed in other countries, where different situations, structures and information environments existed.

By June **1995**, 7 national Eurodesk³ units had been successfully established in **Denmark, France, Ireland, Luxembourg the Netherlands, Portugal, and Spain**. Eurodesk in Edinburgh was asked to coordinate the extension of this model of European information management to the rest of the European Union Member States, and, eventually, to all the countries participating as full partners in the EU YOUTH programme. After this successful pilot phase, the Commission requested the setting up of a European network of Eurodesk services throughout the EU Member States in order to consolidate this service to the youth field in 1995.

In **1996**, a full-time research and coordination unit - **Eurodesk Brussels Link** - was established in Brussels to support the national coordinators in providing their services to the public. The chronological stages of the [expansion](#) of the Eurodesk Network can be found on the [Eurodesk website](#).

In 1998, an **International Association (Eurodesk AISBL) was created under Belgian Law** by the Eurodesk national coordinators to give a legal status to the Brussels office, thereby allowing it to receive financial support directly from the European Commission, rather than indirectly through one of the national Eurodesks.

In 2004, the Eurodesk network was designated as one of the support structures under the EU Youth programme. This decision altered the mechanism for the European Commission's funding of Eurodesk and offered greater financial stability to national units and Eurodesk Brussels Link.

In **2004**, Eurodesk worked with the European Commission and launched the **European Youth Portal**. In **2007**, the legal basis for the Commission's Youth in Action programme (2007-2013) identified Eurodesk as one of the **permanent support structures for the Programme**.

¹ Task Force – Education Training and Youth

² DG 22 -education, training and youth.

³ Denmark, Spain, France, Ireland, Luxembourg, the Netherlands, Portugal

In December 2008, the Commission adopted a new paper in relation with a new mission and role for Eurodesk: "Development of the link between the Youth in Action Programme and the Eurodesk Network" which served as a basis for the annual Terms of Reference for national Eurodesks and Eurodesk Brussels Link.

In March 2012, the European Commission invited the Eurodesk Network to contribute to the **revamp** of the **European Youth Portal**. Two revamps followed in 2018 and 2020.

In 2013, the cooperation with the European Commission was renewed within the legal basis for the Commission's Erasmus+ programme (2014-2020) which identified Eurodesk as a support structure for the Programme. In 2021, the support was reconducted as part of the Erasmus+ programme (2021-2027).

The development has continued until the present situation where there are 36 countries with national Eurodesk coordinators supporting more than 1600 regional and local Eurodesk multipliers. During this time the Commission has continued to support Eurodesk services through the Youth in Action and now Erasmus+ programmes.

2) Mission and objectives

Mission

Eurodesk aims to raise awareness among young people on mobility opportunities to encourage them to become active citizens.

Objectives (article 3, statutes)

- facilitate access to European information with respect to the mobility of young people, more specifically in the following areas: education, professional training, culture and youth.
- supply and enhance European mobility information and counselling services for young people and those who work with them
- cooperate with European institutions, networks and associations in this area and other European and multinational bodies
- supplying information about the possibilities of European funding

The association undertakes to achieve these objectives by:

- contributing to making the European institutions and their working procedures more transparent
- promoting European awareness via information and counselling with the intention to prepare European citizenship
- helping young people and youth workers to utilise the available possibilities
- encouraging communication and cooperation among its members
- providing opportunities for transnational training courses
- maintaining and developing the quality level of common services
- contributing to and further developing the network and its services

3) Eurodesk 10 key principles

Eurodesk has adopted 10 key principles regarding its services:

- works with qualified and trained staff
- is free of charge
- takes into account the individual's requirements
- provides information and guidance for all young people
- provides neutral information
- refers to other information services
- enables access to local and regional information all over Europe
- information is based on testimonials and true stories
- refers especially to financial support programmes
- works with verified and trusted sources

4) Eurodesk Strategy 2022-2027

For the period 2022-2027, Eurodesk has adopted its [6-years strategy](#). It sets out long-term orientations for the Eurodesk Network in order to increase its impact and strengthen its role in the youth (information) field throughout Europe. It aims to provide the Network with more consistency and to enable it to tackle the challenges of today and tomorrow.

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

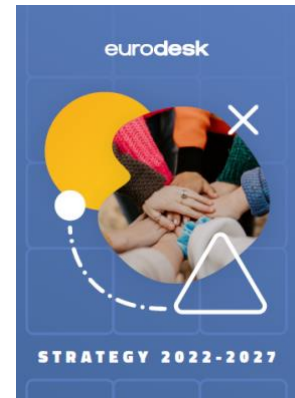
Eurodesk will support:

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

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

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

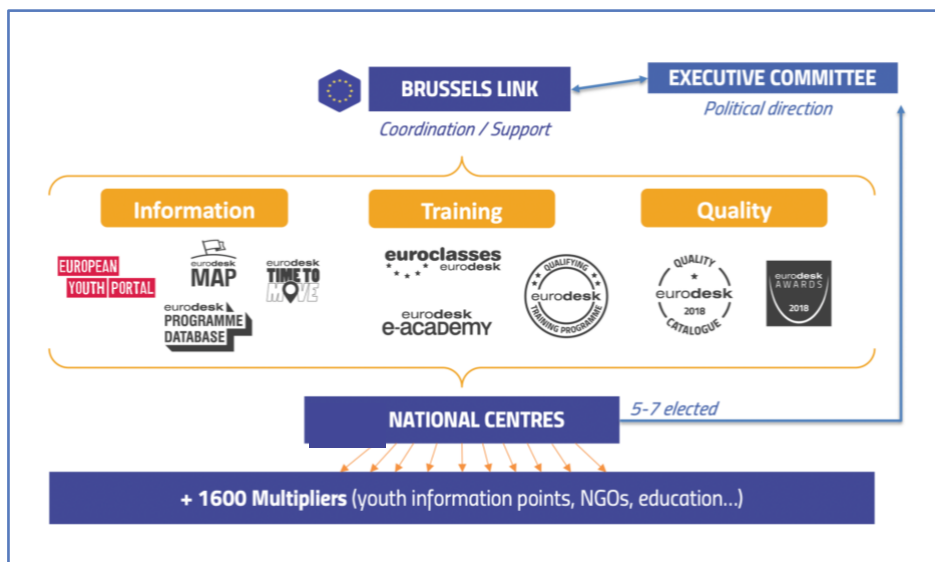
A Europe in which European opportunities are accessible for all will result in a more resilient and equal society, increasing the opportunities for active participation.



BLOCK 3	Eurodesk functioning	<u>Learning outcome:</u> acquire knowledge about Eurodesk functioning, internal structures, decision-making processes and obligations of Eurodesk centers.
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1) Functioning and internal structures

Eurodesk operates as a European network. It is established as an independent association under Belgium law. The national Eurodesks are independent legal entities, under various legal setups.



Eurodesk AISBL

In 1998, an International Association (Eurodesk AISBL) was set up under Belgian Law by the Eurodesk national coordinators to create a body with legal status for the Brussels Link office, thereby allowing it to operate independently in Belgium and receive financial support directly from the European Commission. All Eurodesk national coordinators are encouraged to join the Association as members to allow them to have full rights of participation in elections and decisions made in the General Assembly.

The International Association is run by a board called "executive committee" made of 5 to 7 members. It is the legal employer of Eurodesk Brussels Link.

The legal structure allows the Eurodesk national coordinators, as members of the Association, to meet and act together at European level.

As members of the Association, the Eurodesk national coordinators hold network meetings to discuss professional and political issues affecting the network and define priorities for the network. These meetings have proved to be important to the life of the network, by supporting peer exchanges and creating a cooperative and friendly atmosphere within the network.

Eurodesk Brussels Link (EBL)

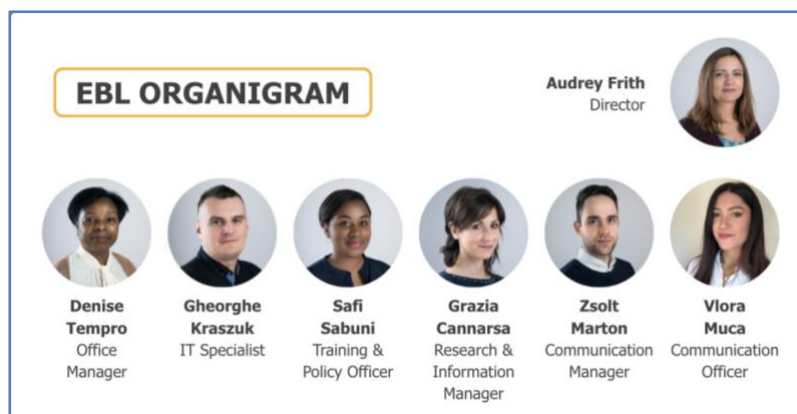
EBL is the European coordination body of the Eurodesk network. It ensures:

- Access to reliable information (monitoring) and information tools for young people and youth workers (Eurodesk Intranet, Programme Database, EBL Bulletin)
- Regular meeting opportunities (network meetings, working groups, etc.)
- Technical support to national Eurodesk and multipliers
- Training opportunities in an international environment
- Coordination of information and communication campaigns
- Partnerships with EU bodies and other stakeholders

Eurodesk Brussels Link is a catalyst for the network's ideas and is supporting projects where it can make the difference for the whole organisation. EBL:

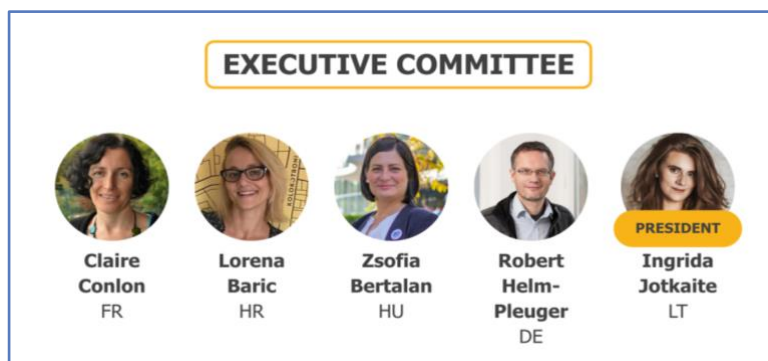
- ensures that the activities of the Eurodesk centres are aligned with the organisation’s overall objectives, mission and brand.
- provides first-hand and high-quality European information on youth mobility as well as tools for training, information management, quality assessment and communication.
- represents the Eurodesk network towards the European Commission and other EU stakeholders.
- supports the European Commission in developing and maintaining the European Youth Portal, regularly editing European contents, assessing the quality and measuring the level of performance of Eurodesk centres.

EBL Secretariat is composed of a Director and the necessary staff members to implement the work plan and decisions of the EEC and General Assembly. The Director has a mandate to manage the staff at EBL.



Executive Committee

The Association is administered by an Executive Committee (EEC) consisting of up to at least 5 and at most 7, Executive Committee members, of whom one is the President. Executive Committee members are physical persons elected by the General Assembly among its members and shall be appointed for 2 years and meet at least 4 times a year.



National Eurodesk Centers

Eurodesk brings together 38 members, the national centres Eurodesks, in 36 countries.

National Eurodesk centres are **designated by Ministries in charge of youth**. Their core funding goes through the National Agencies’ budget; they either deliver the service themselves or sub-contract an independent organisation to do it (e.g. youth information network or Youth Council).

In some cases, Eurodesk is hosted in a youth information public service/network (Austria, France, Switzerland, Liechtenstein, Belgium-DE, Luxembourg), in others it is a Youth Council (Cyprus, Lithuania, Ukraine) or directly a Eurodesk organisation (Italy).

In the other countries (70%), Eurodesk is hosted in the National Agency in charge of Erasmus+ Youth; in some cases in a separate department (e.g. Czech Republic, Ireland, Hungary, Slovakia) or integrated into the other services (e.g. Finland, Norway, Greece).

The General Assembly has to approve new members and they have to comply with our mission statement and objectives of the Eurodesk International Association.



Eurodesk Network Meeting, Gothenburg, Sweden, April 2018

2) Being part of the Eurodesk A.I.S.B.L.

Eurodesk centres are **members of the A.I.S.B.L**, the International Association which employs EBL and coordinates the activities of the network. Members have to comply with the mission statement and objectives of the association (see next section). The General Assembly has to approve new members as well as the changes of legal status of current members.

Members participate in the extra-ordinary General Assembly of the association that is convened once per year in Spring and to the **General Assembly in Autumn**. Being part of the association, allows members to enjoy full rights of participation in elections and decisions made in the General Assembly.

During the General Assembly, Eurodesk Centres approve the annual report and budget; elect/dismiss members of the Executive Committee; adopt the plan of action for the coming year and welcome new members. During the Extra-Ordinary General Assembly, Eurodesk Centres approve the previous year budget and welcome new members.

What does hosting a Network Meeting & General Assembly mean (when possible with the sanitary situation)?

In order to host a network meeting, the national coordinator has to express his/her when EBL shares the official call to host. If there is more than one proposal, EBL will talk with the national coordinators to find the best solution. The decision is reflected in the EBL Recommendations and the national Work Plan of the host Eurodesk.

After each Network Meeting, a prepteam is set up to prepare the next Network Meeting. It is composed of the last, current and future host national coordinators and EBL (plus interested national coordinators).

EBL is coordinating the work of the prepteam, preparing the minutes and updating the necessary documents. Most of the meetings are done online (usually we have 3-4 meetings of 1,5 hours during a 4-6 month period) during which tasks are shared.

The workload for the host Eurodesk is mainly participating in the Prepteam meetings and helping EBL with logistics. He/She is the one who proposes the hotel, catering and the cultural activities. When it comes to the content, the host can propose trainers, specific activities, etc. to the prepteam and take an active role during the meeting (e.g. facilitating sessions).

When it comes to the budget, EBL generally covers one dinner while the host covers either another dinner and/or pays for speakers or other related costs. The rest is covered by the participants. In order to be inclusive, it is important to find a venue that is not too expensive and good solutions for catering. Priority should be given to environmental-friendly service providers. The hotel shall provide two options: single and double room occupation.

When it comes to registrations and payments, usually it is managed by EBL but it can also be done by the national coordinator.

3) Membership contribution to Eurodesk AISBL

The legal basis and rules that apply for the membership contribution system are the ones defined in the Eurodesk AISBL Constitution and Internal Regulations as adopted during Eurodesk General Assembly of 29 September 2017.

The annual membership contribution is decided each year by the General Assembly, based on a proposal of the Executive Committee. Membership contributions are based on the **repartition key applied to the Eurodesk national grants** by the EACEA. The amounts can be found in the [EBL Budget of the year](#).

The contribution of national partners who are not receiving a grant from Erasmus+ is calculated based on their public/private incomes dedicated to Eurodesk activities. This is the case for Switzerland, Georgia and Ukraine.

The European Commission has stressed the fact that membership contributions must be accounted for outside of the national "Eurodesk" EU grant. It shall be covered out of your own national resources. The aim is to avoid double-funding.

In order to clarify the **accounting rules** aimed to avoid double funding, here is a hypothetical example to illustrate how accounting should be done. Of course, the accounting systems vary in each country and the methods should be adapted to your national reality. However, the principles of having the contribution out of the Eurodesk ToR budget reporting should apply everywhere (if not it could be recognised as ineligible costs).

There are two possible scenarios:

Case 1/ Your national contribution to Eurodesk is the minimum = 40% of the total budget:

- EU grant: 150.000 EUR
- National contribution: 100.000 EUR (the minimum)
- Total budget: 250.000 EUR

In that case, you have to negotiate with your Ministry and/or NA to find additional complementary money (national). In that particular example, you would need to find 2.400 EUR on top of the 100.000 EUR (so total national contribution would be 102.400 EUR). National contributions can be: the money received from your Ministry, from multipliers, sponsors, etc.

You would only report the 100.000 EUR in the EU grant budget as co-funding (ToR budget) while the 2.400 EUR are accounted for in your national accountability system as contribution to the Eurodesk network (see case 2).

Case 2/ If your national contribution is over 40%:

- EU grant: 150.000 EUR
- National contribution: 145.000 EUR
- Total budget: 295.000 EUR

National money:

- 1.A. 2.400 EUR goes to the co-funding of the European level (Eurodesk/EBL)
- 1.B 142.600 goes to the co-funding at national level (ToR)

EU grant reporting:

You only report the 142.600 EUR in the income side of the EU budget (and not the 145.000 EUR). The 2.400 EUR are accounted for in your national accounts as contribution to Eurodesk (EU level).

For further information about the membership contribution please contact Denise and Audrey at EBL.

 [Useful documents in Resource Center](#)

- [EBL Recommendations – Work Plan 2022 and Budget 2022](#)
- [Eurodesk Statutes](#)
- [Eurodesk Internal Regulations](#)

KEY AREA 2 - ADMINISTRATION AND MANAGEMENT

BLOCK 1	Administration and management	<u>Learning outcomes</u> : write, implement and evaluate annual work plans and budgets.
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1) What to take into account when preparing your annual work plans

Each Eurodesk is responsible for sending its completed application and budget forecast in time to the Commission. You are advised to thoroughly read the guidelines.

How are Eurodesk Centres work plans defined?

The work plan of national Eurodesks is part of the multiannual 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, 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 the mission of Eurodesk as stipulated in the specifications shared by the European Commission.



What are the overall requirements for Eurodesk Centres?

Eurodesk Centres shall provide the following:

1. Information and communication activities focused on reaching young people in all part of society via the following actions:

- Managing a diverse network of Eurodesk multipliers to reach out to all young people, especially those with fewer opportunities based on shared criteria and tracked as such in a database.
- Offering quality and targeted youth information services through the European Youth Portal and other relevant channels with the support of the multipliers network.
- Responding to helpdesk requests originating among others from the EU Youth Portal.

This shall be done in partnership with other youth information networks and the National Agencies.

2. Eurodesk shall maintain a close cooperation with the NA designated for the field of youth under Erasmus+ and the European Solidarity Corps, as well as with the NA in charge of other parts of Erasmus+ to provide information to young people about the opportunities that arise from Erasmus+, the European Solidarity Corps and other relevant European programmes.

3. Coordinate efforts and provide information to Eurodesk Brussels Link in terms of monitoring and reporting, as set out in the Quality Catalogue and other quality tools.

Eurodesk centres shall provide EBL with the information it requires to monitor and report on their activities. In particular, they shall provide EBL with copies of their annual work plans and annual activity reports and provide data during the Eurodesk Quality Catalogue.

2) Eurodesk national annual budgets

Each national coordinator receives a budget depending on a repartition key established by the European Commission under the Erasmus+ programme based on the population of the country and other criteria to balance the share between big and small countries.

The total income equals the total expenditure. It is made up of a maximum of **60% of EU money and 40% from national income as co-funding**.

The DG EAC is directly responsible for the contracts signed with Erasmus+ national agencies. Each country has a desk officer within the European Commission responsible for the administrative/financial questions.

- **Application**

Each national coordinator has to deliver a **work plan** that comprises **European activities** related to the life of the European network (e.g. taking part in network activities, in the quality catalogue, Eurodesk Intranet, European Youth Portal) **and national activities** (e.g. organising training sessions for multipliers and young people, producing leaflets and promotional material).

A certain number of **deliverables** - activities and publications - are required based on the level of the grant received by each national Eurodesk. The requirements are specified in the European Commission "Guidelines for Support and Network Functions" (Annex 3). You should also read carefully the [EBL Recommendations](#) when writing your work plan.

The annual work plan template for Eurodesk is organised around **work packages** with objectives and sub-categories of activities. Depending on the size of the grant (under 75.000 EUR), Eurodesks can use one work package only. It is better to use a limited number of work packages because for each work package, you need to detail the **budget**.

EBL has prepared a [draft work plan](#) that can be used as inspiration and some national coordinators also shared their work plans in the Network Folder. In case of doubt, please contact Audrey or Denise at EBL.

Each year, national coordinators **share their work plans** with EBL via the Quality Catalogue Survey.

- **Amendment Requests**

During the implementation period, the NA may adjust the activities planned within each work package without requesting any prior Commission's approval. As a general rule, increasing the EU contribution allocated to a work package is allowed provided this is reflected by a proportional decrease of the amount allocated to another work package.

In case of major changes affecting the overall objective and expected outputs of a work package, the NA is recommended to consult the Commission to agree on the proposed modifications.

In all the cases, when changes occur to the activity plan approved, explanations have to be provided in the NA's yearly report.

For further information, you are advised to contact your country desk officer at the European Commission.

 [Useful documents in Resources Centre](#)

In "Network Activities"

- [EBL Recommendations](#)
- Annual work plan as submitted by the National Agency in your country

BLOCK 2	Human resources and training plan	<ul style="list-style-type: none"> • Ensure continuity in the delivery of Eurodesk services • Take part in Eurodesk training activities
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To ensure that the same quality of youth information is channelled in the different countries, Eurodesk Brussels Link regularly offers regular training opportunities for national coordinators. EBL organises **Newcomers' Training** that allows newly joined colleagues from all over Europe to get informed about Eurodesk basics and **Thematic training** courses that are addressed to all Eurodesk national coordinators who want to extend their knowledge in a certain area of work. In addition, regular webinars are organised under the **Wednesday Webinars** series.

1) Setting up a functioning Eurodesk

National agencies / Eurodesk hosts are responsible for setting up a sustainable Eurodesk service in the country. This means that one or several full time or part time persons should be recruited and trained to deliver the tasks as planned in the work plan.

Usually a national Eurodesk coordinator has the following competences:

- **Project management skills:** writing, implementing and reporting/evaluating a work plan, managing a team and/or working with external providers, monitoring performance.
- **Networking skills:** managing a network of multipliers, working with institutions and other partners, presenting/representing Eurodesk in external events and towards the National Agencies.
- **Communication skills:** managing youth information, writing/editing articles on various issues, managing social media, running campaigns.
- **Event management:** organising and/or coordinating events/seminars/fairs to promote European opportunities.

Of course, depending on the countries and the level of the grant received, these tasks can be performed by different specialised persons.

It is important to ensure **continuity in the service delivery**. When a member of the team leaves, he/she should be replaced in a timely way. EBL offers specific training to newcomers (Newcomers' Training) as well as webinars.

Eurodesk staff are supposed to follow the appropriate training delivered by Eurodesk Brussels Link in order to reinforce their capacities and share experiences/expertise with the other partners. We also encourage national coordinators to take part in job shadowing experiences.

2) Newcomers' training

Eurodesk Brussels Link delivers training courses and information sessions to the national Eurodesk coordinators on European policies, programmes, activities and opportunities, in particular, the need to ensure the inclusion of young people from all parts of society, the European Youth Portal, EU Youth Strategy and the Erasmus+ programme, and other European Union initiatives as advised by DG EAC.

EBL presents and trains newcomers on the use of the various youth information tools run by Eurodesk (Intranet, European Youth Portal, Eurodesk.eu, etc). In general, two sessions are organised per year. During the pandemic those meetings are held online.

3) Thematic training

Training sessions for Eurodesk coordinators are usually organised to have more informed and skilled Eurodesk centres in line with the mission and core tasks of the network.

Example of training provided:

Delivering the Qualifying Training Programme – QTP (2,5 days)

Participants' profile: National coordinators, trainers or multipliers delivering or going to deliver the qualifying training programme to Eurodesk multipliers.

Learning objectives:

- Knowledge about the existing QTP modules (1-6)
- Sharing practises & learning from peers on ways to deliver the QTP
- Tips and tricks on facilitation techniques and engaging the audience

Digital communication: new trends (2,5 days)

Participants' profile: National coordinators (or multipliers) working with social media willing to develop their knowledge and skills.

Learning objectives:

- Understanding of social media trends and main social media channels
- Techniques on building stories for social media & creating social videos
- Planning and management strategies of social media

Creating content with/for young people (2,5 days)

Participants' profile: National coordinators (or multipliers) writing content for young people (mainly related to the EYP) willing to develop their knowledge and skills.

Learning objectives:

- Sharing practices on creating youth-friendly content and working with young journalists
- Storytelling techniques
- Content marketing strategies

Besides, EBL organises the "**Wednesday Webinars**" on various topics related to Eurodesk mission:

- **On the tools:** Intranet, Programme Database, EYP.
- **On the initiatives:** Quality process, the TTM campaign, EYW, etc.

All the recordings of previous webinars can be found on the [Resource Center](#).

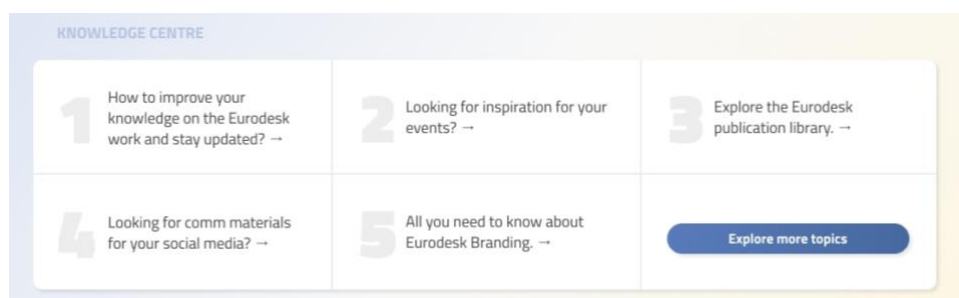
4) Wednesday Webinars

In order to facilitate best-practice sharing and learning in the network, EBL organises a set of webinars every year focusing on various topics related to our Eurodesk work. These Wednesday Webinars take place 1-2 times per month and invite external experts as well as members of the Network to share their expertise. The webinars are open to Eurodesk National Coordinators and Multipliers. The webinars are between 45 - 90 min and the recording and resources of the webinar are uploaded to the Resource Centre so you can watch them back at your convenience. Some examples of webinar topics are:

- Social Media Management and recent trends
- Organising information activities during covid - Best Practice Sharing
- Inclusion strategy - how to work with young people from disadvantaged communities
- Greening Youth Information Services - Best practice sharing of activities carried out in the network.

5) Knowledge Centre

The Knowledge Centre is located in the Eurodesk Hub, it contains guidelines on various topics of interest to Eurodesk national coordinators as well as videos from the former eAcademy. Its content will be regularly updated.



[Useful documents in Resources Centre](#)

In "Network Activities"

- [EBL Recommendations](#)

In "Training"

- Learning and Development strategy (being reviewed)

KEY AREA 3 - NETWORKING ACTIVITIES

BLOCK 1	Eurodesk Internal Communication Tools	<p>Intranet & Resource Centre</p> <ul style="list-style-type: none"> • Share, create and disseminate information • Answer enquiries • Resource Centre <p>MyEurodesk</p> <ul style="list-style-type: none"> • Central access to Eurodesk tools
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1) Intranet

National coordinators communicate with each other using various channels. Eurodesk Brussels Link and national coordinators exchange ideas and work together on the **bi-yearly Network Meetings and working groups**.

The main tool used by the network to communicate on a daily basis is the **Eurodesk Intranet**. It is the place where the national coordinators work together on joint projects such as the European Youth Portal and the Time to Move campaign. It offers a platform of professional communication between the Eurodesk network members in 36 countries.

The Intranet is the heart of the network and is essential because it:

- **centralises and dispatches the enquiries from the European Youth Portal;**
- **puts national coordinators and multipliers in contact** to support their role as information providers to young people and multipliers,
- **allows EBL to share network information & resources** (communication material, guidelines, network activities, etc.),
- **offers forums** to coordinators and multipliers such as partner searches, etc.

This tool is more than just an email system. It contains many customised functions, and all the "groups" or "forums" are visible to European and/or national users. It is used to share experiences and news, and to give each other support in delivering Eurodesk services. There are **more than 1100 users** all over Europe.

The Intranet contains three levels of "groups":

- **European-level groups for EBL and national coordinators**

All national coordinators have access to the "Eurodesk Network" (the main communication channel between the coordinators) and to the thematic groups: "Time to Move", "Youth Portal", "DiscoverEU", "Support", "Info" and add hoc ones such as "EYE/EYW".

- **European-level groups available for everyone**

Mailing lists where everyone in Eurodesk (national coordinators + multipliers) is a member unless national coordinators ask to revoke membership. These are called "Forums"; we count four of them: "General" (e.g. to share surveys, events), "Partner search" (e.g. for youth projects & exchanges), and "Communication" (sharing tools & methods). All national coordinators are invited to check that their multipliers use the right folders.

- **European-level working groups (optional)**

Depending on work and priorities groups can be set up; the members belonging to a working group (e.g. Quality Group, Training Design Team) have a group. All groups are open to all national coordinators, and multipliers if required. National coordinators can express their wish to EBL if they would like to join a group.

For **country-specific questions** (e.g. a young person looking for accommodation in a specific country), the multiplier and/or national coordinator shall contact the country directly (see directory in the Manual).

All the information regarding the usage of the Intranet can be found in the [Intranet Manual](#).

2) Eurodesk Resource Centre

The Intranet also gives access to **Eurodesk Resource Centre** which contains all the documentation and resources that are useful to national coordinators, and in some cases to multipliers.

All national coordinators have access to the Resource Centre via the Drive. Each country can also create specific Resource Centres for its multipliers, EBL has developed a specific Resource Centre for Multipliers that national coordinators can give access to / copy content from.

Overview of content:

1. Eurodesk Network Activities
 - 1.1. Eurodesk AISBL (statutes, Internal Rules, Gas)
 - 1.2. Eurodesk Work plan / TOR (work plan, budget)
 - 1.3. Eurodesk Coordinators' Manual
 - 1.4. Network Meetings and General Assemblies
 - 1.5. Eurodesk 6 year strategy (2022-2027)
 - 1.6. Eurodesk Centres list
 - 1.7. Quality Catalogue
 - 1.8. FAQ about Eurodesk
 - 1.9. Membership Surveys
2. Training
 - 2.1. Thematic Training (e.g. writing with/for young people, communication)
 - 2.2. Newcomers Training
 - 2.3. Competence Framework (profile, self assessment cards and tools)
 - 2.4. Learning and Development Strategy
 - 2.5. Training archive
 - 2.6. Practises from the network
3. Activities for Multipliers
 - 3.1. Eurodesk Multipliers' Seminar
 - 3.2. Eurodesk Awards
 - 3.3. Qualifying Training Programme
 - 3.4. Euroclasses
 - 3.5. Quality Catalogue for Multipliers
 - 3.6. Admin – examples of agreements, membership surveys, etc. (from national coordinators)
4. Online tools
 - 4.1. Eurodesk Intranet (Manuals, webinar recording, filters)
 - 4.2. MyEurodesk accounts (guide to create accounts)
 - 4.3. European Youth Portal (images, guidelines, vision statement, DiscoverEU, communication plan...)
 - 4.4. Eurodesk Programme Database (Manual)
 - 4.5. Zoom (guide + link to create your own events)
 - 4.6. Social Media Guidebook (publication)
 - 4.7. Eurodesk tools strategy (ecosystem overview, ppt)
 - 4.8. Eurodesk eAcademy
5. Communication
 - 5.1. Branding
 - 5.1.1. Brand book
 - 5.1.2. Logos, colours, icons, patterns, photo examples
 - 5.1.3. Ready-made materials (banners, posters, certificates, map, leaflet, etc.)
 - 5.2. Annual overview
 - 5.3. Methods for events toolbox (human library, national methods, etc.)
 - 5.4. European programmes (webinars, promotional material related to DiscoverEU and ESC)
 - 5.5. Basic requirements for national pages
 - 5.6. Events with partners (joint seminars, etc.)
 - 5.7. Escape Room
 - 5.8. Examples of communication strategies
 - 5.9. Podcast project
6. Campaigns
 - 6.1. Time to Move (toolkits, communication plan and pack, book of ideas, etc.)
 - 6.2. Eurodesk Information tools (Opportunity Finder, new website)
 - 6.3. European Youth Event (concept notes, information, webinars)
 - 6.4. European Youth Week (concept notes, information, webinars)
 - 6.5. DiscoverEU (webinars, FAQs, promotional pack)
 - 6.6. 25% project
 - 6.7. Eurodesk Youth Information survey
 - 6.8. International and European Days (images)
 - 6.9. Eurodesk 30 (archive)
 - 6.10. Travellers' Rights (archive)

- 6.11. This Time I'm Voting (archive)
- 6.12. EYP articles (archive)
- 6.13. COVID campaign (archive)
- 6.14. Don't stop dreaming (archive)
- 6.15. EU Green Week 2021 (archive)
- 6.16. COVID-19 membership survey results (archive)

- 7. Policies and strategies
 - 7.1. Eurodesk and Guidance (position paper)
 - 7.2. Erasmus+ Post 2021 (position papers, background notes)
 - 7.3. European Solidarity Corps (position papers, background notes)
 - 7.4. DiscoverEU (contributions)
 - 7.5. EU Youth Strategy (position papers, background notes)
 - 7.6. Partnership agreements (Eyrca and Eyca, Eures, EP, Chases, Salto PI)
 - 7.7. Library of publications (on youth information, inclusion, participation, etc.)
 - 7.8. Eurodesk Youth Information Survey
 - 7.9. Speakers and experts list
- 8. Photos
 - 8.1. By year (events, fairs, network meetings, etc.)
- 9. Webinars

3) MyEurodesk

The new MyEurodesk is the central hub of the network with the vision that all colleagues in the network start their Eurodesk work from this page. It complements the Eurodesk Intranet and Eurodesk Resource Centre (Google Workplace). The platform is designed to update national coordinators and multipliers about the most important happenings within Eurodesk but also show snacking content for a more lightweight and fun experience.

The platform informs about the hot topics of Eurodesk work and helps the members of the network feel more connected to Eurodesk via personalised contents. The updated My Eurodesk functions equally as well on mobile phones and tablets thanks to its responsive site structure.

For those who would like to directly access certain external tools (such as GMail, Drive, Zoom), a sidebar on the left provides a simple navigation option. Users will also be able to navigate to the most important external websites of the network such as eurodesk.eu, the Eurodesk Map, Opportunity Finder or the European Youth Portal.

National coordinators can also add national content for their multipliers.

A manual will soon be available.

BLOCK 2	Participation in Eurodesk European activities	<ul style="list-style-type: none"> • Attend network meetings • Participate in cross-border cooperation • Participate in activities organised by the network • Refer to Eurodesk Quality Catalogue
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1) Taking part in network activities

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

The two **network meetings** are the milestones of the network and shall be attended by all national coordinators. Other activities are optional such as the training activities and working groups.

These activities include (check the EBL Recommendations for the precise calendar):

January-February	Annual Overview
February-March	Quality Assessment
February	<i>Launch of Eurodesk Awards: Champions of European Youth Information</i>
April	Eurodesk Network meeting and General Assembly
May	<i>European Youth Event or European Youth Week</i>
June	<i>Eurodesk European Seminar for Multipliers (Brussels, Belgium)</i> <i>Eurodesk Awards Ceremony</i>
July	<i>Thematic training 1</i>
Sept	Eurodesk Network Meeting and General Assembly
October	<i>Time To Move flagship campaign</i>
December	<i>Thematic training 2</i>
Ongoing	Thematic working groups: Prepteam for MS, Training Design Team, Euroclasses Group, TTM, and Quality Group (Brussels) and EEC meetings
Ongoing	Newcomers' Training and online training sessions

These activities are defined and detailed in the [EBL Recommendations](#) on the coming years' work plan.


2) The Quality Catalogue

The overall coherence of the Eurodesk network is facilitated through the coordination of Eurodesk Brussels Link (EBL). The Eurodesk centre shall provide EBL with the information it requires to enable it to fulfil its contractual obligations to the European Commission around 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.

The Quality Catalogue monitors the activities organised in your country based on numbered quality criteria in two key areas:

- Organisation, Networking and Cooperation
- Public Information Services and Tools

Based on the results, each national coordinator receives an overview of its global performance and in the two areas. Performance indicators are compiled and communicated to **European Commission DG EAC**.

 [Useful documents in Resources Centre](#)

- [Eurodesk Intranet Manual](#)
- [EBL Recommendations – Work Plan](#)
- [QTP: Module 1 What is Eurodesk about?](#)

BLOCK 3	Cooperation outside the network	<ul style="list-style-type: none"> ● Close cooperation with Erasmus+ NAs Youth & Education ● Cooperation with other youth information partners ● Cooperation with other European information partners ● Cooperation with other local/national organisations
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1) Mapping cooperation partners

National coordinators are encouraged to develop cooperation with other stakeholders that are relevant to its activities, this includes:

- NA(s) for Erasmus+ (and European Solidarity Corps) and for other programmes
- EU information bodies (e.g. Europe Direct, EURES, EU representation offices...)^{[1][2]}_[SEP]
- Youth organisations and youth workers
- Organisations that work with young people with fewer opportunities^{[1][2]}_[SEP]
- National youth information networks / organisations
- EU information networks (e.g. Europe Direct, EURES)^{[1][2]}_[SEP]
- European youth information networks / organisations / professionals (e.g. Eryica, Eyca)
- European youth organisations and youth workers (e.g. European Youth Forum, ESN)
- Other European networks / organisations (e.g. Salto Resource Centres, European Assembly of the Regions)
- European institutions (e.g. European Parliament, European Commission)
- Council of Europe / Council of Europe and European Commission Partnership for Youth

Such cooperation aims to support the work of Eurodesk, for instance:

- Delivery of content for the European Youth Portal
- Publishing joint publications
- Running joint training events
- Doing cross promotion
- etc.

Eurodesk has the motto #startwithus because it informs on various opportunities it should be able to connect young people with various services and agencies.

2) National Agencies (Erasmus+ Youth & Education, ESC and other programmes)

Eurodesk shall support the National Agencies in **promoting the opportunities arising from the European Solidarity Corps, Erasmus+ and other European programmes**, activities and opportunities that are relevant to young people.

National Eurodesks are also encouraged to develop close relationships with the Erasmus+ National Agency for Youth, for instance during the **European Youth Week** (EYW). National coordinators who manage a network of multipliers can for example involve them in running activities and promoting the EYW. This was reported as a good example of cooperation.

It is important to make a difference between the strictly Eurodesk activities (e.g. Time to Move Campaign) and the activities organised in partnership with other partners (e.g. the EYW with the Youth NAs). Eurodesk has a specific work plan with priority activities that are complementary while distinct to that of National Youth Agencies.

3) Eurodesk, Eryica and EYCA

The three networks are partners, they are offering complementary services:

- [EURODESK](#) – the network providing information on European Participation and Mobility Opportunities for young people and those who work with them, also has the task to manage the content on the European Youth Portal on behalf of the European Commission.
- [ERYICA](#) – the European Youth Information and Counselling Agency is composed of national Youth Information Coordination Bodies and Networks. It represents generalist youth information services.
- [EYCA](#) – the European Youth Card Association giving young people access to discounts and promoting mobility in Europe.

They are actively involved in further developing Youth Information in Europe, supporting cooperation and exchange of experience on European level and contributing to the implementation of the aims and objectives of European Youth Policies concerning information for young people. They also organise joint activities such as seminars, projects and trainings.

On **11 September 2016**, the presidents of ERYICA, the European Youth Card Association (EYCA) and Eurodesk signed a [Memorandum of Understanding](#) to enhance their cooperation in the field of youth.

The purpose of the Memorandum of Understanding is to:

- Advocate for our common values, principles and goals vis-à-vis international institutions, partner organisations, member organisations and other stakeholders in the field of youth or other related sectors.
- Share and disseminate information about various initiatives and activities through communication channels and amongst membership.
- Join forces to support the development of quality services and opportunities for young people.
- Develop and implement joint initiatives.
- Provide a framework in which to jointly work on areas of common strategic interest.

In the context of the review of the European strategy for youth, the 3 networks have also adopted a **joint position paper** "[Engage. Inform. Empower.](#)" in October 2016. This document was well received by policy makers and the title strongly echoes the one chosen for the future EU Youth Strategy ("Engage. Connect. Empower.")

In terms of youth information, the three networks called for support in making quality youth information easily available to all young people, further developing information tools such as the European Youth Portal and more focus on involving young people in the production of youth information. To ensure the provision of quality youth information across the EU, the networks recommended the development of an ambitious Youth Information Strategy as one of the pillars of the new EU Youth Strategy.

The networks also called for youth mobility to be recognised as one of the key pillars of the EU Youth Strategy in order to encourage member states to mainstream youth mobility in their national policies. They believe that every young citizen should have the right to participate at least once in European and international mobility programmes. This involves supporting young people from disadvantaged groups to overcome potential barriers to have access to mobility opportunities. In addition, the Erasmus+ programme should be expanded as it represents one of the most successful European programmes and can contribute enormously to building a more open, tolerant and resilient society.

The three networks appreciated the fact that the EU institutions took on board many of the proposals included in this document (including part of the title) when releasing the [EU Youth Strategy](#) 2019-2027 "Engage. Connect. Empower".

4) EURES

EURES (European Employment Services) is a cooperation network formed by public employment services. Trade unions and employers' organisations also participate as partners. The objective of the EURES network is to facilitate the free movement of workers within the European Economic Area (EEA) (the 28 members of the European Union, plus Norway, Liechtenstein and Iceland) and Switzerland.

The [EURES Portal](#) offers information on job vacancies in the European Economic Area and Switzerland, information on labour market trends in all EEA countries and regions, practical information on living and working conditions in Europe, as well as an on-line database containing job seekers' CVs. In some countries, for example Italy, there is an active cooperation between Eurodesk and Eures.

5) SALTOS

SALTOS promote and support youth work by offering trainings, tools and state-of-art strategies. There are 7 thematic SALTOS:

- [Eastern Europe & Caucasus](#)
- [EuroMed](#)
- [Inclusion & Diversity](#)
- [Participation & Information](#)
- [South East Europe](#)
- [Training & Cooperation](#)
- [Solidarity Corps](#)

Eurodesk can cooperate with SALTOS on different initiatives, for example, it cooperated with Salto Training on the ESCO occupation of youth information worker and youth worker.

Eurodesk and Salto PI have signed a [memorandum of understanding](#) in 2019 aimed to set up a joint task force and write Guidelines on communicating EU programmes to young people, especially newcomers and hard to reach. See **Communication Hub** above.

The overall purpose of SALTO PI is to develop strategic and innovative action to encourage youth participation in democratic life. The Resource Centre provides capacity building, research and policy inputs on the participation of young people in democratic processes, better match between policies and programmes to the European Commission, the Network of National Agencies of Erasmus+: Youth in Action and other partners involved in fostering participation of young people in democratic processes.

6) European Platform on Learning Mobility

The European Platform on Learning Mobility ([EPLM](#)) is a network coordinated by the European Union - Council of Europe Youth Partnership. It focuses on the learning mobility of young people and practitioners in the youth field. Eurodesk is a member of the steering group of the EPLM. The group consists of researchers, policy makers and practitioners.

Learning mobility in this framework aims to increase participation, active citizenship, intercultural learning and dialogue, individual competency development and employability of young people. In 2016, the EPLM has worked on a [Charter on Quality Framework for Learning Mobility in the Youth Field](#) and it was followed by the release of the [www.QualityMobility.app](#) and the [Handbook on Quality in Learning Mobility](#) in 2019 ([more](#)).

7) Europe Direct

[Europe Direct](#) is a network of about 500 information centres in every EU country. The difference between the Eurodesk and Europe Direct is that Eurodesk is targeting young people and those working with young people while Europe Direct is a generalist information provider (present in 27 countries only). They answer questions regarding EU rights, funding, etc., redirecting individuals to the relevant services. They also provide access to official EU publications and documents (online and print) and organise conferences and events and channel citizens' feedback to the EU. In some countries, Europe Direct centres (EDICs) are also Eurodesk multipliers.

8) Youth Organisations

Eurodesk cooperates with the [European Youth Forum](#) in the context of the Youth Dialogue and with other NGOs in the context of its activities. It takes part in the [25 Percent project](#) in the context of the Conference on the Future of Europe.

Eurodesk is also developing **cooperation with the Erasmus Student Network (ESN)** around two main actions: the Eurodesk Awards (ESN as jury member) and the Time to Move Campaign (around events). On the other hand, Eurodesk supports projects led by ESN such as the Erasmus+ funded Inclusive Mobility Alliance. National coordinators are encouraged to contact [ESN national sections](#) to see how to cooperate.

[Useful documents in Resources Centre](#)

- In [Partnership agreements](#)
- What about you? Use our [Stakeholder Mapping](#) and Stakeholder [Needs Analysis](#) templates

KEY AREA 4 - WORKING WITH MULTIPLIERS

BLOCK 1	Managing national network activities	<ul style="list-style-type: none"> • Development and management of a national network with local and/or regional multipliers • Inform multipliers about the Eurodesk Multipliers' Awards and the Multipliers' Seminar • Inform multipliers in particular about the EU Youth Strategy 2019-2027, and latest policy developments • Raise awareness of the Erasmus+ programme and European Solidarity Corps (when relevant) • Implement national EYP communication plans
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Eurodesks are invited by the European Commission to **develop, maintain and support a diverse network of multipliers** which, as a whole, has the ability to engage and inform young people from all parts of society, therefore contributing to the creation of a Europe where all young people, regardless of their background or status, have the same access to information and opportunities.

Eurodesk Multipliers are an **increasingly important resource** for the Eurodesk Network in that they provide significant possibilities for developing new Europe-wide approaches to European youth information.

Eurodesk multipliers are typically regional or local organisations already working with young people and delivering youth information. In general, these organisations will not receive any funding for their Eurodesk responsibilities, but can be considered to benefit from their Eurodesk membership in other ways.

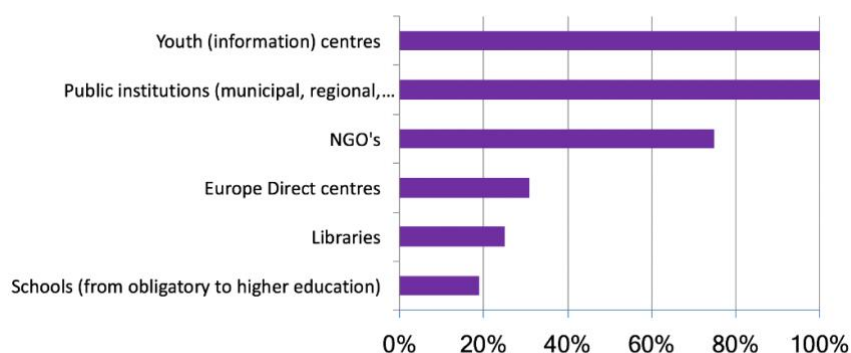
1) Criteria and selection procedure

Depending on the countries, the criteria for being a multiplier vary. The terms of cooperation and the membership criteria are therefore not standardised across the network. The purpose of the Eurodesk network shapes the membership.

Multipliers are:

- youth information centres,
- local and regional youth NGOs,
- ESC sending/hosting organisations,
- local and regional institutions,
- European information centres,
- Education institutions (schools, universities, libraries),
- other education and information partners.

Based on the Eurodesk national networks of multipliers Statistical analysis of the multiplier questionnaires conducted in 2016, Eurodesk multipliers are:



The networks are as varied as our cultures but there is some common ground:

- Youth (information) centres and governmental institutions are multipliers in every country that answered the 2016 survey.
- Similar offers and expectations in most countries.
- National network is equally important as the international one.

- All networks have multipliers that are beneficiaries of Erasmus+.
- Bigger countries have more multipliers.
- Well established networks have several levels of multipliers:

In Germany, they have two levels of multipliers. There is the network of 50 multipliers all over Germany who work in close cooperation with Eurodesk Germany. The main task of these multipliers is to give advice on mobility programmes and funding to young people in their cities or regions and offer them information material. Some multipliers also take part in fairs or external events e.g. with schools or organise their own information events. Apart from these multipliers, Eurodesk Germany works with so-called mobility guides. These are single persons working in different organisations or institutions in the youth field (e.g. teachers or youth workers). They complete a basic training on mobility programmes organised by Eurodesk Germany. After this training the mobility guides are able to give mobility-advice to "their" young people on a low level.

In Italy, they can become either a Eurodesk Antenna, Center or Agency.

In Slovenia, they select ideally one organisation from each region. The aim is that the regional multipliers create their regional networks of multipliers to disseminate information further.

In Estonia, they obtain regional centers with procurements, who are responsible for their country's network and information flow. They are mainly youth field organisations like youth centers. Multipliers share the information in their regional networks via social media as well as organise physical activities to spread the youth information in schools as well as the youth centres for youngsters besides the youth workers.

Role of a Eurodesk Multiplier

The national coordinator will determine the exact roles and responsibilities for Eurodesk Multipliers, but these may include:

- answer enquiries free of charge from the Eurodesk target groups;
- actively promote European information for young people;
- actively promote and produce content on the European Youth Portal;
- actively promote and produce content on the Eurodesk Programme Database (EPD);
- maintain an active participation in Eurodesk Network activities;
- use Eurodesk Intranet on a daily basis for communication with the national coordinator and other multipliers;
- respond to enquiries received from other multipliers via the Intranet, when possible;
- make links with other local organisations working with young people and information;
- take part in activities on mobility for instance during the Time to Move campaign, the European Youth Week and other (high visibility) events
- initiate new projects around their work with young people and European information
- take into account Eurodesk communication rules (branding and visual identity)

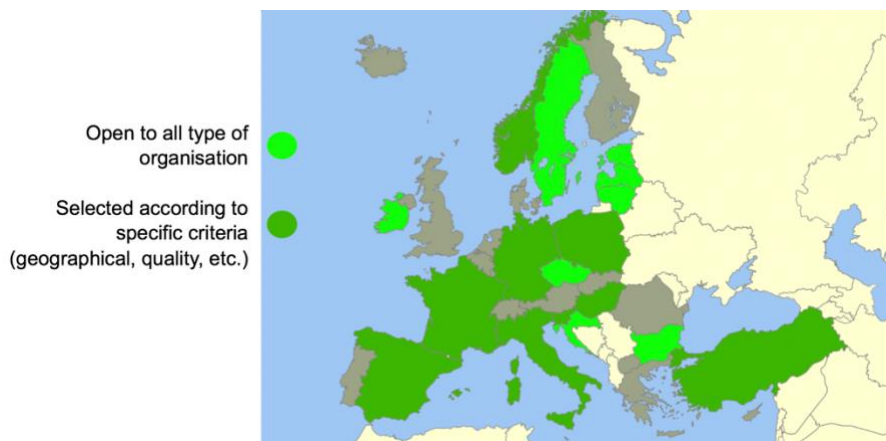
Recruitment guidelines

Eurodesk multipliers are recruited in different ways by national coordinators. While each national coordinator is free to recruit any organisations as multipliers, the main guideline is that the organisation wishing to become a multiplier should:

- be a non-profit making organisation;
- work in the field of young people and information;
- work directly with young people.

In fact, this allows a great variety of organisations to be involved from Youth Information Centres to schools and libraries.

Based on the Eurodesk national networks of multipliers Statistical analysis of the multiplier questionnaires conducted in 2016, most Eurodesk centres have set criteria to select their multipliers:



Such criteria include:

- The expertise of the organisation (do they have direct contact with young people? Do they have information and counselling experience? Are they involved in international youth work?).
- Geographical reasons (one multiplier per city/region; focus on disadvantaged areas, etc.).
- Institutional support by the hierarchy.
- Capacity to deliver information and advice for youths that is free, neutral and objective.
- Fixing opening hours and being available at this time.

Contractual agreements

Eurodesk national coordinators are free to make their own agreements with Eurodesk Multipliers, but it can be helpful to everyone to have some form of contract or written agreement with the Multipliers. It is generally a one-year agreement.

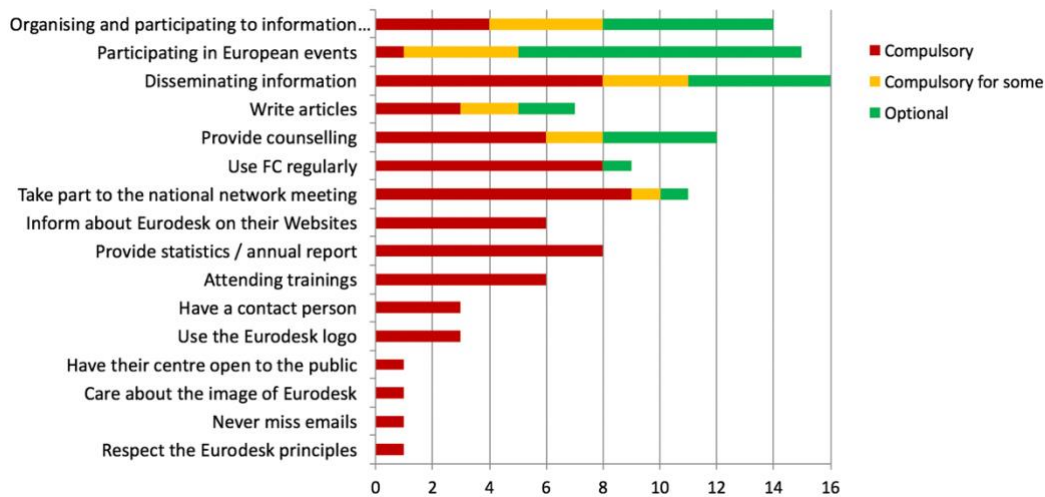
Some coordinators ask a membership fee to their members while others give a financial incentive for them to perform specific tasks (e.g. organising events during Time to Move or the EU Youth Week).

Example of requirements (some are mandatory while others are optional, depending on the countries):

- contact-person in charge of Eurodesk is trained and in capacity to work in English and to use digital tools;
- publish a certain number of stories/events for the European Youth Portal per year;
- respect the Eurodesk 10 Principles;
- answer enquiries on the European Youth Portal;
- respect a certain number of login on the Intranet (e.g use at least 10 times per month);
- share/answer enquiries from other coordinators on the Intranet;
- take part in specific activities such as info events and fairs;
- participate in the national annual meeting;
- mention Eurodesk on their websites, annual reports, brochures, etc.
- take part in Eurodesk initiatives such as Time to Move;
- create common tools (exhibitions, posters, booklets, etc.)

Examples of these agreements can be provided by national coordinators.

Based on the Eurodesk national networks of multipliers Statistical analysis of the multiplier questionnaires conducted in 2016, the following expectations can be found:

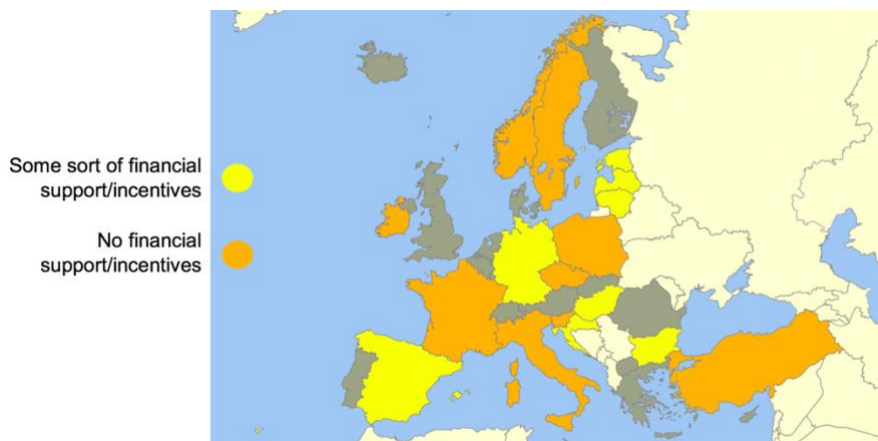


Financial incentives

In some countries, in order to encourage multipliers to perform some of the Eurodesk tasks (e.g. publishing on the European Youth Portal, participating in specific campaigns such as Time to Move), financial incentives are offered.

"Eurodesk Hungary makes contracts with regional coordinators elected by Eurodesk partners in the seven Hungarian regions. They are the ones who implement network projects in a region, in the consortium of other Eurodesk partner organisations. The indicators are clearly stated, and the following type of activities are supported: outreach youth information activities (presentations, short workshops, going out to fairs, festivals, schools), one-day training sessions, workshops (6 hours), micro-projects with youth groups. The projects and activities, as well, are focusing on the theme which is highlighted in the EU during the year of implementation. In 2022 the main frame within planning the events is the European Year of Youth and its goals. Before concluding regional contracts, all regional coordinators need to set up an agenda of events and activities during the project period for getting the financial support indicated in the contract."

Based on the Eurodesk national networks of multipliers Statistical analysis of the multiplier questionnaires conducted in 2016, the situation regarding financial incentives is contrasted:



In some countries, the best performing multipliers are the ones who are selected to participate in the European-level Multipliers' Seminar.

2) Services and added value of the membership

Developing, maintaining and supporting a diverse network of multipliers require facilitation skills and specific activities. By definition a network is not just one person. Therefore, the vision has to be shared amongst a group of like-minded people.

Role of coordinator

The Eurodesk national coordinator will have to build trust and ensure on-going communication with his/her multipliers. At the same time, he/she will have to show leadership to encourage his/her members to take part in the activities and monitor progress. Motivation and engagement is key to the successful delivery of our services.

- Provide up-to-date, exclusive information on youth policies and programmes (e.g. mailings, newsletters);
- Answer their specific needs and provide individual support;
- Build personal relationships and create a sense of community;
- Provide opportunities to participate in European-level activities;
- Offer training (e.g. in partnership with NA) and peer-to-peer exchange activities.

It is important to have one main contact point to build personal relationships but also to meet the management/head to have the political support of the organisation.

Regular membership surveys can help you measure if multipliers are happy with the services, if they do not contribute: why? What are their expectations and needs, etc. The Polish example has been shared in the Network Folder.

Inspirational videos...

[Membership retention](#)

[What really motivates people?](#)

[Top 4 tricks on how to persuade anyone](#)

[Drive: The surprising truth about what motivates us \(MIT study\)](#)

The 6 Human NEEDS of MOTIVATION ([What Motivates You?](#))

[Want to Motivate People?](#) Get Them Out of Maslow's Basement

[Learn how to manage people and be a better leader](#)

[How to get the best people to work for you](#)

[How to get others to believe in your vision](#)

[Understanding Group Dynamics](#)

Services offered

Eurodesk is a European-wide network and its services may vary from country to country. Nevertheless, a Eurodesk multiplier will always benefit from four main services provided by national Eurodesk Centres and in a few cases, Eurodesk Brussels Link.

- **Free access to reliable international mobility information** for young people on Eurodesk Intranet (regularly updated learning mobility information, publications containing EU information in the youth field)
- **A Community** of Eurodesk youth professionals in Europe and **potential partners** for their projects (calls can be shared via the Intranet "Partner search" forum).
- **National support** (translating learning mobility information in the local languages, providing communication materials) and regular meeting opportunities (National Multipliers Meeting and International Multipliers Seminar).
- **Training opportunities** in an international environment to support Eurodesk multipliers with basic knowledge, skills and values that are relevant to inform, guide and empower young people to participate in learning mobility programmes: Eurodesk Qualifying Training Programme.

What can national Eurodesks provide to Multipliers?

- Provide appropriate and up-to-date information services and advice to multipliers regarding European programmes, policy, opportunities and funding.
- Inform multipliers in particular about the EU Youth Strategy and the latest developments in EU cooperation in the youth field.
- Implement the Eurodesk Training Programme to all multipliers at a national level.
- Implement the Eurodesk Quality Catalogue for multipliers.
- Raise awareness among multipliers about opportunities offered for young people by Erasmus+ and ESC if relevant to the country, in close cooperation with the National Agencies in the field of youth.
- Eurodesk centres are encouraged to involve multipliers in cross-network and pan-European activities such as "Time to Move".
- Eurodesk centres are required to encourage and support multipliers to organise activities related to European Youth Week, targeted at the young people they engage with.
- Provide accurate information on the Eurodesk Map (<https://map.eurodesk.eu/>)

3) How to convince them to join your network?

Benefits of membership

Those organisations, which become Eurodesk Multipliers, will derive some benefits from working with Eurodesk to help them provide a European dimension to their information work. It is important to make the benefits clear and attractive for potential new members.

- Being part of a national network (peer exchange, scaling up activities, visibility, discussion forum) and of a European network (e.g. job shadowing, study visits, European meetings and training, partners);
- Participating in national and European meetings/seminars;
- Training opportunities both at national and European level;
- Building capacity to better inform and counsel young people and improving the quality of their services;
- Access to daily monitoring on youth policies and programmes;
- Exchange of information at EU-level (partner searches, mobility opportunities, etc.);
- Free communication services;
- Visibility and recognition (e.g. Eurodesk Multipliers' Awards) and social media dissemination;
- Partnership opportunities at national and European level;
- Quality label as Eurodesk multiplier, reputation and brand, reference when applying to (EU) grants;
- Joint public relations and participating in EU-wide campaigns (e.g. EYW);
- Financial support for information activities;
- Promotional material and gadgets.

Main added value based on the Eurodesk national networks of multipliers Statistical analysis of the multiplier questionnaires conducted in 2016:



Mapping and contacting potential multipliers

It is important for national coordinators to **map potential multipliers** in their country/region. Eurodesk services are targeted at young people with offers to learn, volunteer or work abroad. This means covering various spaces such as schools, universities, libraries, municipalities, sports and culture associations, youth NGO, etc. National Agencies, Youth Councils and other bodies working with young people can help you identify these organisations. It is also good to participate in youth events to see who is active in the field and start building relationships.

Once identified, national coordinators can:

- Invite them to a general presentation meeting (e.g Portuguese Network Meeting in October 2016)
- Send them targeted information (e.g what is Eurodesk and what benefits for them)
- Organise face-to-face meetings
- Launch an open call for multipliers

Before going further into the cooperation, it can be useful to **visit potential multipliers** to understand who they are/what they do and the potential of further cooperation. Do not offer everything to everyone. Make clear what you offer and what is exclusive for them. Start with a small number. It is better to have a limited number of efficient and committed multipliers than several that are doing nothing.

Testing the cooperation

It can be useful, before formalising the agreement, to invite potential multipliers to join Eurodesk initiatives (e.g. a training or a campaign such as Time to Move) so that both get a feeling of the cooperation. This is the case of

Poland that opens a call, offering access to the Intranet and training newcomers before formalising a proper agreement.

Some countries only welcome new multipliers after they have followed a specific training (e.g. Lithuania).

Tips from the working group in Molina (2015):

- Do a national needs analysis (Whom? What to offer?)
- Start with a small number
- Start with Erasmus+ beneficiaries
- Do not offer everything to everyone
- Let them choose what they want to do for you
- Have different expectations according to size/resources

4) The life-cycle of a multiplier

Once the national network is started, the greatest challenge is to keep it alive and active. From the previous network meetings, here are some important elements to keep in mind. Keeping a high motivation is key especially as most of the multipliers are working for Eurodesk on a voluntary basis.

Here are some tips on the different stages of the life-cycle of a multiplier:

STAGE 1- Recruitment

- Market the Eurodesk mission and vision in order to excite people to be multipliers for Eurodesk.
- The goal is to promote the cause (mission) and get people to have a taste of what you are doing to fulfil their passion to get involved and make a difference.
- Give people a taste of this mission.
- Think strategically about the big three: marketing, branding, and recruiting.
- Do you have a recruiting process?

STAGE 2- Channel that Passion. The Passionate Beginner

- Capitalise on the fact that new multipliers are excited.
- Develop a top-notch training programme for your multipliers (using the Eurodesk Qualifying Training Programme for example).
- Communicate expectations and don't be afraid of asking for commitment.
- Give lots of feedback.

STAGE 3 – Sustain the Passion. The Talented (and fragile) long term multiplier

- Be aware that this is the stage when we lose people.
- Give tons of feedback. Write lots of notes (personal cards), recognise and reward your multipliers.
- Give your multipliers a listening ear.
- Keep asking the multiplier, "How can I help you?"
- Make sure that they have the resources that they need.

STAGE 4 – Empower the Passion. The Empowered multiplier

- Delegate and empower
- Multipliers often quit because they don't like to be micromanaged
- Turn over projects to multipliers and let them run with it
- Give them recognition

The challenge is that you will have multipliers at different stages at the same time so you will have to cater to the needs of both newcomers and experienced multipliers; the best being to empower the experienced multipliers to support the newcomers – hence reducing your workload while creating a sense of ownership.

5) Managing a network of multipliers: incentives

Here are some recommendations from the last two training courses on Working with Multipliers:

The annual **network meeting** is a milestone in the life of the organisation. It is important to plan it by taking into account the needs/expectations of the network and to ensure sufficient time for participants to network and create a sense of community. Sharing good practises and experiences is always greatly valued and a key reason from an organisation to join a network.

It is important to give your multipliers **visibility**, highlighting what they already do and offering them more visibility for it. The Time to Move campaign for instance can offer them this extra visibility and recognition at local, national and European level. Eurodesk offers them a brand and a quality label.

Make them feel important! By listening to them, consulting them on the work plans, etc. Some national coordinators organise their network meeting in Spring/Autumn in order to start brainstorming with their network about the priorities of the following year. It is a way of creating ownership and commitment.

Strengthen the core mission and values of Eurodesk: we want to ensure all young people can access mobility opportunities! By becoming a multiplier, they are part of this great mission. It is important to be passionate about it yourself.

Other benefits include the **privileged access to information and to National Agencies**; for instance you can invite representatives from the National Youth NA to your network meeting to offer them information about interesting calls.

Ongoing communication is key as well to maintain motivation; you can visit them when they organise events; you can invite new multipliers to newcomers sessions (some mentioned buddy programmes); reserve spots for them on key events; offer them gadgets; organise prizes/awards at national level; etc.

Of course, there can be different incentives for different multipliers.

TIPS ON DESIGNING AN INCENTIVE PLAN

Decide if you need and want an incentive plan:

- Why do you need it and what do you aim to reward?

Consult with possible recipients of incentives:

- How do you know what people want most? By asking, of course.

Write a draft of your incentive programme:

- Your goals: What do you want the plan to accomplish?
- The behaviours to reward - and how to reward them consistently.
- The right incentives. Set criteria for the incentives you will choose

Consult again with recipients:

- After you have developed this draft, ask a small group of people - possibly the same group who originally gave you feedback on the incentives

6) Supporting tools

In creating a national network, which takes on a range of responsibilities relating to Eurodesk, the national coordinator also has a responsibility to support those organisations working within the national network.

The National coordinator should plan for national network meetings and training courses for their network.

Internal communication: Eurodesk Intranet

Any national network requires both support and 'animation'. The **Eurodesk Intranet** is the primary communication tool for keeping in touch with all levels of the Eurodesk Network, but it also gives opportunities for support and animation. The Eurodesk Intranet enables regular communication among the network.

The Intranet is used for:

- email and communication;
- information management;
- network administration;
- enquiry answering and researching information;
- real time communication.

All of these functions will offer practical possibilities, which are essential for development and maintenance of a national network.

- Yearly events, national meetings, trainings (on Erasmus+, social media, etc.)...
- Organise statutory meetings
- Run the qualifying training programme
- Mobilise the network around milestones such as the Multipliers Awards

National Intranets

Each national Eurodesk network has its own conferences on the Eurodesk Intranet, which are available only to that national network and are managed in the national language. A good explanation of their content will help the multipliers in the use of the conferences.

All the national networks use at least the following conferences, which could contain the following (regular) information:

- National News: a monthly bulletin, newsletters, announcements of deadline's, announcements about events, links; etc.
- National Information: information needed in information and counselling work, PowerPoint presentations, pdf-links of brochures, etc.
- National Network: here the network can discuss and ask for advice from their colleagues (in their own country and language)

According to the wishes of the national coordinator and the multipliers, conferences can be added or changed.

USEFUL TOOL – A SWOT ANALYSIS FOR EURODESK NETWORK OF MULTIPLIERS

A SWOT analysis “of strengths, weaknesses, opportunities and threats” is a strategic analytical tool that can help with strategic planning. It can be taken on by the national coordinators in order to better understand the relationship, needs and potential problems in managing a network of multipliers.

The membership SWOT analysis can help your organisation appraise options, set priorities and put findings into an actionable strategic plan. It can also be carried with your multipliers in order to improve the way you work together. The model of questions to be raised during the SWOT analysis shall be adapted to take into account the life of the network.

STRENGTHS (INTERNAL)

- What are the advantages of Eurodesk membership?
- What do you do well?
- What can you offer to your multipliers?
- What did our current/past multipliers find advantageous about working with your organisation?
- How did you leverage current/past members to expand youth access to European opportunities?
- What do we do well when it comes to partnering with various agencies in our community?
- Does our organisation have a good reputation as a partner?
- ...

WEAKNESSES (INTERNAL)

- What could be improved in your membership services/relations?
- What is done badly and/or what should be avoided?
- What things should the national centre do for its multipliers' network that it can't?
- Are there aspects to partnering that we have not been able to execute in the past? If so, have this/these issue(s) been corrected?
- Do we have a thorough understanding of the legal, cost and quality aspects needed to develop a successful membership relationship?
- Do we have key skills (e.g. leadership, management, networking) or funding deficits that would make your organisation unattractive to a multiplier?
- ...

OPPORTUNITIES (EXTERNAL)

- Where are the good choices facing your relationship with multipliers?
- Are there new opportunities from the community, funding sources, grantmakers, industry or community group bodies that could help the partnership?
- Would the multiplier provide access to a target group that Eurodesk needs to remain a leader in the provision of European youth information?
- Would young people receive better information services as a result of the partnership?
- Could the partnership lead to access to other partners or resources to which the national coordinator currently has no access to?
- What are the trends in your community that your partnership could be in a position to make the most of?
- What are the next steps?

Useful opportunities can come from such things as changes in technology, changes in government policy, or changes in social patterns, population profiles, or lifestyle changes.

THREATS (EXTERNAL)

- What obstacles does your partnership face?
- Is the multiplier reputation favourable and is it financially viable?
- What are potential competitive networks doing, or planning to do?
- What are your funding sources like? Are there any trends in fundraising in your field?
- Are the required specifications for your membership services changing?
- What is the demand like for your services? Are your multipliers less satisfied or more satisfied? Do you need to re-target your partnership or its activities?
- Is there high turnover of staff or board members? Is partnership knowledge spread broadly, or would a gap be left if individuals moved on?
- ...

BLOCK 2	Delivering the QTP & Euroclasses	<ul style="list-style-type: none"> • Deliver the Qualifying Training Programme • Use the Competence Framework of Eurodesk Mobility Advisor
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1) Qualifying Training Programme

The Eurodesk Training Design team, composed of Eurodesk Brussels Link and a group of national coordinators, develops a training programme that aims to get multipliers to the same level of knowledge about Eurodesk and youth information all over Europe. Along with the Quality Catalogue, the Eurodesk Qualifying Training Programme is a powerful way to reach stronger quality standards for the services delivered by multipliers.

Educational principles

In terms of methods, the training programme is following, as often as possible, the principles of non-formal education in order to propose fun, engaging and inspiring sessions on different topics that are relevant to the Eurodesk tasks of multipliers. In other words, the training activities take into consideration not only the technical explanation of Eurodesk tools and procedures but they build identity, engagement and passion for the Eurodesk mission.

Structure

The backbone of the programme is inspired by the definition that SALTO gave in 2007 of the 8 different roles of multipliers, considered to have an impact on the improvement of the quality and quantity of projects within the Youth in Action Programme back then and today in Erasmus+. Based on that, the 8 different roles of a Eurodesk multiplier have been defined to be key for the delivery of Eurodesk services.

The 8 key roles constitute a Framework of Reference that guided the design of several thematic modules. In each module, a participating Eurodesk multiplier will learn and develop competences to best fulfil and complete the different Eurodesk roles which are:



- 1) **Learner:** able to work in a field, which is always 'in change'. New developments are always there. To carry out his/her job the multiplier needs to have a 'learning attitude'.
- 2) **Information provider:** be able to give the right information at the right time and via various channels.
- 3) **Counsellor:** be able to analyse the needs of their target group in order to give them useful information. Multipliers will often find themselves in a situation where they get to counsel persons in finding and choosing the right opportunity e.g. the right mobility programme. (including Needs analyser)
- 4) **Networker:** able to get and be involved in different networks, including local, regional, national and international.
- 5) **Communicator:** be able to communicate the information content to the target group by the most relevant, ways, tools and approaches.
- 6) **Resource person:** able to know where to find relevant, up-to date information to provide resources to the target group when needed.
- 7) **Motivator:** able to be familiar with the key principles of 'how to motivate' people, also seen as a result of listening to their target group and analysing their needs. This is especially important when young people with fewer opportunities are concerned.
- 8) **Initiator:** be able to take the initiative to bring people together, to organise meetings, info events.

Eurodesk starts from the competence level of each individual multiplier: a self-assessment grid supports the Training programme and helps the multiplier to position her/himself.

In each module, the multipliers will work with several competences necessary to fulfil one or more roles relevant to the content in focus. The aim is at developing the multipliers' competences starting with their current level and guiding them towards higher levels of the particular 8 roles. The result is a comprehensive programme structured in 3 levels, where contents are systematically developed around the 8 roles.

Modules

In 2022, the following modules are available:

Module 1 - What is Eurodesk about?

With activities related to the history of Eurodesk, the target group, the training wheel, the information services, networking, planning and evaluation. This module provides the participants with core information on Eurodesk. The aim is to refresh participants' existing knowledge on Eurodesk as an organisation, make newcomers familiar with the history of Eurodesk, highlight some major events in the history of Eurodesk, get a broader vision on Eurodesk's place and role in international youth work, create a link among the participants, reflect on the history of Eurodesk, collect the participants' memories related to the organisation and piece together the main landmarks in the history of the organisation, etc.

Module 2 - International mobility programmes

With activities related to mobility, motivation, mobility programmes, multipliers competences, financial aspects, recognition and competence wheel. The activities contribute to the development of the multipliers' roles in terms of information provision and counselling. The combination of the activities analysed in the module should be customised to the needs of the national Eurodesk coordinators and multipliers.

Module 3 – Support

This module addresses key competencies for the support activities carried out by Eurodesk mobility advisors and focuses specifically on the one-to-one support services provided to young people. It aims to explore the quality of the communication between the mobility advisor and the young person seeking support with the intent to make the interactions adequate to their needs.

Module 4 – Inclusion

This module focuses on supporting Eurodesk Mobility advisors in making their services more inclusive. It aims to explore the access needs of young people from diverse backgrounds, to deepen the understanding of what inclusion means in the context of youth information services. The module builds both on the participants' experiences and on relevant literature.

Module 5 – Interacting with the audience

With activities on non-formal education methods, learning styles, golden rules of presenting, etc. The 3rd Eurodesk Training programme focuses on interaction with the audience and the tools that will help us to facilitate their engagement. This is very useful if you are planning to train the multipliers, to understand group dynamics, learning patterns, etc.

Module 6 – Communication

With activities on storytelling, building a communication plan and more practical hands-on sessions on social video creation. The 4th Eurodesk Training programme module focuses on communication and the tools that will help us reach out and engage with youth audiences.

Roles

EBL promotes the Eurodesk Qualifying Training programme as a tool to train multipliers about Eurodesk, youth information and EU funding opportunities for the inclusion of all young people.

National coordinators implement the training programme. National training opportunities occur in general 1-2 times a year mostly depending on the size of the country and the size of their European grant. The "lifecycle" of a Eurodesk multiplier can range from 2 years to more than 10 years.

The training design team brings together representatives from EBL, national coordinators and a facilitator/trainer if necessary. It meets up to three times per year (plus online meetings), depending on the tasks, the last one was held in Budapest. National coordinators cover their costs.

2) Eurodesk Mobility Advisor Competence Framework

The Eurodesk Mobility Advisor Competency framework aims to:

- To provide a common language about ways of doing things in the network.
- To make implicit (desired) performance standards explicit.
- To offer a basis to assess learning and training needs within the network and to plan related training activities at national and European level.
- To provide a framework for self-assessment and feedback.
- To connect training and development activities with Eurodesk quality standards.
- To contribute to a better recognition of the role played by Eurodesk Mobility Advisors.

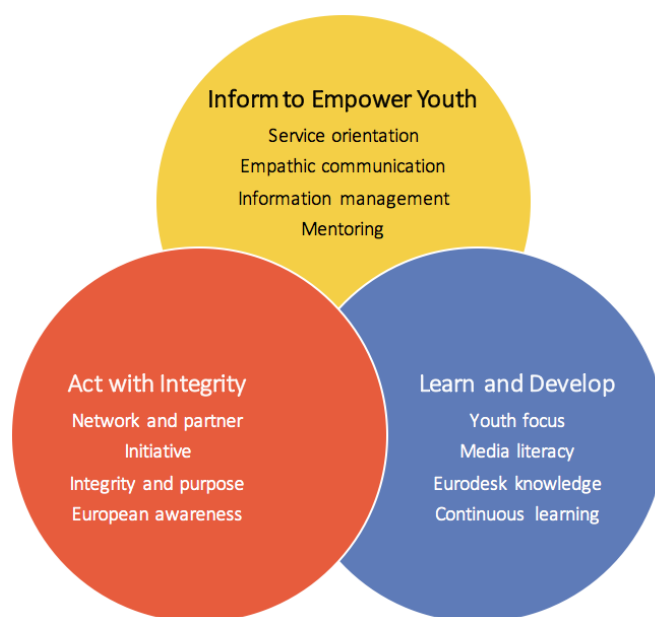
The term 'Eurodesk Mobility Advisor' has been coined to give a **common name and recognition** to all different formats of delivering the 'core business' of Eurodesk – namely, providing information about mobility opportunities to young people all over Europe. In some countries, this '**core business**' is done by a national network of multipliers, while in others it is done by one person who acts as a national coordinator and mobility advisor at the same time.

The **key functions and responsibilities of a Eurodesk Mobility Advisor** are:

- Answer enquiries and inform young people about mobility opportunities
- Deliver non-formal learning activities for groups of young people and youth workers
- Regularly promote mobility opportunities online, including through social media
- Initiate and implement promotional events (e.g. fairs, presentations and workshops)
- Participate in the planning and the implementation of campaigns
- Cooperate and exchanges information with other Eurodesk colleagues (at local, national and European level)
- Proactive in mapping and collaborating with relevant European, national, regional and/or local partners
- Work with European/national/regional/local media in order to promote Eurodesk and mobility opportunities
- Continuously update own knowledge about mobility opportunities and youth information and improve relevant skills (e.g. self-learning, training seminars)
- Evaluate quality and results of own work

Due to the **diversity of ways to implement Eurodesk** activities at national levels, this list may differ. In some cases, the Mobility Advisors (current multipliers) would do less tasks than those listed above, while in some other cases, the list would get even longer (e.g. including the development of content for the Eurodesk Programme Database or for the European Youth Portal).

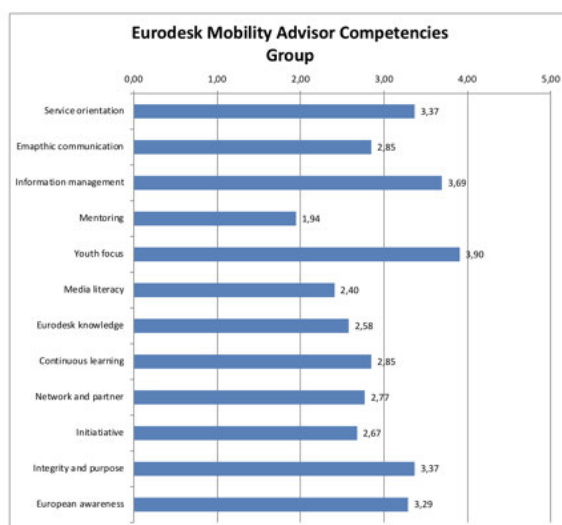
The Competence Framework counts **3 competency areas and 12 competencies**:



Together with the Competency Framework, a practical manual and training tools will reinforce the role clarity, recognition and identity of Eurodesk mobility advisors. The learning tools under current piloting are:

- **Training Needs Analysis (TNA)**

The purpose of this questionnaire is to help Eurodesk to better plan its training plan for mobility advisors. The statements are about typical behaviours in the role of a Eurodesk mobility advisor.



Example of results for TNA for groups

- **360° assessment for individual development**

The main purpose of this 360° assessment is to get a better insight about own competencies by contrasting the self-assessment with the assessments done by other people. Normally, the other assessors should be the persons that know the person being assessed well (e.g. the coordinator or other mobility advisors).

- **Cards for self-assessment**



The main purpose of this deck of card is to support your development as Eurodesk mobility advisor. The cards are based on the Eurodesk Competency Framework for Mobility Advisors. The cards can help you get an insight about what are your strengths and what are your areas for further development in terms of 12 essential competencies.

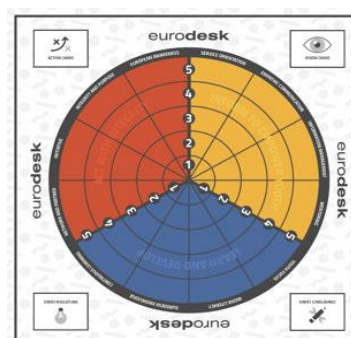
Different learning activities are proposed for the board game (Manual). It can be used to facilitate the conversation among your team about your competencies and your future development as a team. It is based on Eurodesk Competency Framework for Mobility Advisors.

The game will lead you through 4 steps: assessment of competencies, reflection, visioning and action planning. The board game can also be used to share practices and realities in the organisations where mobility advisors are coming from. It can be used in the context of mobility advisor training.

- **Board game for teams**

Different learning activities are proposed for the board game (Manual). It can be used to facilitate the conversation among your team about your competencies and your future development as a team. It is based on Eurodesk Competency Framework for Mobility Advisors.

The game will lead you through 4 steps: assessment of competencies, reflection, visioning and action planning. The board game can also be used to share practices and realities in the organisations where mobility advisors are coming from. It can be used in the context of mobility advisor training.



- **Training Sessions**

Training session outlines (TSO) are developed in order to use the board game and cards in the context of national Eurodesk meetings and training sessions.

3) Eurodesk Euroclasses

45 and 90 min modules to be implemented with youth, at schools or in non-formal settings.

The topics are:

- Euro-Volunteering – available support publication to be published 2022
- Euro-Participation – available support publication to be published 2022
- Euro-Activism - available with support publication
- Euro-Working - available with support publication

Useful documents in Resources Center

In "Activities for Multipliers"

- Multipliers' Seminar
- Eurodesk Awards
- Qualifying Training Programme
- Euroclasses
- Quality Catalogue for multipliers
- Administrative examples (contracts or membership surveys).

In "Training"

- [Report from the last training on Working with Multipliers](#), April 2019
- [Competence Framework](#) of Eurodesk Mobility Advisor
- [Instructions](#) for the Games
- Self assessment tools and self assessment cards

Training Material / Guidelines

eAcademy

- [Key area 3 and 4](#)

Other Resources

- Starter Kit, Council of Europe, [link](#)

Key activity A: European Seminar for Eurodesk Multipliers

The annual meeting of Eurodesk multipliers offers a platform for networking, exchanging and joint learning for local and regional information providers connected to Eurodesk. The activity also aims to contribute to the improvement of national youth information systems through the provision of such a European learning experience.

Evaluation of past meetings has shown that participants appreciated in particular the space to share good practice, to discuss with colleagues and the workshops providing practical ideas. Hence, the overall aim of the seminar is to provide Eurodesk multipliers from across Europe with the opportunity to meet and share working experiences among their colleagues in an interactive way. Therefore contributing to the improvement of national youth information systems through this European learning experience and the transfer of good practice.



The Seminar usually takes place in May/June each year.

Participation

A call for participation is sent to the network via the Network Folder in the Eurodesk Intranet.

National coordinators are expected to identify participants with a sufficient command of English and the willingness to actively contribute to the seminar and provide examples from their local work. Indeed, participants are expected to actively engage in the exchange of experience and ideas for future cooperation. Delegations are also invited to bring some examples of material and gadgets to share with their colleagues.

The Seminar is primarily for Eurodesk Multipliers. However, any National coordinator wishing to attend must be prepared and willing to assist with the facilitation of parts of the seminar, any example of good practice/project to be presented by their multipliers delegation and important points/themes that should be raised during the seminar. In such a case, only 1 national coordinator per country will be accepted.

Each national Eurodesk coordinator can send a certain number of participants from his/her country according to country quotas (50 persons in total):

1. Germany, Spain, France, Italy, Poland, Turkey, United Kingdom (4 persons/country);
2. Austria, Bulgaria, Czech Republic, Hungary, Denmark, Greece, Ireland, The Netherlands, Norway, Portugal, Romania, Finland, Sweden (2 persons/country);
3. Belgium D, Belgium F, Belgium V, Croatia, Cyprus, Estonia, Iceland, Luxembourg, Liechtenstein, Lithuania, Latvia, Malta, Slovenia, Slovakia, Switzerland (1 person/country).

The country quota comprises all participants from one country, e.g. national partners and local and regional multipliers. This country quota is provisional, and can be adjusted based on registrations. If a country does not use its quota, additional seats can be allocated to another country.

Preparation

National coordinators are invited to suggest specific points/themes to be covered during the seminar to EBL. The evaluation from the previous seminar will also be taken into account.

Costs

Travel and accommodation costs will be borne by the national Eurodesk coordinator.

Key activity B: Multipliers' Awards

The Eurodesk Awards were established in 2011 to celebrate the day-to-day work of Eurodesk's local multipliers, who are helping young people discover and seize the numerous opportunities Europe has to offer.

The Eurodesk Awards are a means of bringing good practice from local and regional levels to the fore and sharing at European level. As a winner, your multiplier will gain recognition at European level through the Award Ceremony in the presence of EU institutions and organisations representatives and the communication and dissemination activities undertaken by Eurodesk Brussels Link.



The winners will be invited to the European Seminar for Eurodesk Multipliers, which offers an excellent opportunity to present their experience and exchange know-how with Eurodesk colleagues from all over Europe. In addition, the project presentations, pictures etc. produced by Eurodesk Brussels Link will be made available to you to report on their success at local, regional and national level, together with their national coordinator.

Each year the winning projects are included in the Eurodesk Annual Overview. A specific publication is also released to showcase the best practices.

The categories

First, Eurodesk national coordinators will choose a winner to award the project with the '**Eurodesk Network Prize**'. All projects compete for this prize, regardless of the categories.

After the voting on the 'Eurodesk Network Prize' by the national coordinators, an external jury will decide the winners according to the categories defined.

The jury

The jury is composed of the Eurodesk President and representatives of the European Commission and youth organisations who will meet early April, after the application deadline. The complete jury panel will be announced at a later stage.

Application and practical information

EBL sends the call in the Network Folder on the Eurodesk Intranet. National coordinators collect and preselect applicants. Candidates can send an application form when the competition is open.

Ceremony

The Ceremony takes place during the Eurodesk Multipliers' Seminar. Since 2018, it is organised in Brussels, in partnership with EU institutions. The 2018 edition was hosted in the European Parliament and 2019 in the House of European History.

Key activity C: Multipliers' Quality Catalogue

National Centers are invited to translate the quality catalogue designed for their multipliers. This Quality Catalogue is to be filled in by each organisation acting as a Eurodesk Multiplier, therefore, there should be one copy per organisation. EBL does not compile the data at European level, each country has access to his/her country results.

The Quality Criteria listed in this Catalogue are grouped according to the 3 "Key Areas" of Eurodesk Multipliers' activities as established in 2013 by the Eurodesk Quality Group:

- I. Working Environment
- II. Public Services
- III. Networking

The Quality Catalogue is updated each year. It can be found in the Quality Folder in the Resources Centre.

KEY AREA 5 – EURODESK SERVICES AND TOOLS

BLOCK 1	Delivering information at national level	<ul style="list-style-type: none">• Provide open and free European information services• Answer enquiries from the European Youth Portal• Answer enquiries• Produce relevant publications
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1) Promoting open and free European information services

Eurodesk is offering information on European policies and programmes targeted to young people on various channels and more particularly on the European Youth Portal.

Eurodesk National Coordinators are supposed to implement the “Eurodesk 10 Principles” and to make sure this document is visible to the public (available in Eurodesk Resource => [“ED Principles print.pdf”](#)).

The information distributed shall be adapted to the needs of the target groups by making sure it is also accessible for young people with fewer opportunities (e.g. youth-friendly language, issues covered). It shall also be adapted to the national context and to country specific needs (e.g. country-relevant themes, languages).

Eurodesk disseminates information:

- on European funding opportunities relevant to young people and those working with them
- about mobility of young people
- about the Erasmus+ Programme, European Solidarity Corps, DiscoverEU and other relevant EU and international programmes
- on European youth policy developments
- on the Youth Dialogue

Eurodesk can disseminate this information using different online channels:

- National Eurodesk website(s)/pages
- European Youth Portal
- Online publications (e.g. EBL Bulletin)
- Social media channels
- Newsletters
- etc.

As well as offline through:

- Face-to-face communication in offices (individual or group counselling)
- Presentations during other stakeholders’ events and fairs (e.g. presentation of Eurodesk services...)
- Information sessions/workshops organised by the national coordinator or multipliers for individuals or groups (e.g. Euroclasses modules in a school, EVS workshop, etc). It can be during a Fair or Festival.)
- Ongoing presence at Public fairs: open to the public (e.g. Eurodesk information stand in festivals, etc.)
- etc.

2) Answering enquiries

European Youth Portal

Answering enquiries that come in through the European Youth Portal is a key part of the work of Eurodesk, both for EBL and national Eurodesk coordinators.

You can find the enquiries that were sent to your country in the folder ‘EYP countries’ on the Intranet, click on the name of your country. You can recognise an enquiry by the subject of the e-mail that looks as follows: *** European Youth Portal [Q: 0000] – New Question Received ***.

After opening the email, you will see that some additional information about the enquirer is provided besides their message. You can see the first name, last name, e-mail address, gender and age of the enquirer, plus the theme page under which s/he was when submitting the enquiry and the country to which it relates. This extra information might help you to answer the enquiry better.

Key principles:

When you reply, click on 'reply all with quote' and check before you send out your message whether both the enquirer's e-mail address and that of your country conference are displayed in 'To' or 'CC' – this is important because EBL needs to keep track of the number of enquiries received and answered per country.

Don't make people wait too long for a reply – the aim should be to answer within **3 working days**.

Even if the enquiry is not related to youth issues or if you don't have the answer, try to send a reply with some suggestions on where to find the information the person is looking for.

Your answer to an enquiry is always free of charge.

Tips concerning the style

- Start your reply by thanking the enquirer for her/his message (for example 'Thank you for visiting and contacting the European Youth Portal').
- Make sure your answer is personalised, accurate and neutral – it should answer the question of the enquirer as precisely as possible.
- Keep in mind that the person you're writing to will usually be a young person, so no need to be extremely formal
- Avoid using too many capital letters or exclamation marks, it may seem like you're shouting the message at the enquirer
- To avoid writing a reply of ten pages, summarise what is most relevant and refer to further information through hyperlinks – this can be to articles on the EYP, to the European Commission or external websites.
- When making a hyperlink in the text, make sure it's clear for the enquirer what the link is referring to and what kind of information they can find when clicking on it.
- If you think it can be helpful, refer the enquirer to a contact (national, regional, local) for further information
- Add the appropriate signature below your message:
The Eurodesk network, part of the Erasmus+ programme, provides high quality information and advice concerning Europe to young people and those who work with them. <http://www.eurodesk.eu>
The Eurodesk Network updates and manages the information content of the Commission's European Youth Portal. Enquiries coming through the Commission's Youth Portal are answered by the Eurodesk Network. <http://www.europa.eu/youth/>
- After the signature, add the invitation to fill in the satisfaction survey:
*** Feedback to Eurodesk: What do you think of the answer you have received from Eurodesk to your question? Please give us your feedback in this short survey (five questions): <http://www...select your appropriate translation from the Eurodesk files >> Customer Satisfaction Survey>.*
*Your reply will help us maintain and improve our enquiry answering service. Thank you! ***
- Read through the answer before you send it out and check for potential spelling mistakes or typos

EBL reminds that these enquiries are available in each country folder in the Eurodesk intranet and that the announced delay for answering them is three working days. EBL hereby reminds the importance of using the Intranet in order to manage enquiries.

Other enquiries

The EYP principles apply to other enquiries that you will receive by phone, email and other communication channels.

3) Eurodesk publications

Eurodesk Brussels Link issues different publications to different audiences. Two of the most important publications that are sent to external people or stakeholders are (<https://eurodesk.eu/publications/>):

Annual Overview: issued each Spring, the annual overview summarises the key Eurodesk events from the previous year. The aim is to showcase the diversity of activities that Eurodesk carries out at local, national and EU level. The annual overview's topics, layout and general structure are always decided at the beginning of the year based on the activities organised in the previous year. National Centres have to send the necessary information to EBL in January each year.

The Annual Overview contains pages on the national Eurodesks, each year we collect this content in our Annual Overview survey (December-January). This publication is a key promotional document.



CROATIA

The year 2020 was like no other. It has been such a whirlwind of unprecedented trials and tribulations - a global pandemic and a couple of very strong earthquakes caused widespread damage in Croatia. However, Eurodesk HR stayed strong through the chaos and managed to achieve excellent results! This wouldn't have been possible without our creative and dedicated multipliers.

The partners have tried to adapt and thereby to accommodate the needs of our clients and to provide the best possible service. They have organized various activities, seminars, webinars, and other events. They have also organized various events for their clients, such as the 'Time to Move' campaign, which was held in Zagreb and other cities.

Croatia HR's multipliers have been at 20 events, based on their activities. Eurodesk HR has also been successful in organizing various events for their clients, such as the 'Time to Move' campaign, which was held in Zagreb and other cities.



Together with multipliers, we organized a workshop for 120 people, which was held in Zagreb in a 3-day workshop. The workshop was held in a 3-day workshop. The workshop was held in a 3-day workshop.

One of the 'Time to Move' T-shirt contest winners from Croatia.

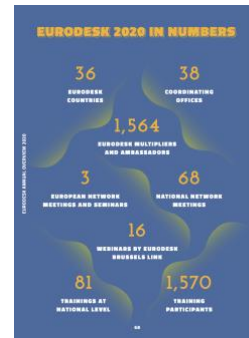
For the European Youth Portal Eurodesk HR received an award for 2020. The award was given to Eurodesk HR for its contribution to the network.

Eurodesk HR has also been successful in organizing various events for their clients, such as the 'Time to Move' campaign, which was held in Zagreb and other cities.

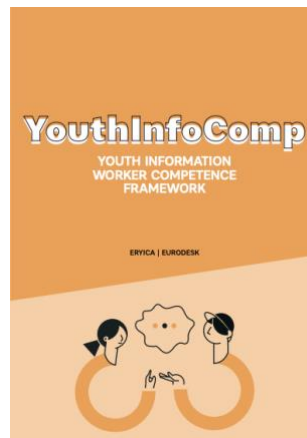
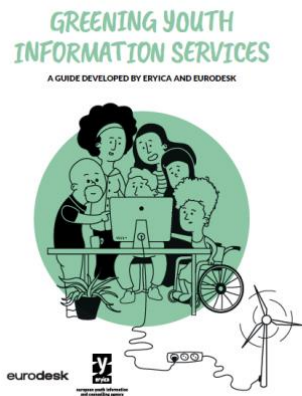
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Thematic publications: released for young people and/or youth workers on key topics related to the Eurodesk mission and the network priorities. These publications can be translated into national languages. Here are examples of publications currently being published in various languages:



External monthly newsletters: released to highlight important information regarding the life of the network as well as to promote our tools and initiatives. In 2022, this newsletter will be segmented into 2 targets: the youth newsletter and the stakeholder newsletter.

Bi-Weekly EBL Bulletin: an internal product made by Eurodesk Brussels Link with the aim of supporting Eurodesk coordinators and multipliers in their daily work as providers of information on programmes, funding opportunities and policy developments. It can also be access online - <https://bulletin.eurodesk.eu/>



Manuals and information or communication materials: whenever it is needed Eurodesk Brussels Link issues manuals for the new initiatives, information materials for the different activities and campaigns (e.g. European Youth Week or Time to Move) and general communication materials (e.g. presentation templates, banners, posters, postcards etc.)



Thematic leaflets for young people: EuroWorking is the first of a new series on going abroad. The next one is Euro-Participation/Activism. These publications can be found on our website and the print/edit files can be found in the [resource center](#). The National Eurodesk Centers are also publishing leaflets, publications and promotional material.



All the material produced by EBL can be translated and adapted into national products.

BLOCK 2	Eurodesk Communication and Promotion	<ul style="list-style-type: none"> • Define the Eurodesk communication and promotion plan for each country; • Ensure the promotion/marketing of Eurodesk information service; • Use Eurodesk templates for social media campaigns; • Take part in the flagship campaign "Time to Move" in October each year; • Be present in high visibility events; • Share information about European Commission youth targeted campaigns • Ensure EYP promotion through all possible channels.
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Eurodesk shall ensure, in particular through cooperation with other information networks, that young Europeans and those that work with young people are provided with comprehensive, coherent and coordinated information, advice and support concerning EU policy, activities and opportunities that are relevant to young people.

1) Define the Eurodesk communication and promotion plan for each country

Information and communication activities should focus on reaching young people via multipliers, via the European Youth Portal, and via events where the number of young people is high enough to have a collective impact.

Aim

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

Priority 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.

Priority 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.

The Communication plan shall comprise the following elements:

- Ensure the promotion/marketing of Eurodesk information service (e.g. website, leaflets, other promotional materials)
- Take part in the flagship campaign "Time to Move" in October each year
- Be present in high visibility events
- Share information about European Commission youth targeted campaigns
- Ensure EYP promotion through all possible channels.

The use of the Eurodesk visual identity is prerequisite to all official communication. The visual identity has been renewed in 2014 and in 2018 => [Eurodesk Branding Book](#). Eurodesk Brussels Link monitors its implementation in different countries.

The visual identity consists of:

- logos
- colours & patterns
- fonts
- icons
- examples of how to use the different visual elements
- ready-made materials

Eurodesk Brussels Link develops different **visual guides** for the different projects. These guides are then sent to national coordinators to implement them in the different countries.

For further information, please read the Eurodesk Brand Book.

2) Contributing to Eurodesk social media campaigns

EBL provides templates for social media campaigns, these can be about the promotion of youth opportunities (mainly from the Opportunity Finder), content from the EYP or thematic campaigns such as the Time to Move campaign or #DontStopDreaming during the COVID-19 crisis.

How it works

The workflow for sharing information, communication materials and coordinating promotion campaigns is based on the use of the following channels:

- **Email** to the network (informing all the members about upcoming campaigns and uploading of materials in the drive);
- **Drive folders** (where templates, visuals and other working documents (e.g. excel files) to coordinate campaigns and dissemination materials could be found);
 - [For National Coordinators](#)
 - [For Multipliers](#)
- **Airtable:** Through the use of this free and shareable tool (similar to the functioning of the drive in some ways) it is possible to share content calendars, providing in a detailed, easy and precise way, all the information related to specific campaigns (Time to Move, Youth Survey, 25%...). Through this tool you can share information about the platforms on which to publish certain content, text and graphic materials (to be downloaded directly from this tool), the access link to Canva (where to edit the graphic material).
- **Canva:** by sharing a link to the network, we give you direct access to the platform (for specific elements), where visual material have been prepared (divided into folders containing visual materials for the campaigns - very similar to google drive) for which only the textual part is editable (to allow the network to translate the visual elements and maintain the brand identity).
- **Webinars** (introducing more in details beside specific campaigns also the functioning of the new tools - Airtable and Canva).

CANVA in detail:

How does it work for the network?

- You have to click on the link we provide, in order to be redirected to Canva, the editable version of the post will then appear. Make sure to copy the file in the link and edit in a separate thread (otherwise you will all be editing the same picture files).

How to do it?

- After opening the thread that is shared, go to File > Make a Copy
- Once they've done this, you can click on the text boxes in the images and re-write the text in your own language
- When you have finished, download the file in a PNG format and have it saved in your pc.

You are now ready to promote opportunities and initiatives on your own social media channels! Don't forget to follow and to like/comment/reshare what EBL and other Eurodesks promote on their own channels.

THE COMMUNICATION HUB

Eurodesk shall support the National Agencies in **promoting the opportunities arising from the European Solidarity Corps, Erasmus+ and other European programmes**, activities and opportunities that are relevant to young people.



Eurodesk information officers and NA communication officers are encouraged to cooperate together. Both actors can access resources in the **Eurodesk & SALTO PI Communication HUB**.

The Hub contains various resources and good practises on how to communicate youth opportunities arising from the programmes (E+ and ESC) to a youth target group.

<https://communication-hub.eu>

Username: CommunicationWizard

Password: Gr8Comms2020

3) Taking part in our flagship campaign: Time to Move

The 'Time to Move' campaign is a flagship initiative of Eurodesk that takes shape as a high visibility campaign taking place in October each year.

Since 2014, Eurodesk has been raising awareness on the many possibilities young people can grab to move abroad and take part in international projects in Europe and even beyond through this high visibility initiative. During the 'Time to Move' campaign Eurodesk relays/multipliers organise diverse activities all around Europe to drive young people's attention to the very local Eurodesk information points as sources of European mobility information and means of mobility guidance spots.

This campaign is taking more and more visibility throughout the years. It represents a great way to inform and reach out to young people as well as to federate the life of a network of national/regional multipliers. In the 2021 edition of the campaign, **856 events** took place in 29 countries. Around **100.000 young people were reached with the activities**.

Every year an online competition collects the creative work of young people on the topic of the campaign. The winning submissions are then reused for the upcoming edition of Time to Move, in a **peer to peer** approach.

Aim

The aim of the campaign is to promote Eurodesk's network of youth professionals, their services and to raise awareness on Eurodesk information points that are available all around Europe.

Here are some of the benefits of participating in this campaign:

- Increased visibility for Eurodesk, its national coordinators and multipliers;
- Partnerships with other stakeholders around the activities, including with policy-makers;
- Potential interest of the media;
- Reaching out young people with multiple activities and thanks to the increased visibility and online presence;
- Animation of the network of multipliers: planning, implementing and evaluating the activities contributes to connect you with the organisations and to create synergies between them.

EBL encourages national coordinators to use this campaign as an opportunity to reach out to young people that may not benefit from the information yet.

Target groups

Main target group:

- Young people from a non-city environment, who do not have access to or do not know about learning mobility projects but probably would be interested to take part in one.
- NEETs (young people "Not in Education, Employment, or Training") who are having difficulties finding their places in society and a learning mobility project would possibly help their situation.

Secondary target groups

- Young people who know about what kind of international programmes they can participate in but would need the 'final push'.
- Youth professionals, who do not know about Eurodesk but might be interested in joining the organisation.

Type of activities

Time to Move is open to all activities that channel information about Eurodesk services. The activities could also be something linked to multipliers' and some national coordinators' everyday job (e.g. information sessions, school visits, language cafés etc.).

The activities of the campaign are organised by multipliers who keep face-to-face contact with young people. However, countries without multipliers can also join the campaign in the same way, by organising events for young people and promoting the campaign on their communication channels. All national coordinators are invited to organise a Time to Move 'main offline event' for their country within the 4-weeks period.

Communication

The campaign is initiated, managed and supported by Eurodesk Brussels Link. National Centres and Eurodesk multipliers translate the information and implement the campaign in their own countries.

Brand Book

EBL created a Brand Book for the campaign. Based on this document several communication materials (posters, postcards etc.) are created in English. Eurodesk national coordinators can choose to translate the taglines that EBL will produce for them. EBL can help in nationalising the English materials but cannot help in creating new items.

Campaign website

The campaign's website, timetomove.info provides online resources on the topics of studying, volunteering, working abroad and travelling. Through timetomove.info interested young people could also get comprehensive information about the upcoming events in their countries via an interactive map.

Online promotion

Online activities should aim at promoting Time to Move offline events and/or Eurodesk services available in the different countries.

Each year, EBL shares a communication plan, a pack of communication visuals and toolkits to support national coordinators and multipliers.

4) Taking part in EU high visibility events

In 2022, Eurodesk will strongly support the European Year of Youth. In regular years, here are the two main high visibility youth events:

European Youth Week


The initiative is led by the Directorate General for Education and Culture (DG EAC) of the European Commission. The implementation of the European Youth Week at national level is delegated to National Agencies, with the support of Eurodesk.

In 2019, the Week stressed the values of democracy in line with the upcoming EU elections. EBL monitored and informed the network about the planning and encouraged national coordinators to cooperate with the National Agencies.

European Youth Event

The European Youth Event (EYE) is organised by the European Parliament, usually in Strasbourg. It is a unique opportunity for over 8.000 of young Europeans to make their voices heard (the last event was organised online). The event is filled with shows, debates and demands for solutions to today's most pressing issues.

The Eurodesk network usually sends a youth delegation (national coordinators, multipliers and young people) coming from different countries to the events.

 [Useful documents in Resources Center](#)

In "Online Tools" / "European Youth Portal"

- [Guidelines for answering email enquiries](#)
- [Eurodesk visual identity document](#)

In EBL Publication

- Newsletters
- [EBL Bulletin](#)

In Time to Move (specific folder)

- [Communication](#) plan materials, Book of Ideas, etc.

BLOCK 3	Contributing to Eurodesk information management tools	<p>Eurodesk website</p> <ul style="list-style-type: none"> • Maintain national contact details on www.eurodesk.eu map • Develop and maintain the national Eurodesk website/page <p>Eurodesk Programme Database</p> <ul style="list-style-type: none"> • Research and input of national information • Translation of European programmes / adapting English version to the national context • Input of national programmes • Input of national organisations and resources relevant <p>European Youth Portal</p> <ul style="list-style-type: none"> • Deliver the national Portal content, update & maintain • Ensure uploaded text is translated / EYP Editorial Guidelines • Ensure content created and maintained by Eurodesk Brussels Link is translated into national languages
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1) Eurodesk.eu

Launched in 2018, eurodesk.eu is the official Eurodesk website that functions as an **corporate website** for the Eurodesk network.

The main feature of the site is an [interactive map](#) through which visitors can browse Eurodesk information points close to their location and the [opportunity finder](#) that brings together over 240 opportunities for young people and those working with them.

Other features of the site:

- information about Eurodesk on the 'About us' page
- information about services targeted at multipliers and young people through the "guide section"
- news about the network and information related to key policy areas
- links to Eurodesk related initiatives (Time to Move, European Youth Portal and social media sites)
- Eurodesk news (e.g. job adverts, invitations to events)

National centres are invited to:

- Maintain national contact details on www.eurodesk.eu - that show on the European map.

2) Eurodesk Programme Database

Eurodesk has created a database that aims to contain all international opportunities available in one tool: the Eurodesk Programme Database (EPD). It was developed as a professional tool for data collection and management both at EU and national level. Today, there are around 250 live EU-level programmes available on the EPD (without counting the national programmes).

The very first multilingual Eurodesk Programme Database was launched in 1998 as a corporate tool for the collection of information. It was revamped in 2015 and 2018. A new version will be launched in 2022.

Further, as a dissemination tool, its contents can be displayed to a wider audience on different channels.

A flexible tool that can be adapted to national needs

The EPD pursues three main objectives:

- **Shareability:** it is possible to collect and share data, in different languages, at virtually the same time all over Europe.
- **Availability:** the data is available for youth professionals and young people when and where it is needed, and in the format decided in each country and at European level on eurodesk.eu.
- **Customised:** national coordinators can pool the data they need and customise it the way they decide (see examples below).

A one-stop-shop for young people: a strong added value for our target group

In the Eurodesk Youth Information Survey 2018, 69,9% of the respondents shared that they had to check different websites to find the information they were looking for; and 56,5% mentioned they felt lost and struggled to find the information they needed. More and more young people feel overwhelmed by an overload of information. The Eurodesk Programme Database aims to provide a one-stop-shop for all available international opportunities; it is really matching a need expressed by our target group.

Which results in a strong online outreach and visibility

The content of this tool (the programmes) is displayed on eurodesk.eu website under the “Opportunity Finder” as well as on other national websites managed by national Eurodesk coordinators.

We count an average of 2500 visits per day only on the Opportunity Finder (available at programmes.eurodesk.eu). The Opportunity Finder is the most visited sub-page on the eurodesk.eu website; it is also referred from our social media platforms and search engines. EBL receives informal feedback from young people at public events that they really enjoy the fact that all opportunities can be found in one place. Finally, countries using the content of the EPD shared that the number visits on their websites increased since they started pooling opportunities from the EPD (e.g. RO).

How does it work?

The Eurodesk Programme Database (EPD) is easily accessible from [myEurodesk](#) account or via this [link](#).

EBL manages the European-level content of the Eurodesk Programme Database, which means all opportunities that are available for young people in Europe.

The database (“back-office”) is managed by EBL with the participation of national coordinators involved in the project. It is arranged in 5 categories: learning, volunteering, internships, participating and grants.

Countries that use this tool can translate these opportunities into their language and add more national opportunities (for example if there is a bilateral programme between France and Canada, it is only relevant for French people) – these programmes appear in their “country dashboard”. The country can pool this content on their own national website in the way they decide. Countries can also cooperate in translating the content (e.g. French speaking countries cooperate to translate EU-level content together into French and share it).

When EBL updates a European-level programme, the countries receive a notification. In that way, they just have to update the deadlines or other elements that have changed in their “country dashboard”. It makes the life of national coordinators easier, as the monitoring is done centrally. They have to update their own national programmes of course.

Role of National Centers:

- Research and input of national information in the Eurodesk database;
- Translation of European programmes / adapting English version European programmes to the national situation (e.g. add national contact, deadlines, etc.);
- Input of national programmes, e.g. programmes for young people or youth organisations, programmes encouraging European (mobility) possibilities, etc.;
- Input of national organisations and resources relevant to a programme, or as references for other enquiries for which there are no programmes.
- Sharing the offers on their own channels (websites, social media, newsletters, etc.)

At national level, it is important to adjust the European programmes to the national needs by translating them or adding national criteria, contacts and resources.

It is necessary to know which mobility opportunities exist in your country, not only for youth professionals and young people in your country, but also for those who want to come to your country.

3) European Youth Portal

EBL has the task to ensure general coordination, monitoring and supervision of the Eurodesk Centres, in particular with regards to the tasks related to the EYP and to monitor the frequency and quality of the content being uploaded by the Eurodesk network. EBL will work with Eurodesk Centres to ensure a coordinated approach for the national content delivery for the EYP.

Eurodesk encourages and supports the National Centres to publish content in line with the requirements of their TOR, the EYP editorial guidelines and the Quality Catalogue.

EBL will continue to share with Eurodesk Centres the content published for the EU level in the “Youth Portal” group (Intranet) as well as any content translations which will be done by the European Commission.


In addition to publishing new content, Eurodesk Centres have the responsibility to maintain the existing information for their country up to date. EBL also encourages national coordinators to review previously published

content for missing links and outdated information and to report any technical issues to EBL as soon as they are encountered.

Eurodesk national coordinators are required to implement **national communication plans** to promote the EYP in accordance with the European communication plan coordinated by EBL, *Eurodesk national coordinators develop specific communication material* according to their national plans. EBL has to gather information on promotional activities at national level.

National centres are invited to:

- Deliver the content for the national pages, update and maintain it, in accordance with the requirements of the EYP Editorial Guidelines;
- Publish events and stories;
- Other tasks in line with the editorial guidelines and requirements from the European Commission.

 Useful documents in Resources Center

In "Online Tools" => European Youth Portal

- [EYP Editorial Guidelines](#)

In "Online Tools" => Eurodesk Programme Database

- [Programme Database Manual 2018](#)