



EURODESK AWARDS 2016 PROJECT CATALOGUE



celebrating the champions of youth information

ABOUT THE EURODESK 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. Through this initiative Eurodesk brings good practice from local and regional levels to the fore and share them at European level. In 2016, the Eurodesk Awards were organised for the fifth time.

In 2016, the Eurodesk Awards had four winners in four different categories. The main categories were determined by the way the projects were organised: 'Online information campaigns' or 'Offline information campaigns'. The winners of these categories were chosen by a jury panel. There were two other extra categories in 2016: 'The jury's special prize' and 'The Eurodesk network's prize'. The first prize went to the project that stood out for some reason from the crowd (e.g. chosen topic, method, outstanding outreach etc.), the second prize has been decided by the Eurodesk network.

The jury was composed of the Eurodesk President and representatives of the European Commission and youth organisations.



The jury members from left to right, Reinhard Schwalbach (Eurodesk President), Graeme Robertson (European Commission), Sarah Farndale and Joanna Veeremaa (European Youth Forum) joined by Audrey Frith (Eurodesk Brussels Link Director). Anna Saraste (European Youth Press) joined the jury meeting online.

This booklet has been created to showcase all projects received for the Eurodesk Awards initiative in 2016.

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HIN & WEG – JUGENDMESSE FÜR AUSLANDSAUFENTHALTE

5th March 2016
Germany
Stadtjugendring Ulm e.V.
www.sjr-ulm.de



SUMMARY Even though the greater Ulm area is a strongly growing region, until now, there have not been any information and counselling services for young people planning to stay abroad for a longer while. Yet, in the south of Germany too, there is a steady increase in demand for stays abroad. Therefore we had the idea to organise market-leading fairs.

OBJECTIVES The Stadtjugendring Ulm e.V., an umbrella organisation consisting of more than 50 youth organisations in Ulm, wants to change the situation related to the unexistence of information and counselling services for young people planning to stay abroad for a longer while.

IMPLEMENTATION

- 43 stands providing information, presentation programme in 2 presentation halls, Eurodesk exhibition film programme, eurodesk-TV films and short films by IBS.
- Print professionally created coloured flyers, distribution to more than 100 secondary schools.
- Advertisements on buses and trams.
- Poster distribution in Ulm and its region.
- Emailing via official education authorities in Baden-Wuerttemberg and Bavaria
- Newspaper articles in regional journals ROXY
- Programme flyer (printed in 12.000 exemplars).
- Filmcinema spot and website.

RESULTS AND IMPACTS Attracting 1.300 visitors, the fair was a huge success. Number one was the presentation based in an overview of opportunities to go abroad and of financing by Eurodesk, which was offered twice with a total number of 220 and 200 visitors. The Eurodesk multipage brochure focused on opportunities to go abroad was handed out 650 times. Extremely positive feedback was also given via 181 completed questionnaire sheets.

COMMUNICATION MATERIALS videos (<https://www.youtube.com/watch?v=yIKz1SaRkfE>), pictures (<https://1drv.ms/f/s!Ajr5VMsAb0liGTWRODDRPk8MpxE>), website and social media, printed publications (<https://1drv.ms/f/s!Ajr5VMsAb0liQsrMkc7c-nfyASu>), press coverage (<https://1drv.ms/f/s!Ajr5VMsAb0liRKxu0rSa1EaD0V>)

EU HUB

September 2015 - March 2016
Ireland
SpunOut.ie
www.SpunOut.ie



SUMMARY SpunOut.ie has 90,000 readers each month. Through funding provided by the European Parliament, we produced an EU Parliament information hub for young people. Through engaging and informative articles and videos on a designated section of the SpunOut.ie website, we created a space where young people can actively engage and improve their understanding of the European Parliament, how its decisions affect their daily lives and the ways through which they can influence the decisional process at EU level.

OBJECTIVES To bridge the disconnect between the young citizens of Ireland and the European Parliament with many citizens unaware of the relevance and importance of decision making at this level.

IMPLEMENTATION As part of this campaign, we carried out an online survey with our target audience to gauge their knowledge around the EU and what about Europe they would like more information on. We got over 800 responses from young people in Ireland, who highlighted issues like how to find a job in Europe or how to learn more about opportunities available to them in the EU. Through desk research and further research through visiting the European Parliament in Brussels and Strasbourg, we created 60+ articles, 8 videos and quizzes. During this time, we interviewed MEPs about their work and young people who worked in different roles in various organisations to highlight the opportunities to young people in the EU.

RESULTS AND IMPACTS EU Hub Launch Event well attended by lots of people from all around Ireland. #eurhub was trending on Twitter in Ireland throughout the event. Vice President of the EU Parliament Mairead McGuinness launched the hub with Sinn Fein MEP Lynn Boylan and Ireland's UN Youth Delegate Orla Murphy. The hub was featured on youth radio station Spin1038.com and Mairead McGuinness MEP spoke about the hub on her local radio station LMFM. At the end of February 2016 the EU Hub has received 3,550 visits and we've had almost 900 young people take part in our quiz. The hub's multimedia content has had over 10,500 views to date.

COMMUNICATION MATERIALS videos, pictures, website, press coverage and social media pages

UNDER THE SAME SUN

23 April – 7 May 2016
Slovenia
Mladinski center Zagorje ob Savi
www.mczos.si



SUMMARY As a final project of EVS volunteering, 3 EVS volunteers went on the road hitchhiking from Zagorje ob Savi to Amsterdam. They hitchhiked from Zagorje to Amsterdam without spending any money for transport between cities or accommodation. Their aim: to prove that travelling is not necessarily an expensive or unavailable thing, to build trust in our world and to promote the EVS Program. They made 5 presentations in Vienna, Bratislava, Prague and Berlin and encouraged the youngsters to live with this opportunity.

OBJECTIVES To promote EVS Program among youngsters in Vienna, Bratislava, Prague and Berlin.

IMPLEMENTATION They were in contact with different people on the road and explained to them about the EVS Program and they had presentations about it in 5 different cities in Europe. When they finished the road trip they had a presentation also in Slovenia.



RESULTS AND IMPACT 6 events – presentations of the project Under The Same Sun and EVS Program in Vienna, Bratislava, Prague, Berlin and zagorje ob Savi. At least 3 (the EVS volunteers who went on the road) empowered youngsters with good EVS experience.

COMMUNICATION MATERIALS videos (<https://www.youtube.com/watch?v=apPdpW38zUU>), pictures (https://www.facebook.com/underthesamesun2016/?hc_ref=PAGES_TIMELINE&fref=nf), social media (https://www.facebook.com/underthesamesun2016/?hc_ref=PAGES_TIMELINE&fref=nf), press coverage (<http://mlad.si/2016/05/zakljucni-evs-projekt/>)

FORUM DES VOYAGEURS – TRAVELLERS' FORUM

6th February and 7th February, 2015
Lyon, France
CRIJ Rhône-Alpes /
Regional Youth Information Center
www.crijrhonealpes.fr



SUMMARY The 'Forum des Voyageurs' was organised, coordinated and implemented by the regional Eurodesk network of multipliers. It was a joint activity which highlighted what Eurodesk can do to help young people and those who work with young people. From the multipliers point of view, it increased visibility at regional level and reinforced the sense of belonging to the network.

OBJECTIVES To inform and educate young people on the socio-economic and cultural environment and on the wide range of mobility opportunities. To stimulate the exchange of ideas, experiences and life stories. To demonstrate the impact of mobility experiences on personal and professional development, including employability.

IMPLEMENTATION

- Experts from institutions and organisations offered young visitors customised information and guidance.
- Associations facilitate and help youngsters make their mobility projects more concrete.
- Interactive presentations on mobility highlighted the Eurodesk France tools.
- Eurodesk France exhibitions on mobility and volunteering.
- Fun and festive activities: screening of videos and mini-films, concerts, storytelling etc.
- Discussion and informal peer sharing.
- Companies and head-hunters from different countries advertise their job vacancies.

RESULTS AND IMPACTS More than 2 500 visitors. In the weeks that followed the forum, increase in attendance in the different Eurodesk office of Rhone Alpes. Eurodesk centers of other regions participated.

COMMUNICATION MATERIALS videos (www.youtube.com/watch?v=loYVTWLGhFQ), pictures, website, press coverage and social media pages



ISYEC - INTERNATIONAL SYMPOSIUM ON YOUTH EMPLOYMENT CHALLENGES

18th-20th of May, 2016

Kayseri, Turkey

AGU Youth Factory (Abdullah Gül University)

www.youth.agu.edu.tr

SUMMARY AGU Youth Factory decided to organise the International Symposium, the first of its kind. Its aim is to develop mechanisms which will bring universities, the business sector, civil organisations and public bodies together in order to raise young people's employability. The mobile forums organised during the projects took place in different parts of our region to reach out and include more young people.

OBJECTIVES Sharing the good practices related to youth employability. Outline the dimensions of the issue, the motives for intervention and the possibilities of improving youth employment. Bridging the gap between public sector, private sector and NGO's to discuss possible solutions and steps for challenges in youth employment. The short-term goal is to include this event as the Eurodesk network's flagship action in our region.

IMPLEMENTATION

- Partnership of the Ministry of EU, the SALTO-YOUTH EuroMed and Good Practices Resource Centre, the French and the Italian National Agency.
- Participation of 10 Eurodesk multipliers from Turkey.
- More than 200 hundred participants in the symposium, 160 organisations from 33 different countries, 21 workshops and 4 round table sessions with field experts.

TOOLS We gave speeches and presentations, we presented results from Erasmus+ Youth Projects, we engaged with young people through social media (#Eurodesk #Eurodesktr), we asked for participation of Eurodesk contact persons.

RESULTS AND IMPACTS Publication of ISYE, more than 6 million impressions in social media right after the symposium, increased to 8 million up to now. More than 200 participants from 33 different countries in total.

COMMUNICATION MATERIALS videos (final movie: <https://www.youtube.com/watch?v=mFbQbuW6aIE>), pictures, website, press coverage and social media pages

TIME TO MOVE - INFO ZONA

23/09/2015

Lerina, Split, Croatia

Info zona

www.infozona.hr

SUMMARY 5 young people were telling their own stories about different ways of mobility and travelling as a Time to Move event in Croatia. In non-formal and relaxing atmosphere more than 100 young people were listening to their experiences and impressions, and they've been really curious about a lot of facts and information.

OBJECTIVES To give information about a lot of different sorts of mobility opportunities to young people in Split, in a new and innovative way and in a totally relaxed atmosphere - in their own environment. There was a special effort done to reach out to marginalised youngsters.

IMPLEMENTATION The action was all about talking in a non-formal and informal way, using Prezi and Power Point presentations, asking questions and playing a small Quiz about different cultures and countries and also about Erasmus+, the National Agency and Eurodesk. During every presentation people were asking questions, being really interested in a topics. Presenters were showing the photos, web pages and links. In the evaluation after, people were saying that they were very satisfied with the activity presented and that they got a lot of new and useful information.

RESULTS AND IMPACT More than 100 young people listening to the stories of presenters, all of them very active in participating. After the event we gave them a small evaluation form and the results were great –people were very satisfied and happy. After the whole event, people were still standing there and wanted to hang out with presenters and talk more about their experiences.

COMMUNICATION MATERIALS Pictures, site (infozona.hr), press coverage ([infozona](http://infozona.hr), cenzura.hr, pressreader.com).



OUR LUCKY YOUTH

15 September 2015 - 15 June 2016
Çiğli-Izmir, Turkey
Çiğli Municipality
www.cigli.bel.tr

SUMMARY The 'Our lucky youth' 10-month information project was organised to inform the attendees of the courses organised during the project period about our Eurodesk contact point and to provide enough and regular information regarding our activities.

OBJECTIVES Help the youth of our city by providing them opportunities, encouraging them to be an active citizen, letting them build up new targets to improve their lives, establishing the awareness of European citizenship and ensuring that they can benefit from EU opportunities.

IMPLEMENTATION Courses were organised regularly during 10 months. Each course lasted 20 minutes. The topics tackled were Eurodesk, Erasmus+ programmes, voluntarism, CV and motivation letter and the use of social media. In 10 months, 51 classes were organised. We have provided 10200 minutes of information in total which makes 170 hours.

RESULTS AND IMPACT We have reached 1125 people in a year. 26 of our participants decided to aim from Erasmus+ opportunities. 87 young persons have received KOSGEB trainings and they have projected their own work plan. 19 of them have succeeded to open their own work places. 3 young attendees had participated in EVS projects and 34 of our young persons have participated in short term projects. 2 groups of young people have started to initiate their own projects together. 55 young persons have participated in the language courses of our municipality.

COMMUNICATION MATERIALS video, pictures (<https://www.facebook.com/izmircibem/photos>), website and social media pages

TGM SOSYAL GİRİŞİM EKİBİ

02/2016 – Ongoing
Tepebaşı, Turkey
Eskişehir Tepebaşı
www.tepebasigenclikmerkezi.com

SUMMARY This initiative helped young people to identify a problem related to their local community and encouraged them to solve it with their peers.

OBJECTIVES To direct youngsters to become active citizens by being volunteers in the local community. Make youngsters understand that they can and should be a part of the solution for the problems that they face, to encourage them to organise, and get full responsibility and recognition of their volunteer work from a municipality.



IMPLEMENTATION We made an announcement on our social media accounts to youngsters. Around 180 volunteers applied to take part in the project. They had 1 week to fill out the application form based to the problems they face or the problems they observed in the local community. We grouped the ideas and 5 different groups of young people to carry out the projects.

RESULTS AND IMPACT

- NGO Guide : 21 youngsters worked in this project. At the end of the process they all became members of a local and national NGO and they published 1 guide for youngsters by youngsters.
- Support us by heart : Started with 67 youngsters, they implemented 8 activities, reached 50 children staying in hospital for different health problems.
- Transformation Meals (contributing to the local ecology): 22 youngsters started the project and made 3 meetings. In total they reached around 1000 people in these barter meetings.
- I had a dream (determinating the problems that physically disadvantaged people face when they are using the public spheres): 53 youngsters working on this project. Currently working on a publication.
- Survival Turkish Language Course & Point It (language course that involve our habits and the way of living in it): 17 youngsters worked on this, around 60 international guests participated the courses in 3 modules. Currently working on a publication.

#GO4EUROPE

07/03/2016, 19-21pm

Stuttgart, Germany

tipsntrips Jugendinformation Stuttgart - Eurodesk Stuttgart

www.tipsntrips.de

SUMMARY GO4Europe was a live stream event, an experiment for future events of a similar kind (already some planned). We have broken barriers between potential volunteers and the sending organisations; interacting with volunteers and former volunteers and engaging them with rounds of questions.

OBJECTIVES To provide valuable information on the subject matter if the European Voluntary Services for the German population, community requesting for help or young people of the community.

IMPLEMENTATION In the frame of our Eurodesk work, we have built a good cooperation with the EVS accredited organisations in Stuttgart and because of this cooperation we decided to form a chain of events in our facility that serves a platform for these organisations.



#Go4Europe

Infoabend zum Europäischen Freiwilligendienst



CONTENT Introduction to Eurodesk, brief overview of possibilities of going abroad, accredited organisations intervention, volunteers shared their experiences abroad, question round by small groups.

RESULTS AND IMPACT 40 physical participants and 134 online clicks for the recorded event on YouTube. The approval we got with this project has encouraged us to continue these projects and make the live streams even more interactive through a comment section.

COMMUNICATION MATERIALS video (<https://www.youtube.com/watch?v=Nyto9DIMOkA>), pictures and social media

VISIBLE VOLUNTEERING - LET'S SEE THROUGH YOUR EYES!

05/05/2016

Magyaralmás, Hungary

Európa Ifjúsága Egyesület – Youth of Europe Association

www.facebook.com/europaifjusaga

SUMMARY Compilation of information sessions and meetings with the objective to inform and familiarize young people with the European Voluntary Service and Erasmus+.

OBJECTIVE Familiarising and informing the youth about Erasmus+ programme in general, European Voluntary Service and Eurodesk and and strengthening European identity.

IMPLEMENTATION

1. Call youth from high schools and ask them to show how they feel about voluntary service, what it means to them, what possibilities could it bring for them.
2. Collection of the most impressive and important thoughts about EVS and creation of roll-ups of the ideas.
3. Presentation of the roll-ups.
4. We created a „living library“, where a young person with EVS experience, shared their thoughts with the youngsters and their parents or teachers.
5. + 1 section: evaluation meeting with the participants and partner organisations.

RESULTS AND IMPACT The first stop of the traveling exhibition was attended by 440 young people. The project has had an overall impact of about 1,000 people directly. The number of visitors continues to grow. We provided publicity to young people, volunteers, project partners with personal help. We provided information about the project through our Facebook site, we shared photos, articles, documentaries, newspaper articles, etc. Youths participated in the project present/presented their experiences throughout Hungary at different school events and other outings. The travelling exhibition is a good method for reaching wider range of people.

COMMUNICATION MATERIALS Videos, pictures (www.facebook.com/europaifjusaga/photos), press coverage (Eurodesk, nmi.hu, ifjusagitanacs.hu)

EURODESK EVERYWHERE

2015-2016

Istanbul, Turkey

Istanbul Metropolitan Municipality (IMM)

www.ibb.gov.tr

SUMMARY BELNET, an access center for internet and knowledge, was founded by the mayor of Istanbul Metropolitan Municipality in May 30, 2007.

OBJECTIVES Reach every young person in Istanbul and allow them to have a voice in the society. Help the young generation in universities, with new tech devices that provide information about opportunities and fast internet connection.

IMPLEMENTATION BELNET Access points are located in 27 districts of Istanbul. They were redesigned with new signboards at the entrances and Eurodesk information desks for providing suitable places to people who want to get information about Eurodesk. Basic information of the attendees were collected during their usage of these systems, like phone numbers or email addresses so it became easy to contact and invite them to information sessions and trainings about for example Erasmus+.

RESULTS AND IMPACT

- Impact at international level - Istanbul Metropolitan Municipality and related institutions aim to encourage local governments to increase activities aimed at building relationships with the European Union
- Impact at staff level - The new system provided new skills to employees of IMM.
- Impact at the level of young people - Raising awareness about mobility opportunities, earning new experiences and skills as a result of improved education,.

COMMUNICATION MATERIALS

videos (<https://youtu.be/ugSdNEr5kag>), pictures (<http://belnet.ibb.gov.tr/avrupa-yakasi-subeleri/>), website or Social Media Pages (<http://www.ibb.istanbul/tr-TR/Pages/AnaSayfa.aspx> <http://belnet.ibb.gov.tr/>)



CONCRE "CITY"

2nd September 2015 to 21st May 2016

Italy

Informagiovani Eurodesk Sarezzo

www.comune.sarezzo.bs.it

SUMMARY Concre "city" is a role-playing board game. It shows young people the price of corruption and the results of bad politics, it uses images and allegories to communicate complex concepts. The game was run for more than six months for a very heterogeneous group of young people. Through this project we found a new way to inform young people. Our office reached out to 7000 European young people.

OBJECTIVES To involve European youngsters and make them discuss politics and social issues in an interactive way and to learn the complexity of the democratic processes at the European level.

IMPLEMENTATION Young people visiting Sarezzo Eurodesk have been involved in the realisation of the game. This provided the opportunity for young people to work together and get informed about European initiatives. To proceed with the realisation of the game meetings were organised every month. Eurodesk youth workers supported them and gave them help in every step of the preparation.

RESULTS AND IMPACT Involvement of 25 youngsters and promotion of the initiative both at local, national and European level. The Municipality spread the news to the press and organised a public meeting, inviting 2 national senators. This event was attended by about a hundred people. The project was also promoted through the Informagiovani Eurodesk Sarezzo Facebook page to at least 850 people. The international event was attended by 7000 people.

COMMUNICATION MATERIALS Video, pictures, site, social media pages and press coverage (<http://www.edv24.it/cms/2016/05/10/sarezzo-festa-per-i-ragazzi-che-andranno-a-strasburgo/>)

I AM AWARE AND VOLUNTEER

14-19 May 2016

Istanbul, Turkey

Istanbul Metropolitan Municipality (IMM)

www.ibb.gov.tr

SUMMARY Istanbul Youth Fair has the distinction of being the most comprehensive and Turkey's largest youth fair. There have been many attending associations from every aspect of society like non-governmental organisations, publishing firms, universities, journals, student platforms, traditional arts, handicrafts, public and sports institutions, job and career.

OBJECTIVES To bring young people and non-governmental organisations together in an open platform, where the theme will be more effective civil societies in addition to awareness of EU citizenship.

IMPLEMENTATION The opening ceremony of 'Istanbul Youth Fair', which gathers the city's youth in art, cultural and entertaining activities, has been realised by the vice prime minister of the Turkish Republic and the mayor of Istanbul Metropolitan Municipality. The event has been organised by IMM Eurodesk Contact Point and carried out by IMM Eurodesk Contact Point and Youth and Sport Directorate. In Yenikapi square which covers over 300.000 square meters, was given to 300 institutions.

180 interviews, 120 games activity, was included in the 60 workshops and 20 stage shows. Some of the people and associations that have participated in this event are The Turkish Republic National Agency an EU Ministry, Eurodesk Contact Points, authors, poets, bussiness men and entrepreneurs came together and shared their experiences via this Istanbul Youth Fair.

RESULT AND IMPACTS The Youth Fair has been broadcasted via National Media channels and as a live performance on National Public TV channel, TRT. Istanbul has reached 50,000 young people with the initiative. Short films and publications of studies on general media and social media channels were also released.

COMMUNICATION MATERIALS Video, pictures, site (<http://genclikfuari.org/>), printed publications.

TIME TO MOVE - ET WÄT HÖGSTE TIET

September-October 2015

Germany

Kreisjugendamt Steinfurt

www.facebook.com/abenteuerwelt

SUMMARY: Organisation of local information events to show young people mobility opportunities.

OBJECTIVES The idea behind the project was to connect the official Time to Move 2015 campaign with local information events in the Steinfurt district in North of Germany. The campaign aimed at catching young people via multipliers aand parents, grandparents, social workers and teacher, in order to show them the mobility opportunities near their locations.

IMPLEMENTATION We started a bilingual information campaign in the Steinfurt district in Low-German and English. "TIME TO MOVE" means "ET WÄT HÖGSTE TIET" in Low-German.

RESULTS AND IMPACT At the beginning of September 2015 we sent mails via the post to more than 70 schools, social projects and youth centres in the district of Steinfurt for promoting the coming information events at three train stations and bus stops of the district. This campaign was based on an A3 poster, postcards and car flags and completed by a press release. Youth workers and teachers were involved as multipliers and young people attended face to face meetings at the train stations and bus stops.

COMMUNICATION MATERIALS pictures, website ans Social Media Pages, printed publications (A3 Poster, postcard), press coverage (newspaper).



SEMINAR FOR JURMALA SCHOOLS PUPIL SELF-GOVERNMENTS

14/10/2015

Latvia

Jurmala children and youth interest centre

www.bjic.jurmala.lv



SUMMARY Seminar composed of information sessions and working groups that aim to inform and provide information about mobility opportunities.

OBJECTIVES To inform Jurmala pupil self-governments about mobility opportunities, EU youth program "Erasmus+", Eurodesk and European Youth Portal with non-formal learning methods.

IMPLEMENTATION During the information session participants were informed about the possibilities to participate in Erasmus+ programmes. There were hand-outs and material about Erasmus+, Eurodesk and the European Portal. Jurmala youth initiative centre and Jurmala youth council presented their own experience. Via short movies, experience stories were demonstrated. After the information session participants were divided into working groups and participants had to discuss about the problems in their pupils' self-governments and schools. Afterwards they created new ideas on how to develop the environment around themselves, improve their daily work etc. During the event/action participants were also informed about opportunities to create and write their own projects.

RESULTS AND IMPACT Participants were informed about mobility opportunities, about Eurodesk and European Youth Portal, they expressed their opinion about problems in pupils' self-government work, they searched solutions, created ideas how they can make their daily life more interesting by using Erasmus+, Eurodesk and the European Portal. They also created action plans for their self-government. Participants created 6 new ideas for potential youth exchanges in programme Erasmus+.

COMMUNICATION MATERIALS pictures, website and social media pages (https://www.facebook.com/jurmalasjauniesi/photos/?tab=album&album_id=773835966077730)



