

## Access to Services and Service Design

**Socio-Economic/access to  
services**

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**SYMPOSIUM: Navigating Transitions**

**TIRANA, ALBANIA 21-23 JUNE 2022**

# ABOUT ERYICA

ERYICA is an **international non-governmental, non-profit** association based in Luxembourg

**Members:** national and regional networks of youth information service providers

**Network:** 40 members in 26 European countries

Established on **17 April 1986** in Madrid, Spain





## Ensuring Quality in Youth Information and Counselling

Practical tips for implementing the European Youth Information Charter



### *Principles of qualitative youth information:*

- Independent
- Accessible
- Inclusive
- Needs Based
- Empowering
- Participative
- Ethical
- Professional
- Proactive



<https://www.eryica.org/charter>

# ACCESSIBLE



2.1 Youth information services guarantee **equality of access**.

2.2 Youth information centres and services are **easily accessible, attractive and visible** to young people.

2.3 Youth information is **understandable** for young people.

While talking about access to services, it is important not only to analyse how services function, but think one step further – to insure that they are *designed to be accessible, inclusive and needs based*.

**Service design** - innovative methodology that takes this into account.





Innovative **youth**  
**Information** design  
and outreach

The **aim** of this project is to rethink **how services are designed** and to **create tools and resources** to allow youth (information) workers to reach out to a maximum number of young people, especially those at risk of social exclusion.

The consortium of the project was working to re-think youth information provision through the application of service design methodology so that youth information services are **easily accessible, attractive** and **visible to young people**.



european youth information  
and counselling agency



Youth Work Ireland



Agence Nationale  
pour l'Information  
des Jeunes



Comunidad  
de Madrid



Institut Valencià  
de la Joventut



Co-funded by the  
Erasmus+ Programme  
of the European Union

# des y ign

Innovative Youth  
Information design  
and outreach



Focus Group Interview Report



Muhaimin Karim  
Abo Akademi University, Finland

in collaboration with  
Eva Reina and Jessica Walker, ERYICA

- 8 focus group interviews;
- 4 countries;
- total of 37 young people ;
- aged between 15 and 29.

**Published  
February 2020**

Available in 3  
languages:

- [English,](#)
- [Italian,](#)
- [Spanish.](#)





# Some of the key findings of the research

- Face-to-face contact is equally important;
- Important to ensure accessibility for young people with disabilities both in virtual and physical form;
- Instead of branches, temporary kiosks or info-mobile trucks in youth-frequented spots could be effective for rural areas or marginal regions;
- Queries via chat box and bots on the website/ mobile application for contacting youth workers.

Main Findings	Recommended Actions
<b>Not enough alternative access points</b>	<ul style="list-style-type: none"> <li>– Responsive and interactive webpages for mobile devices</li> <li>– Search Engine Optimisation</li> <li>– Social Media YIC Networking strategy to ensure external communication and interaction with followers</li> <li>– Virtual discussion forums</li> <li>– Video calls</li> </ul>
<b>Physical contact</b>	<ul style="list-style-type: none"> <li>– Affiliation with schools and government agencies to distribute YIC materials</li> <li>– Youth Ambassadors from schools to serve as a touch point in suburban and rural areas (peer-to-peer youth information)</li> <li>– Decentralisation of information areas. Making relevant information available for youth according to the places they visit both physically and virtually</li> </ul>

# The DesYign PROCESS

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# The DesYign TOOLKIT

The toolkit is  
available in English,  
French, German,  
Spanish and Finnish



<https://www.eryica.org/news/2021/12/13/wrapping-up-the-desyign-project>

# Thank you for your attention!



[www.eryica.org](http://www.eryica.org)



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