

european youth information and counselling agency

### **Access to Services and Service Design**

# Socio-Economic/access to services

## **Angelina Pereira**

**Members Services Coordinator** 

angelina.pereira@eryica.org

**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

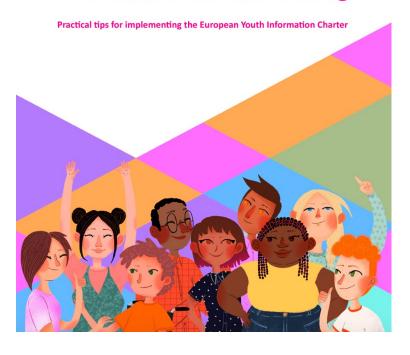
Established on 17 April 1986 in Madrid, Spain







#### **Ensuring Quality in Youth Information and Counselling**



#### **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



ign

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.























Focus Group Interview Report



Muhaimin Karim Abo Akademi University, Finland

in collaboration with Eva Reina and Jessica Walker, ERYIC



- 4 countries;
- total of 37 young people;
- aged between 15 and 29.

# Published February 2020

Available in 3 languages:

- English,
- <u>Italian</u>,
- 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.

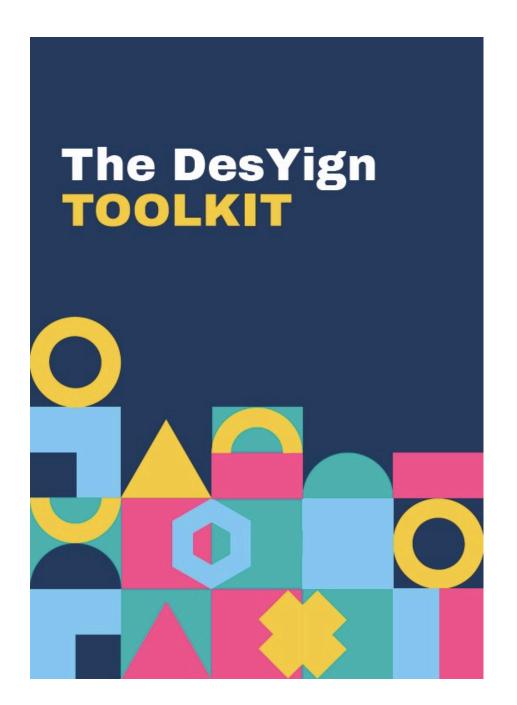


Main Findings	Recommended Actions
Not enough alternative access points	<ul> <li>Responsive and interactive webpages for mobile devices</li> <li>Search Engine Optimisation</li> <li>Social Media YIC Networking strategy to ensure external communication and interaction with followers</li> <li>Virtual discussion forums</li> <li>Video calls</li> </ul>
Physical contact	<ul> <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







The toolkit is available in <u>English</u>, <u>French</u>, <u>German</u>, <u>Spanish</u> and <u>Finnish</u>



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



## Thank you for your attention!

- www.eryica.org
- **ERYICA**
- Fyica European Youth Information and Counselling Agency
- eryica
- European Youth Information and Counselling Agency (ERYICA)
- ERYICA