

eurodesk

2020

ANNUAL OVERVIEW

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FOREWORD

We kicked-off 2021 with the launch of the new generation of EU programmes, Erasmus+ and European Solidarity Corps, paving the way to a more inclusive, green and digital Europe. I strongly believe that these programmes will be powerful tools for the recovery efforts in the youth sector, building on the lessons learned during the pandemic.

Young people have been deeply affected by the COVID-19 pandemic and the EU has, from the start, been at the forefront to support them through initiatives such as the reinforced youth guarantee, the youth employment initiative and support to the sector via dedicated calls under Erasmus+ and new opportunities for exchanges via our EU Youth Strategy platform.

This commitment is demonstrated by the increased budget of the Erasmus+ for the period 2021-2027, which will allow about 10 million students, learners, trainees, youth exchanges, teachers, trainers, youth workers and sport coaches to participate in mobility activities abroad. Building on the success of the previous programme, the new Erasmus+ includes flagship initiatives such as European Universities, Centres of vocational excellence, Erasmus+ Teachers Academies and DiscoverEU. Under the EU external cooperation instrument, there will be new scope for action benefitting young people worldwide.

I am pleased to see that our programmes, although significantly impacted by the pandemic, bore fruit during last year. We saw many young people expressing their solidarity towards others. With the new European Solidarity Corps, we are committed to mobilise more volunteers to work on projects addressing health challenges, including the impact of the COVID-19 pandemic and post-pandemic recovery. In addition, by the end of the year the Commission will table a new proposal built on the review of the 2008 Council Recommendation addressing barriers of youth cross-border volunteering and solidarity.

This shows the importance given by the EU to education, training, lifelong learning, youth and sport. I am confident that Erasmus+ and the European Solidarity Corps will contribute to making the European Education Area a reality and implement the important commitments set out in the new Digital Education Action Plan.

The EU Youth dialogue remains a strong youth participation tool in our EU Youth Strategy and one of the biggest citizens' participation tools in the EU. The current cycle of EU Youth dialogue started in January this year with a focus on "space and participation for all". Under the New European Bauhaus initiative and the Conference for the future of Europe, I encourage a strong participation of young people. Many of these dialogues and participation activities can now be done via our policy tools and the revamped European Youth Portal. I am proud to say that the new Portal has become a real one-stop-shop for the European youth community.

Eurodesk is a key partner in all this, along with your committed multiplier networks. I would like to thank you all for the many years of your contributions in sharing information, promoting European activities among young people across the EU and beyond. Your passionate involvement in European programmes and youth initiatives - in particular Erasmus+, European Solidarity Corps and DiscoverEU - is to be praised.

I count on Eurodesk to continue playing a key role in keeping the next generation informed about EU youth programmes.



MARIYA GABRIEL

Commissioner for Innovation, Research, Culture, Education and Youth

NOTES FROM THE PRESIDENT AND DIRECTOR

2020 has been a wavy year for everyone. Various groups of society were affected by COVID-19, but young people were hit the hardest. There has been little political attention paid to the concerns and fears of young people.

Some mobility activities were postponed, virtual activities replaced others. Young people can think that they missed out on many opportunities. They need more encouragement to start their mobility adventures because of fears, doubts, or false belief that there are no programmes left for them.

There were many concerns that an unplanned and rapid move to online services with little preparation will result in a poor service provision, but our network did a great job! Looking back now, we can see how continuous daily network support pays off, especially in the uncertain situations we were facing in 2020. We must invest in people – youth information workers or mobility advisors, especially those that can reach vulnerable groups.

It is believed that a new hybrid model of education and services will emerge. I see it is an opportunity for us. I believe our field already has suitable methods and approaches that can complement others for whom this transition still causes a lot of stress. We can overcome this together and turn it into new learning opportunities for both young people and everyone working with them.

There are, however, challenges to overcome. Finally, we understood that we are not so digitalised as we thought. Some young people without reliable internet access struggle to participate in online activities. It is something to consider for those who say young people are fully online, and offline services are old-fashioned. It is possible to replace offline services with online ones, but only with the risk of losing a vulnerable group of young people. Are we aware of that?

In the light of new programmes, I invite all stakeholders to research and understand the concerns of young people and start focusing on long-term solutions. A holistic approach is more relevant than ever.

Eurodesk information leaflets from the past 30 years ▼



INGRIDA JOTKAITE

Eurodesk President



Eurodesk 30 reception at the Eurodesk Brussels Link office ▲

2020 will always be remembered as the year that changed our lives, when we were so excited to celebrate Eurodesk 30th Anniversary. After the first month of celebrations and the opening reception at the office, we ended up teleworking for the rest of the year.

Our office is still as it was in March 2020, with our retrospective boards of the 80s, 90s, 2000s and 2010s, showcasing how information services evolved since the creation of Eurodesk. Because our network has continuously innovated, Eurodesk reacted to the COVID-19 crisis rapidly. An internal survey on the impact of the pandemic showed both the capacity of our network to adapt to the situation and the fragile working conditions youth information workers face.

As youth information providers focused on promoting learning mobility, our key messages were adapted. We encouraged young people to stay home, be aware of fake news and show solidarity but also offered virtual opportunities and experiences. We explored new ways of informing, of exploring Europe and of cooperating and supporting each other. Eurodesk launched a bi-monthly webinar series, guidelines on organising virtual events, and online communication campaigns.

The pandemic also put a shadow on youth movements for climate change. However, greening Eurodesk remained a top priority. Eurodesk and ERYICA joined forces to provide the youth information sector with guidelines on greening their services and supporting young people in their environmental ambitions.

In 2020, we managed to keep some of our core activities such as the Time to Move campaign. We are very proud that our multipliers still managed to mobilise themselves. This confirms the need to combine online and offline activities in the future.

It's hard to evaluate the long-term impact of the COVID-19 crisis. The pandemic has shown that the level of access to quality information affects the way societies have been hit. Fake news took various forms, from censorship to misinformation. Having a strong network of local youth information centres whom young people trust, is one element in building a democratic chain.



AUDREY FRITH

Eurodesk Director

30 YEARS OF EURODESK

As a support organisation to Erasmus+, Eurodesk makes information on learning mobility comprehensive and accessible to young people and those who work with them. With a network of national coordinators and local information providers in 36 European countries, Eurodesk raises awareness on learning mobility opportunities and encourages young people to become active citizens.

The Eurodesk network answers enquiries and provides guidance for young people across Europe in their own language and keeping in mind their individual needs and social background. Eurodesk distributes content on the European Youth Portal, eurodesk.eu, national websites, youth portals and on social media channels.

Eurodesk federates over 1600 local youth information providers, so-called 'multipliers', that are regional or local organisations working with young people and delivering youth information to them (e.g. youth centres, youth information centres, associations, municipalities). Through its networking and information tools, Eurodesk offers multipliers quality training and support, and access to youth information services.

Eurodesk national partners are key to the successful delivery of the network's services. This publication provides a summary of the achievements of the network as a whole and Eurodesk structures at national level. It contains the key areas of work such as information and outreach to young people, communication and promotion activities, and our partnerships to advocate for youth information work.

2020 marked the year of Eurodesk's 30th anniversary. Many activities were organised during the year to commemorate this milestone, some of which you can read about in this publication. But how did Eurodesk get from a small initiative in Scotland to a youth information network in 36 countries? Here are the key steps:



BUILDING A STRONG NETWORK

NETWORK MEETINGS

The Eurodesk network meetings are organised twice a year with the idea of bringing together Eurodesk national coordinators to improve the services of the network. The event, typically taking place in a different country every time, gives place to best practice pitches, workshops, roundtable sessions, tool fairs, presentations and of course capacity building activities.

Due to the COVID-19 pandemic, network meetings had to be moved online to comply with the regulations.

SPRING NETWORK MEETING

1-3 April 2020

The Eurodesk 30th anniversary celebration was the key topic of this meeting with various sessions organised around this milestone. Participants had the chance to look back at the achievements of the organisations in the last three decades but also discussed the future and how the network can grow in the coming years.

A tool fair and a session on youth trends by an external expert helped to fine-tune the existing Eurodesk platforms and services offered to young people.

AUTUMN NETWORK MEETING

13-15 October 2020

The Autumn meeting revolved around the redesigned European Youth Portal. National Coordinators discussed the upcoming steps in the run up to the launch, worked on the infrastructural aspects behind the page and asked their questions to representatives of the European Commission.

The meeting continued with several workshops where participants worked together on the youth information tools of the network. National coordinators also shared best practices and transferred their knowledge to newcomers to the organisation.

MULTIPLIERS SEMINAR

The Eurodesk Multipliers Seminar is a great occasion for youth workers in the network to exchange best practices and build partnerships. In 2020, the event was organised online from 7 to 10 June with the attendance of 138 people.

The Seminar focused on training participants' skills following the Eurodesk Mobility Advisor Competence Framework, and sharing innovative social media methods for their daily work. Multipliers got updated on the latest information regarding the Time to Move campaign and shared their best practices to help the work of fellow youth workers from other countries. Continuing the tradition, the Seminar provided space for the Eurodesk Awards Ceremony.

National meeting at Eurodesk Ukraine ▼



"The Eurodesk network, its seminars and meetings means the richness of sharing and experience at the service of all. A Eurodesk professional is never alone, he/she is always supported by the members of the network."

Corynn Thymeur

Multiplier in Auch, France

AWARDING OUTSTANDING YOUTH WORK PROJECTS

The Eurodesk Awards started in 2011 with a mission to collect Eurodesk Multipliers' most relevant, innovative, empowering and impactful projects from the local level and highlight them as a source of inspiration for their peers, and towards decision-makers at national and European level. In 2020, the initiative received 50 projects from 15 countries.

The jury consisted of MEP Sabine Verheyen (EPP), Mathieu Orphanides (European Commission), Tajana Mohnacki (ESN), Katarina Milovic (European Youth Press), and Ingrida Jotkaite (Eurodesk President). They selected four winners, while the Eurodesk Network Prize was decided by an online poll among the national coordinators of the Eurodesk network.

Due to the COVID-19 pandemic, the awards ceremony was held online and live streamed on Eurodesk's social media channels. The event was opened by Themis Christophidou, Director-General for Education, Youth, Sport, Culture at the European Commission.

EURODESK TOUR

Europe4Youth
Poland



Eurodesk Tour was a part of Eurodesk's Time to Move campaign based on a literal approach to mobility - they organised a road trip with a Eurodesk bus driving young people around 4 Eurodesk information points in Poland for 4 days. The bus stopped in Kraków, Mińsk

Mazowiecki, Lublin and Rzeszów. Europe4Youth aimed to make youth information closer to young people so they directly engaged a group of young people to co-organise the information event in each city. Each city hosted a different event with a different focus and the Eurodesk bus was collecting 5 young people in each city, culminating in Kraków with 25 people.

The aims of the project were to promote youth mobility, civic engagement and social initiative among young people in the cities, as well as produce online materials to carry out social media activities within the Time to Move campaign. As a result, Europe4Youth talked to over 500 young people directly informing them about youth opportunities. They developed a movie and they created their photo stock to be used by all Eurodesk information points. The last day of the trip after the project management workshop in Kraków they carried out 5 youth projects aimed at promoting youth information developed by young people.

[HTTPS://WWW.EUROPE4YOUTH.EU](https://www.europe4youth.eu)

PERGIOVE! SUBURBS, YOUTH, VOLUNTEERING, EUROPE



Associazione Volontariato Torino (Vol.To)
Italy

The PERGIOVE! project had the mission of creating innovation and social development in a specific area of the City of Turin, the so-called "District 5". It is a suburban area with problems of marginalisation, poverty, and a high youth unemployment rate.

The objectives of the project were to empower disadvantaged young people by informing them about mobility opportunities abroad as an occasion of social redemption; to provide tools and services to

associations, schools and young people to facilitate initiatives addressed at the local community; to sensitise a group of young people about issues of social relevance; and to help a group of young people in the creation of a project explaining the added values of the European Union.

Four specific actions with different activities were carried out as part of the project: a “Welfare desk”, with the aim to orientate families in hardship; a “Vol.To and Eurodesk Point”, aimed at providing orientation to volunteering, information on European mobility; “Focus on District 5”, specific activities for young people from “District 5”; ProjectTO: application for a Solidarity Project within the European Solidarity Corps programme.

The project resulted in 2981 consultancies at the “Welfare desk”; 221 disadvantaged young people asked information at the “Vol.To and Eurodesk Point”; the street art workshop involved 24 young people residing in the “District 5” of Torino; 6 Eurodesk presentations were held in the high schools of “District 5”, involving 255 students; and a group of 12 young people involved in European Solidarity Corps.

[HTTPS://WWW.VOLONTARIATOTORINO.IT](https://www.volontariatotorino.it)

BREAKING THE BARRIERS!

Alfa Albona
Croatia



The project “Breaking the Barriers” was revolving around a 30-minute timed strategy game where a group of young people (teams of 3 to 6) were presented with puzzles, riddles and codes to crack within the given timeframe. The escape room was set up in a very particular space, a Eurodesk van. The main topic of the activities were human rights, migration and youth information.

Given that each activity was built on the previous task and they were also time-sensitive, the players needed to work as a team, build a strategy together, and apply several different skills such as critical thinking, active listening and creativity in order to finish the game. The activity aimed to be fun, thrilling and encouraged thinking outside the box while tackling the main topics. It gave the space for debriefing

process and knowledge transfer with the aim to empower young people to raise the level of their involvement in community life.

[HTTPS://WWW.ALFA-ALBONA.HR](https://www.alfa-albona.hr)

FCM YOUTH MOBILITY MAKERS



CRIJ Hauts-de-France
France

FCM Youth Mobility Makers is a platform that unites different resources for young people in order to prepare their project to go abroad, such as placement offers, other young people’s feedback on their international experience, accommodation, agenda of events encouraging international solidarity, list of organisations providing different services.

The overall ambition of the project was to involve and connect 3 communities they call “makers” (young people, supporting organisations and citizens) to contribute to international mobility projects. Young people who already had an experience abroad were invited to share their stories on the FCM website and be contacted by those who were looking for similar opportunities to travel.

The hosting maker community of accommodation providers was invited to offer foreign young people (students, volunteers, travellers, etc.) a place to stay on their own conditions.

The third maker community group involving the organisations that send young people abroad or provide other types of supporting services (e.g. organising intercultural events, language workshops, pre-departure preparation, training, administrative assistance, language exchanges, city visits etc.) was invited to submit their mobility placements, services and events.

In October 2019, the platform had 20 different stories of previous experiences, 40 mobility placements mainly for the European Solidarity Corps, civic service volunteering and EU aid volunteers, and 20 accommodations proposed in Northern France.

[HTTPS://WWW.CRIJ-HDF.FR](https://www.crij-hdf.fr)

WORKING TOGETHER TO IMPROVE YOUTH SERVICES

EURODESK QUALITY CATALOGUE

The Eurodesk Quality Catalogue is the internal data collection and performance evaluation process implemented in our network for the 10th consecutive year. It monitors the quality of Eurodesk work through performance and quality indicators.

The Eurodesk Quality Group consists of Eurodesk national coordinators and Eurodesk Brussels Link members. Its role is to ensure quality delivery of Eurodesk services but also to provide support where necessary. In 2020 the group met frequently to analyse country submissions, build recommendations and revise both the Quality Catalogues for the Eurodesk Centres and for Multipliers.

Due to the pandemic, the Eurodesk network sailed through turbulent waters but the effects while still too soon to reflect upon, were minimised as much as possible through support in digitalisation, remote work, online meetings and lots of webinars and training. The Quality Group initiated a membership survey on the COVID-19 in order to monitor the impact of the crisis on the network.

Despite those difficulties, the results of the Quality Catalogue 2020 were on average still positive. We are proud to have successfully supported all EU initiatives at grassroots level. While the enquiries aimed at us decreased while becoming more complex, our online presence became much stronger and our visitors rate doubled compared to 2019.

COVID-19 COMMUNICATION TASK FORCE

As a response to the pandemic and restrictions being implemented across Europe, Eurodesk established a Communication Task Force on developing a COVID-19 communication plan.

As part of their efforts several resources were made available for the network. A guide on communication tools and things to consider when organising events and activities online was distributed in the network and published on our website. A network-wide social media campaign was implemented with engaging content encouraging people to #StayAtHome and access virtual opportunities instead.

In addition, a storytelling campaign was carried out featuring young people whose mobility were impacted by the pandemic. Eurodesk led the past year with the message #DontStopDreamingStartPlanning, encouraging young people to still be hopeful about future opportunities and ensuring they knew that our services were available to support their ambitions.

TRAINING DESIGN TEAM AND POOL OF TRAINERS

The Eurodesk Qualifying Training Programme (QTP) aims to support Eurodesk multipliers with basic knowledge, skills and values that are relevant to inform, guide and empower young people to participate in international mobility opportunities. This group evaluated the Eurodesk Qualifying Training Programme Modules 1-3 to verify the content and suggest possible changes in the coming year. An update will be made to the QTP in 2021.

The Eurodesk Pool of Trainers was extended to new members in 2020, however, due to the pandemic few opportunities were made available. The members of the Pool supported EBL with the development of new QTP modules, and new Euroclasses to be launched in 2021.

TRAINING YOUTH INFORMATION WORKERS



Training on reaching youth in rural areas by Eurodesk Latvia ▲

EURODESK TRAININGS

Although two of our planned physical training sessions had to be postponed, we managed to transform one online. In June 2020 we carried out an online training on Social Media Content Strategy together with Mediaraven - a Belgian media organisation working primarily with youth workers and youth organisations. The virtual training, spanning over two weeks, was attended by 20 multipliers and national coordinators who learnt how to plan and make the best use of their content.

WEDNESDAY WEBINARS

In 2020 Eurodesk launched a Webinar series to support the exchange of practice and knowledge among its members. Every other Wednesday we would explore different topics ranging from learning trends of different Social Media and digital outreach to green practices and how to ensure an inclusive approach online. The webinar space allowed for our multipliers and coordinators to remain connected and stay up to date despite the challenges of the pandemic. The series of 16 webinars, attended by over 700 participants, inspired new campaigns, projects and partnerships across Europe.

EURODESK WEBINAR AND TRAINING TOPICS IN 2020

- » Tools and tips to prepare for teleworking
- » How to make the most of the Eurodesk internal tools during the pandemic
- » Best practices of adapting to the pandemic
- » Guidance and support activities online
- » Organising inclusive online activities
- » Peer to peer promotion and co-creating with youth
- » Project building know-how
- » European Youth Portal: updates on the relaunch and next steps
- » AI, Disinformation and Digital Youth Work
- » Social media content strategy
- » Emerging platforms to communicate with young people: Tiktok and Snapchat
- » Social media best practices on Instagram
- » Graphic design tools and trends

*"The meeting was top notch!
This was my first acquaintance
with Croatian members of
Eurodesk and I immediately got
new ideas on how to do projects,
activities or use new tools in
working with young people."*

Jelena Brckovic

Multiplier, Varaždin Underground Club

GREENING YOUTH INFORMATION SERVICES

2020 marked an important year for Eurodesk and its strategy to support sustainable development and take a more climate-friendly approach to its daily work and services. As one of the ambitions, Eurodesk partnered with ERYICA to create the publication 'Greening Youth Information Services' - an initiative to further explore the role of youth information services in the context of climate emergency.

The aim of the guide is to raise awareness about the importance of greener youth information services among practitioners and decision-makers. The guide comprehensively explores the relation between youth information and environmental sustainability.

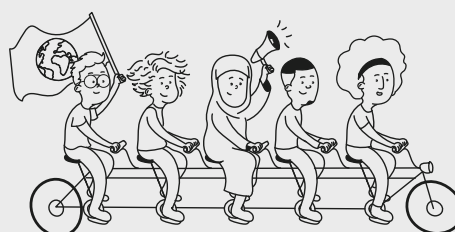
Combined with best practice examples and plenty of resources, it outlines the Key Principles for Green Youth Information Services - 13 goals that the youth information sector should aspire towards in their green ambitions. The principles are supported with hands-on tips for how organisations can improve in the areas of their offices, digital operation, communication and events.

In addition, the guide provides a non-formal learning toolbox of activities with examples of how youth information workers can inform, engage and empower young people on environmental sustainability.

RECOMMENDATIONS FOR A GREENER YOUTH FIELD

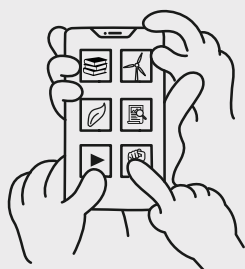
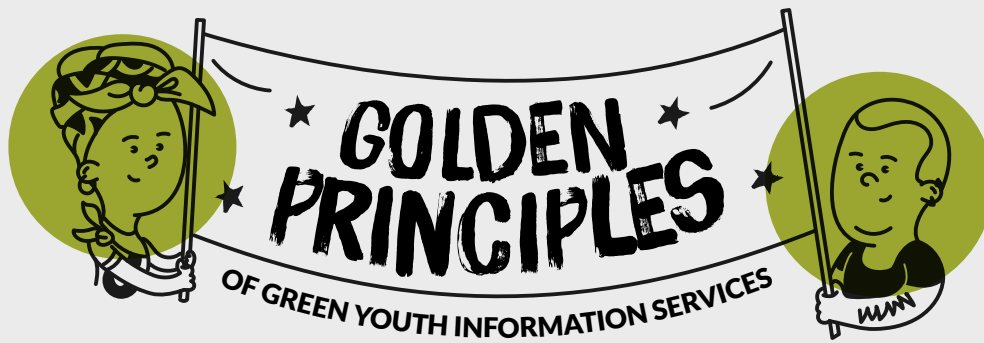
While reflecting on the contribution of the youth sector to climate emergency, we decided to dedicate a specific chapter to highlight recommendations to policy and decision-makers as well as practitioners. Recommendations were made in relation to: how training of youth work professionals should include a component of green media and information literacy; how co-creation between youth and youth services and organisations is essential in working towards a more sustainable future; and lastly how EU youth mobility programmes should take an active role in fighting climate change and give incentives for green initiatives.

The guide was implemented with the support of young experts. It was proofread by one of Belgium's main climate activists and organiser of the Friday's for Future march - Anuna de Wever, who also wrote the forward of the publication. The illustrations were designed by a young illustrator - Javier Larios.



SPREADING THE WORD

After the launch of the guide in June 2020, the recommendations were shared with and welcomed by the European Parliament, the European Commission and stakeholders alike. The guide is being translated into several languages to amplify its spread and our networks continue their work towards a more sustainable future.



ENHANCE GREEN MEDIA AND INFORMATION LITERACY (GREEN MIL)

- 1 Raise awareness of the **importance of checking facts** related to environmental sustainability and paying attention to information sources.
- 2 Provide young people with the **tools and resources needed to learn** how to check sources of information, spot disinformation and spread information on the climate emergency in a responsible way.
- 3 Encourage young people to get informed on the **latest news, facts and research** about the climate emergency and what can be done at different levels.

EMPOWER YOUNG PEOPLE AS GREEN CITIZENS

- 4 Empower young people to observe the **consequences of climate change** in their immediate environment and to understand the importance of environmental sustainability.
- 5 Support young people in finding ways of **reducing their ecological impact** and encourage them to take action and spread the word.
- 6 Organise and co-organise **training activities, awareness-raising events, and information sessions** with young people to promote environmental sustainability.



SUPPORT YOUTH INFORMATION WORKERS' LIFELONG LEARNING

- 7 **Stay informed about new forms of youth engagement**, youth-led movements and campaigns on climate action at different levels.
- 8 **Keep track of policies** and latest developments related to environmental sustainability and protection to better understand the context.
- 9 **Anticipate future youth needs** in view of the societal and financial changes linked to the climate emergency in order to anticipate timely answers.

DEVELOP AN ORGANISATIONAL GREEN STRATEGY

- 10 Measure your **organisational carbon footprint** and develop concrete actions to reduce it as part of a green strategy.
- 11 Introduce **green practices and eco-friendly policies** in everyday activities and office management, and therefore act as a role model inspiring young users by reducing your own ecological impact.
- 12 **Cooperate** with relevant public authorities, schools, civil society organisations, and other key stakeholders in the field of environmental sustainability.



SUPPORTING EU YOUTH PROGRAMMES

As a support organisation to Erasmus+, Eurodesk promotes the various opportunities that the programme offers to young people. However, Eurodesk also takes an active role in various other EU projects that are aimed at unlocking young people's potential, such as the European Solidarity Corps or DiscoverEU.

EUROPEAN SOLIDARITY CORPS AND ERASMUS+

The European Solidarity Corps portal was redesigned and simplified in 2020 as part of the European Youth Portal revamp in which the Eurodesk network had a significant role.

Erasmus+ and the European Solidarity Corps programme participants were impacted by the pandemic. Certain participants were either unable to travel from their home country, or to return there from their host location.

This uncertainty also prompted some parents not to allow their children to travel. To respond to these uncertainties, the European Commission applied the maximum flexibility in the implementation of the programmes within the limits of the applicable legal framework. Erasmus+ National Agencies could then invoke the "force majeure" clauses.

The Eurodesk network contributed in promotion, dissemination and answering enquiries from young people and organisations and helping with technical difficulties, with a quarter of our enquiries being related to the European Solidarity Corps initiative. The national coordinators and multipliers played a key role in guiding young people through those uncertainties and proposing alternative opportunities to participate.

DISCOVEREU

Due to the COVID-19 pandemic both DiscoverEU rounds for 2020 were cancelled. DiscoverEU travel pass winners from November 2019 have been extended their travel period until 31 August 2021. On Re-open EU, past winners can access an interactive tool giving them information of the national measures per EU Member State. Travel will be again possible from 2021 taking into consideration the national restrictions.

EBL and the Eurodesk network contributed to improve the information provided to potential applicants of DiscoverEU, building and improving the FAQs for the initiative based on the questions received earlier and the knowledge already built around the DiscoverEU programme.

Enquiries were received from various sources, the Eurodesk chat bot (EMA), social media channels or at events (such as the European Youth Week). Almost one third of the other enquiries received by Eurodesk were related to DiscoverEU.

A new round of DiscoverEU with 60.000 tickets is foreseen for October 2021. The Eurodesk network will continue to support the programme.

EURODESK AND THE NEW EU YOUTH PROGRAMME

Eurodesk monitored the policy developments regarding the adoption of the new EU Youth Programmes by attending key stakeholder events organised by the various EU institutions. EBL contributed to the discussions by bringing the specific perspective of youth information. It always stressed the importance of reaching out to all young people and the need for making the programme greener than before. With increased funding resources, the opportunities arising from the European Solidarity Corps and the Erasmus+ programme would need to be actively promoted by the Eurodesk network at European, national and grassroots level, in synergy with other players, in particular the National Agencies.

COMMUNICATION HUB IN PARTNERSHIP WITH SALTO PI

Eurodesk and SALTO PI joined forces to develop a platform, called the Communication Hub to support those working in the youth field in communicating the new generation of the Erasmus+ and the Corps programmes to a wide range of target audiences and stakeholders.

As there were no common communication strategy yet in place at the time of the creation of the Hub, the communication guidelines were co-created through a collaborative process, with representatives from the National Agencies, Eurodesk and the European Commission, along with industry-leading 'Subject Matter Experts' in Communications & PR strategic development.

The collective aim of the project is to help bring more synchronicity, understanding and common ground into how organisations in the field work with the new generation of EU youth programmes.

The content of the guidelines is divided into different steps involved in planning, implementing and evaluating communication. The Hub also introduces a number of practical tools and external resources that could be beneficial at different stages of communication work, as well as case studies that will hopefully give some new insights.

"Many thanks to the Eurodesk France team for answering all my questions about the DiscoverEU programme! My first solo trip to Italy went smoothly. The following year, I went on a road trip to the UK."

Antoine Olivier
19 years old from France

Screenshots of the Communication Hub ▼



CONTRIBUTING TO EU YOUTH INITIATIVES

EUROPEAN YOUTH PORTAL

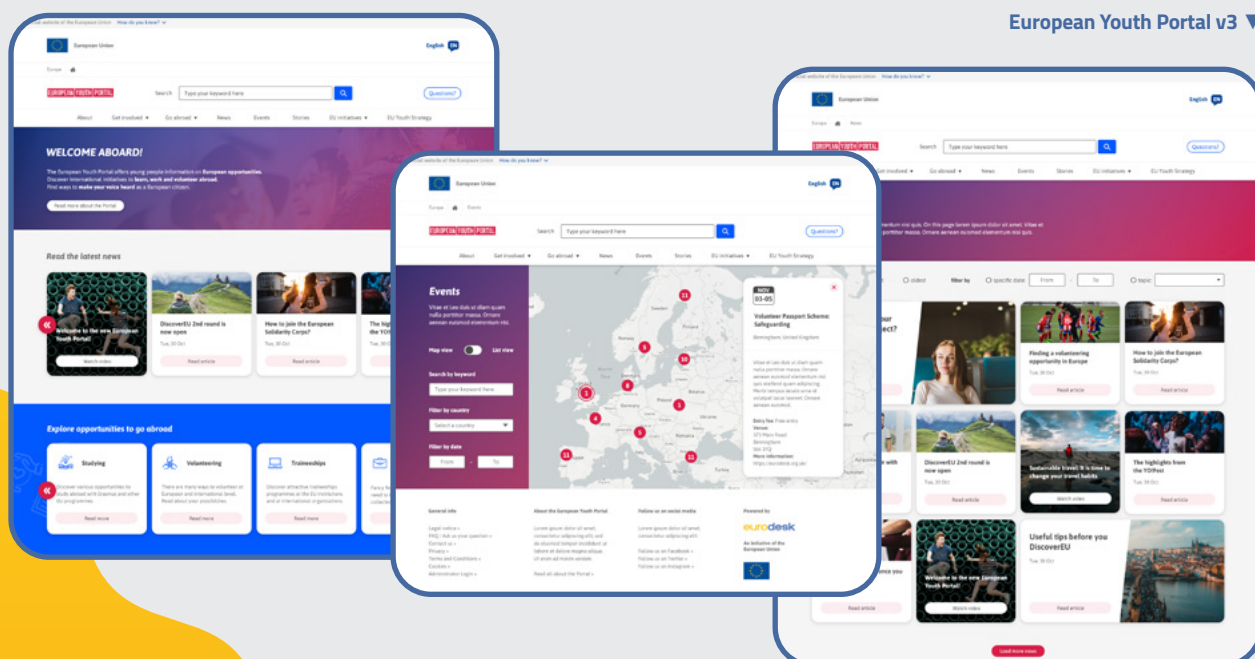
In 2020, after a two-year long period of developments, the European Youth Portal presented its version 3. In collaboration with Eurodesk, the Portal has been updated in line with the latest digital trends and views of young people expressed during the consultations across the EU as well as the newly adopted EU Youth Strategy (2019-2027).

In addition to promoting the European Youth Portal on its communication channels, the network also actively contributed to revising existing content, participating in steering meetings and proposing technical developments in order to prepare the new version.

Content was simplified, streamlined and enhanced with hundreds of articles being prepared for the launch. The European Youth Portal already hosted the European Solidarity Corps, DiscoverEU, the EU Youth Dialogue and the European Youth Week and in its new version it also included the EU Youth Strategy.

The European Youth Portal continues to be a youth friendly entry door on Europe for youth, containing valuable information on opportunities to study, train, volunteer, work or get involved in Europe and beyond while being a reliable source of information on democratic participation, sustainable development, human rights and peacebuilding.

One of the best parts of the European Youth Portal is that content is available in 28 languages. As a European young person, you can ask a question in your language being guaranteed you will get an answer from the Eurodesk network in the same language. During 2020, over 11.150 questions and follow-ups were answered via the European Youth Portal by the Eurodesk Network.



EURODESK AND THE CONFERENCE ON THE FUTURE OF EUROPE

In 2020 and 2021 several debates will take place discussing the future of Europe. Eurodesk decided to partner with the European Youth Forum and the consortium of the 25 percent project to inform and engage young people in this important process. The project, awarded in 2020, will be carried out in 2021-2022 and has the aim to engage young people and collect their ideas for the future of Europe through a digital campaign and platform, and face-to-face consultations in EU Member States.

EURODESK AT THE EU YOUTH CONFERENCES

Eurodesk attended the EU Youth Conferences that took place in Croatia (March) and Germany (online).

The conference in Croatia marked the end of the 7th cycle of the European Union Youth Dialogue (EUYD) and focused on "Opportunities for Rural Youth - How to Ensure the Sustainability of Rural Communities Across the EU".

The digital EU Youth conference, held by the German EU Presidency, under the slogan "Europe for YOUTH - YOUTH for Europe: Space for Democracy and Participation", opened the 8th Cycle of the EU Youth Dialogue (July 2020-December 2021) under the Trio Presidency of Germany, Portugal and Slovenia. The conference focused on improving mechanisms for youth participation and creating (new) spaces for young people's participation. The participants' demands were reflected in the Council Conclusions on fostering democratic awareness and democratic engagement among young people stressing the need for the information to be disseminated to them regardless of their environment.

The Conclusions stated that appropriate communication strategies should be developed in cooperation with youth information networks and other stakeholders of the youth sector, such as the Eurodesk network and the European Youth Information and Counselling Agency, at European level.

EU YOUTH DIALOGUE COMMUNICATION TASK FORCE

Eurodesk took part in an informal task force, coordinated by the European Youth Forum and the European Commission, to develop a communication strategy for the EU Youth Dialogue.

The task force met in July and September to rethink the current approach of engaging young people. Eurodesk stressed the importance of making the outreach and information youth friendly to support easy access for young people to share their thoughts and ideas and engage with decision-makers.

'GO Strange Talks' with academics for development during the Time to Move campaign ▼



"As I look around, I see all the multipliers are youthful and understand the young regardless of their ages. I believe this is an important value as well as it is the true power of Eurodesk. Closely related to this, the Eurodesk network follows the trends - in other words, it is always modern - and it always knows what is stylish and how young people can be reached. Personally, this inspires me."

István Komáromi

Talentum Foundation for the Support of Volunteering, Hungary

REACHING OUT TO YOUNG PEOPLE

TIME TO MOVE CAMPAIGN

Time to Move, the flagship campaign of Eurodesk informs young people about studying, volunteering and internship opportunities abroad and helps them find the most suitable programmes for their personal development.

As any other initiative, Time to Move was also hit by the COVID-19 pandemic. Many physical activities that were planned for the campaign, needed to be restructured as online events or cancelled entirely. Nevertheless, during the month of October in 2020, the campaign brought together around 296 youth organisations working as Eurodesk multipliers around Europe to organise 936 events in 28 European countries. Through the activities over 242 000 young people were reached directly or via the online promotion.

Among the activities there were many organised outdoors in answer to the COVID-19 pandemic. Hiking, cycling, picnics and small gatherings in nature proved to be very popular ways to comply with the regulations while informing young people about their opportunities. Social media live sessions, online get-togethers and debates were other forms of events during Time to Move 2020.

Eurodesk youth workers specifically targeted young people from a non-city environment, who do not usually have access to youth information and NEETs who would benefit from a mobility experience and the programmes that the European Union offers to them. As every year, Time to Move 2020 also aimed to make these groups of young people aware of local Eurodesk

information points as guidance spots, if they feel the need to discuss their needs, plans and how international projects can contribute to their futures, even after Time to Move ended.

The campaign was supported by a website - timetomove.info. Through the page young people could get comprehensive information about the Time to Move events via an interactive map. The website is available in 15 languages, giving international visitors quick and easy access to the content.

During the campaign, Eurodesk run an extensive social media campaign with giveaways and mobility opportunities on Instagram to reach out to the online audiences.

As a recurring element of the campaign, Eurodesk organised the Time to Move T-shirt Design Contest to find the official T-shirt design for the upcoming edition of the campaign. Young people, aged 13-30 were invited to compete with their designs and had the chance to win a pen tablet and access to online courses via Domestika to develop their creative skills. In 2020, the contest received 334 entries.

Time to Move stand in Croatia ▼



TIME TO MOVE ONLINE ESCAPE GAME DEVELOPMENT

In answer to the restrictions during the COVID-19 pandemic, Eurodesk Brussels Link looked into ways to continue informing young people even when organising physical activities were not permitted. The Time to Move Online Escape Game project was launched at the end of 2020 to provide a fun and informative option for the network to inform young people about their European opportunities.

Eurodesk Brussels Link was joined by a professional game developer, Soloth Games and 11 national coordinators to build up the game which will be released in the Summer of 2021, ahead of the next edition of the Time to Move campaign.

"Thanks to Time to Move I found out about volunteering through the European Solidarity Corps programme in another country. Before this campaign I didn't even know that these kinds of projects exist!"

Luka

20 years old volunteer

Character design samples for the Time to Move Escape Game ▼



"We have been delivering Euroclasses ever since they became the Eurodesk Poland service. They have always been very popular among students and teachers. Creating their online versions, as the Eurodesk Poland National Office did, was the best decision that could have been made. The demand on online Euroclasses is a lot bigger than we thought."

Mariusz Grzyb, Grażyna Morbitzer

dr H. Jordana Youth Centre, Eurodesk Kraków

EUROCLASSES

Euroclasses is one of Eurodesk's tools to raise awareness about European opportunities. All the classes have been designed for young people aged 16-25 years old who will soon be taking decisions about their future, particularly their future in the European Union. Studies, working abroad, gap years, these are all questions almost all young adults ask themselves.

After the successful Euroclasses on Euro-Volunteering and Euro-Participation, a third module was developed in 2020. Eurodesk worked with an expert and Eurodesk Poland on its new Euro-Working module. It is composed of six steps that will introduce the participants to the topic, give them useful tips and help them plan their mobility project. It's based on non-formal methods and offers digital options to run the classes online.

REACHING OUT TO YOUNG PEOPLE

EURODESK ONLINE TOOLS

The Eurodesk ecosystem can be explained using the iceberg theory - while we are offering a wide range of tools for free and publicly at the same time we offer an even more extensive range of tools and information available for our partners at national and local level.

Together with our Intranet and internal Groups, MyEurodesk or our Eurodesk Bulletin, the Eurodesk Newsletter, EMA, Competence Framework, Euroclasses, Publications, Database, Opportunity Finder, customised trainings and many more activities and initiatives, we aim to deliver professional and real-time information to anyone relying on Eurodesk for EU information, be it young people or youth workers.

As a support office of the network, Eurodesk Brussels Link continued to provide up-to-date information on European opportunities for young people and European news. This was achieved via daily updates (on our intranet), a weekly bulletin, a monthly newsletter and via regular updates of the website.

A timely response to enquiries translated to higher numbers as the eurodesk.eu website visits doubled from 1 million visits in 2019 to 2.33 million in 2020. The Eurodesk Opportunity Finder (programmes. eurodesk.eu) doubled from 967.000 to 2.06 million visits. Our main page uses the accelerated mobile pages technology, making it lightning fast for mobile devices, but also offers accessibility tools and easy navigation.

Even when out of office hours our Eurodesk Mobility Advisor (EMA - ema.eurodesk.eu) chatbot answered enquiries 24/7 and connected the enquirer to a real Eurodesk person if necessary. EMA is available in 10 languages and it assisted over 800 people, 15% of which went a step further and got in touch with one of our offices.

Over 100 programmes were added, modified or archived in a timely manner to provide national coordinators and externals with a reliable source of information on European and international programmes and resources in the Eurodesk Programme Database so that in 2020, a total of 386 European programmes together with 1107 National Programmes with 2945 translations were updated by all participating Eurodesk Centres with, twelve national Eurodesk websites pulling information directly from there and displaying it on their national websites. National coordinators also use the content of the EPD via their social media channels, newsletters and national websites. A special effort was made to add opportunities that could be run from home (e.g. digital volunteering).

The collective "My Eurodesk Hub" was updated with new and renewed online tools for the network. A total revamp of MyEurodesk is planned for 2021.

2020 also saw an increase in our social media outreach with a special mention. There were over 5250 followers (+2200 since 2019) for our main Eurodesk Instagram account (with 37k Instagram followers in total in Eurodesk 36). Our total number of fans on Facebook at the end of the year was at 416k with the EU account having 70k followers.

Our presence on social media, Instagram and Twitter included, also served the aim of increasing the visibility of Eurodesk information services at European level. Several of our most successful posts combined reached more than 180,000 people.

SOCIAL MEDIA ACTIVITIES

The health pandemic and the restrictions around Europe pushed the youth information field to rely more heavily on digital communication and outreach. At the same time, the patterns for how youth consume and engage with content changed as we were all confined to our homes. Eurodesk's main message to 'Experience Europe' and 'Go abroad' had to drastically change in 2020.

Young people were one of the most affected demographic of the restrictions being implemented. Many experienced feelings of helplessness facing unemployment and mental health challenges. A network-wide campaign was implemented to inspire young people to be positive about the future and ensure them that we were still available to support them in their ambitions.

The campaign #DontStopDreamingStartPlanning was created by Eurodesk's COVID-19 Communication task force, including a series of social media posts and a video from our network to youth in Europe. The task force was composed of several Eurodesk national coordinators and coordinated by EBL.

As a result of the pandemic, more emphasis was placed on training our members on various social media platforms, emerging tools and trends to ensure we kept our close relation with youth.

THE EURODESK ECOSYSTEM

Online information about Eurodesk ▼



EMA
CHAT BOT



euroclasses
eurodesk

EUROPEAN
YOUTH PORTAL

EURODESK
WEBSITES



EURODESK
NEWSLETTER



eurodesk
Bulletin

EURODESK
INTRANET



Youth information for youth
information workers ▲

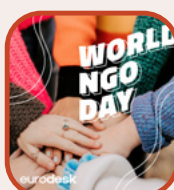
Youth information for young people ▲

eurodesk
e-academy

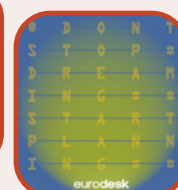


Training activities within the network ▲

Quality processes within the network ▲



EUROPEAN UNION
UNEMPLOYMENT RATE
STATISTICS
SEP 2020



Social media activities ▼

RECOGNITION OF YOUTH INFORMATION

Eurodesk actively voiced the need to recognise youth information work and the youth information worker profession.

EUROPEAN COMPETENCE FRAMEWORK FOR YOUTH INFORMATION WORKERS

The recognition of youth information workers is an important priority for Eurodesk. In 2020 we concluded our cooperation with the ESCO team in the Commission to publish the Youth Information Worker occupation on the EU platform. This work, based on a European-wide survey, was conducted together with the ERYICA network. The European Commission has included the new occupation of Youth Information Worker in the revamped ESCO to be validated by Member States.

In late 2020, Eurodesk and ERYICA launched a European working group of Youth Information Workers to take stock on the previous research and together create a European competence framework for the profession. This is expected to be launched in 2021.

EURODESK MOBILITY ADVISOR COMPETENCE FRAMEWORK

Eurodesk adopted a mobility advisory competence framework in 2018. It comes with several tools such as a card and board game to develop peer exchanges and learning activities as well as a 360° and training needs assessment tools. In 2020, EBL launched a consultation on the Training Needs Analysis tool. A revision of the Framework will be conducted in 2021.

YOUTH INDICATORS EXPERT GROUP

For the second year, Eurodesk participated in the expert group on Indicators in the Youth Field. It was established in the context of the EU Youth Strategy (2019–2027) to support the work of DG EAC, to review the existing dashboard of EU indicators in the youth field, and to make proposals for new quantitative and qualitative policy indicators and benchmarks to monitor the implementation of the EU Youth Strategy. Youth information and support were added as an area of the dashboard, while “media information and literacy” and “learning mobility” were added to the list of indicators.

Youth information session at Eurodesk Liechtenstein ▼



A VOICE IN THE YOUTH WORK FIELD

Eurodesk actively participated in youth coalitions aimed at improving youth work, stimulating innovation and fostering quality in the field. It shared its perspective and specific expertise as a youth information network.



▲ Paralympic Swimmer, Antonis Tsapatakis talking about Eurodesk and mobility opportunities in Eurodesk Greece's video

EUROPEAN YOUTH WORK CONVENTION

Every 5 years a European Youth Work Convention is organised bringing together practitioners, policy makers and researchers. Eurodesk contributed as a member of the Steering Group advising the host of the convention. In addition, Eurodesk contributed to two sessions during the convention itself and worked together with ERYICA to feature the Greening Youth Information Work Guide and our work on the recognition of youth information workers.

EUROPEAN PLATFORM ON LEARNING MOBILITY

Most European mobility programmes were postponed in 2020 due to the health pandemic. Our work with the EPLM continued nevertheless. Several steering committee meetings were organised to better understand the impact of the pandemic in the field of youth mobility and youth work. In addition, the EPLM steering committee went through a restructuring of the composition which we contributed to. We are happy to continue in the steering committee in the years to come.

EUROPEAN YOUTH WORK ACADEMY

The European Academy on Youth Work is an initiative jointly organised by several National Agencies and Salto-Youth Resource Centres. EBL is a member of the advisory committee whose role is to provide recommendations to the executive committee on the organisation of the next Academy planned in November 2021. Several meetings were held online to draw lessons from the first edition and design the best processes to build a successful Academy.

"We are settled in a hilly area at the foot of Small Dolomites, geographically far from everything! Thanks to Eurodesk network our community is connected to Europe and since 2001 we are promoting opportunities for young people to overcome all barriers and to increase European awareness."

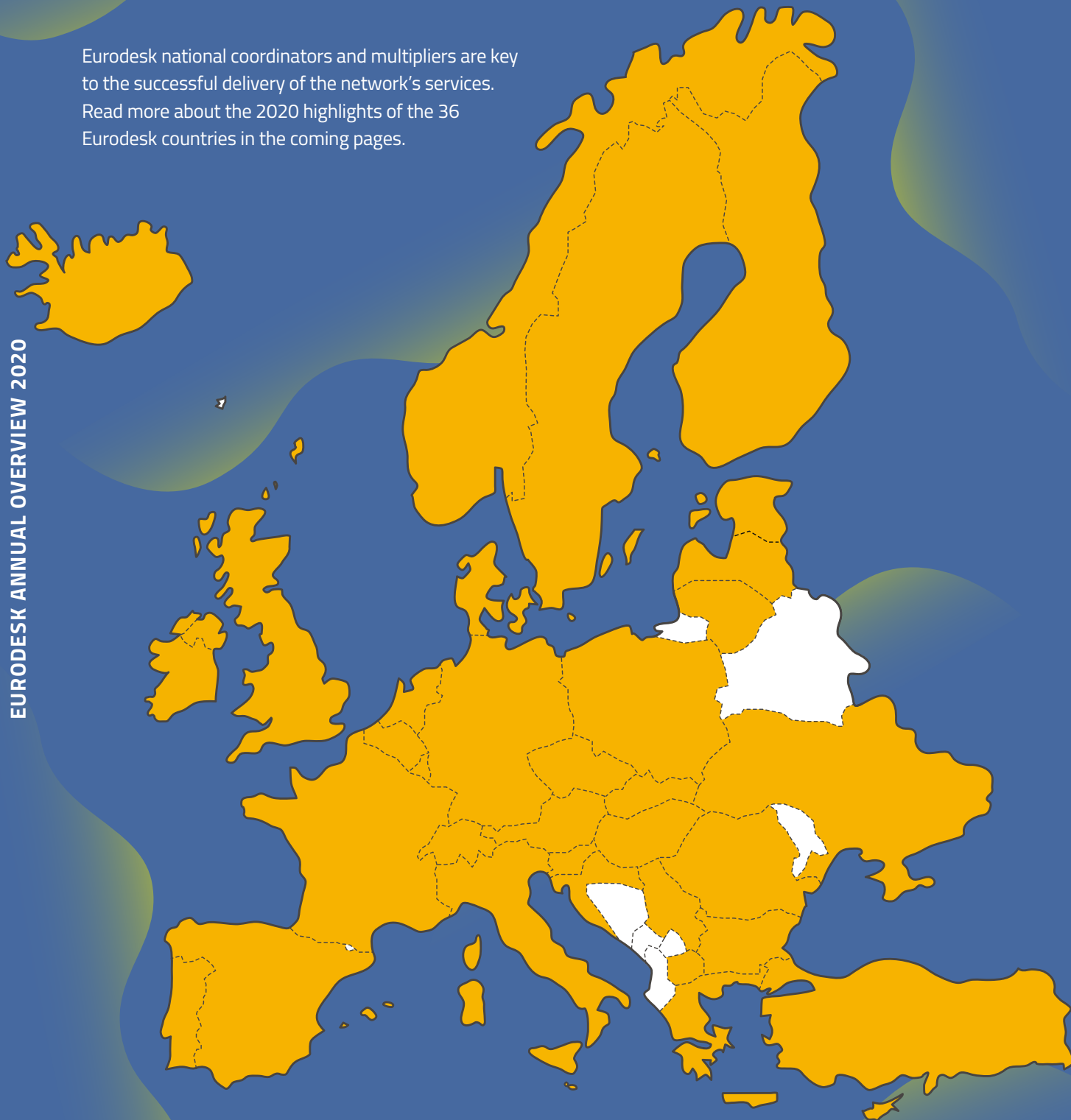
Alessandra Dal Pozzolo

Multiplier, Progetto Giovani - Eurodesk Valdagno

INITIATIVES FROM THE EURODESK COUNTRIES

Eurodesk national coordinators and multipliers are key to the successful delivery of the network's services. Read more about the 2020 highlights of the 36 Eurodesk countries in the coming pages.

EURODESK ANNUAL OVERVIEW 2020



IN 2021, EURODESK UK CLOSED, WHILE GEORGIA JOINED THE NETWORK. THESE CHANGES ARE NOT YET REFLECTED IN THIS PUBLICATION.

AUSTRIA

For Eurodesk Austria, 2020 was not only a year marked by the COVID-19 crisis, but as a result also a year of great digital efforts and endeavours.

In tackling the coronavirus crisis, Eurodesk Austria (hosted by Österreichische Jugendinfos) utilised their expertise in **digital youth information formats** and applied their know-how to create new digital resources and tools.

One major effort in the time of the crisis is to reach young people with reliable information and offer them **fact-checked news**. In addition to answering inquiries by email and telephone, many multipliers set up online information formats, including online information sessions via Zoom and an online mobility fair via padlet. On-the-spot events were modified to take place online. Eurodesk Austria strengthened their efforts, the primary objectives being to create content that answers to the information needs of young people in the crisis and to use already established channels to disseminate this online information. The topic of mobility and opportunities abroad in a time of travelling restrictions and national COVID measurements, were tackled following the **“Don’t stop dreaming, start planning”** slogan – on the one hand giving out general information on opportunities and help to plan future mobilities and, on the other hand, in informing and supporting young people that planned to go abroad during the COVID crisis, as well as young people who were volunteering abroad.

The corona crisis, for us, definitely offered a chance to further explore online youth information and to further connect as a network, as well with young people online. On a daily basis, we saw that young people are eager to voice their concerns and information needs. One example for this is the

Austrian Youth Reporters Blog at the Austrian Youth Portal. Opening up the opportunity for our young journalists to express the crisis from their point of view – providing a young perspective on the topic.

NINTH EDITION OF OUR PUBLICATION ON MOBILITY OPPORTUNITIES

In 2020 we launched the ninth edition of our publication „Einfach weg: Auslandsaufenthalte für junge Leute!“, which is available in all multiplying offices around Austria and with our respective partners as well as via download <https://www.jugendinfo.at/publikationen/einfach-weg/>. The ninth edition includes important updates as well as a revamp of the design of the publication. The brochure features information on going to school and language courses abroad, internships and work programmes abroad (including au-pair and teaching), studying abroad and volunteer work abroad, information on the European Programmes Erasmus+ and European Solidarity Corps, as well as covering general information on visa, insurance and costs.

LEARNING BY LEAVING CONFERENCE

The “Learning by Leaving Conference 2020” was organised by Eurodesk Austria, Europass Austria and Euroguidance Austria. Planned as an on-the-spot-event, the organising committee was faced with the COVID crisis and decided to shift gears and make it an online event. The conference focused on “Inclusion in Mobility” and offered the opportunity to network and to conclude the three-year cooperation between Europass, Eures, Euroguidance and Eurodesk as part of the “Learning by Leaving” conference circle (2018-2020). In the course of the conference organisation, the brochure “Living and Working in Europe” (www.eurodesk.at) was reissued by Eurodesk Austria, in which the European information networks and their (national) activities are presented.

BELGIUM

FLEMISH-SPEAKING COMMUNITY

What a year it has been!

In January and February of 2020 we didn't know what was coming and informed over a 1000 young people at the **Student Information Fairs** and at a local information session. But soon afterwards, it became clear that going abroad wasn't the obvious choice anymore and our work changed. A challenging year, to say the least. But with Go Strange/ Eurodesk Flanders we look back at a lot of innovation and online exploration.

In April 2020 we hosted our first **online information session**. It was our first time organising a webinar via ZOOM. Five #EUSolidarityCorps volunteers attended and talked about how they were handling their voluntary work during the pandemic. This webinar set something in motion and spurred on our search and attempts to try out new ways to reach out to and connect with our target group(s).

As mentioned before, our work changed and our attention shifted. We decided to share **#stayhometips** and **#leukvoorzicht** (things to look forward to) online from an international point of view, for example 'This is the time to catch up with your friends abroad; schedule a video call'. We were also thrilled to join the #Dontstopdreamingstartplanning campaign from Eurodesk, because we all needed some positivity and prospects.

We had our very first intern supporting us in communications. She launched our **TikTok channel** with us and recorded some funny videos; all inspired with 'going abroad' content. She organised focus groups with young people; asking about our websites and checking if our content was youth-friendly so we could keep on improving our content.



GO STRANGE: LEVEL UP

Every other year we focus our efforts within the NA on young people. 2020 was one of those years, so Eurodesk Flanders/Go Strange was happy to welcome around 1000 young people at a big event during our Time To Move campaign. Our last fair was held in 2017. After three years instead of the usual two, we wanted to make sure this edition was a success, just like the previous editions. But **flexibility was a keyword in 2020**.

The week before the event would take place, we decided to scale it down due to increasing restrictions and reported COVID-19 infection rates. We could still keep our online inspirational sessions in the beginning of the week and our informational sessions in the second part of the week. But we did, however, decide to transform our small physical event into something else: a small **TV studio!** Most of the guests who were going to give a talk agreed to be interviewed instead. We created a studio setting, arranged a camera crew and with few staff, we managed to still inspire and inform our target group. It was just in a different form than we were used to; with teasers and in-depth interviews to be watched afterwards. We called it our **'Go Strange Talks'**.

In addition to that, we curated an online **exposition via ArtSteps** with stories of young people going abroad. We made sure young people could ask questions with one-to-one chat sessions and we embraced going live. We streamed some webinars on Facebook and went live on Instagram.

Although it's hard to compare the reach to previous fairs, we managed to reach out to a lot of young people in a time when going abroad might not be at the front of their minds. And another benefit: all the content can still be (re)watched today. With a lot of flexibility and creativity we look back at an amazing digital change.

FRENCH-SPEAKING COMMUNITY

In 2020, Eurodesk French-speaking Community of Belgium within the BIJ continued its work of informing young people and adapted its operation to reach its target audience despite the health crisis and in compliance with the measures in force.

The BIJ kept the **BIJ Mobility Info Space** open by appointment and young people and contacts in the sector also had the opportunity to ask their questions by phone, email or by video conferences. They received information, advice and guidance on their mobility issues at European level, with free access to the internet and the EYP. The BIJ disseminated European mobility offers and the results of projects and good practices on the BIJ website and social networks.

The BIJ participated in **15 youth fairs**, information sessions and face-to-face or remote activities and worked on a virtual trade fair for the mobility of young people which will take place in 2021.

The BIJ also informed young people and the relays of the sector via its **newsletters, leaflets, posters**, www.erasmusplus-fr.be but also, in partnership with Infor jeunes asbl, through the site mobilitedesjeunes.be and, with the Infor jeunes federation, the guide Living abroad in 40 questions.

In 2020, the BIJ translated the **Time to Move game** in collaboration with Eurodesk France.

BIJ has contributed to the Eurodesk network by publishing information about the FWB on the **European Youth Portal** and in the European database and by answering questions asked via the network's intranet.

GERMAN-SPEAKING COMMUNITY

Eurodesk German-speaking Community of Belgium is part of the JIZ - Jugendinformationszentrum.

As a youth information centre their role is to inform about mobility opportunities, abroad experiences, Erasmus+, and the European Solidarity Corps.

In 2020, Eurodesk German-speaking Community of Belgium distributed different **leaflets**. These leaflets are used in individual face-to-face counselling or info sessions and distributed in different spots like schools and cinemas.

In schools JIZ run **workshops** every year and give young people the possibility to get informed about different mobility opportunities and we encourage them to think about the possibility of an abroad experience.

Each year, around February, JIZ organises **"Auf & Davon"**, a workshop on a Sunday afternoon, where young people can get all information and counselling about different mobility opportunities and get useful first-hand advice from young people who participated in similar experiences.

In a **weekly newspaper** Eurodesk German-speaking Community of Belgium has written articles about the European Solidarity Corps, on how to learn a foreign language, about work and travel, participating in elections, etc.

Last but not least, in December there is the **"online advent calendar"**: behind one door we presented Eurodesk and the EYP. Young people could make a funny picture to win a bluetooth box.

BULGARIA

In Bulgaria the network of multipliers consists of 17 organisations in 16 cities. As in the previous years, Eurodesk Bulgaria through its multipliers and various events, continued to support youngsters so they could be active and well-informed citizens.

In 2020, our Eurodesk national website had **over 79 000 page views**. Eurodesk Bulgaria continued to maintain close cooperation with the European Commission Representation in Bulgaria and worked closely with Europass, Euroguidance, eTwinning, Eurydice, Europe Direct and the EURES Advisers network to ensure consultation to young people.



Some of the activities implemented in 2020 by Eurodesk Bulgaria:

- » **National Career Days JobTiger 2020:** due to the pandemic situation in 2020 the fair was held online on 25 -26 March 2020 and we had the opportunity to give personal consultations and answer questions on mobility, education and qualification.
- » **9th May - Day of Europe:** social media campaign from 1- 9 May in cooperation with Enterprise Europe Network, MEDIA, Europe Direct, Europe for Citizens (EFC). All networks posted daily informative posts to gather public attention.
- » **ECO camp 2020:** the Bulgarian NA organised the "Green Eco Days" in 3 cities with info stands on highly visited public places. Experts from Eurodesk gave personal consultations on mobility and education.
- » **National Training for career guidance consultants:** online event in cooperation with Euroguidance organised on 4-6 November with 90 participants.
- » **Erasmus+ Valorisation Conference:** online event on 18th December on which Eurodesk was presented as main activities and tasks in front of 60 participants.
- » Eurodesk Bulgaria and Erasmus+ NA supported a big **nation-wide survey "City of knowledge"** held by one of the biggest radio stations "Darik Radio" – this was a great opportunity to make Eurodesk more popular on the web platform of Darik Radio.

Time to Move 2020 was very successful in Bulgaria with 14 events in 11 cities and around 3500 young people reached. Some events were online and others with physical attendance strictly following the official anti-pandemic measures. We are very proud that a Bulgarian contestant – Kaloyan, won the 1st prize in the annual T-shirt contest.

CROATIA

The year 2020 was like no other. It has been such a smorgasbord of unprecedented twists and turns - a global pandemic and a couple of very strong earthquakes caused widespread damage to 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 pandemic has forced us to adapt and diversify our services by moving most of our activities online and producing very creative virtual events and content – exhibitions, podcasts, competitions, short video clips, animated cartoons, games, etc. This also proved to be a good opportunity to grow Eurodesk HR's **online presence**, with Facebook followers up from 2738 to 3225. The overall network follower count (Eurodesk HR and multipliers) on Facebook grew from 55000 to 62000.

Eurodesk HR's 15 multipliers cover 14 out of 20 counties. Seven of them entered the **Eurodesk Awards 2020**, with Association Alfa Albona winning the Most Creative Information Project award.

Eurodesk HR worked hard to ensure that the multipliers had the support they needed to adapt to the new working environment caused by the pandemic. We held 2 **national multiplier meetings**, 1 newcomers meeting, 2 additional support meetings, and 1 national training for multipliers. Multipliers also actively took part in the online Multipliers' Seminar and in the EBL webinars.



Together with multipliers, we organised or contributed to **123 events**, reaching more than 9500 people. In October, multipliers ran Time to Move information and networking events which yielded excellent results:

1. Croatia was in the top 5 with most events,
2. One of the two Time to Move T-shirt contest winners is from Croatia,
3. Another T-shirt design contestant from Croatia achieved an outstanding design award.

For the European Youth Portal, Eurodesk HR reviewed and archived over **900 articles** and created introductory content for the national page on the revamped Portal. We answered over 200 enquiries via the Portal, while the Network dealt with another **3000 queries** received via other ways.

Eurodesk continued to work closely with the Croatian National Agency in promoting youth mobility, European Solidarity Corps, Erasmus+, inclusion and Solidarity Projects. Eurodesk strengthened its **cooperation** with other networks and initiatives, such as EUDirect, Euroguidance, Youthpass, ERYICA, EYCA, YouthWiki, Erasmus Student Network, SALTO Participation and Information, the European Commission, and the EC Representation in Croatia.

We are proud that the Croatian Eurodesk Coordinator joined the **Eurodesk Executive Committee** for a 2-year term. She actively participated in the meetings and trainings and is currently actively engaged in various tasks with the Executive Committee.

CYPRUS

2020 was a challenging year for everyone working in the European youth field, but especially for Eurodesk Cyprus, which is traditionally "out there in the field" in a physical manner. Nevertheless, we adapted quite successfully, by continuing to provide high quality information to young people, while empowering and keeping them engaged.

As 2020 marked the 30th anniversary of the Network, numerous offline and online activities were realised throughout the year:

- » Participation at the **"Get Connected" fair** organised by the Representation of the EC in Cyprus, with an info kiosk. The fair took place before the pandemic outbreak. During the event we had the opportunity to meet many young people and inform them about our work and the opportunities Europe offers them.
- » **#HomeChallenge, #EuroQuiz and "EU Language Quiz"** kept young people engaged and entertained during the lockdown periods, while providing them with information in a playful way. All the above activities were organised in collaboration with Universities, the Youth Information Centers and our multipliers.
- » Production of **"Youth Stories"**, short testimonials of our multipliers and other former participants of Erasmus+ and the European Solidarity Corps, were published to inspire young people to follow their example.

Time to Move 2020 was adapted to the situation as well. Some physical activities were able to take place between lockdowns, by our multipliers all over Cyprus. During the Time To Move campaign, Eurodesk Cyprus also participated in the Erasmus Virtual Festival 2021 with a photo contest that was organised in collaboration with the Youth Information Center Larnaca, giving young photographers the opportunity to express themselves and show us how they see their neighbourhood as part of Europe.

Of course, through the year, Eurodesk Cyprus continued the day-to-day work: **tailor made support** was provided to young people via telephone, social media and e-mail, the old content of the EYP was revised and new content was added in line with the new approach, in both Greek and English.

The constantly updated Eurodesk **national website** was used as a tool for engaging, inspiring young people and youth workers, and for better visibility of the network. Eurodesk Cyprus shared stories on social media sent by young people including their travels, projects, thoughts and views.

Lastly, during 2020, Eurodesk Cyprus and its multipliers, through numerous activities achieved visibility in online news portals and national TV and radio stations. At the end of the year, ED Cyprus created and distributed a short **animation video** about its services in Cyprus, in a youth friendly way.

RECYCLING WORKSHOPS

One of the Eurodesk Cyprus multipliers, "Agros Youth Information Center", situated in the mountainous area of Troodos, organised recycling workshops. These events took place in October as part of the Time To Move 2021 campaign. At the time, the situation with the pandemic allowed for small gatherings of people outdoors, so it was a good opportunity for young people living in rural mountainous areas to learn about Eurodesk, the opportunities it promotes, while getting to know more about recycling.

CZECHIA

Year 2020 was definitely a year of COVID-19. The first months of this year were not influenced as much as the rest of the year but a lot of activities and events were cancelled, postponed or relocated into online space. Transition from offline to online activities was not always smooth for all multipliers but most of them adapted to the situation quite well.

There were over **40 offline events** organised in 2020 by Eurodesk and its multipliers despite the pandemic. Most of those events were aimed to promote European youth mobility opportunities. Some of them took part in student opportunity fairs, others were organised within festivals, some were specifically aimed at local topics in a European context.

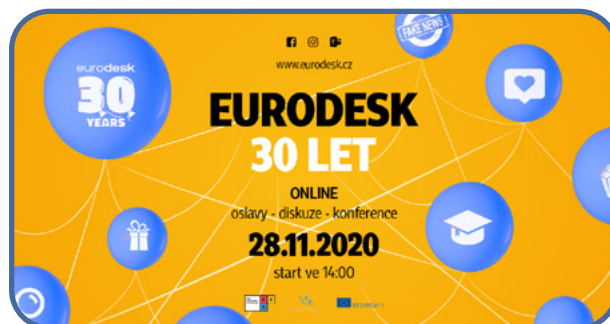
We celebrated the **30 years anniversary** of Eurodesk by a big online conference/discussion with six guests. There were three parts of the programme, each of them had its own topic. The first one was aimed at handling psychological issues in the context of online space and digital mental hygiene. The second part explored the newest trends in fake news and online manipulation. The guests of this section were young programmers who designed their own app for spotting fake news. The third part was about education on modern history – how to talk about recent and unpleasant history. One of the guests – a former investigator of war crimes in former Yugoslavia who works for the UN, Vladimir Dzuro – joined online from New York. The whole programme was streamed online so people could watch and ask questions in real time. Over 250 visitors watched the conference online, over 200 more watched later from the recording.

Still in the context of the 30th anniversary, we created a Eurodesk **birthday filter** for social media so our followers and multipliers could record a wish. Then we created a video from those birthday wishes. Another activity we managed was a series of online quiz/contests where youngsters could win some nice prizes with Eurodesk branding. We tried a funny way such as 'Tell us what a thirty years old person should/ shouldn't do' or 'Funny fact quiz about Europe'. These activities were quite popular.

We created an **infographic** that compared the evolution of Eurodesk with some significant events of our modern history. We produced about 3200 pieces of promotional materials with Eurodesk 30th anniversary branding.

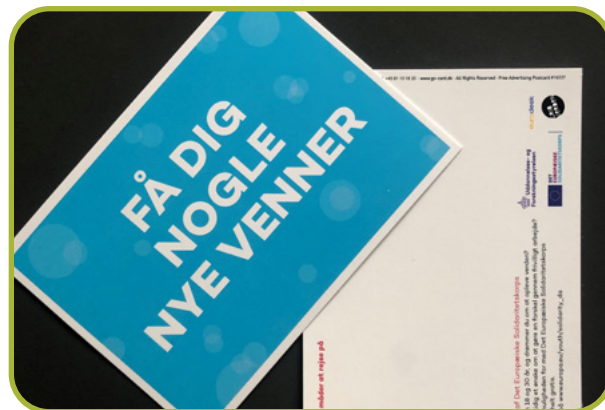
We had **two national meetings** with our multipliers and one combined with Eurodesk Slovakia. Those meetings were designed to share good practices among the multipliers. Key topics were digitalisation of our work, social media and how to relocate offline activities to online space. Then we tried some online escape games to inspire our multipliers in the field of online activities.

We published a brand new publication which is focused on basic informal education methods. The main topic of this publication is '**How to work with a group dynamic**'. This publication is mainly aimed at youth workers and teachers.



DENMARK

Eurodesk Denmark continued to work closely with the Danish National Agency in promoting youth mobility, European Solidarity Corps, Erasmus+, DiscoverEU and Youth Wiki.



In 2020 the focus has been on digital communication activities. Especially Eurodesk Denmark's **national website** www.gribverden.dk where the number of travel blogs from young people has been increased, including five stories with participants from the European Solidarity Corps. Eurodesk Denmark also worked on updating the content on the website and established a fruitful collaboration with national student organisations and youth counselors to produce new information materials about studying abroad.

Eurodesk Denmark developed **a new social media strategy** in order to enhance its presence and better reach and engage target groups by providing encouragement and support for young people to share their personal experience of participation and mobility. During the year the number of Facebook followers increased by 7,6 percent. Moreover, the **Time to Move** campaign was promoted as well as a social media campaign in collaboration with Europass Denmark that ran throughout December and consisted of a new quiz every week within the framework of Europass.

Eurodesk Denmark also worked with a **journalist and photographer** to produce high quality films with participants from European Solidarity Corps projects in Denmark. The films are showcased in full length on the national websites while shorter versions are used on social media. The films give the viewers a real look into the life of a volunteer. They were also used in relation to webinars about the European Solidarity Corps targeted at young people, at the education institutions and youth organisations, where Eurodesk Denmark contributed with presentations about Grib Verden and the **European Youth Portal (EYP)**. The aim was to inform about the European Solidarity Corps and encourage more Danish youths to participate in the programme.

Despite social distancing and the lack of physical meetings, Eurodesk Denmark created the **'Få dig nogle nye venner – find andre måder at rejse på' (Find new friends – Find new ways to travel)** campaign in order to raise awareness about the opportunities offered for young people. The aim of the campaign was to create youth-friendly information materials nationwide that do not require previous knowledge of the European Solidarity Corps. The information products (info cards) were designed to catch the attention of and appeal to young people. The campaign took place over the course of two weeks and the info cards were available throughout Denmark in 540 places popular among the target group. A total number of 33,000 pieces of information material were produced and distributed.

ESTONIA

2020 presented a huge challenge for the Eurodesk Estonia network to react quickly, adapt and keep providing answers in times when the interest and need for international youth info dropped.

In February 2020, previous and **new multipliers** were approved for the Estonian Eurodesk network – from 10 counties out of 15. As a support throughout the long period of restrictions the network held one **video meeting** together, one-on-one video meetings between the coordinator and multipliers and a 2-day online training at the end of the year. The training was designed based on a **survey** about multipliers' needs and interests. The central topic was improving online engagement and making plans for the post-COVID mobility era.

Our biggest and most noteworthy achievements were **two campaigns**. Firstly, 'Paberlennukiga Euroopasse' – collecting personal stories about Erasmus+ and ESC experiences. As a result 3 winners were nominated on Europe Day and 8 new blog posts published on www.europanoored.eu. The initiative of holding such competitions came from the network and is the first success story of close collaboration inside the national network.

Each year the whole network participates in the **Time to Move** campaign. Estonian multipliers chose diverse activities for TTM: playing games, recording podcasts, organising T-shirt design workshops, visiting youth centres and the national office organised a tattoo design contest. 7 tattoo sketches representing stories from Erasmus+ and ESC adventures were sent to the contest.

At the start of the year and during Summer, our multipliers managed to participate in face-to-face events, visits, conferences and fairs. The network reported organising **70 information activities** and reaching 4442 young people and youth workers. In 2020 we produced and handed out 1650 printed leaflets in Estonian and Russian, and the following promotional items: hoodies, organic cotton fruit bags, canvas bags, reflectors, microfibre towels, pens and Rock Books. Materials and gadgets were also given as prizes when multipliers organised quizzes, games, orienteering, competitions, etc.

In 2020 we also restarted investing resources into **Youtube channel** and with producing new content about Erasmus+, ESC, the 'Siin Hoolime' campaign and Agency's counseling service, all our videos reached over 134 000 views.



FINLAND

The year 2020 was unusual, not only due to the COVID-19 pandemic but also, Eurodesk had some staff changes and many of the multipliers and youth field organisations have been temporarily dismissing their staff due to their financial situation. Nevertheless, Eurodesk managed to implement its work programme well by using online and other remote solutions.



Few highlights of the Finnish Eurodesk year 2020:

- » The Finnish Youth Work Days, **YOUTH2020** in Tampere, January 2020: the Eurodesk Coordinator facilitated one of the seminars with other main youth work funding institutions that gained a good level of interest; during the 2,5 days event which gathered approximately 2500 youth work professionals and stakeholders, Eurodesk together with the NA hosted a stand at the fair where the Youth Goals were the main focus;
- » **The annual event of the European Solidarity Corps** was hosted by the NA and Eurodesk played an active role on covering the social media from the online event, professionally staged from a studio;
- » **Online seminar on guidance by EDUFI** - the host organisation of Eurodesk - together with Euroguidance;
- » Another online **seminar "The world is open"** for youth information and counselling workers by Eurodesk, Euroguidance, Maailmalle.net service and Koordinaatti;
- » New **bilingual newsletter** in co-operation with the Youth sector of the NA;
- » Strengthening of the **EuroPeers activities** by providing training, new platform on Discord, newsletter, initiating the preparation for YOUTH2021;
- » **Social media training** for Eurodesk and NA staff;
- » **Replacing multiplier events** by posting of material including tips on how to use it for One-stop guidance centres and other multipliers.

FRANCE

EURODESK FRANCE IN 2020: AN AGILE NETWORK IN CHALLENGING TIMES

Due to the pandemic, Eurodesk France faced significant challenges in terms of information, follow-up and support for young people.

A (r)evolution in the way of designing and delivering reliable, relevant, adapted and updated information became necessary in order to help young people to start planning their future mobility. The number of **online sessions** dramatically increased, yet multipliers maintained face to face services whenever possible. Key areas covered as a network were: Expertise, Resources, and Visibility.

CONSOLIDATING THE EXPERTISE OF MULTIPLIERS

To guarantee quality of services nationwide and to address the needs of its network, Eurodesk France supported its regional and local multipliers on a daily basis and organised **two major events** to help them increase their skills and share good practices. The national Eurodesk seminar involved training for regional multipliers. The event was held online, and one of the topics discussed was 'How to promote mobility and adapt practices to special circumstances'.

A new training module was launched and offered to newcomers who joined as part of the annual labelling campaign. This introduction to the network was held face-to-face.

Eurodesk France is proud that the expertise of its network was recognised at the 2020 **Eurodesk Awards**: CRIJ Hauts-de-France (Eurodesk Network Prize winner) for Youth Mobility Makers.



DIVERSIFYING INFORMATION AND ACTIVITY RESOURCES

To complement the resources already on offer, Eurodesk France produced and distributed two new tools to its multipliers. The first is an **exhibition on volunteering opportunities** in Europe and internationally, in the framework of national, EU and international programmes. The second is the French version of the **Time to Move Card Game**, which enhances gamification of proposed activities and was shared with Eurodesk French-speaking Community of Belgium and Luxembourg.

REINFORCING VISIBILITY BY CELEBRATING 25 YEARS OF EURODESK IN FRANCE

Since 1995, CIDJ has been the Eurodesk national coordinator appointed by the Ministry in charge of youth. For over 25 years, Eurodesk France has been a dynamic network based in the Youth Information network, that gathers more than 130 regional and local multipliers who are active nationwide. The national Eurodesk coordination is led by CIDJ with a National Eurodesk Group composed of regional multipliers.

Proud to celebrate **25 years of Eurodesk**, Eurodesk France launched a social media campaign which gave the floor to young users, multipliers and partners. The outcome consists of a series of testimonials on how Eurodesk services make a difference.

The national coordinator of Eurodesk France was re-elected **member of the Eurodesk Executive Committee** for the term of 2020-2022.

GERMANY

In 2020, Eurodesk Germany and its regional service centres advised over 30,700 young people, parents and multipliers and informed about mobility and funding opportunities.

31% of the **inquiries** related to the European Solidarity Corps. Due to the COVID-19 pandemic, the absolute number of inquiries decreased significantly compared to previous years. The main reason was that numerous face-to-face events such as trade fairs and lectures could not take place.

DEVELOPMENT OF NEW OFFERS

Eurodesk Germany developed its own **online offers and activities** and also took part in online fairs and events. Eurodesk Germany recently designed two online training courses for mobility experts: a training covering the different mobility opportunities and a training session about different funding programmes. In 2020, six online trainings were offered.

Besides this, Eurodesk Germany successfully tested **new information formats** such as an online exchange within the multipliers network on the corona situation in the form of good practice sharing. In cooperation with Eurodesk Rostock, an online-version of the mobility escape room was developed.

PRODUCT DESIGN RELAUNCH

An important focus of Eurodesk's work in 2020 was the work on the **design relaunch of the mobility portal** www.rausvonzuhause.de and the design relaunch of products such as brochures, flyers, banners and the Eurodesk mobility exhibition. The objective of the relaunch was to increase Eurodesk Germany's visibility, attract new target groups and to make the overall appearance of Eurodesk Germany more coherent, fresh and youth-friendly. The new

website is especially developed for mobile users. The new design and structure aims at improving usability and user experience. Content can be found wherever it is relevant thus enabling intuitive user guidance. The website and products will be finalised in 2021.



NETWORK OF MULTIPLIERS

In 2020, Eurodesk Germany worked with a **network of 45 local multipliers**. In spite of COVID-19 Eurodesk Germany welcomed a new partner in southern Germany to the network. The Eurodesk annual meeting was successfully carried out as an online event. The meeting focused on information updates, new online methods and tools and best practice from the network. During the **Time to Move Week**, 23 events were organised, including an online series of mobility lectures and an online podium discussion.

PARTNERSHIPS

Eurodesk Germany has a **close cooperation with other EU networks**, especially with the national agencies for the EU programme Erasmus+, EURES, Euroguidance and Europass. In 2020, the working group increased its meeting frequency: The exchange in the working group was organised 3 times online. Thus, regular updates about actual mobility opportunities, perspectives and changes in funding schemes could be shared. Due to the online format more organisations and persons joined the meetings.

GREECE

During 2020 Eurodesk Greece organised a series of activities with the aim of informing young people, especially those with fewer opportunities about European opportunities and encouraging them to become active citizens. The COVID-19 pandemic had an effect on the activities of our work programme. Due to this situation, we had to transfer the face-to-face activities to the online environment.

In 2020, Eurodesk Greece produced **promotional material and banners** for improving the visibility of the network. All the materials are youth and environmental friendly.

One of the most memorable events for Eurodesk Greece in 2020 was an **online joint activity with IKY National Agency and Erasmus+ Youth**, which was organised in November. The event was public and available through Facebook, Instagram and YouTube. The aim of the event was the presentation of the 7 years of the programmes (2014-2020) and Eurodesk. 6 organisations presented their experience and good practices.

In June, Eurodesk Greece with Erasmus+ Youth and the European Solidarity Corps organised **4 successful webinars** in 4 different geographical peripheries. The Info Fridays took place via Zoom for the Greek Islands, Epirus and Thessaly, Peloponnese and Central Greece, Macedonia and Thrace. Our goal was to inform people and organisations about the actions of the two European programmes and the Eurodesk network.

Eurodesk Greece cooperated with the Athens University of Economics and Business in the framework of the **online event** Athens Negotiations Tournament, in September. Young people, students and organisations were informed about Eurodesk and its mission. The keynote speaker was dr. Ilias Kapoutsis who is Assistant Professor at the Athens University of Economics and Business (AUEB) and Director of the training program Certificate in Management and Leadership Skills at the Education and Lifelong Learning Center of AUEB.

At the end of the year Eurodesk Greece with its multiplier Europe Direct Komotinis participated in the online event **4th EU Jobs and Mobility Roadshow**. The event was broadcasted on social media with the aim to inform young people and organisations about the role of the Eurodesk network and how it supports them.

In March, before the COVID-19 outbreak Eurodesk Greece along with Erasmus+ Youth and the European Solidarity Corps took part in the **face-to-face meeting** of the cultural institutions of the Municipality of Tripoli. During this meeting, a presentation was given for the information of potential stakeholders.

Last but not least, for better visibility of the network at national level, the Eurodesk national office and its multiplier created a **video** that was published on our social media channels. This video presents the day-to-day work of Europe Direct Komotinis and its cooperation with Eurodesk Greece.

Another video was created, with the participation of a Paralympic Swimmer, Antonis Tsapatakis who is an inspirational person for young people, especially for those with fewer opportunities. During this video the Paralympian encourages young people to start with Eurodesk, whatever their question may be, in order to discover their opportunities around Europe.

HUNGARY

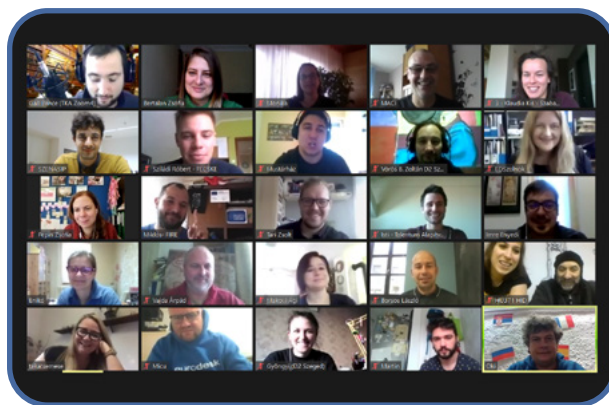
At the beginning of 2020, Eurodesk Hungary had several ambitious plans. For example, creating a stronger social media presence, building cooperation among partner networks (EURES, Euroguidance, Europass) on the multipliers' level and celebrating the 30th anniversary of the international Eurodesk network.

However, as the epidemic became more serious, the national coordination and the multipliers needed to redesign some of their plans. Owing to the fact that EBL and the Eurodesk network had already relied on some **internet-based platforms and tools**, Eurodesk Hungary managed to implement most of those plans in the online environment and even set new goals.

The extended use of online platforms by young people, youth workers, teachers, educators and other professionals in the youth field urged **the revamp of the national Eurodesk website**. The design of eurodesk.hu is now tailored by the current Eurodesk Brand Book. Due to its simplified structure, the website guides its visitors smoothly, and young people can find youth opportunities and contact the multipliers easily. In 2020, 17,527 visitors were counted on the website. Besides the integrated Opportunity Finder and the Eurodesk Map, the website offers some extra functions. Based on the information provided by the Country Database on eurodesk.eu, the Hungarian website has an interactive map of Europe that lists the most useful web links for youth mobility programmes. Another youth-friendly feature is the 'A Ti történeteitek' ('Your Stories'). This feature offers the opportunity to young people to share their stories (texts, photos, videos) about the programmes they participated in via the website.

Despite the fact that 2020 did not give many chances to celebrate the **30th anniversary of the Eurodesk** network, Eurodesk Hungary was eager to find some ways to raise awareness for this huge event. The multipliers of Central Hungary organised an online series of games to reach young people and involve them in the celebration. In the meantime, the national coordination started an interview series in which the multipliers were asked about the memories and experiences that they gained as Eurodesk members. So far eight interviews are published on eurodesk.hu under the title of 'Eurodesk történetek' ('Eurodesk Stories'). The articles were shared on the official Facebook page of Eurodesk Hungary (Erasmus+ Ifjúság és Eurodesk) and attracted 14,264 views altogether. The Facebook page served as a platform for the #DontStopDreamingStartPlanning international campaign to which the Hungarian network gladly joined. There were 19 Facebook posts created that gained 39,133 views.

In 2020, 12 multipliers took part in the **online Qualifying Training Programme (QTP) workshops** and got acquainted with Module I and II. The training was divided into two days and consisted of presentations and activities. Even though the online setting did not create the general atmosphere of a QTP session, the training was successful and the participants were happy that they could learn and connect with each other meaningfully in spite of the restrictions.



ICELAND

In 2020, Eurodesk Iceland held 11 information sessions about Erasmus+ opportunities for young people. These events were offered at upper secondary schools and at university levels. Seven events took place in January and early February 2020 but after the outbreak of COVID-19 the remaining events moved online, reaching in total approx. 550 young people.

The main topics of the **information sessions** were about volunteering, studies abroad, youth exchanges and creating a Europass CV. The point of the information sessions is to inform Icelandic youth of the multitude of opportunities that are available to them and who to reach out to in order to get more information - us!

Eurodesk Iceland shared information about the new **European Youth Portal** on social media platforms. The **Time To Move** campaign was held online this year with few information sessions, reaching out to young people in youth councils to bring attention to mobility opportunities. Usually there is more outreach to youth and youth workers, but stakeholders were unavailable due to the pandemic.

Eurodesk Iceland also participated in two online General Assembly meetings; in April and October. In September 2020, **a new staff member** joined our office. Miriam Petra is the new national coordinator for Eurodesk Iceland. She took part in the October GA meeting and is being trained by the previous national coordinator, Óli. She has also actively participated in information seminars organised by EBL.

In late 2020, the **new website** for Eurodesk Iceland was published: www.eurodesk.is and it is now fully functional.

The outreach on **social media** platforms has increased, with a different approach caused by the pandemic as well as the new national coordinator being skilled in social media use. Eurodesk Iceland has also made a social media strategy agreement with Iceland's largest youth umbrella organisation, Samfés. The agreement includes Samfés sharing all posts from Eurodesk Iceland instagram to their followers, tagging Eurodesk Iceland, and as such reaching a wider audience.

In December, Eurodesk Iceland reached out to volunteers staying in Iceland through the European Solidarity Corps programme and held an online **Q&A about volunteering** on the International Volunteer Day. That event was well received with the highest number of views on our social media in 2020. A joint give-away event was held along with the Q&A session which helped to increase the visibility of Eurodesk Iceland and the programmes. Leading up to the Q&A session, Eurodesk Iceland got quotes and photos from multiple volunteers in Iceland to highlight their experiences (posted on instagram).

In late 2020, Eurodesk Iceland made **promotional materials** that will be handed out when possible, e.g. in universities and at career fairs. These items include a coffee mug with a silicone lid and reusable cutlery in a neat box, both branded with the Eurodesk logo and made from sustainable material. The items that have been produced have been well received by our target group so far.

Finally, in the last weeks of the year, Eurodesk Iceland started the work on a **short promotional video** about Eurodesk opportunities made with the help of a local artist. The video will be ready some time in 2021.

IRELAND

2020 was a challenging but also a very creative year for Eurodesk Ireland!

Due to COVID-19, from March to December all Eurodesk events and training planned to take place face-to-face were transformed to **online events**.

The national #EUYouthInfo event celebrating **25 years of Eurodesk in Ireland** and 30 years in Europe, as well as launching the Irish section of Youth Wiki, was re-designed as an online event and took place as originally planned on 26 May. It was attended by 50 participants from Ireland, Belgium and Lithuania, including representatives of the European Commission, DCYA, the Eurodesk President, NYCI, youth organisations, guidance counsellors, Eurodesk network members and young Ambassadors as well as many young people.

At the **Learning by Leaving online conference** in June, Eurodesk in cooperation with Euroguidance Ireland ran a workshop 'Euro-Quest' & 'Time to Move' promoting educational & inclusive mobility across Europe.

The **Eurodesk Ambassadors panel** was launched in February. Young people nominated by Eurodesk multipliers received training on Eurodesk, EU programmes & opportunities for young people, Voice & Public Speaking & the European Solidarity Corps, Internet Safety & Child Protection.

In October, Eurodesk Ireland and its multipliers organised various **Time To Move** events and initiatives:

- » A national networking **inter-agency Time to Move online event** "Alone we can do so little; together we can do so much" on 7 October. During this event, EU information networks and services in Ireland – EURES, Europe Direct, Eurodesk, Europass and Euroguidance/NCGE – shared examples of successful inter-agency projects and discussed ways of meaningful cooperation in the future.
- » As part of the **YouthInfo chat**, run in cooperation with Spunout, Eurodesk multipliers from Youth Work Ireland, Crosscare and the YMCA organised a national week-long TTM campaign during which they answered questions from young people on mobility opportunities such as working, studying or volunteering in Europe.
- » An interactive publication, **Time To Move 2020 Work Volunteer Study** was prepared and published by Youth Info Crosscare in cooperation with VSI Ireland; the publication accompanied the YouthInfo chat campaign to encourage young people to start thinking about EU opportunities, and to chat with Eurodesk multipliers.
- » Youth Information Ballinasloe and Europe Direct Ballinasloe recruited and **interviewed (remotely) young people** from Ireland who had taken part in Erasmus+ for students in 2019/2020. As a result, a video was produced in which young people shared their experience of studying abroad.
- » **Eurodesk Ambassadors** designed and delivered their first interactive online TTM event for young people in which they shared their experiences and the benefits of volunteering, working, and studying in Europe.

Due to COVID-19, we found it challenging to promote international mobility opportunities and programmes in 2020. At the same time the pandemic has also contributed to an accelerated and intensified use of **online tools and technologies** and encouraged us to modify our working and communication methods with our stakeholders and partners.

The experience of 2020 has taught us that in this new context we need to look for **new strategies**, new ways of exploring and promoting mobility opportunities – at local, national, international and virtual level – while motivating the young people we work for, not to give up, but to plan for the future.

ITALY

Despite all adversities, during 2020 Eurodesk Italy managed - with the direct help and commitment of the Italian national network - to develop, manage and evaluate a high number of activities and events.

Of course, most of the activities/events were carried out online and **new tools and new skills** were developed to face such a sudden and unexpected change. The good news is that the changes made to the common working methods were not ephemeral, since the results became a shared approach aimed at reaching the main goal of Eurodesk Italy: providing a high-quality level of information for young Italians and ensuring that the vibrant Italian network continued to thrive.

In 2020, the Eurodesk Italy network consisted of **81 multipliers** based in 90% of the country, acting at local level in different geographical contexts (from big cities to rural areas), and in different kinds of services (from Youth Local Centres of Municipalities to local associations/NGOs). Connecting and supporting its network has been a top priority for Eurodesk Italy in 2020. During the lockdown, Eurodesk Italy encouraged local multipliers to spend their time learning new skills and improving their functional expertise and soft skills. In general, **20 online seminars** aimed at local multipliers were organised in 2020, covering a wide range of topics, from tips for online reputation to how to find a job in summer, and many more. Eurodesk Italy also supported its network from a technical point of view, especially in the switching from offline to online activities.

Concerning public events, in 2020 there were **160 Italian Eurodesk events** (64 during Time To Move), reaching almost 24,000 young people.



The **close cooperation** with the three Erasmus+ Italian Agencies in promoting Erasmus+ and the EU Solidarity Corps programmes continued. 12 E+/ESC Training Days were organised. Besides, Eurodesk Italy strengthened its cooperation with ANPAL, the National Agency for Active Labour Market Policies, and, in collaboration with the EURES Italian Network, it launched an online phase of the project "Empowerment Activities aimed at strengthening the participation in Your First EURES Job 6.0 initiative".

In November 2020, for the first time in the Italian Network history, the **Annual National Network Meeting** was organised online. Distance did not prevent carrying out the usual activities of this annual event: the evaluation of the Italian network activities impact, the meeting with the representatives of E+ National Agencies, and the sharing of good practices, crucial for giving inspiration, fostering connections, and learning from each other, especially in such a difficult moment. The meeting was also the occasion to hold a special **virtual ceremony** to thank some Italian multipliers for their membership in the network for 10 and 20 years!

Concerning the **Eurodesk Awards** 2020, 9 Italian projects were submitted and one Italian multiplier (Eurodesk Centre of Torino – Vol.TO) was awarded as the 'MOST INCLUSIVE INFORMATION PROJECT', for the initiative PerGiove! Suburbs, Youth, Volunteering, Europe. Concurrently, the 4th edition of the Italian National Eurodesk Prize was launched, and three projects were awarded during the national network meeting online in November.

LATVIA

For Eurodesk Latvia, 2020 was a challenging year. Forcibly moving from live to online, Eurodesk Latvia had to change mindset and adapt to a new agenda. At the end, moving online and thinking out of the box gave the network some advantages to reach youngsters in a different way.

The main goal of Eurodesk Latvia in 2020 was to strengthen the network of multipliers to provide quality information to young people across Latvia. In 2020 there were **25 Eurodesk multipliers** – 5 regional coordinators and 20 information points. To increase the quality of information provided by multipliers and to create new ideas for youth information events, two residential training sessions and two online meetings were organised during 2020.

To ensure wider dissemination of youth target information, Eurodesk became more visible on social media and organised multiple online events such as quiz games, photo contests, webinars and produced videos about solidarity projects. In order to raise awareness about youth opportunities in the EU during 2020, Eurodesk Latvia together with multipliers organised and contributed to **175 training sessions or events** with around 11 600 participants.



During the **Time to Move** campaign in October, regional multipliers organised different training sessions and activities, resulting in a total of 19 events. For example, six training sessions were organised to raise awareness on the Youth Goals - 3# Inclusive Societies, 4# Information & Constructive Dialogue, 5# Mental Health & Wellbeing, 6# Rural Youth Forward, 8# Quality Learning and 10# Sustainable Green Europe.

Multipliers organised Cycling-Photo orienteering with tasks about European opportunities, where 96% participants didn't have any experience in any European project/activity and didn't have any knowledge about the European programmes. During the event they gained information about the opportunities provided by EU programmes. Other **activities** included treasure hunts, upcycling workshops, webinars and different online activities.

Still during the Time to Move campaign, Eurodesk Latvia organised a national **quiz game about Europe**, Eurodesk, the European Solidarity Corps and Erasmus+, where 753 people took part. The game was played all over Latvia and in some European countries.

LIECHTENSTEIN

Although the year 2020 turned out different than expected, the Youth Information Centre aha - Tipps & Infos für junge Leute in Liechtenstein, still held as many offline meetings and workshops as possible.

In March, the Youth Information team held the **information meeting** "Ab ins Ausland", shortly before the first lockdown. The event, which takes place twice a year, is for youngsters, young people, parents or anyone interested in going abroad. They can get personal advice from external experts at the Youth Information Centre in Vaduz.

Different possibilities of gap years are presented such as high school year, language courses or au-pair. Working abroad and internships were also among the discussed topics. Two local organisations presented forms of volunteering, for example, with animals, environment protection or development service. ESC volunteering and other fundings of Erasmus+ Youth in Action were also advertised.

During times of lockdown, the Youth Information Centre increased its **online presence**. In addition to usual communication channels, young people

could also get in touch with the office via WhatsApp, Snapchat, Instagram, Facebook or Discord. Starting from summer, the team was again able to visit schools and hold workshops on a wide range of topics such as media literacy or human rights.

Another highlight was the **two-day event "next-step"** in September, which is a trade fair for education and jobs. Various exhibitors in and around Liechtenstein provide information about schools, universities, gap-year solutions as well as apprenticeships in a wide range of professions to young people. In cooperation with the Erasmus+ National Agency for Youth, the Youth Information Centre aha - Tipps & Infos für junge Leute represented the services of Eurodesk as well as the volunteering projects in Europe. By participating in the exhibition "next-step 2020" we reached over 200 new young people from Liechtenstein. At the Youth Information booth, young people were able to have personal conversations with staff members as well as a young woman from the aha youth reporter team and take part in a survey. There were cinema vouchers to be won for the premiere of the film "I AM GRETA" at the cinema in Schaan.

During the online presence, the youth information team decided to set up an online aha **advent calendar** in December. Young people from the aha youth team were involved in designing content and selecting of prizes according to the needs of young people.



LITHUANIA

2020 for Eurodesk Lithuania was marked by an increased amount of efforts to carry out the best quality work no matter the sanitary crisis.

Eurodesk Lithuania put its attention to supporting multipliers and ambassadors with the latest information, training courses, webinars, working groups, tools and online activities' formats to "make 2020 count". Alongside the support for multipliers, Eurodesk Lithuania put the main focus on **increasing the competences of its multipliers network**.

The **Eurodesk ambassadors network** remained one of the best examples of peer-to-peer methods in 2020. To support this network, Eurodesk Lithuania organised training courses, inspirational talks with influencers and community building meetings. One of the goals for 2020 was to empower the ambassadors network. They were given a say in how Eurodesk Lithuania activities should be implemented and they were challenged to create informational sessions and be the influencers on Eurodesk Lithuania's social media channels.

One of the most successful activities for Eurodesk Lithuania was a **pilot project "Summer experiment"** where young people from shadow regions were invited to "try-out" the role of a Eurodesk ambassador on a temporary basis. Young people without large commitments could experience the joy of volunteering, feel a part of the Eurodesk community, learn through mentor peers and develop organisational and communication skills. Over half of the participants stayed in the Eurodesk community.

Eurodesk Lithuania organised a **two days Hackaton** with the challenge to create an informational session/tool that would in an attractive way talk about mobility opportunities. Four project ideas and prototypes were created and two of the project ideas were developed to real-life product after the event.



To mark the **Time to Move** campaign, Eurodesk Lithuania organised a "moving", online and fun event. It was a broadcasted live carpool talk "Galimybų reivas". During the whole day, 8 inspiring people joined the car route and shared their knowledge about mobility opportunities, volunteering and travelling with the audience behind the screens. The event received a lot of attention as it had its own bright branding, merchandise and influencers promoting how great "moving" can be! The talks were recorded and shared on various social media channels after the event to reach an even broader audience of young people.

In 2020 Eurodesk Lithuania released the **"Žinau viską" magazine** under the "sustainable mobility" topic. Eurodesk ambassadors conducted interviews with young and sustainable travellers, talked about ways to reduce the ecological footprint and shared sustainable mobility projects. The magazine was spread out to Eurodesk multipliers across Lithuania free of charge.

Eurodesk Lithuania was present on the web with **one of the most popular youth websites in Lithuania**, as well as through Facebook and Instagram. There were several live talks, social media campaigns, account takeovers from people on mobility opportunities and many more. Each day Eurodesk Lithuania shared mobility opportunities - in total, 516 pieces of mobility news, 47 articles, 21 podcasts, and 50 newsletters!

Eurodesk Lithuania maintained **communication with relevant national stakeholders** (ERYICA, the European Commission representative, National Agency, Youth Department, youth information centres and more). Eurodesk was also in contact with decision-makers to make youth information in Lithuania a priority on the political agenda and in 2020 youth information was included as a form of youth work in the national laws!

LUXEMBOURG

Eurodesk Luxembourg relies on the Youth Information network coordinated by our host organisation, National Youth Information Centre of Luxembourg (ANIJ) and 2 multipliers spread over the territory.

2020 marked the **first training for our 2 multipliers**. One of them participated in the European multipliers seminar organised by EBL. Eurodesk Luxembourg contributed financially to their publication "Youth, Employment and Training".

We participated in the **national job fair and the national student's fair**. We participated in the project/event called Jobs info day organised by the national youth service and in cooperation with the Vocational department of the Employment Administration. With our "Infomobil" van we visited youth information structures. A presentation of the European programmes was given during the national training.



We kept sending our newsletters to national youth networks throughout the year. We kept updated Eurodesk.lu, the ANIJ site, social networks, and we managed the programme database.

OTHER ACTIVITIES INCLUDE

- » Response to questions via email and face to face.
- » Presentation of European programs through information sessions (online).
- » Organisation of an information workshop online for parents during the Time to Move campaign.
- » Participation in Europe Day with an online event.
- » Design and distribution of gadgets and a roll up.
- » European Youth Portal: maintenance of national content.
- » Partnership: Various meetings with the National Agency, the Maison de l'Orientation.

OBJECTIVES ACHIEVED

- » improved the quality of its information tools (new online site in 2021)
- » strengthened the ED network by participating in working groups
- » expanded its national network
- » mobilised and informed local IJ structures
- » kept the motivation of young people for mobility through the strong digital presence during this difficult year
- » helped young people to build their personal project
- » supported families in their career choices
- » promoted mobility as a factor of employability

MALTA

Eurodesk Malta's plan for 2020 consisted of 9 events and initiatives, which were all delivered. However, due to the COVID-19 pandemic physical events were cancelled and instead online interactions took place in collaboration with educational entities, TV programmes and celebrations related to youth.

In 2020, Eurodesk Malta **launched its webpage:** eurodesk.mt. As part of its digital strategy, Eurodesk Malta issued a newsletter on a monthly basis and informed about opportunities on two Facebook pages that Agenzija Zghazagh operates.

Notepads and postcards promoting the **Time to Move** campaign were distributed during the month of October and at various events. Eurodesk Malta also gave away COVID-19 face masks featuring the Eurodesk logo during various events. The idea behind the face masks was to create consciousness and allow young people to travel safely.

BEING ONLINE - SOCIAL MEDIA TRAINING FOR YOUTH ORGANISATIONS

Eurodesk Malta invited youth organisations and youth workers to attend an **online workshop about social media**. The training allowed the participants to understand the difference between social media platforms, including functionality, target audience, and intended use, understand the organisation's benefits associated with the social media platforms, determine which social media platform(s) is/are best for their organisation and be aware of the recent changes associated with popular social media platforms.

GIVE BACK AWARD

The Give Back Award gave an opportunity to young individuals or groups of 3- 5 participants, between the age of 18 and 30 to submit a solidarity idea that can be implemented during the pandemic. Agenzija Zghazagh awarded €500 to the best idea and also a number €100 awards for other ideas which scored high during the assessment phase. The young participants with the best ideas were assigned to a youth worker to coach them further on how to implement and promote the idea. The 'Give Back Award' hosted **14 initiatives** which addressed different target groups who are considered vulnerable. The participants were informed and encouraged to explore the European Solidarity Corps.

YOUNG REPORTERS

Eurodesk Malta issued a **call for young people** who would be interested in interviewing and writing articles about young people's experiences (studying, internships, travelling, volunteering) abroad. The young reporters received training provided by a professional journalist, who also gave feedback on improving their skills and in-site reporting.

The project involved **5 young reporters** who interviewed young people with learning mobility experiences in order to produce articles that aim at encouraging young people to participate in learning mobility initiatives whilst sharing the unique experiences. To view all articles, visit:

[HTTPS://EURODESK.MT/CATEGORY/YOUNG-REPORTERS/](https://eurodesk.mt/category/young-reporters/)

WHERE TO?

'Where to?' was an **online campaign** of Eurodesk Malta featuring a tableau on Agenzija Zghazagh social media pages that provided information and benefits of being engaged in different learning mobility opportunities. This online campaign encouraged young people to inform themselves and engage in the opportunities provided by Eurodesk in Europe.

NETHERLANDS

The year started with dreams and many plans to make it the best year in 30 years of Eurodesk, at least for Eurodesk Netherlands.

But after no more than one school visit by two of our enthusiastic EuroPeers, guesting a podcast to talk about DiscoverEU, and a get-together with more of them as a first little celebration of **Eurodesk's 30th birthday**, everything changed.

2020 brought many more challenges than we could have foreseen, but Dutch young people stayed just as eager to discover Europe as ever! While we were afraid we needed to get them excited, it was mostly them having the same questions and dreams for when the world "gets back to normal". We tried to be as close to young people as ever, but mostly through **Instagram and Whatsapp** instead of in real life. We organised an online pub quiz to keep the spirit up and at the same time inform about mobility possibilities.

While figuring out how to inspire and inform about something impossible, we paused our Instagram account (showing young Dutch people living abroad) for a couple of months, until July. We then started using our **new design**, combining the option to inspire and inform even more. Followed by this year's virtual gadget: 4 Instagram filters for young people to use. One being a language quiz, two being a quiz to either tell about your experience abroad or find out what you'd like to do yourself, and a last one simply adding European flags around your face.

We also did a live **Q&A session** on Instagram, recorded "podcast minutes" with former storytelling participants and EuroPeers and are preparing to get our podcast ready for 2021.

The end of the year marked another highlight: our **new website** was launched! We're looking forward to using it properly and spreading it in the new year, while getting more and more young Dutch people to actually get out and experience Europe.



NORTH MACEDONIA



Due to the COVID-19 pandemic, all **activities for 2020 were postponed**. Due to the lockdown and working from home for the most part of 2020, last year was a very complex one in regards to our NA operations. The agency was in the process of staff reorganisation and new management operations.

The NA in North Macedonia participated in **#ErasmusDays 2020 with 12 events** following the recommendations on the format and type of the events.

"Although the COVID-19 outbreak negatively affected all planned activities for 2020, the Eurodesk continued to give and remain the best source for youth mobility information, even in these unprecedented times."

Nikola Rakidziev

national coordinator of Eurodesk North Macedonia

NORWAY

2020 has been a different year for everyone due to COVID-19, and this has also affected Eurodesk's work.

There were less questions from the European Youth Portal, and **less enquiries** in general about opportunities abroad. Naturally, informing about opportunities did not feel right, as long as travel restrictions made participating in these programmes almost impossible. Nevertheless, we worked on motivating different organisations and institutions to consider these programmes for long-term planning, given that the pandemic will not last forever, and young people might need something to look forward to.

Eurodesk has initiated **a cooperation with the Norwegian Agency for Exchange Cooperation (Norec)**. Together we are planning to cooperate in motivating different offices under The Norwegian Welfare Administration (NAV) to use our international programmes in order to empower young people with fewer opportunities. The cooperation will continue throughout 2021.

Eurodesk Norway developed a **new national website** during 2020: eurodesk.no. The site is directed both to youth workers and young people themselves, and present different opportunities within the area of work, study and volunteering abroad. The site also contains information and guidance for organisations and institutions that are interested in working with young people with fewer opportunities.

The **Eurodesk journalists** have now been merged with the **EuroPeers network**. Since many young people are interested in both writing articles and giving presentations, we decided to not distinguish the two groups in order to manage the network more efficiently. The EuroPeers were proud to have their articles published and seeing that their story was interesting enough for official media channels.

This year we did something new for the EuroPeers: an **online training in communication and presentation techniques**. 15 EuroPeers from all over Norway participated, and two trainers led the seminar together with the Eurodesk coordinator. We got very good feedback from the participants, and will develop this model further in order to do similar activities in the future. We will also put together a short instruction film made from the recordings.

We also organised a **virtual training course in writing for the internet**. Both our colleagues in Bufdir and the EuroPeers participated. The feedback was very good for this as well, and the recording has been sent out to all the EuroPeers.

This year Eurodesk organised one **national seminar for multipliers**. The seminar was carried out virtually, with a network of youth information centres in Norway. The participants exchanged experiences with youth work during the pandemic, and tips and tricks for doing online activities with young people.

The **Time to Move** campaign was arranged in a slightly different way than usual this year due to the COVID-19 situation. We received three applications from the Eurodesk multipliers in Norway. One of them decided to withdraw, but the two others were granted and carried out. Together they arranged 12 information activities, reaching around a hundred young people. They also developed two information videos/interviews published on YouTube, that will also be used in the future. Both organisations would like to participate in the campaign next year as well.

Eurodesk addressed **newspapers and other media channels**, with stories of the learning experience of volunteering. 12 articles and chronicles were written by EuroPeers throughout the year. All of them were published on the European Youth Portal. Altogether, 11 articles by EuroPeers have been published in newspapers throughout the year.

POLAND

The impact of the COVID-19 pandemic on Eurodesk Poland 2020 performance was considerable, but the National Office quickly adapted to the new situation, focusing on three major activities: the launch of the new website, online activities for schools, and the development of online tools for Polish multipliers.

LAUNCH OF THE NEW WEBSITE

Shortly after the outbreak of the pandemic the **new Eurodesk Poland website** was launched. Its major part, the funding programme database, was thoroughly revised, updated and modernised. It consists of over 300 programmes. The eurodesk.pl website was visited by 237 767 unique users. Its launch was swiftly followed by the **new electronic newsletter** "Eurokursor", of which 12 issues were sent to 5200 subscribers in 2020.

EXPANSION IN SOCIAL MEDIA

The social media activity further contributed to Eurodesk Poland's **online presence**. The 139 posts published on Eurodesk Poland Facebook fan-page reached over 240 000 users. The number of Eurodesk Poland Facebook fans and followers increased to over 7300 and 7800 respectively. In February, the Eurodesk Poland Instagram account was launched. 44 posts and several Instagram stories were published. At the end of the year the account was followed by 324 followers.

NEW APPROACH TO EUROCLASSES

Shortly after it was clear the pandemic would not be gone soon, the National Office started working on the **online versions of its seven Euroclasses**. Their core



consists of comprehensive presentations combined with interactive activities offered by such tools as Mentimeter, Kahoot and Jamboard. Once ready, a number of training sessions on how to run the new modules were delivered. Over 20 Eurodesk Poland multipliers were trained. Shortly after they started their online sessions for schools. Altogether they managed to deliver 173 Euroclasses (61 online) for 2583 participants (848 online).

GAME CHANGER

In Autumn the National Office released a **publication called "Studies with no frontiers"**. It is a guide to studies in 30 European countries, supported by around a dozen interviews with Polish students studying abroad. The Eurostudies section on eurodesk.pl was updated accordingly. In addition, four issues of the "Europe for the Active" quarterly magazine and "Your Eurodesk" promotion newsletter were released. All publications were disseminated by the Eurodesk Poland multipliers. The most active of them received a brand new Eurodesk Poland game – Jenga. It consists of several dozen inquiries in several thematic categories and has been created to support multipliers' offline information activities.

INFORMING, ORGANISING AND PARTICIPATING

Besides, Eurodesk Poland National Office and the network answered **over 2000 enquiries** (of which 363 were channelled through the European Youth Portal) and conducted nearly 350 consultations. The multipliers organised or participated in **391 events** (196 online) for 12258 participants (4842 online).

PORTUGAL

In 2020, Eurodesk Portugal maintained the network of 70 multipliers, covering the country. Also, close cooperation with EURES, Europe Direct Centres and the Youth Wiki coordinator was constant during 2020.

The **2 network meetings** scheduled needed to be readapted due to the public health restrictions. One of the events was replaced by a cycle of webinars and online events and the other one was delivered on the spot, promoting 2 regional events to make sure the audience was lower than 30 participants per event.

Eurodesk Portugal had an active role in the production and dissemination of **giant games** (one about European topics, the other about sustainability) as well as translation of resources to promote these topics among the multipliers, and from them to young people.

The majority of the events were delivered online, but when possible and with all the safety measures in place, the network was able to deliver on the spot events. In terms of events, we highlight:

- » **Time to Move campaign:** More than 80 local/regional events, involving thousands of youngsters, youth workers, politicians and community leaders.
- » Participation in local and regional events all over the country – **Eurodesk Road Show** - with specific approaches depending on the target and the event, using online tools and/or the resources produced.
- » Participation in the **“Volta ao Emprego”** national route of events delivered by the Europe Direct centres in Portugal, online.

Eurodesk Portugal is now **certified with the ISO 9001:2015**, the international standard for a quality management system (“QMS”).



ROMANIA

The COVID-19 outbreak did not just have severe economic consequences across the world, but limited the way we could relate to each other and had a strong impact on the way we delivered our information services to young people. During 2020, Eurodesk Romania, as a youth information provider focusing on promoting learning mobility, had to adapt its core messages. We first encouraged young people to stay home, be well informed and show solidarity and then to start planning their next moves.



The 2020 health crisis accelerated the need for **modernisation and digital transformation** of the information activities. The majority of the multipliers worked from home and given the changing circumstances we have to ensure that our network of multipliers has all the digital tools to inform young people. For easy use of Eurodesk tools, we organised an online training session with the support of Eurodesk Brussels Link in May 2020.

During 2020, Eurodesk Romania and its network of multipliers continued to organise **information events** to raise awareness among young people on learning mobility opportunities and to encourage them to become active citizens. The focus was on ensuring and providing young people with comprehensive, coordinated, first hand and high quality information, advice and support concerning Erasmus+, the European Solidarity Corps, other European programmes, activities and opportunities. Eurodesk Romania and its multipliers organised more than **150 online and offline events** with around 3727 young people.

The **Time to Move** campaign was carried out in cooperation with 18 multipliers. As part of the campaign young people were informed about studying, volunteering and internship opportunities abroad and were helped in finding the most suitable programmes for their personal and professional development. In response to the COVID-19 pandemic and for the health and safety of the participants we organised online activities. We also carried out physical activities with the utmost care and in accordance with the local regulations. During the campaign the multipliers used the new online format of the Time to Move Card Game as a fun and educational online activity and with the aim of introducing Europe to the participants, its cultural diversity and the many possibilities that the EU offers.

SERBIA

During 2020, Eurodesk Serbia provided information about mobility opportunities and active citizenship to around 1400 users in total, online and offline.

At the beginning of the year, our national office participated in a couple of **student and youth fairs**, but as soon as the pandemic started, we completely switched to online information services (e-mail, phone, social networks chats and similar). Beside the regular one-on-one sessions, 14 regular monthly **webinars** were delivered on Eurodesk related topics, such as national and European mobility opportunities and tools (including the Eurodesk Opportunity Finder and the Eurodesk website), the revamped European Youth Portal, and other youth mobility related topics.

While our National Eurodesk/NA info centre premises being too small to organise safe events in the new context, the fruitful cooperation with the students' cultural centre in Belgrade was developed, which hosted 2 offline events and enabled us wider outreach – one of them within the **Time to Move** campaign. Our info centre re-opened in June and remained so until the end of the year, offering tête-à-tête or online info service to around 140 users.

Eurodesk Serbia, together with the tools and services of the network, was presented and relevant information was made available in central **publications on learning mobility**, such as a publication on student and youth opportunities. Eurodesk opportunities are regularly communicated via electronic information bulletins to more than 5000 recipients. Eurodesk is presented in the central national portal for education (Obrazovanje.rs), where the most important information for youth is shared.

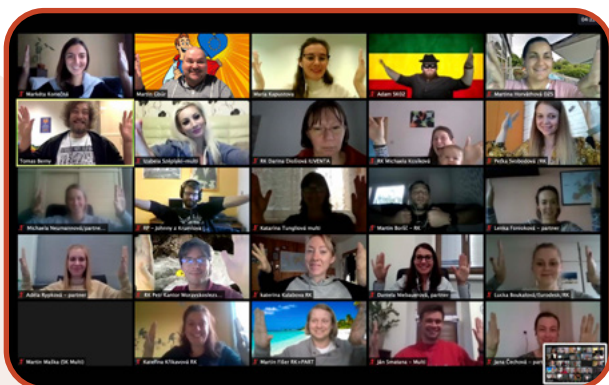


Apart from maintaining and updating the first version of the **national webpage**, the Centre started working on a national Eurodesk website together with EBL. The content was prepared so the website could be launched in the beginning of 2021.

The pandemic influenced the planned expansion of the network of multipliers, which did not happen as imagined as the moment was not very favourable. Currently, the network consists of experienced Erasmus+ ambassadors in Serbia who are active in different parts of the country (Central, Southeast and Southwest Serbia). The **yearly meeting** with our still small network of multipliers was held online in December, with wrap-up activities for 2020 and planning for 2021. The meeting consisted of exchange of information and joint efforts to identify possibilities for activities and local events in 2021.

SLOVAKIA

During 2020 Eurodesk Slovakia disseminated information to young people together with its network of 18 multipliers, including seven regional coordinators of IUVENTA. Eurodesk regularly organised online national and international (Czech-Slovak) meetings with multipliers from the Eurodesk Slovakia network.



Due to the spread of the COVID-19 virus pandemic, most of the promotional activities were transformed from physical participation to a **virtual space**. On the website of eurodesk.sk, we created an online library with online tools, courses and good practice examples. This was promoted as an online serial through social media.

As a consequence of the cancellation of many planned activities, Eurodesk, together with regional coordinators, will start a cooperation on a new communication and promotional online channel - **Eurodesk podcasts** called SuperGeneration.

Eurodesk presented information about possibilities for young people according to the Erasmus+ and European Solidarity Corps programmes during one of the largest job fairs in Bratislava – **Profesia Days** in March 2020.

The month of October was dedicated to one of the major promotional campaigns of Eurodesk, called **Time to Move**. Altogether Eurodesk Slovakia and its multipliers organised 15 events – most of them online.

Eurodesk continued in providing **online information** about EU programmes via eurodesk.sk, its Instagram page: Eurodesk_sk and Facebook account: Eurodesk Slovensko. Eurodesk is part of the National Working Group of the EU Youth Dialogue. Eurodesk continued the cooperation with the department Youth Work Support Unit of the hosting body. Eurodesk participated in relevant network activities organised by Eurodesk Brussels Link with the aim to share experience and best practice. Eurodesk continued working in close cooperation with TCA and EuroPeers in 2020.

The Eurodesk Coordinator is part of the **Eurodesk quality working group**. The Quality Catalogue monitors the activities organised in the Eurodesk network based on numbered quality criteria in 4 different key areas: Networking and cooperation, Public services, Organisational level and Information management.

SLOVENIA

eurodesk Info servis Eurodesk priporoča ...



As for all other countries, 2020 was also not a regular year for Eurodesk Slovenia either...

Nevertheless, we managed to implement our most important 2020 activity, still offline in the early Spring: **the presentation of the EU youth strategy to the youth sector**. 64 representatives of youth organisations gathered at the event together with the Office of Youth of the Republic of Slovenia to discuss the EU youth strategy and its goals and how it links to their work. The event took place taking into account all safety measures required at that time and received very positive feedback.

We also did a **mini research on how our multipliers are dealing** with the situation and what challenges they are facing. Then we met online with them to discuss the issues, share how the pandemic has influenced our ways of working and find potential solutions.

We have also **translated the youth information workers Competence Framework** / board game into Slovenian and can't wait to meet with our multipliers in 2021 to play it!

SPAIN

2020 was a really hard year for the whole world, struck by the COVID-19 pandemic. Everyone suffered the effects of the virus and had to learn to co-exist with it. The Eurodesk National Coordination, in line with the Eurodesk Brussels Link guidelines and recommendations and in coordination with the Spanish qualified multipliers, made an effort in order to continue to disseminate mobility opportunities for young people.

During the restrictions, Eurodesk Spain worked to know and make known all the youth participation initiatives without leaving home, along the line of #StayHome and Don't Stop Dreaming, Start Planning **campaigns**.

It published **274 opportunities and 57 news** on the eurodesk.es website and the national bulletin, including a series of articles related to young people in rural areas, in collaboration with the spanish qualified multipliers, professionals and youth themselves.

The Eurodesk National Coordination held different kinds of events throughout the year: one **network meeting** in June and another in December, one welcome meeting with the new qualified multipliers and a pre-Time to Move campaign briefing. During the general meetings there was talk of the network situation due to COVID-19, the DiscoverEU contest and the Eurodesk Awards and two training sessions were held, one of them on Euroclasses and the other on online writing.

Beside these meetings, Eurodesk Spain organised two **training activities related to the use of social media** in the field of youth information and the video edition, which includes a network video contest. It also prepared a series of training recordings about registration and use of the GSuite and MyEurodesk accounts.

Furthermore, in 2020 Eurodesk Spain contracted the design of **promotional materials**, both physical and digital, to give out at events and activities and share on our own site, as well as on those of the qualified multipliers. The eurodesk.es website got 38.590 users and the bulletin got 2.144 subscribers.

However, the great achievement of the network last year was the **Time to Move** campaign. During October, the Eurodesk Spain qualified multipliers, despite mobility restrictions, organised 115 activities aimed at dissemination of opportunities for young people. This result was 5% more than the previous year, becoming the country with most events among the participating Eurodesk countries. 74 of the Spanish events were online, 18 were physical, 15 were held on social media and the rest were made through other media, mainly radio. The activities reached around 13.798 people.

SWEDEN



2020 was marked by finding new ways to inform and communicate. Digital and creativity became the keywords for the network in Sweden, at both national and local level.

In the beginning of 2020, we welcomed a **new multiplier** in our network, Malmö Ideella, an umbrella organisation that supports the work and development of civil society in Malmö.

VOLUNTEERS ARE AMBASSADORS FOR EU PROGRAMMES

“European Solidarity Corps volunteers are the best **ambassadors** for the EU-opportunities among young people”, says Kristin Björk from Eurodesk Åmål. At this organisation the volunteers are participating in youth fairs and job fairs, representing the experience of European Solidarity Corps participants.

Eurodesk Sundsvall, together with a group of young volunteers, published the **magazine “Volunteer tidning”** where the volunteers interview each other and wrote about events in Sundsvall:

[HTTPS://WWW.UNGISUNDSVALL.SE/WP/WP-CONTENT/UPLOADS/2021/01/VOLONTARTIDNING-2020.PDF](https://www.ungisundsvall.se/wp/wp-content/uploads/2021/01/VOLONTARTIDNING-2020.PDF)

During one whole week in the frame of **Time to Move**, the volunteers in Borås organised a digital event in which they presented their countries and cultures through quizzes, fun facts, poetry and recipes.

EUROPEAN DAY OF LANGUAGES

Eurodesk Hässleholm celebrated **European Language Day** with a campaign in schools about studying in another European country. This activity involved 20 international students from Spain, Netherlands, Germany, France, Portugal, Japan, Austria, Ukraine, Russia, Italy and Malaysia who were studying at Lund University and Kristianstad University.

DIGITAL NETWORK MEETINGS

With the pandemic, all the national meetings were realised online. The **capacity building for multipliers** led to a better understanding of the EU youth strategy and how to put it in practice at the local level; to information about RAY, its studies and how to promote data-based knowledge about the programmes among youth workers, decision makers and finally to more competences in reaching out to youngsters with fewer opportunities.

NEW VIDEOS ABOUT EU-PROJECTS IN SWEDEN

Eurodesk Sweden co-produced **six short videos about the European Solidarity Corps and Erasmus+**. The videos include interviews with participants and project leaders of youth exchanges, volunteering projects, solidarity projects, mobilities for youth workers and strategic partnerships projects, with the goal of informing and inspiring others to apply for such opportunities within EU programmes.

[HTTPS://VIMEO.COM/MUCF](https://vimeo.com/mucf)

SWITZERLAND

In 2020, Eurodesk Switzerland has been impacted by the COVID-19 pandemic like all other countries.

The number of young people's demand has slightly decreased. The questions that were asked needed more research to furnish reliable and precise information. It was very important that the European network exchanged information and got knowledge about the actual situation and possibilities. Eurodesk Switzerland provided information to young people during the whole year on a regular basis. During the pandemic, this information was updated. Information on inland and online possibilities were published such as actual and official information about the situation in different countries. The **communication strategy was revised** in order to increase the interaction between the website and social networks news.

At national level, **cooperation** with Movetia, the Swiss National Agency, and Intermundo, the biggest umbrella organisation for mobility organisations, was strengthened. Regular meetings allowed us to discuss possible cooperation as well as the needs of each of the partners. Eurodesk Switzerland is thus a recognised partner at the Projekt Lounge (twice a year) and the Youth in Action Annual Meeting. It is also part of the Advisory Working Group on International Youthwork, which was set up at the end of 2019. New cooperations have also been established with the EURES network which allowed attendance to **online fairs and better dissemination of Eurodesk information.**

On an international level, Eurodesk Switzerland took the opportunity to get more involved in international cooperation. Eurodesk Switzerland **participated in several webinars** and in the COVID-19 working group organised by Eurodesk Brussels Link.

2020 has also been a year for Eurodesk Switzerland to develop its own **Escape Game kit**. In a suitcase, young people could find a personal diary. They had to find out who the owner was. Different riddles helped them to discover Europe and different mobility opportunities in a fun way. This tool is used by our multiplier network and partners. It will be translated in the 3 national languages of Switzerland.

During **Time to Move**, Eurodesk Switzerland organised a live chat session on Instagram in 3 different languages. For each live session, the activities of one of our multipliers was put forward. Young people asked questions live. The video recordings were then used as material for further publications on instagram. EVS (still existing in Switzerland) and other national programmes were further promoted.



TURKEY



In the view of the physical activities 2020 was not a good year for Eurodesk Turkey.

As a Eurodesk National Office we only organised 5 physical meetings. The same goes for our multipliers who could not always organise their activities physically. Although the pandemic has a negative impact on Eurodesk activities, there are positive impacts, too - our multipliers did **many information meetings online**. In 2020, they organised **205 physical meetings** and reached nearly 50.000 youth. Eurodesk officers attended some of these meetings

Eurodesk Turkey and the NA have been cooperating to organise many information events and activities online and on the spot. Eurodesk Turkey fulfilled its tasks by organising joint information activities with its multipliers. EYW, Erasmus Days and the Time to Move Campaign were carried out in 2020, mostly online because of COVID-19.

Each year, Eurodesk Turkey regularly sends **multipliers to EBL's activities** but because of the pandemic, selected participants attended online.

Time to Move was held in October 2020. Our multipliers organised more than 100 events, 59 of which were registered, to disseminate information about European opportunities for youth.

Eurodesk Turkey realised many online and physical activities in 2020: 3 info meetings, 1 coordination meeting, 1 evaluation meeting, 2 thematic training sessions on the usage of online tools, 1 Erasmus Days and Time to Move 2020 information meeting. Nearly 20 webinars and online info meetings (via social media) were organised to reach out to more multipliers and young people about European opportunities. Via these online activities, more than **3000 participants** were reached.

A Handbook on Quality in Learning Mobility was published by the Youth Partnership between CoE and the EU. It was translated into Turkish and disseminated.

UKRAINE



Eurodesk Ukraine experienced a difficult year because of the COVID-19 pandemic. However, we continued the work on informing young people about their opportunities.

Eurodesk Ukraine participated with 3 events in the **Time to Move** campaign and disseminated the Time to Move Card Game to 10 multipliers.

A few of the highlights of the year were a **video interview and webinars** with the EU Delegation in Ukraine, Office of Erasmus+ Ukraine. Ukraine conducted such webinars in partnership with Eurodesk Germany, to keep an eye on international youth work and mobility.

Eurodesk Ukraine remained active on **social media** and continued to deliver learning mobility opportunities to young people through various channels online.

UNITED KINGDOM

"Congratulations Eurodesk UK on your incredible job and the creation of your new interactive publication: A snapshot in 30 stories! We are very happy to share it and to encourage young people all around the UK to have an insightful read into many unique experiences Erasmus+ European Solidarity Corps UK and many other programmes have to offer."

Ivana Jandreska

Project Manager at ASHA Centre, Eurodesk UK Partner

EURODESK: A SNAPSHOT IN 30 STORIES

A publication titled **"Eurodesk: a snapshot in 30 stories"** showcased 30 original stories from across the UK, highlighting the benefits of international experience for young people and youth workers. Through an interactive design, readers can navigate between different stories and explore them at their own pace, selecting preferred topics and/or specific stories. It is also accessible for text readers.

EURODESK 30 VIRTUAL CELEBRATION

To celebrate the 30th anniversary of Eurodesk, Eurodesk UK held an **online celebration** in October attended by more than 50 stakeholders from the youth sector. The highlights included Eurodesk co-founder Bob Payne talking about how it began in Scotland 30 years ago. A birthday cake was posted to all guests with candles to light, which were positively received.

EURODESK UK AWARD

The 2020 **Eurodesk UK award** went to Momentum World for their work on promoting Erasmus+ to young people through virtual reality 360 video. Fittingly, their award was presented virtually at the Eurodesk 30 celebration.

MULTIPLIER NETWORK

For a number of years, Eurodesk UK has worked with **15 partner organisations** on an annually-contracted basis. There is also a more informal, but still very valuable, voluntary role for individuals as Ambassadors. In 2020, the UK relaunched the Ambassador network with an open call, resulting in an expanded and rejuvenated network of 27 Ambassadors across the country.

EURODESK MOBILITY ADVISOR CHAT BOT (EMA)

In the UK, the English-speaking version of the **Eurodesk chatbot** was launched with a digital campaign that introduced the bot as their 'new colleague, EMA'.



EURODESK 2020 IN NUMBERS

36

**EURODESK
COUNTRIES**

38

**COORDINATING
OFFICES**

1,564

**EURODESK MULTIPLIERS
AND AMBASSADORS**

3

**EUROPEAN NETWORK
MEETINGS AND SEMINARS**

68

**NATIONAL NETWORK
MEETINGS**

16

**WEBINARS BY EURODESK
BRUSSELS LINK**

81

**TRAININGS AT
NATIONAL LEVEL**

1,570

**TRAINING
PARTICIPANTS**

936

**TIME TO MOVE
EVENTS**

242,000

**YOUNG PEOPLE REACHED
VIA TIME TO MOVE**

217,143

**ENQUIRIES OF YOUNG
PEOPLE ANSWERED**

7,280

**INFORMATION EVENTS
ONLINE AND ON-SITE**

187,508

**INFORMATION
PUBLICATIONS PRINTED**

4,586,415

**PAGE VISITS
ON THE EYP**

10,014,826

**PAGE VISITS ON ALL
EURODESK SITES**

526,476

**FRIENDS AND FOLLOWERS
ON SOCIAL MEDIA**

IN HOPE FOR BETTER YEARS AHEAD.

eurodesk

2020

ANNUAL OVERVIEW



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