



## Youth information in motion (SPAIN)

### Summary

'Youth information in motion' ("La información juvenil se mueve") is a project developed in Galicia, Spain. It aimed to address the problem of a lack of information about youth programmes and activities in rural areas. The practice used an atypical dissemination method, which included visiting young people living in rural areas to directly provide them with information. This approach proved to be very effective as it enabled the project to provide information directly to its audience and respond with personal feedback to the questions raised by the young people. In this way, project staff were better placed to promote the various education possibilities available for youths and to motivate young people to take part in them.

### The project

'Youth Information in motion' started out in Galicia, Spain. The geographical situation of this region, situated in the extreme northwest of Spain, often constitutes a barrier inhibiting access to information concerning youth activities and European youth programmes. In order to tackle this problem, the Galician Vice-President's Directorate General for Youth and Solidarity developed and launched 'Youth Information in motion'. The programme addressed some of the problems that young people in Galicia encounter today with regard to accessing information on education. In particular, it provided information about youth activities, institutions and programmes to young people (aged 13 - 30) in rural areas, as well as encouraged their participation in these initiatives.

#### Sector(s) covered

##### Main Sector

Society

##### Other Sectors

Education & Training, Arts &  
Creativity Industry, Science and  
Technology ICT

In order to achieve the objectives listed above, the project used two main tools:

- A mobile information stand: this tool was used by the professionals to provide information to young people in rural areas about their education possibilities and
- A school-bus: the aim of this tool was to disseminate information about European programmes for young people, especially the Youth in Action programme ("Programa Juventud en Acción"), amongst youths in education institutions located in rural areas.

### Approach

With these information tools, 'Youth Information in motion' is bringing the information about education possibilities to young people directly. Both tools are mobile and therefore can be used to reach youths even in the most remote areas. The direct and personal interaction between the project staff and their target group adds to the motivation of the latter to participate in the different types of activities promoted. In short, the approach of 'Youth Information in motion' is: "if young people cannot reach information, the information must reach young people".



### Element of innovation – the process

‘Youth information in motion’ developed a new and active method to disseminate information to young people in rural areas. The project broke away from the more usual and "static" information methods, like the posting of information on the Internet and its presentation at information centres, which were ineffective in reaching some young people without access to new technologies. Instead ‘Youth information in motion’ tried to reach young people actively through visits, attending and presenting information at youth events in rural areas.

### Key successes

#### (outcomes, results, impacts)

The fact that information about youth education possibilities and European programmes reached rural areas is one of the key results of the project. To date, this information has been disseminated to more than 1,000 young people who attended the information events. Furthermore, the project has visited around 100 municipalities with the information stand, reaching some 50,000 young people. It distributed 1,200 international student cards in just two months and considerably improved knowledge levels about European programmes among young people in rural areas.

### Challenges

The main challenge was the difficulty to predict the reaction of young people when the project was visiting their area. It was not the aim of the project to be perceived as some sort of publicity campaign, but rather as an opportunity for young people to receive the information they may have needed and to encourage their interest in the possibilities offered by the European youth programmes. Fortunately, young people reacted and received the information provided by ‘Youth information in motion’ in a very positive way.

### Transferability and sustainability

Since the practice was very well accepted among youths in Galicia’s rural areas, other regions in Spain have shown an interest in developing similar projects. In this way, the project approach seems to be transferable, with the mobile information stand proving to be a viable tool for implementing this to similar practices.

### Special Highlights

Nowadays information is distributed through a multitude of channels, i.e. the Internet, newspapers, advertisements, post, and other. However, much of this information is disseminated in a rather passive and impersonal way. To find such information, people have to know what they are looking for and how to find it. Furthermore, it requires at least some access to, and proficiency in the use of, new information technologies. All of these prerequisite issues are often lacking amongst many young people living in rural areas. Therefore ‘Youth information in motion’ went out to the remote areas of Galicia to inform young people about education possibilities, including those offered by the EU. The project adopted a personalised information and direct feedback approach to informing young people and motivating them to get involved in these education activities.



## Key characteristics

<b>General purpose of the practice</b>	Stimulating creative/innovative behaviour and thinking and promoting creative and innovative solutions to tackle the lack of information for youth in rural areas
<b>Target group</b>	Young people aged between 13 and 30 years old
<b>Type of learning</b>	Non- Formal
<b>Level of implementation</b>	Regional and Local
<b>Funding</b>	Public and EU funding
<b>Time frame</b>	Year 2008: Mobile information stand October 2008: School-bus
<b>Leading organisations</b>	Dirección Xeral de Xuventude e Solidariedade – Vicepresidencia de la Xunta de Galicia.

## Further information

### Web site of the project

[www.xuventude.net](http://www.xuventude.net)

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### Additional Information at:

“A información xuvenil en movement”: [www.voluntariadogalego.org](http://www.voluntariadogalego.org)