

1. Eurodesk

1. If relevant for the National Agency, please provide **an overview of all the activities** implemented by the national Eurodesk during the year 2017.

NETWORKING ACTIVITIES

Working with multipliers

In 2017 Eurodesk Hungary worked with a network of 33 local multipliers, including 7 regional coordinators. As a result of a quality assessment process and due to capacity reasons of certain partner organisations the number of local partners was decreased in the beginning of the year. Despite the lowered number of multipliers, Eurodesk national centre and the 33 active Eurodesk partner organisations reached approximately 10.000 young people directly through their offline mobility information services in 2017.

Eurodesk Hungary provided information services and advice to multipliers via several different channels, tools and work forms. The national coordination collected, translated and transmitted up-to date European mobility information to the network of multipliers on a daily basis. Eurodesk Hungary provided the network of multipliers with printed information and promotional materials, information sessions, meetings and trainings about topics and developments of European youth work and mobility. In February 2017 Eurodesk Hungary carried out the annual quality assessment based on the Eurodesk Principles and the Quality Catalogue for Multipliers. We continued the implementation of the Eurodesk Qualifying Training Programme for multipliers on national level. In June, 10 newcomer multipliers were trained on the Basic Module of the Qualifying Training Programme.

We held our first national network meeting (March 2017, 35 participants) was dedicated to a general organisational development process in order to reconsider the mission, the role and the operation of the Hungarian Eurodesk network. As a result of which several different working groups were set up by the network, focusing on: standards and quality of the network; professional development of multipliers and youth information work; resource management and fundraising; communication and branding.

The second national network meeting (November 2017, 37 participants) was held in Debrecen, and our main goal was to evaluate the recent activities of the network, and to plan the upcoming activities for 2018. The five existing working group updated their goals and agreed on a schedule to achieve them.

In 2017 Eurodesk Hungary organised 4 meetings with the regional coordinators, and the regional networks had 2-3 meetings per year on regional level. These meetings served to define the guidelines and principles of the Hungarian network, and to plan and prepare the tasks related to the upcoming activities.

International activities

Eurodesk Hungary participated at the European Eurodesk Network Meetings in March and September 2017, and at the Time to move closing conference in November.

We delegated two Hungarian multipliers to the Eurodesk Multipliers Seminar in Brussels. One of our multipliers – Együtttható Közösségépítő Egyesület – won the Eurodesk Awards in the category of Solidarity Actions. Their project was called Breaking stereotypes. The multipliers shared the outcomes, best practices and important updates of the above events were shared with the Hungarian network at the next national meeting.

In December EBL organized the “Training for Trainers” seminar in Budapest, and the whole team visited Tempus Public Foundation for a job-shadowing session. One of our senior multipliers and national coordinator took part in the training.

Partnerships

Eurodesk Hungary has close cooperation with other EU networks, especially with EURES, Euroguidance, Europass and Europe Direct. We regularly cooperate with the representation of the European Commission and the Information Office of the European Parliament. The cooperation has different levels and objectives (joint presence at fairs/events, supporting each other’s trainings and network meetings with content, workshops and lectures, organising joint events, common online splashpage: <http://www.mobilitaszeuban.hu/>). In 2017 we continued in a joint distribution of our informational materials and publications to the colleagues of the 3 respective multiplier networks (EURES, Euroguidance/Eurofit and Eurodesk). Eurodesk Hungary contributed to the annual meeting of Europe Direct centres in February (50 participant).

The Eurodesk’s flagship campaign and the counselling methods of two of our multipliers were introduced at the “Navigator 2017: Thematic day on employability” (100 participants), which was organized by 4 EU networks (EURES, Europass, Euroguidance and Eurodesk).

YOUTH TARGETED INFORMATION

Online activities

Eurodesk Hungary provides mobility information through its website: eurodesk.hu where up-to-date opportunities, calls and news related to the EU, youth work and mobility are refreshed on daily basis. The site features the map of Hungarian multipliers to provide easy access for young people to their local relays. 210 news items were published, and the website had 7.700 unique visitors and 26.000 page views.

The latest section eurodesk.hu, which is based on the European Eurodesk database, where the current calls and funding opportunities are displayed in a structured, easy-to-navigate form under the following categories: scholarships, internships, calls, funds, trainings.

Eurodesk’s monthly electronic newsletter is mailed to 2400 readers and was issued 12 times in 2017, it provides readers with a selection of the latest news of the eurodesk.hu website, the European Youth Portal, and the current TCA training opportunities of Erasmus+ Youth.

We manage a joint Facebook profile with the Erasmus+ Youth Unit. By the end of 2017 the FB page had 11.913 followers (with a 12% increase since 2016). 422 posts were published in 2017 reaching 1.070.672 people. The most popular post – call for the Erasmus30 campaign - had an organic reach of 228.294 viewers.

The European Youth Portal (EYP)

Eurodesk Hungary researches, creates and maintains content to populate country pages of the EYP in accordance with the requirements of the EYP Editorial Guidelines. The editorial team of the European Youth Portal includes 1 colleague from Eurodesk national centre and 2 subcontracted external editors. Generally 8-10 young journalists contribute actively to the Portal. A closed Facebook Group is set up to discuss topics. New contributors were recruited and trained in 2017 (5 participants).

In 2017 Eurodesk Hungary published 215 items to the European Youth Portal, 170 of which were original articles written by the young journalists. The Hungarian Facebook page of the European Youth Portal has 1523 followers, 195 posts were published reaching a public of 166.558 people. The Facebook

page serves as a channel to the Hungarian content of the EYP, with direct links to the freshly published items.

Eurodesk promotes the European Youth Portal through many ways including presentation at events and information sessions and by distributing promotional materials.

Offline activities

Eurodesk Hungary organizes information sessions on various European programmes, in which the Erasmus+ has a central role. Eurodesk multipliers usually contribute to the events, sessions outside Budapest by providing the NA and Eurodesk national centre with logistical and communicational support on site.

In June, Eurodesk contributed to a one day workshop (41 participants) organised by the national contact point of the Europe for Citizens Programme and the Erasmus+ Youth Unit focusing on 'solidarity'.

Eurodesk Hungary was present with its information services, promotional activities at 4 festivals, 4 job/educational fairs, and participated at and contributed to a few other conferences and events, which have European focus and which were targeted to youth. We co-organised the Youth Parliament Day and the EVS live event with the Erasmus+ Youth Unit. One of the Café+ dissemination events were focusing on the liaising field work of youth workers.

In the year 2017 Eurodesk Hungary directly contacted and provided EU mobility information to almost 2300 young people at the above mentioned events.

Information campaigns, projects

The main activity of Eurodesk multipliers working on local level is providing information to young people. Besides their general services: permanent information desk and sessions/lectures provided on demand or in terms of cooperation on local level with schools/institutions and the municipality, our Eurodesk multipliers implement regional network projects supported and coordinated by Eurodesk Hungary. In the framework of these projects, 7 consortiums of local Eurodesks carried out activities on regional level in 2017.

From May to June, 33 Eurodesk partner organisations held one-day information sessions (29 events) on mobility opportunities and particularly on the Erasmus+ Programme reaching 532 young people. In October the same partnerships organised outreach information activities under the flag of the Europe-wide Time to Move campaign. During this month Hungarian Eurodesk partners organised more than 70 events reaching 7500 young people. Eurodesk Hungary provided funding, promotional materials, tools and national PR and communication to support the project and to disseminate its results and its values. Eurodesk Hungary provided translations to the European Time to Move website: <http://timetomove.eurodesk.eu/hu/>.

Publications and promotional materials:

We updated and reprinted the former Eurodesk leaflet. In contribution with the Erasmus+ National Agency, a new leaflet was published on youth information (Erasmus+ volunteering, youth exchanges and youth initiatives). We produced and distributed several different promotional materials to young people and multipliers promoting the Eurodesk network, the Time to Move campaigns and the European Youth Portal, such as card holders, backpacks, toothbrushes, pins, key-holders and hoodies for our multipliers. We also produced roll-ups and banners promoting the Eurodesk network and EYP.