



EURO<26 Estonia – much more than discounts!

International youth card EURO<26 has been in Estonian market for **more than 10 months**, since its launch event in June 2006 for media, collaboration partners and young people. Not only cardholders but media has shown big interest towards us since the very first article in biggest daily newspaper Postimees on 19.06.2006. Estonia started issuing the classical card in July 2006 and first co-brand card in August 2006.



EURO<26 launch event in Estonia 20.06. 2006: head of European Movement Estonia, Ms Ulrika Hurt with flowers talking to partners from AS Hansapank (right) and ID Süsteemide AS (left)

Estonian cardholders do not get only discounts but much more. We are offering young people to take part in **international youth camps, seminars, trainings and study visits**. So far we have sent 84 participants to various countries such as Iceland, Hungary, Italy, England, Greece, Moldova, Slovakia, Malta, Macedonia, Finland, Latvia, Poland, Lithuania and Germany. This is something that is extremely popular amongst them – for some international projects, we have received approximately 100 applications. Considering the amount of young people and, also, that the number of participants is limited, this has been a lot of work to go through. EURO<26 Estonia is continuing with international projects this year sending cardholders to various countries to obtain new knowledge and friends in non-formal atmosphere. Most of the projects are funded by Youth programme (new Youth in Action programme).



Estonian group in international youth exchange `New Generation City` in July 2006 with Estonian flag

As EYCA is collaborating with European Commission, we are also dealing with **European Voluntary Service**. We have sent one young girl to France and will send one to Venezuela. EURO<26 is planning to send three more - to Italy, Sweden and Argentina. Let's keep our fingers crossed! Having long-term competence in EVS, we are giving young people information and advice about volunteering and EVS as such, including sharing contacts with possible sending organizations and contacts with ex-EVS volunteers.

On local level, we have developed two kinds of projects for cardholders. Firstly – **European Club**, held monthly in various parts in Estonia introducing different cultures. The method `from young people to young people` is working very well – the ones sent abroad come and share experience for those who have not been in a foreign country or have not taken part in those kind of projects. Last European Club was held in north-east Estonia, Jõhvi, and we had even our fan club from Tallinn present 😊



European Club on UK held in Viljandi in November 2006

Young Project Managers' School is for those interested in obtaining knowledge about project management – from developing the idea up to project analyses. Being held also in different towns, we are giving access not only those living in Tallinn but the other young



people, too. Local projects are done in collaboration with Eurodesk Estonia. More than 300 cardholders have taken part in local projects.

All those services are developed due to our market. At the very moment we have 57 **discount places** from museums, galleries, theatres, eating places, up to free time and shopping. And this is something we are developing a lot due to young people's needs and the idea of EURO<26. At the very moment you can see the discounts on our web - <http://www.euro26.ee/www/sisu.php?id=5>

The number of **cardholders** is increasing every day. Today we are proud to have 28 000 classical card and co-brands cardholders. That means 10,52 % of young people from 14-26 years old living in Estonia (the total number according to last year's statistics is 266 110) have card in their pockets. EURO<26 Estonia has two kinds of co-brands with the biggest bank – Hansapank - EURO<26 NPNK Student Card and EURO<26 NPNK Youth Card.

EURO<26 Estonia is growing rapidly thanks to its' partners on local and international level. We are happy to offer our clients wide range of services to make them more mobile – via concrete projects, ways to think or discounts.

EURO<26 – Opens Doors!

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