#### Inspire young people to choose your organisation

TONE

### Young Scot



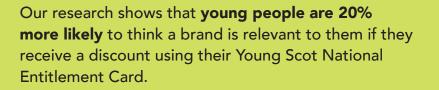
We are Young Scot - the youth information and citizenship agency for 11 to 26-year-olds in Scotland. We provide young people with information, the Young Scot National Entitlement Card, discounts, opportunities and lots more!

The nationally recognised Young Scot National Entitlement Card is free of charge, and over **800,000 young people** across Scotland use it to save money with fantastic discounts on shopping, travel, leisure, entertainment and more!

Young people take advantage of discounts with nearly 400 partners in over 1,000 in-store locations and over 300 online discounts too!

The card also acts as the European Youth Card and connects over 7 million young Europeans to thousands of discounts in over 35 countries across Europe.

### Build positive and lasting relationships with young people



What's more, we regularly share news and stories about exciting new discounts and offers with young people through our website, social media channels and newsletters. We also help create deeper relationships with brands by sharing unique content and experiences –such as experience days with your organisation, competitions to win a product or service from your range, or even work shadowing opportunities.





## Discounts & offers with Young Scot



Offering a discount or offer to Young Scot National Entitlement Card holders can connect your organisations to hundreds of thousands of amazing young people in Scotland – and millions more across Europe.

Offering a discount or offer could help you attract your next generation of customers, increase footfall, encourage repeat visits and create fans for the future.

"Our discount partnership helps Co-op to build a positive relationship with young people across Scotland." Co-op



### Boost your contribution to society



By offering young people a discount or offer you'll be doing your bit for society by supporting young people to thrive and make the most of their lives as they grow up.

Our partnerships can be big or small, and there are many exciting ways to inspire young people to connect with your organisation. We can create bespoke offers for groups of young people facing disadvantage, such as young carers or those receiving free school meals.

We will work with you to create an approach that helps you to achieve your objectives and social impact aspirations – bringing our ideas and unique understanding of Scotland's young people. If you are interested in exploring potential partnerships, let's chat or grab a coffee.

Please get in touch with the team at: discounts@young.scot



# Digital Information & Campaigns

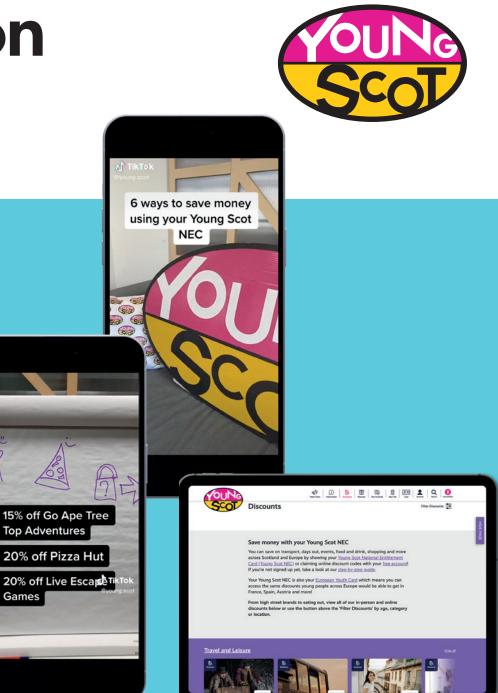
Our **young.scot** website is Scotland's leading information website for young people, packed full of information, news about discounts and offers for young people.

We share these with young people inside the digital spaces they spend their time in including TikTok, Instagram, Snapchat, Facebook, Spotify and YouTube.

Each year, we have over **550,000 engagements** with young people on our social media channels and over **4,500,000 views** of our website. Over **100,000 young people** are signed up for our newsletter too.

We're also proud to hold the European Youth Information and Counselling Agency's European Quality Label for youth information which helps to challenge the rise in misinformation and fake news.

Get in touch at: discounts@young.scot



#### European Youth Card Association



The Young Scot National Entitlement Card is part of the European Youth Card family, which is all about giving young people across Europe the opportunity to do more so they can reach their full potential. It helps them travel across Europe, meet incredible people and make new friends.

The European Youth Card is packed with tens of thousands of discounts on travel, culture, accommodation, education, services and products in **36 countries** across Europe – creating a combined network of over **7 million young people**.

The card has different names in different countries. Whether it's called Carnét Jove in Spain, Young Scot in Scotland or Carta Giovani in Italy, as long as the European Youth Card logo is on the card, young people can access the thousands of opportunities in all **36 countries**.





### Join these well-loved brands by partnering with us:





**SHare** 

SKILL























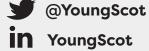
### We'd love to hear from you!



Young Scot Caledonian Exchange 19A Canning Street Edinburgh EH3 8EG

youngscot.net/news







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Information

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