



# YSD YOUNG SERVICE DESIGNERS

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**Work Package WP.4**

## **Pilot Phase Assessment Report**

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Contributors: All partners







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## 1. PILOTING OF THE SERVICE

### **SERVICE TESTED: Bringing the cultural life closer to the youth**

The YSDs came up with an idea to promote interesting events and initiatives and to make the cultural life in Tampere and Pirkanmaa region more accessible by establishing an online platform on Instagram, where they would share their tips and tricks, as well as their honest reviews on the activities and events that they have participated in.

The further goal of this YSD project initiative is to make this kind of youth culture advocacy more institutionalised and to get the Tampere city council to approve the project under its continuing working plan and to facilitate it also in the future.

### **LOCATION:**

Monitoimitalo 13, Tampere, Pirkanmaa region

### **NO. OF MEETINGS AND OBJECTIVES OF THE MEETINGS**

During the pilot phase, the youngsters held all around 7 meetings with the following objectives:

23.1. Checking up the workflow and making a new social media post

4.3. Public event in Tampere with young politicians, the objective was to push future policymakers to include service design and inclusion to their agenda.

9.3. Co-creating the parliament election panel for the candidates. This meeting included the preparatory work in order to ask the candidates questions about youth involvement in cultural life.

27.3. Planning meeting, discussing the tasks to be made before the main event on the 12th of May.

15.4. "Leaders Day", a public innovation training day for the YSD youngsters and spokespeople of Finnish Young Greens.

20.4. Planning meeting, and preparation for the final conference

9.5. Visit to Tampere city theatre, the objective is to learn how a successful event and bigger image are made.

### **REPORT OF ACTIVITIES DURING THE PERIOD DECEMBER 2022 - MAY 23: ( 20 LINES please include target groups of the services)**

The first big activity implemented in December was the Second Peer-to-Peer event, which gathered around 40 youngsters and youth workers from all the participating organisations. This event was organised from December 13th to 16th.

On March 4th the YSDs organised a public event with Green Youth to disseminate the means of the project and discuss the inclusivity of culture and politics. The target group of the activity was the YSDs and the young policymakers from all around Finland, as well as just every young person of the area.

On March 9th the YSDs took part in the Parliamentary election panel organised by the youth council



of Tampere for all people aged 14 to 29.

Besides all the pieces of training and meetings, YSD was also present in the organisation of the “Leaders Day” Public Innovation Lab in Turku, West-South of Finland on the 15th of April. There the young changemakers learned organisational and interpersonal skills from more experienced trainers. This event was aimed at reaching out to possible stakeholders who would like to help the YSDs in their project.

On May 9th the team of YSDs got to know the cultural scene of Tampere a little bit better by visiting the Tampere Theatre, which has previously sold out their newest musical *Anastasia*. This activity helped the youngsters to provide social media content on their platform too.

The grand finale of the project will be the *YSD Multihouse Spring Break* event organised on the 12th of May. This event is promoted to all the young people staying in Tampere during this day. What makes the event possibly international is the ice hockey championship taking place at the same time in the city of Tampere. During the *Spring Break* event, the youngsters will show how an inclusive, living room-like atmosphere can be created using community powers.

#### **SCOPE OF THE SERVICE:**

The scope of the multidisciplinary service provided by the Finnish YSDs is very large. First, the Young Service Designers want to bring more life to the youth sector, which has been so affected by COVID-19. Our youngsters want to say it in the faces of the changemakers: the youth need more space. The scope of the service starts its edges with community building and ends with the very clear point of promoting low-maintenance and low-threshold events and cultural spaces in social media.

The youth of Tampere have already reached out to the YSDs Instagram page, asking about the event live in the city. It is proven that communication works best when given by similar people, and that is why we need to go to the social media world if we want to be impactful.

#### **ADDED VALUE FOR THE LOCAL COMMUNITY: (10 LINES)**

After the end of the project, the community will gain:

- Reachable education on public service design.
- Inclusivity and accessibility ambassadors, as all active YSDs will continue advocating for young people’s rights in the city environment.
- Social media platform for submitting and promoting accessible events for young people.
- The overall impact on the policymakers
- Increase in youth participation

#### **EXPECTED IMPACT: (15 LINES)**

The expected impact of the service is to improve the social life of local communities, particularly for young people, by providing more inclusive and accessible free-time activities and cultural events. By establishing an online platform on Instagram, the project aims to promote other interesting events and initiatives, share



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tips and tricks, and provide honest reviews on activities and events in the Tampere and Pirkanmaa region.

Furthermore, the project initiative aims to make youth culture advocacy more institutionalized and get the Tampere city council to approve the project under its continuing working plan, facilitating it also in the future.

Overall, the project's impact could lead to increased social cohesion and community engagement among young people, better mental health and well-being, and potentially even increased economic activity in the region through increased participation in cultural events and activities.

#### **NO. OF STAKEHOLDERS INVOLVED AND TYPE OF ENTITIES INVOLVED: (15-20 LINES)**

The pilot phase of the project involved 4 different stakeholders:

- Youth Council of Tampere
- Tampere municipality
- Tampere Theatre
- Ohjaamo youth center

## **2. PUBLIC EVENT**

#### **REPORT OF THE PUBLIC EVENT: (15 LINES)**

The Finnish Young Service Designers of Tampere organised their final public event on May 12th with the valuable help of the Tampere Youth Council and Tampere Municipality. With the Eurovision Song Contest and Ice Hockey World Championships approaching, their aim was to create a welcoming and secure environment for the people of Tampere, and they succeeded brilliantly.

First of all, YSDs wanted to facilitate a warm and welcoming event for everyone passing by. Their shared agenda of empowering and uplifting young individuals to build engaging communities was reflected in every aspect of the event.

In their commitment to supporting young entrepreneurs, the YSDs provided selling spots for two exceptional talents. One entrepreneur showcased beautiful recycled jewellery, while the other delighted visitors with their handmade soft toys.

Taking advantage of the sunny weather, the event was moved to the backyard of Monitoimitalo, resulting in an even more enjoyable experience for all attendees.

The positive energy was palpable throughout the day, leaving a lasting impression on the participants. The YSDs should be proud of their achievements and the positive changes they have brought to their communities.

This event served as a testament to the potential of young people to make a positive impact and build engaging communities. The YSDs' efforts are commendable and serve as an example for others to follow.



## **NO. AND TYPES OF ATTENDANTS (15-20 LINES)**

Despite a minor oversight by the event organisers in not collecting names from every participant, the event was a resounding success. With the presence of approximately 20 dedicated individuals and an impressive turnout of hundreds of passersby, the event garnered significant attention. Notably, the majority of attendees were enthusiastic individuals under the age of 25, indicating the event's appeal to the younger generation.

The organisers' ability to attract such a diverse audience showcases their skill in creating an engaging and inclusive atmosphere.

Overall, the event exceeded expectations, leaving a positive impact on both the committed participants and the numerous individuals who encountered it.

## **3. THE HOW TO WORKSHOP**

### **REPORT OF THE HOW-TO WORKSHOP ( 20 LINES)**

The how-to workshop, held at Tampere Reumayhdistys on March 3th, proved to be a resounding success. This inspiring event aimed to promote the YSD project and its Finnish contribution, motivating young changemakers to embody the values of YSD in all areas of their lives. The workshop was a vibrant blend of guest speakers, delicious food, and uplifting music.

A notable highlight was the speech delivered by Iiris Suomela, the youngest member of the Finnish Parliament. Her words emphasised the significance of courageous youth participation and served as an inspiration to all attendees. Maria Ohisalo, the spokesperson of the Finnish Green Party was also invited and delivered a motivational speech to the participants. She was also extremely interested in the agenda of the YSDs and the memorable conversation the participants had left a big impact on both sides.

The social aspect of the event was also an extremely important part of the workshop event. The participants mingled and gained new acquaintances also during the social event organised at the end of the day.

By providing a secure and interactive environment, the event encouraged young individuals to express their needs and expectations, fostering collaborative efforts with policymakers to develop effective strategies for addressing public challenges. Additionally, it empowered the candidates of the parliamentary elections to continue their endeavours toward creating a better country that benefits everyone.



**NO. AND TYPE OF ATTENDANTS: (20 LINES)**

The workshop reached around 40 attendants out of whom around 20 were students. All participants were under 30 years of age and the majority of them identified as being interested in politics. There were around 10 people who were already elected as city council members and numerous candidates running for the parliamentary seats.



## ANNEX 1 - PICTURES

Pictures from the social event of how-to workshop:



Photos taken by Reima Kuukka.



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Pictures from a visit to Tampere Theatre



Pictures from the Public Event

