



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 (S)

SERVICE (S) TESTED:

Service 1: Spreading ZERO WASTE information among youngsters

The participants invited young people for a musical event and conducted a quiz on zero waste. None of the young people involved had even basic knowledge about what zero waste is and how it could work. Therefore, they wanted to find out more. That is why they visited the zero waste store in Wiesbaden several times and had interviews with the owner. One of the interviews was filmed to be shared among young people.

Service 2: Child-Care for young parents attending events

In talks with school and university students who were also parents, the participants realised that it's hard for young parents to attend public events when there is no child-care offer. They searched for existing offers and found only few (for example a child-care offer at a local art festival). Then they contemplated on which factors would make it easier for parents to let their kids be taken care of from strangers while they enjoy the event. The YSDs who also professionally work with children decided to try it out and offered child-care at their own public event. They looked for engaging material and toys to interact with kids and got prepared for their service delivery as caretakers.

Service 3: Event-App for the City of Wiesbaden with focus on sustainable development

While meeting youngsters in schools, on the streets, at events or in private contexts the YSDs got more than 95% percent positive feedback on their question whether it would be good to have an event app for Wiesbaden that focuses on young people's wishes. Developing a persona as an app user, they started figuring out the necessary and wanted functions of such an app. Then they conducted interviews with experts in the field of app development. After that they searched for partners to cooperate with and conducted workshops with two of those partners. Now the app is in development to be presented to the city as a prototype.

Main objective: Reaching two thirds of the young population in Wiesbaden (16 – 30 years) with the event app.

LOCATION:

1: Instagram + Unverpackt (Zero Waste Store in Wiesbaden) + JIZ (Youth information Center in Wiesbaden)



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2: Research/ interviewing young parents on the street/ at event locations in Wiesbaden + Child-care service delivered at “Eigenart” film studio in Wiesbaden

3: Workshop at the company Syracom in Wiesbaden with young participants; Workshop with Mr. Nedim Micijevic from the organization “Learning Library” (online)

NO. OF MEETINGS AND OBJECTIVES OF THE MEETINGS

From December 22 to April 23 there were about 15 meetings (every Friday) for designing, planning and strategy plus several meetings with different objectives (workshops, interviews, preparation of events...).

REPORT OF ACTIVITIES DURING THE PERIOD DECEMBER 2022 - MAY 23:

The target group in each activity is youngsters around 16 – 30 year old from Wiesbaden

Presentation of ideas to the municipality and the public

Meeting with expert of zero waste store

Create logo and name

Instagram post (six times)

Spreading information on zero waste/ film making in zero waste store

How-to-Workshop: DJ-Workshop & zero waste quiz

Workshop 2: Syracom App development

Workshop 3: Learning Library App development

Public Event: Why Wiesbaden needs an event app? Public discussion and green screen film making

Service delivery: Child-care at public event

SCOPE OF THE SERVICE:

On the street, the YSDs reached about 750 young people. That is the number of the flyers that were printed to give away while spreading information about sustainability.



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On Social media, the (boosted) posts about YSD had a total reach of 5.947 (year 2023)

The number of participants reached at workshops and public events is around 30.

ADDED VALUE FOR THE LOCAL COMMUNITY:

Youngsters of Wiesbaden got offered to involve themselves in service design for their city plus take part in interesting and fun workshops. They get information and ideas about zero waste and the possibility to attend events while having their kids taken care of.

The city of Wiesbaden gets an idea of what many young people wish for concerning the events in their city, and the prototype of an event app that could be very useful to enhance the cities overall popularity.

EXPECTED IMPACT:

1. Reach about 1.000 youngsters from Wiesbaden offline and online spreading ideas about waste reduction to enhance awareness about zero waste.
2. Bringing the idea of trustworthy and effective child-care during public events to the municipality to make them consider supporting child-care initiatives more extensively.
3. Two thirds of the youngsters of Wiesbaden downloading the event-app to be informed about events and co-create more sustainable ways of event management.

NO. OF STAKEHOLDERS INVOLVED AND TYPE OF ENTITIES INVOLVED:

The stakeholders involved were 7.

Entities involved:

Syacom – consulting company

Learning Library – NGO

JIZ (Youth Information Center) – Municipality

Unverpackt – zero waste store, private company

Kinder- und Jugendzentrum Wellritzstraße – Youth Center, Wiesbaden Municipality



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Creators Collective – private collective company

Eigenart Filmagentur – private creative company

2. 2. PUBLIC EVENT

REPORT OF THE PUBLIC EVENT:

The public event, a service design workshop on app development in a green screen film studio with child-care, was announced to all high schools in Wiesbaden and an invitation was spread via Social Media that reached 3.300 people. Unfortunately, there were only few people following the call. It is one of our findings that to advertise events without marketing partners is the most difficult thing to do. Therefore, the group was small but very active. Leen presented the idea of the app and concrete functions. Then, there was discussion and suggestions on every point. Later the participants collected statements why the event app would be so beneficial to the city. Those statements were spoken and recorded in the green screen studio. The film will be presented to the Municipality of Wiesbaden, together with the app prototype.

NO. AND TYPES OF ATTENDANTS

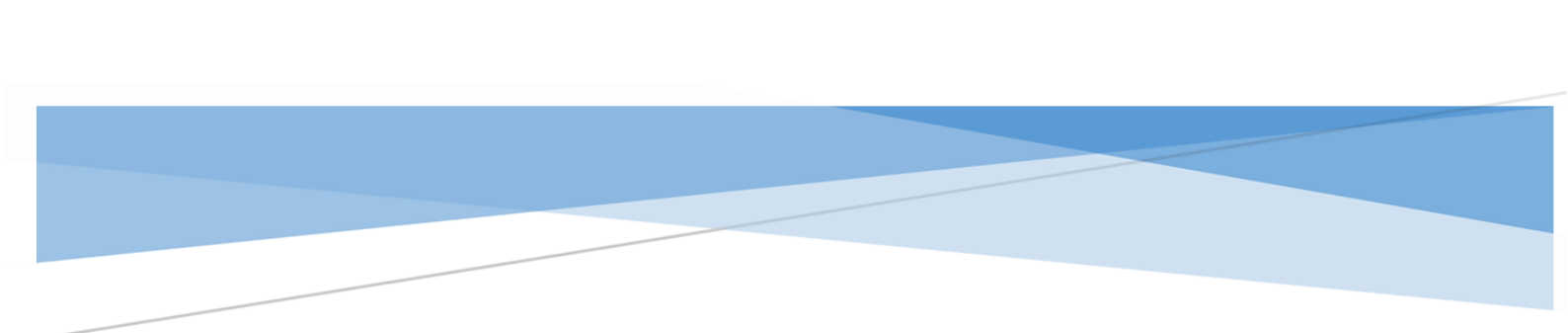
13 participants (2 children/ child-care, 4 aged 30-55, 7 target group aged 16-30)

3. THE HOW TO WORKSHOP

REPORT OF THE HOW-TO WORKSHOP



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The How-to-Workshop was a DJ-Workshop that took place in the center of the city in a Youth Information Center in November 2022. The YSDs designed a poster, shared invitations on Social Media and among friends and organized some low waste catering. A DJ was there to show the participants the basics of how to use a mixer, and then everyone put their hands on while the others were chatting or dancing. During a break a quiz with 3 questions about zero waste was conducted. Most people didn't have a clue about the answers. The three winners (with 2 right answers) got a gift coupon from the zero waste store. The YSDs also asked the guests about their opinion on an event-app for Wiesbaden.

NO. AND TYPE OF ATTENDANTS:

11 participants, 9 from target group aged 16-30, 2 older



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ANNEX 1 - PICTURES



Figure 1: Logo creation for Instagram (Youth Impact)



Figure 2: Flyer creation for sharing on the street with QR-code on the back (leading to Instagram page)

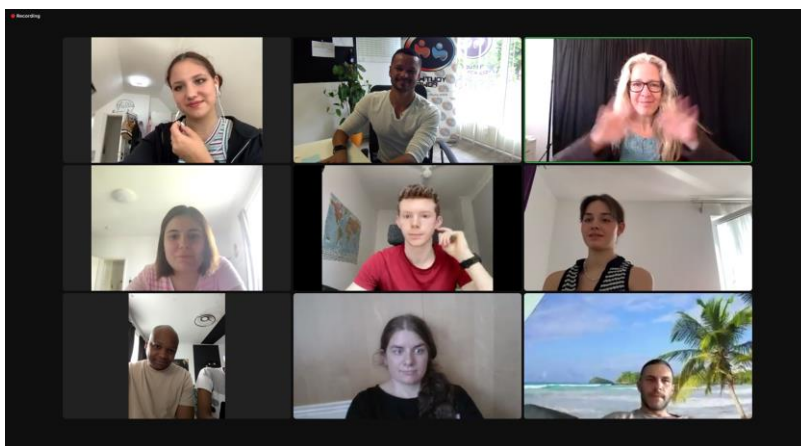


Figure 3: Zoom Meeting for strategic planning (every Friday afternoon/evening)



Figure 4: How-to Workshop: flyer creation DJ event

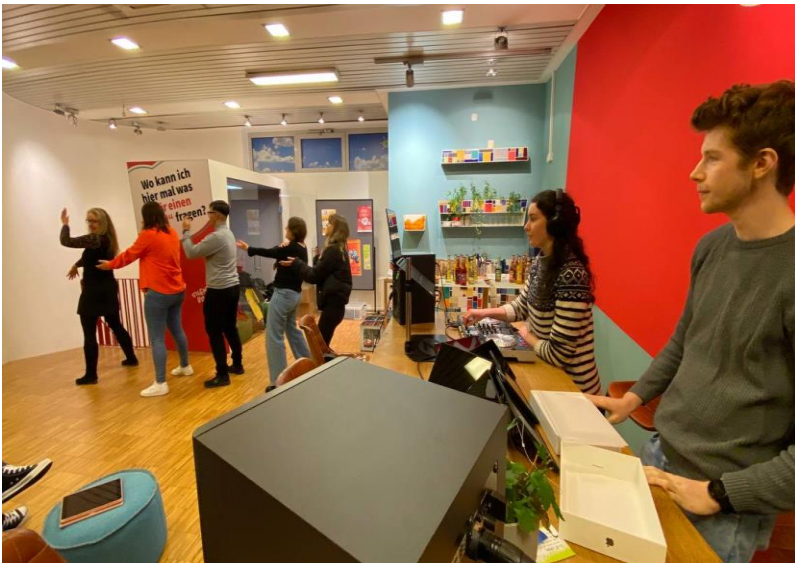


Figure 5: DJ-workshop



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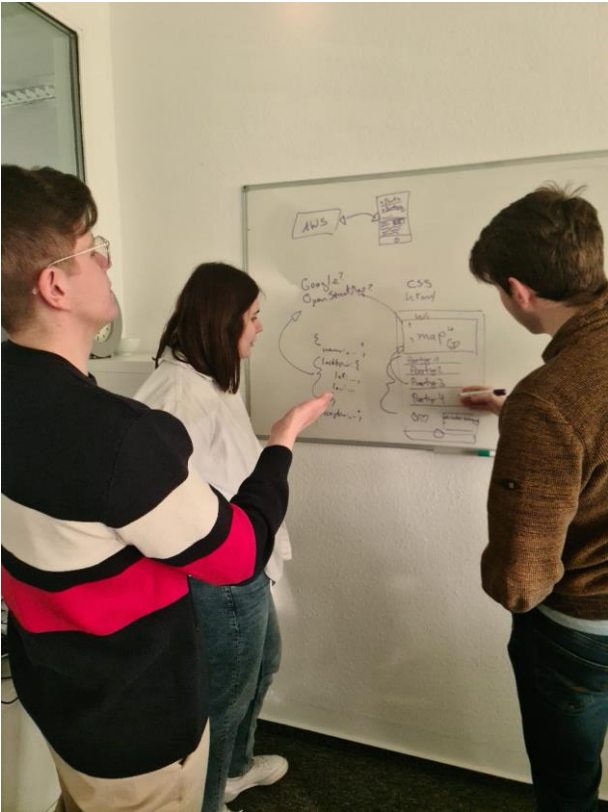


Figure 6: Workshop App development 1 at Syracom



Figure 7: owner of the zero waste store in Wiesbaden being interviewed by YSDs



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Figure 8: Service delivery: Spreading information on the streets of Wiesbaden



Figure 9: idea development at Public Event



Figure 10: Service delivery child-care



Figure 11: Statements for Wiesbaden, green screen recording



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