

Consortium



CONSORZIO COMUNITA BRIANZA SOCIETA
COOPERATIVA SOCIALE - IMPRESA SOCIALE



YOUTH POWER GERMANY EV



INSTITUTE OF RESEARCH & TRAINING
ON EUROPEAN AFFAIRS



FUNDACIA SEMPRE A FRENTE



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VIHREIDEN NUORTEN JA OPISKELIJOIDEN LIITO RY



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 YSD Project

 Young Service Designers - YSD Project

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YOUNG
SERVICE
DESIGNERS
YSD Project

Description of the Project

YSD is a European Youth Together funded project coordinated by Consorzio Comunità Brianza in Italy and involves partners from Finland, Germany, Greece, Poland and Slovakia. In each country, one partnered youth organization liaises with a Municipality, which serves as the local site for experimentation of YSD's activities.

The YSD project aims to support young people (16-21 y.o.) through a civic education and engagement approach, fostering their competences and offering them the opportunity to experience real participation in local decision-making to rethink their cities and public spaces.

This was achieved through a heterogeneous set of activities, including the delivery of a Capacity Building Programme for Youth Activation targeting 20 young people (the Young Service Designers) in each country, focused on service design, especially on the generation of services in the post-Covid society.

After attending the Capacity Building Programme, the Young Service Designers activated the Youth Public Innovation Labs, starting from September 2022, where they liaised with local Municipalities in order to bring their designed services to life. Designated staff and the project's Youth Workers supported young participants during the entire project's lifespan.

[This project is inspired by UNICEF'S UPSHIFT methodology.](#)

Main structure of the programme:

- Design thinking: a brief theoretical overview of design thinking and its application for policies and services.
- Conducting Design Research: introduction to design research methods and principles, a brief overview of ethnographic, user, and market research techniques and their application.
- Interviewing and Observing: guided practice in conducting interviews and making observations.
- Mapping Ideas to Needs – guided practice
- Modeling, Experimentation and Rapid Prototyping: guided practices to put into practice ideas and solutions

Phases of the Project

Capacity Building Programme: Focusing on the new generation of post-COVID services, the training course, facilitated by experienced trainers, taught the YSDs the methodology behind designing a successful, useful and feasible service, while boosting their soft skills and fostering a new generation of change-makers.

Public Innovation Labs: The team of YSDs in each country had the singular opportunity to collaborate with a local Municipality, in order to co-design and implement their design services, helping those communities move towards a more environmentally sustainable and socially inclusive direction.

Peer-to-Peer Events: The YSDs from all participating countries had the opportunity to meet twice, to discuss, engage in fruitful conversation and share their experiences in the project so far. The first event was held in Lublin, the European Youth Capital of 2023 and the second was in Tampere, Finland.

E-Learning Platform: CEREBRUM.gr, the online e-learning platform curated by I.R.T.E.A., hosts the CBP in all the project's languages and English! The courses on service design are available for all as open source material, while two e-learning programmes are offered, one for youth workers and one specifically tailored for youth.

Closing Conference: The project's closing conference will take place in Monza, Italy. It will be attended by the entire consortium, the YSDs, and esteemed key note speakers coming from the most important European and International organizations working in the field of youth.

LEVER-UP Certificate: The YSDs are eligible to obtain the renowned LEVER-UP Certificate, which officially and formally recognizes their earned competences and soft skills.

The YSD Toolkit, a handbook containing a summary of the project results, methods and strategies and how to further boost the political intervention of youngsters will be coordinated by CCB.

scan here to find the YSD website!

