

## 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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 YSD Project

 Young Service Designers - YSD Project

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YOUNG  
SERVICE  
DESIGNERS  
YSD Project

## Project Description

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

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 a real participation in local decision-making to rethink their cities and public spaces.

It will do so 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 will activate the Youth Public Innovation Labs, starting from September 2022, and they will put in practice and prototype the “service(s)” designed in the previous phase. The cities and the project’s Youth Workers will support young participants during the entire project’s lifespan.

This project is inspired by UPSHIFT methodology by UNICEF.

### 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

## Bringing local administration closer to young people

The YSD programme will help you to build bridges between your city and region and the EU, will give you inspiration on how to foster democracy, and will allow you to find ways of involving other young people in democratic discussion and in local life.

### Building resilient communities

Under this topic, the YSD programme will give you a deeper insight on how to contribute to improve services for young people in the city and it will inspire and be inspired by the projects of other YSDs in Europe regarding youth inclusion, practical tips for climate advocacy and civic engagement.

### Benefits of being a Young Service Designer

- to experience a real participation in local decision-making to rethink their cities and public spaces
- to learn how to deal with your city and advocate for your ideas
- to become a change maker able to identify solutions and co-design services, with the support and the collaboration of other young people and the local public administrations
- to network with other young service designers from your city and from the EU partnering countries – Germany, Greece, Finland, Poland and Slovakia either online, or offline
- To network with other young people in Europe. During a hackathon event 5 young participants will be selected after the training and they will take part of a first peer-to-peer learning event in Lublin (Poland) in September 2022.
- To exchange experiences with other young people in Europe. Other 5 young participants will be selected and will take part of a second peer-to-peer learning event in Finland in November 2022.
- To obtain the LEVER UP Certification of transversal competences gained during the project. This will recognize your skills and can increase your employability.
- In addition, all the Young service designers will have the opportunity to participate in various communication activities related to the programme: interview, video, contest.