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DESIGNERS

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INTRODUCTION

Young Service Designers is a transnational and multidisciplinary youth project funded by the European Youth Together in 2020, which is coordinated by Consorzio Comunità Brianza (Italy). The YSD project involves partners from all over the European Union, namely Germany, Greece, Poland, Slovakia, and Finland. The project was inspired by the UPSHIFT program, which targets young people from a mostly underprivileged background and helps them on their way to making positive changes in their communities.

The COVID-19 crisis left deep scars on the local youth work and youth-led initiatives, which only proves the excessive need of building even more resilient institutions and hyperlocal social structures. Targeting hyperlocal facilities was and is therefore one of the most important ambitions in preparing the YSD project.

The YSD project aims to boost and uplift the partner communities on their way to building these resilient structures where no young person would feel left behind. This high ambition was planned to be reached by various steps, as the UPSHIFT methodology is proposing: capacity building, pilot service creation, and dissemination. The project also aims to deliver a YSD Toolkit to support youth civic engagement with local authorities answering together to the identified social challenges.

As mentioned above, one of the main goals of the YSD project was to launch service pilots. In action, this means that every partner organization helps their youngsters to design, plan, test, and implement public services to improve their communities. This long and demanding process included hours of learning the basics of service design, collection of data and data analysis, numerous meetings and workshops, and of course, the visualization of the future public spaces.

In this Catalogue, you will find 10 services ideas with short descriptions of their roots, methodology, and challenges. On behalf of all 18 youth workers and over 100 Young Service Designers, we hope that you will enjoy reading our product!



Chapter 1 - CCB

1.1 Setting the ground and finding the issues

In this project, CCB is working closely with three different Municipalities in the Province of Monza Brianza (Lombardy Region), namely the Municipalities of Desio, Muggiò and Nova Milanese.

The Italian Young Service Designers identified as main challenges of the local territories targeted by the project:

- Absence or lack of services for young people and meeting places (work, free time, sports)
- Environmental issues

During the Youth Public Innovation Labs and the following Pilot Phase, CCB youth workers and YSDs has benefited from the help and support of various stakeholders and allies (youth associations, local authorities, CSOs), such as:

- **In the Municipality of Desio:** Consorzio Comunità Brianza (CCB), Villa Longoni hub and generative space (CCB), Consorzio Exit (Carrobiolo 2000), Desio Hub and schools for work-based learning activities.
- **In the Municipality of Muggiò:** the Municipality (especially Ms. Anna Franzoni, Councillor for Youth Policies - Mr. Riccardo Sala, Municipal Councillor - Ms. Giovanna Catanese, Technician and Mr. Umberto Ruzzante, Councillor for Ecology); CAI Association; “ArteFrattale” association; “Libertamente” association; Taccona association and schools.
- **In the Municipality of Nova Milanese:** the Municipality (especially, Ms. Silvia RUSNATI, Technical Officer, Youth Policies and Sport - Mr. Giorgio BRIOSCHI, Former Technical Officer, Urban Policies, currently retired - Mr. Andrea APOSTOLO, Deputy Mayor, Councillor for Urban Planning and the Environment); Arci Nova; “Spazio Vita” association; “Libera Pittura” Academy and “Ortofficina” agricultural company.

1.2. Solution

In the Municipality of Desio, 10 YSDs and 2 youth workers co-designed together with the Municipality and local stakeholders, **Young Activity**.

It is a service for young people (aged 13-25 years old) designed by youth for youth wellbeing with a special focus on fighting discrimination. Young Activity aims at organizing quiz, games and leisure activities for youth. All the activities organized are aimed to decrease stress and increase dialogue among youth about topics that are important for them.

The service is designed for youth aged 13 to 25 years old, but the first pilot actions will be directed to the early adopters aged 15-17 years old.

The value created is to increase social inclusion and youth wellbeing outside school activities.



Problems and challenges identified by the YSDs and the youth workers:

- Difficulties in finding a budget from the Municipality for delivering the youth activities,
- Finding an agreement with the municipality about the regulation to use the public space (Desio Hub), as youth are less than 18 years old,
- Presence of the adults at Desio Hub

In the Municipality of Muggiò, 11 YSDs and 2 youth workers ideated together with the Municipality the service called “**lo Parco, e tu?**” and “**When I bus?**”.

This group of young civic activists participate in the regeneration of a marginal public urban space by organizing awareness-raising events on environmental and sustainable mobility issues.

The target group of this initiative are local citizens, and the main aim is to relaunch the territorial networks of civil society organizations.

Problems and challenges identified by the YSDs and the youth workers:

- Peripheral neighborhood,
- Senior citizens despite the presence of school facilities,
- Involvement of local associations

In the Municipality of Nova Milanese, 4 YSDs and 2 youth workers co-designed together with the Municipality and local stakeholders, “**Circular Economy and Zero Waste**” service.

This group of young activists participate in both the planning and animation of a peripheral city area undergoing renovation, by organizing environmental awareness-raising events.

The target group of this initiative are local citizens, and the main value created is to relaunch the territorial networks of civil society organizations.

Problems and challenges identified by the YSDs and the youth workers:

- Peripheral neighborhood, and
- Involvement of local associations

1.3. Methodology

25 young people coming from four different high schools in the municipalities of Desio, Monza and Muggiò attended the YSD Capacity Building Programme.

The training programme in Italy was made of 10 live training sessions in the months of September and October and two homework sessions in the period between meet-ups with the trainers, with a total duration of 40 hours.

Main objective of the CBP was to empower young people as change-makers, so that they have the tools to identify solutions and co-design services, with the support and collaboration of the local public administrations.



Young people were divided into 5 groups focusing on different topics, i.e. green spaces, well-being, zero discrimination, circular economy and mobility.

Starting from these themes, the young people worked to design services aimed at the community, particularly young people that would respond to problems they had previously identified in the local areas.

The service design methodology followed different phases such as research to clearly identify the local youth needs and the ideation phase where young people mixed up different solutions without testing the desirability or feasibility of their service ideas. The first two phases were divergent ones in order to allow youth to navigate into the so-called “chaos time”. Once the youth have been working on their potential ideas, they start their journey towards convergence by selecting and testing their ideas in collaboration with external stakeholders.

In the following project’s phase (from September to November 2022), the ideation and co-design work proceeded with the Municipalities of Muggiò, Nova Milanese and Desio, which have made public spaces available to be re-qualified and animated with events, in the framework of the Public Innovation Labs.

In each Municipality, YSDs and youth workers organized 2 Youth Public Innovation Labs, involving public officials and local stakeholders in the process of co-designing the services.

From December 2023 onwards, the implementation of the co-designed services started.

In the Municipality of Desio, the public space granted, called “Desio Hub Giovani”, is open and available to young people every Friday from January 2023 from 5 to 7 pm and Italian YSDs are meeting there weekly.

In the Desio Hub, the Young Activity group has the chance to co-organize activities for youth (early adopters between 15 and 17 years old) by co-designing, together with the Desio Hub Youth Workers, activities targeting other young people. The Young Activity informal group of young people aims at providing services and a space for expression and wellbeing for other youth in an inclusive way. Indeed, other youth can join, propose and co-design activities on Friday afternoon in collaboration with Desio Hub and the former members of Young Activity.

By mid-February 2023, Young Activity will launch the first YSD public event to present the Young Activity informal group of young people and the first activity open to the community, called “Quizzettone!” (a quiz activity).

In the Municipality of Muggiò, YSDs organized the 1st public event on 11 February 2023 at the public park called “Piazza Nenni”. From now on, they will be involved together with the Municipality and local associations in monthly initiatives.

In the Municipality of Nova Milanese, YSDs will organize the 1st public event on 1 April 2023 at the public square called “Piazza Fedeli”. From later on, they will organize monthly initiatives, with the support of YSD youth workers, public officials and local associations.

Chapter 2 - Youth Power Germany e.V.

2.1 Setting the ground and finding the issues

In this project, Youth Power Germany decided to work with the Municipality of Wiesbaden, a city of almost 300 thousand inhabitants. This historical city, located in Western Germany and famous for its thermal springs, is growing steadily with the percentage of young people being around 17 percent.

During the YSD project, the organization has used the help and support of various stakeholders and allies, such as the City Department for Youth Affairs, the Youth Center, Wiesbaden International and stakeholders in the private sectors, such as one of the zero-waste stores of the city.

The Young Service Designers of Wiesbaden found not one, but various problems in the services of their city area, and out of them, they picked two to focus more on. These two issues were the lack of information around gathering activities and events and the lack of possibilities for young families to attend them – there were simply not enough care services found.

2.2. Solutions

The proposed solutions to the issues made in the previous paragraph were:

1. To develop an interactive app or a website which would inform young people about ongoing events in their cities and to help the event organizers make their events more eco-friendly (as example, tips about more sustainable usage of the nature spots).
2. To establish a care system for young parents' children, so the parents could attend the public events in the city without worrying about their children not being taken care of.

These ideas are aiming to tackle the problem of public participation by both bringing the services closer to the audience and helping the audience to engage with already existing events.

To promote and develop these services, the YSDs have organized and are planning to organize events that are more engaging. One of the already implemented pilot actions was an open DJ workshop (November 2022), where the young people could try to mix and play music guided by a professional DJ.



2.3. Methodology

In their methodology of work in the process of the preparation of the services and Capacity building programme, Youth Power used offline and online meetings with youngsters. The first phase of the preparation was held online with some online games and a presentation of the Capacity building program.

Youngsters had their own ideas on services to be developed, after researching the needs in the city of Wiesbaden and their surroundings.

Youngsters brought 3 different ideas as Service designers, together they tried to create one service where they would include all ideas of the youngsters. Using the methods of brainstorming, mind-mapping, How-might-we- questions, the service ideas were further developed.

In the process of developing the services, youngsters did have contact with the Municipality of Wiesbaden, and their idea of developing the app for the City got the financial support for young ideas. The App will be developed in the first phase and it will also include other ideas from the CB Program. A methodological focus was on interviewing experts, to get a realistic view on how to put ideas into the field. Then a journey map was created by the youth to pitch their ideas to local stakeholders.

Chapter 3 - Institute of Research & Training on European Affairs

3.1 Setting the ground and finding the issues

The Institute of Research and Training on European Affairs - I.R.T.E.A.- chose to work on the Young Service Designers project with the Municipality of Salamina, an island municipality of 40 thousand inhabitants, only minutes away from Athens. It is important to note that the project attracted plenty of young people from all around Greece, which tells a lot about the overall interest in the development of the area.

The group of 20 Young Service Designers, together with 4 youth workers came up with three different ideas for the service, with all of them being related to the cultural and sociological development of the area. The stakeholders and allies of this project were the Municipality and City Council of Salamina, the Youth Council as well as the local schools.

3.2. Solution

Out of three different ideas IRTEA gave to the Municipality of Salamina, one was chosen. "United by the Screen " is a 2-day movie festival, which would serve everyone something. The event would serve as a platform for a multidisciplinary exchange of ideas between the participants, with more informational sessions and workshops in the morning and film-related sessions in the afternoon.

The movie festival would catalyze many indirect social changes in the area, and it is also important to remark the fact that the admission fee to the event would be accepted in donations or goods for the marginalized groups.

This project is also committed to change Salamina's public space permanently, with the long-term aim being establishing and cementing its space among the cultural map of the general area.



3.3. Methodology

In order to see which services would eventually be implemented at Salamina, the YSDs attended meetings with members of the City Council of Salamina, members of the Youth Council and the Mayor, during which they presented their prototypes and developed them, by applying the feedback received from the local stakeholders. This process was repeated, meaning that the YSDs attended two such meetings, working to develop their services and create a product the citizens of Salamina would actively use and enjoy.

The third meeting was conducted in the form of a contest, attended by various local stakeholders, as well as public administration officers and representatives from several other EU countries. The YSDs presented their ideas to the audience, giving them a clear understanding of what their services are and how they will benefit the island and its inhabitants. In total, the YSDs presented three ideas:

1. A two-day film and environmental education festival (United By The Screen)
2. An interactive campaign for youth democratic participation and proper EU education (We Hear YOUth)
3. An information and awareness campaign about recycling (Recycle, ReYOUse, Repeat)

The stakeholders and jury voted on which idea to implement, choosing the first one as the best fit for their local community.

Chapter 4 - Fundacia Sempre a Frente

4.1. Setting the ground and understanding the issues

The Young Service Designers of Poland work in the amazing city of Lublin located in the East of Poland. Lublin was chosen as the Youth Capital of Poland in 2023 and is continuously growing on the international arena. The City Council and the Office of Social Participation of the City are also interested in helping the young people of Lublin in their aims, which gives Sempre a Frente a large list of stakeholders and allies participating in the project. However, not only the local government and council, also the Youth City Council, as well as other NGOs are in the same group of the actors who are interested in making this YSD project come true.

The aim and issue of this project was to mobilize young people who would not necessarily be active in the organizational work otherwise. For Sempre a Frente and its youngsters, it was crucial to make an impact and show the inhabitants of Lublin that everyone builds the city and that it really deserves to be named a European Youth Capital of 2023.

4.2. Solution

“Individuals of Lublin” is a social project based on interactive storytelling and active use of art and social media. The main dimension of the project exists online, in Instagram. The youngsters took inspiration from a highly proclaimed project “Humans of New York”. The YSDs are analyzing the personalities of their characters through interviews and deeper dive into the art of the dialogue between the person behind camera and the main character. The final product is an evolving and growing gallery of stories and faces.



The “Individuals of Lublin” aims to inspire and invite the viewers to participate in the making of their Lublin of future, and show them that their voices matter.

4.3. Methodology

20 young people from the Lublin area took part in the YSD Capacity Building Program. They were male and female students of Lublin high schools and male and female students of Lublin universities.

The program was implemented by three youth workers for five training days, divided into workshop sessions, the activities were carried out in stationary (offline) form. The date of the program was July, during summer vacation, so that young people did not have to give up their school or college activities and could fully engage in the project activities.

The main goal of the activity was to impart practical knowledge in the field of service design, so that young people would finish the program with the awareness that they have an impact on activities in their city. They were able to find areas that most need support, knew the various tools of service design and, above all, felt that their voice in the city is important and were motivated to act in this area, in cooperation with local public administrations, of course.

The young people worked together during the program to identify city problems, so that initially there were several ideas for action in the areas of ecology, minority groups, educational development and also discrimination and hate.

Subsequent phases of service design such as creating stakeholder maps, discerning opportunities for action within the city, and mapping tasks to find contacts outside the project who could support their ideas meant that the areas for action slowly narrowed.

Interviews with the city’s residents and the creation of personas eventually reduced the thematic areas in which the youth wanted to take action to two: discrimination - diversity, and educational opportunities.

The young people worked in pairs, smaller groups, performed some tasks individually or had discussions as a whole group of 20 people moderated by the facilitators.

The training also included meetings with a specialist in service design, who showed the importance of innovation and creativity in action, and stressed the importance of cooperation. The young people also had the opportunity to meet with representatives of the city of Lublin, to talk about their ideas, receive valuable tips and, what’s more, to establish relationships thanks to this, which at further stages helped and continue to help in the creation of services for the City.

Chapter 5 - Rada Mladeze Slovenska

5.1. Setting the ground and understanding the issues

The Young Service Designers in Slovakia are working in Lučenec, a middle-sized city with a rich multicultural history. This history has also inspired the Young Service Designers in one of their pilot activities, which was organizing a commemoration event of the Velvet Revolution with the aim to mobilize approximately 400 youth participants.

The second pilot activity was focused on prevention of sexual harassment in schools and education in healthy relationships. This issue was chosen as the second idea for the implemented pilot activity.

Last, but not least, the issue that the Young Service Designers of Lučenec work on is the lack of financial support for youth- and citizen-based initiatives. This is why Rada Mladeze Slovenska decided to open up a grant project, where individuals and small groups could apply for financial help with their projects.

5.2. Solution

The first part of this project, the Velvet Revolution commemoration mobilization, occurred on November 21st at the main square of Lučenec. As previously mentioned, it attracted around 400 participants.

The second pilot activity mainly focused on training youth in topics of sexual education. The YSDs wanted to give opportunities to young people to learn more about the advocacy and educational leadership in this topic. RmS organized an expert-led training where the participants would learn the basics of sex education. This project was also presented to the Youth Parliament, which has committed to making safe sex education part of their agenda.

The third project, which aimed to give grants to different youth initiatives, was a massive success. The topics of the granted projects are: recycling and cleaning the water, social and reportage photography, tackling hate speech and financial education. Every project has an entitled young person who is taking care of planning and implementing it, with the help of the experts (if needed).

5.3. Methodology

At the beginning of the project, young service designers were retrained through capacity building training in various areas, which helped them define the needs of young people in their surroundings, and under the guidance of youth workers, they designed the project objectives of the planned services step by step.



Service planning was carried out during regular meetings where the young service designers repeatedly returned to the matrix defining the individual phases of service preparation. A very important part of the planning was the mutual presentation of the projects between the individual preparation groups and giving each other feedback. The entire preparation process was facilitated by youth workers who supported the young people and helped them solve them if they were stuck in a problem. When implementing the principles of the YSD project, it is very important that youth workers do not interfere in the themes and design of services, but only accompany young people through defined processes during preparation.

International peer meetings were a very important part of the project. These enabled young people to exchange experiences from capacity building training, to learn in an intercultural environment and to inspire each other in the preparation of projects. In addition to these meetings, the consultations with a foreign lecturer should also be highlighted; they gave them an unbiased view of the designed services and were able to encourage them to achieve their goals.

Chapter 6 - Green Youth Finland

6.1 Setting the ground and understanding the issues

Tampere is the second largest metropolis in Finland, and it is located in the South-West of the country. The Municipality has put in a lot of work and investments to become the most well growing area in Finland. There are two universities and dozens of schools, a statutory Youth Council and a well-functioning public youth services sector.

One thing is still not working well in Tampere, stated Finnish team of Young Service Designers. This field is event organization. During the data collection phase, which was included in the Capacity Building Programme, the young people came up with a very common problem for the local youngsters, especially the under aged ones: there is not enough inclusive and easily accessible free-time activities and cultural events that would be open for everyone. To get this information, the youngsters used a largely shared online questionnaire, where they asked the participants questions about their experiences with the free time in Tampere and Pirkanmaa region.

6.2. Solution

After a couple sessions of deep analysis and co-creative meetings with different groups of young people, the Young Service Designers (YSDs) came up with a working plan for their project. On the one hand, the group wanted to set an example of a well-planned and well-executed youth event where everyone would feel safe and accepted. On the other hand, there would need to be some kind of a bigger and continuous change, which would not happen if the project itself would be only one event. The YSDs came up with an idea to promote other interesting events and initiatives and to make the cultural life in Tampere and Pirkanmaa region more accessible to youth 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 institutionalized and to encourage the Tampere City Council to include the project under its continuing working plan and to facilitate it in the future.



6.3. Methodology

When talking about specific methods used in the preparation of this service, it is important to note that the service provided by the Young Service Designers in Finland is both online and offline. This means that the research that went to both sides of the project had to include both online and offline ethnographic analysis. Because the YSDs are young themselves, they also performed auto ethnographic tracking in order to understand the root causes of the overall low interest in the cultural events of Tampere. The youth also used the method of interviewing a couple of target people, both in the preparatory and piloting stages of the project.

Co-creation played also an important role in the work of the YSDs. Together with the Youth workers, the group met activists, decision makers and other stakeholders, in order to get a better understanding of the project that they are aiming to do. Public Innovation Labs that were implemented during the project were not only good for spreading awareness about the project, but also for establishing a co-creational space for learning and developing.

CONCLUSIONS

In each partner country, YSD Trainers and local public officials worked closely and actively together to support the Young Service Designers to co-design, plan, test, and implement public services to improve the social life of their communities. This long and rewarding process included some steps that were common among all organizations:

- the Capacity Building Programme focused on service design and based on UPSHIFT methodology;
- field interviews to collect needs and expectations from the local citizens;
- and Youth Public Innovation Labs, safe and interactive spaces conceived as public fora where local policy-makers, partners and young people worked together to develop joint strategies to design and run pilot services to respond to public challenges identified during the project previous phases.

In the face of the local challenges identified, all partners and project participants proved creative and proactive approaches with their co-designed solutions, by adapting their services ideas to the local context and needs' analysis.

The main findings of the co-designing process, as well as a short description of each service and the methods used for designing them, have been summarized in the present report, but readers can also find some useful information in 6 specific Pilot Phase Assessment Reports produced by each partner of this Consortium, with the collaboration of the Young Service Designers.

The work done by the YSD partners have had an invaluable result for the Young Service Designers, who have attended the project as learners and then young activists, as they had the possibility to learn and interact in a safe learning context and also to actually put into practice their co-designed ideas in engaging and impactful pilot actions.

