



YSD

YOUNG SERVICE

DESIGNERS

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Work Package WP.4

Pilot Phase Assessment Report

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1. PILOTING OF THE SERVICE (S)

SERVICE (S) TESTED:

«Η Οθόνη Μας Ενώνει» (tr. United By The Screen) is a service design, which was implemented as a two-day festival at the Municipality of Salamina, on May 27-28, 2023. The service designed by YSDs concerned a dual purpose: on one hand, it aims to educate and inform the citizens and visitors of the island about crucial environmental topics (fire protection, polluting, recycling, safe swimming and driving, etc.) but also to unite all the users of the service in a joint effort to support the vulnerable social groups. The service has a long-term goal of cementing its status as a cultural, social and environmentally conscious phenomenon which will boost the cultural and social capital of the region of Attiki as a whole.

The festival took place on **Saturday 27 and Sunday 28 May 2023**, gathering over 100 young people, students, pupils and local citizens which attended the event and participated in the activities.

The 5 topics which were the basis for the activities of the festival were:

- Fire Safety and Fire Protection
- Protection of the Environment and Recycling
- Drowning and First Aid Provision
- Road Safety
- Social Integration and Inclusion of People with Disabilities

The structure of the festival, the content and the overall implementation plan was designed using the participatory approach which involved meetings with the Youth Workers, YSDs, Municipal employees and an analysis of the citizens' needs.

LOCATION: Forest in front of Salamina's Town Hall

NO. OF MEETINGS AND OBJECTIVES OF THE MEETINGS

As in the Action plan of the Pilot Implementation Phase, the following meetings were planned and took place:

During phase 1, preparatory for the pilot phase:

Meeting with YSDs and the Youth Workers at I.R.T.E.A.'s offices on January 26, 2023, gathering 15 participants in order to discuss regarding the structure of the festival

Meeting with Municipal employees, local youth and other stakeholders (agreement on space, dates, content), February 3, 2023, with 13 participants.



Meeting with Municipal employees, local youth and other stakeholders (agreement on space, dates, content), February 4, 2023, with 50 participants in total.

Focus Group meeting with Municipal employees, local youth and other stakeholders (agreement on space, dates, content) & Finalization of the dates of the festival, February 11, 2023, gathering 45 participants in total.

Meeting with Municipal employees, local youth, and other stakeholders (agreement on space, dates, content) on March 1, 2023, gathering 46 participants.

During phase 2, the Needs Analysis:

Meeting with local schools and youth to discuss their needs and expectations from the upcoming festival, on March 1, 2023, gathering 46 participants.

During phase 3, the implementation of the Festival as the service designed:

“United by the screen” Festival, at Salamina Municipality, gathering 103 participants.

Other than that, we implemented the following meetings as well:

How-to Workshop at Gazi View, Athens, on March 17, 2023, gathering 27 participants.

Public Event at Gazi View, Athens, on March 24, 2023, gathering 91 participants.

For the preparation of this service and its implementation, too many meetings took place with YSDs, Youth Workers and civil servants, counting to at least twice per week, visiting the island and discussing/working on deliverables.

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

During preparatory phase of the Service pilot implementation, several meetings took place with the active engagement of the YSDs, Youth Workers, municipal employees, youth of salamina, stakeholders, the Schools, the Youth Council and actually, the whole civil society of Salamina Municipality.

Several types of promo/informative material was created by YSDs and the civil servants when preparing the pilot implementation of the Festival, which is indicatively:

- Press releases: After the first two meetings with the stakeholders, Before the focus group – open call for youth, After the focus group – details about the outcomes and results, 1st press release announcing the upcoming festival (3 weeks before the start), 2nd press release announcing the upcoming festival and the detailed schedule, the list of guests and pavilions (1 week before the start), After the end of the festival – details about the outcomes and overall experience
- Social media promo campaigns
- Videos, banners for websites and social, etc.
- Posters etc.



The festival itself, had two main components – the pavilions and the movie screenings. Regarding the pavilions, they were organized by environmental organizations from varying level of activity (local, regional, European), the Municipality, the Youth Council and the young students. In addition, organizations or public bodies like the fire brigade, driving schools and lifeguard academies were present, in order to host demonstrations on topics that rank high on the citizens’ agenda. They ran simultaneously, split between the two days of the festival, creating an ambient walk-through exhibition for all the citizens to attend before the film screenings. Each pavilion had the opportunity for a ten-minute workshop/demonstration. In particular, the fire brigade presented how to safely put out fires, the lifeguard academy demonstrated what to do in the case of drowning, the School of Safe Driving shared tips on how to be better, more careful drivers. The Municipal center of Creative Activities for Children hosted engaging workshops with crafts made from upcycled material for all the young attendees, creating a fun and interactive kid’s corner in the midst of the festival. Aside from the workshops and demonstrations, the pavilions also had informational material to share with the attendees and help them learn more about sensitive environmental topics at their own leisure.

The local schools also were encouraged to attend by creating their own pavilions, as will be further elaborated on below. The students, with the help of their teachers, the YSDs and the youth workers shared with the local community what they learned from the school visits and their participation in the preparatory phase of the festival overall.

The second element of the festival was the movie screenings. The movies shown after the end of the exhibit on each day further added value to the effort, as they were all about related environmental topics. The goal was to have two screenings on each day, one movie for children and one for older audiences, all offering a unique approach to the same agenda.

SCOPE OF THE SERVICE:

One key part of the service that attracted the attention of the stakeholders and caused positive reactions was the mention of cultural events. In particular, all the stakeholders agreed that even though Salamina is so close to Athens and its numbers in both population and area are large, the island unfortunately notes lacking in the field of culture. According to the feedback received, the implementation of a service that seeks to fulfill this inadequacy would prove useful both to the great number of visitors Salamina hosts all-year round, as well as the locals. For example, members of the Youth Council pointed out that even though open cinemas are a tradition in Greece, there is no such thing in Salamina, with the nearest being found only in Athens.

In service design, value is a product of collaboration between the designer of the service and its eventual user. Following the fundamental basis of exchange, we can examine in detail the value co-created by the implementation of UBTS. The designer or provider plans out the service, keeping in mind the benefit and output after it’s used and implemented. In the case of UBTS, the YSDs carefully designed a service that addresses the individual needs of the stakeholders, while also keeping in mind and staying true to their idiosyncrasies. In addition, as previously stated, UBTS is a low-cost, high-efficiency service, meaning that it can achieve the goals set during the PILs with minimum budget. As for the value created by the users, the locals are sure to recognize the benefits brought by the creation of such a service, as it has been a long-standing desire of theirs. By experiencing the output (service and activities/events), the users don’t only recognize the significance of the value but also increase it, causing its life-cycle to extend beyond the initial

short-term plan, the relatively easy achieving of the set goals and also increasing its capabilities by generating attention and ‘buzz’.

ADDED VALUE FOR THE LOCAL COMMUNITY:

Since the service had a wide target group – allowed to do so by its very theme, as the topics impact several social groups – it needed to be communicated to as many people as possible, including Salamina but also the region of Attiki as a whole. Primarily, since the goal was for it to be attended by people from the aforementioned areas, the planning team and partner Municipality took into consideration their needs and expectations as well, and this was the success of the Festival as these were reached. Hence, the questionnaire that was “handed out” during the meeting on March 1st was also sent to various other stakeholders, including the public but also organizations that wish to attend or be represented. The questionnaires were sent out on March 1st, 2023, although there was a larger window of allowance for responses (one week).

EXPECTED IMPACT:

Regarding the activities and happenings, the service entails, these include interactive workshops during the day – done in collaboration with Salamina’s active and dynamic volunteers – and screenings of movies tackling key environmental issues during the evening. As anyone could participate freely to the activities the activities are targeted both to young children and adults alike, thus offering everyone a reason and motive to make use of this service.

The success of the festival and this service designed was that it managed to engage for the first time a wide variety of stakeholders at Salamina Municipality, focusing on youth of the island, and it was a results, and activity accomplished/created by youth, Schools, authorities, civil societies, YSDs for youth. The bottom up approach was not only supported but extensively promoted, while also the results produced during this project’ lifecycle and created the basis for the implementation of this idea designed by YSDs as an annual event for the celebration of summer by all Schools and youth organizations of the island for its citizens.

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

More than 30 entities. Indicatively:

- 20 Schools of primary and secondary education
- Municipality – civil servants
- Municipality – City Council
- Youth Council of the city of Salamina
- Fire department of the island
- PERIVOS (Environmental Group of Salamina) (ΠΕΡΙΒΟΣ – Περιβαλλοντικός Όμιλος Σαλαμίνας), for their pavilion and information on environmental topics, recycling and tree planting,
- Association for People with Disabilities and Special Elementary School, for their pavilion and information on life and integration of people with disabilities,



- Group of Friends of the Forest (Όμιλος Φίλων του Δάσους), and their pavilion on information about fire protections, fire safety and prevention of drowning in the sea,
- Salamina Traffic Police Department, for the organization of a traffic safety park for our young participants
- The Region of Attica, offering the vehicle from the programme GREEN CITY, which informed the attendees on recycling
- Dance School “Road Runners” for their dancing performances,
- Modern Dance School Chris Dance for their dancing performances.

OBSTACLES

During the phase of Pilot Implementation, the Young Service Designers faced certain obstacles. The first issue was a lack of resources, which is faced by many Regional Municipalities on a large scale. The main issue was securing the rights for the films to be screened during the afternoon and evening segment of the festival, the acquisition of which can be costly. However, this issue was dealt with through public domain and free to watch documentaries, all of which are tied to the main themes of the festival, especially the pillar of environmental education.

Arguably the biggest and most pressing issue the YSDs faced were the Elections, both National and Regional. This year marks two election periods for Greece, which start in the spring and will stretch well into the second semester of the year, taking into consideration the additional voting rounds needed until each government body is elected. The National elections were officially declared by the Prime Minister and President of the Republic on the 22nd of April, although an announcement to the media and public had already preceded days prior. Per the official announcement, the National elections have been set for the 21st of May.

The announcement of the elections so close to the date on which they will be held, means that the preparatory period is cut extremely short. Therefore, due to the force majeure of this situation, all Municipal employees and representatives of the public administration have been called to assist in this state of emergency. This means that the Municipality of Salamina is directing all of its attention, resources and staff to the preparation of the elections, in addition to the subsequent rounds.

The initial plan of the pilot implementation put the festival/workshop to be held on April 29th and April 30th, something that is now impossible to be implemented due to the urgent nature of the upcoming elections. Upon further consultation with the Municipality, all parties involved decided that the festival/workshop will ultimately be held on May 27th and May 28th, the week following the elections, when it is estimated that the situation will have quieted down significantly and the Municipality will be able to support the YSDs in the implementation of the service.

2. PUBLIC EVENT

REPORT OF THE PUBLIC EVENT:



During the Public Event the Service designed by the Greek YSDs, called “United By The Screen” was presented. Ms. Papadaki Despina, Project Manager on the side of IRTEA begun with presenting the idea and the context of the service designed by the Greek YSDs, which were also attending the event.

The innovative two-day festival/workshop that serves a dual purpose: educate the citizens of Salamina on key environmental subjects and contribute via donations to the support of vulnerable groups within the local community, was presented by Ms. Ioanna Chatziantoniou & Ms. Maria Myrto Kokala, 2 of the Youth Workers of the project. The festival/workshop, which would be during a weekend full of activities, aims to achieve its objectives through implementation of a variety of workshops, events, and activities. Recycling workshops, open discussions with experts, seminars on safe swimming and driving are only some of the topics to be tackled during the adore mentioned activities. The festival/workshop will also screen movies for children, youngsters and adults, all centered around related topics. This was the main content of the presentation of Mr. Alexios Tsanos, one of the YSDs, who received many questions, comments, and reflection on the content of the idea from the attendants.

In addition, the service features a creative, concentrated communication effort which utilizes traditional and digital media to further promote it not only to the people of Salamina, but to help it cement its place in the cultural map of Attiki, as also presented by Ms. Marialena Liapi, another YSD and also Ioanna Gkika.

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

91 participants in total, youth, municipal employees, YSDs and Youth Workers of the project.

3. THE HOW TO WORKSHOP

REPORT OF THE HOW-TO WORKSHOP

During the activity, I.R.T.E.A. presented to other youth organizations’ representatives, being students themselves, the results of the project, while giving them a handful of information and tools to use when applying the Methodologies developed during this project. The success of this activity was that it was targeted, young representatives of University’ NGOs, youth councils from other cities, etc. expressed interest on how to apply the Capacity Building Programme in their city, but also contributed with their views and ideas to the development of the Festival, activities and ways of promoting it and its results towards other youth. As representatives from Salamina Municipality attended this meeting, we succeeded in making a practical demonstration of the methods and findings of YSD, including the two online training programmes, in view of further replication, capitalization and upscaling.

NO. AND TYPE OF ATTENDANTS:



27 participants in total, youth organization representatives, municipal employees, YSDs and Youth Workers of the project.

ANNEX 1 - PICTURES

Photos from the Public Event







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Photos from the How to Workshop





Festival "United by the Screen"





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Preparatory Meetings with officials, youth and other local stakeholders





