



YSD

YOUNG SERVICE

DESIGNERS

Grant Agreement N.624732

Work Package WP.4

Pilot Phase Assessment Reports

Start Date: M21

End Date: M24






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Contributors: All partners

Dissemination Level: Public

Technical References

EU Programme	Erasmus +
Sub-Programme	Support for Policy Reform
Call for Proposals	EACEA-10-2020-1
Action	European Youth Together
Project Title	Young Service Designers
Project Acronym	YSD
Project Number:	624732-EPP-1-2020-1-IT-EPPKA3-EU-YTH-TOG
Project Start Date	15/05/2021
Project End Date	15/05/2023
Deliverable	Pilot Phase Assessment Reports
Work Package	WP4
Confidentiality Status:	Public
Author (Partner Institution)	Consorzio Comunità Brianza

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Table of Contents

ITALY	4
1. PILOTING OF THE SERVICE (S).....	4
2. PUBLIC EVENT.....	8
3. THE HOW TO WORKSHOP	9
ANNEX 1 - PICTURES.....	12
GERMANY	17
1. PILOTING OF THE SERVICE (S).....	17
2. PUBLIC EVENT.....	20
3. THE HOW TO WORKSHOP	20
ANNEX 2 - PICTURES.....	21
FINLAND.....	25
1. PILOTING OF THE SERVICE (S).....	25
2. PUBLIC EVENT.....	27
3. THE HOW TO WORKSHOP	28
ANNEX 3 - PICTURES.....	30
SLOVAKIA.....	32
1. PILOTING OF THE SERVICE (S).....	32
2. PUBLIC EVENT.....	37
3. THE HOW TO WORKSHOP	38
ANNEX 4 - PICTURES.....	40
POLAND	43
1. PILOTING OF THE SERVICE (S).....	43
2. PUBLIC EVENT.....	47
3. THE HOW TO WORKSHOP	48
ANNEX 5 - PICTURES.....	49
GREECE	51
1. PILOTING OF THE SERVICE (S).....	51
2. PUBLIC EVENT.....	56
3. THE HOW TO WORKSHOP	56
ANNEX 6 - PICTURES.....	57

ITALY

1. PILOTING OF THE SERVICE (S)

SERVICE (S) TESTED:

“Io Parco, e tu?” at Muggiò Municipality

At the beginning of the piloting phase, the “Mobility” group started testing the service “When I bus?” by disseminating a Questionnaire in the school of Muggiò in order to conduct a research/survey among students to collect data on the efficiency and use of public transport, especially the bus, thus creating an first civic monitoring group.

However, over time, the “Mobility” group joined forces with the “Green Spaces” group to collaborate on their service idea, i.e. “Io Parco, e tu?”.

This means that the service tested in the Municipality of Muggiò is the regeneration of the “Pietro Nenni” public park through 1) cleaning up the green area, 2) organizing events proposed by the YSDs and agreed with the Public officials to animate the public space and involve local citizens.

Young Activity at Desio Municipality

At the beginning of the piloting phase, the “No Discrimination” group joined the “Personal Wellbeing” group. They put together the original services “Cavernicolò” and “Young Activity” and started testing the new and improved service.

Once they made one group, they took into consideration the topics of wellbeing and no discrimination and organized a “speed date” event specifically conceived for 8 March (International Women’s Day), addressing stereotypes and fun facts about women during history to a public made of peers.

Zero Sprechi at Nova Milanese Municipality

At the beginning, the group “Zero Waste” focused on a reuse, recycling and waste reduction project, thinking of being able to create plastic recycling machines that could provide tokens/vouchers as a benefit to responsible citizens.

Subsequently, since November ‘22, the discussion round tables put in place with the stakeholders have highlighted the need to review the idea from the point of view of community and youth usability.

Therefore, it was decided to co-design a green community center with the municipal administration and some local associations.

In April ‘23, a first public event was held to launch the activists group, a sort of “SWAP Party” open to local residents and citizens.

LOCATION:

The service “Io Parco, e tu?” was piloted at “Piazza Pietro Nenni” Public Park in the Municipality of Muggiò.

The service “Young Activity” was piloted at “HUB DESIO” (Via G. M. Lampugnani, 68) in the Municipality of Desio.

While the service “Zero Waste” was piloted at “Piazza Fedeli”, a public square in the Municipality of Nova Milanese.

NO. OF MEETINGS AND OBJECTIVES OF THE MEETINGS:

After the 2 Youth Public Innovation Labs, held respectively on November 8 and 22 2022 at the premises of the Municipality of Muggiò, from December 2022 to April 2023 the group of YSDs and youth workers met online at least once a month. These online meetings were aimed at discussing the practical aspects of running the service, allocating tasks, and monitoring the progress of the work and relations with local public officials. In particular, these meetings led to the organization of an event for cleaning up the public park and an entertainment event for children and their families.

After the 2 Youth Public Innovation Labs held respectively on November 9 and 23 2022 at “Villa Longoni” in Desio, the Young Service Designers are meeting regularly at “HUB Desio Giovani” every Friday from 5 to 7 pm. The main objectives of these meetings are reflecting, having fun and building a safe space to discuss and create new activities for the community.

After the 2 Youth Public Innovation Labs held respectively on November 9 and 23 2022 at the premises of the Municipality of Nova Milanese, from December 2022 onwards, the group of YSDs and youth workers met online once a month. During these online meetings, young participants and CCB staff discussed all the different aspects of the organization of the first event at “Piazza Fedeli” and followed-up the communications with the public officials in order to run the service jointly. In particular, these meetings led to the organization of an event to make citizens aware of waste production, by involving them in an activity of exchanging objects and clothes. All participants left the event happy and with a few recycled items that will surely come in useful again.

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

In the period December 2022 - May 2023, the YSDs and youth workers collaborating with the Municipality of Muggiò have carried out the following activities:

- At the beginning of December 2022, one online meeting to start discussing the service activation and the organization of the first event on next February 2023;
- At the end of January 2023, one online meeting to review the event schedule, to allocate tasks among the YSDs and set deadlines.

In the meantime, the youth workers contacted the representatives of local associations, such as the CAI Muggiò and the Taccona neighborhood citizens' association, to invite them to the first event and to seek their potential collaboration in running the service.

- On February 11th 2023, YSDs organized a first event with the support from CCB youth workers and public officials from the Municipality of Muggiò. The event was held at the “Piazza Nenni” public park, where the participants, among which many citizens, local associations’ representatives and children, participated in a cleanup activity of the green area to raise awareness about the environmental issues.

In March, the meetings with all the YSDs were two, an online meeting at the beginning of the month in order to share the organization of a face-to-face meeting on March 28th 2023, the so-called “Have your Say!” public event (see Chapter 2 for more info). YSDs met their peers at the “ITI Fermi” local school in Desio and they shared with them their experience with the YSD project and their ideas and thoughts on social and environmental issues.

- During April, the youth workers engaged the contact person of the local association Arte Frattale / Spazio Condito from Muggiò to organize another event in the park together. After that, the YSDs met online with the representative of Arte Frattale / Spazio Condito to co-design the event and to share tasks.

- On May 6 2023, the YSDs organized an event in collaboration with the local circus association Arte Frattale / Spazio Condito and the Municipality of Muggiò. The event was aimed at children and their families, involving them in many circus workshops and entertaining them with a magic and juggling show. This event was part of the service “Io Parco, e tu”, which aims to regenerate the public park, which has long been abandoned but came alive with the voices and laughs of many children.

After the end of the Capacity Building, the YSDs and the youth workers collaborated with the Municipality of Desio into the two public innovation labs: one at “Desio Hub” (08.11.2022) and one in “Villa Longoni” (23.11.2023). These meetings were aimed to decide the schedule and overall organization of the space where to develop the “Young Activity” service in coordination with the Local Municipality represented by Luca Ghezzi, Youth Councillor, and Elena Bottini, Director of the Youth Services.

Before Christmas Holydays, on December 20, the YSDs and the youth workers organized a coordination meeting at “Desio Hub” to discuss the activities for the next year 2023. The Young Activity group indeed decided to meet regularly each Friday from 5 pm to 7 pm at “Desio Hub”. Thus, from January 2023 onwards, the YSDs and youth workers met face-to-face at “Desio Hub” in order to organize “Le Sai Tutte?” event, which took place on March 8, along with other activities at local level, including the YSD Final Event.

In the period December 2022 - May 2023, the YSDs and youth workers collaborating with the Municipality of Nova Milanese have carried out the following activities:

- At the beginning of December 2022, one online meeting to start discussing the service activation and the organization of the first event on next April 2023;

- At the end of January 2023, one online meeting to review the event schedule, to allocate tasks among the YSDs and set deadlines.

In the meantime, the youth workers contacted the representatives of local associations, such as ARCI Nova.

In April '23 was organized the first public event called “Mercatino del Baratto”, a swap party managed by YSDs and attended by the Municipality representatives, among which also the Mayor of Nova Milanese.

SCOPE OF THE SERVICE:

The aim of the service “When I bus?” as originally conceived by the “Mobility” group was to initiate a collaboration between the Municipality of Muggiò and the YSDs on the issue of the cycle-pedestrian mobility. They intended to do so by verifying that connection networks for sustainable mobility exist in the Muggiò area and with neighboring Municipalities (cycle paths, bike sharing services, etc.) and, at the same time, by conducting a research/survey among users to collect data on the efficiency and use of public transport, thus creating an initial civic monitoring group.

The aim of the service “Io Parco, e tu?” is to regenerate a public space that has been abandoned for many years (Pietro Nenni Park) through firstly cleaning up the green area, and then scheduling a series of entertaining events, previously agreed with the Municipality addressing children of surrounding schools and their families.

“YoungActivity” (Desio) aims at supporting young people by promoting initiatives to support other youth for their wellbeing and to reduce stress caused mainly by daily life and school workload. The idea is also to talk in groups about topics that youngsters find important nowadays. Each activity is created and implemented using cooperative and active methods, which includes speed date, theater of the oppressed, debate and online activities like “Kahoot!”

The aim of the service “Zero Waste” (Nova Milanese) is to regenerate a poorly used public space by involving citizens in environmental awareness activities, encouraging them to think about environmental issues that are important to YSDs, such as the importance of reuse and recycling.

ADDED VALUE FOR THE LOCAL COMMUNITY:

“Io Parco, e tu?” supports the Municipality of Muggiò to regenerate a local public park to give it back to the local community, especially children, who will be able to benefit from and enjoy it again.

“Young Activity” supports the Municipality of Desio and the youth local hub called “Desio HUB” to involve other young people into local community activities preventing social isolation, social exclusion and promoting social cohesion.

“Zero Waste” supports the Municipality of Nova Milanese and local associations to regenerate a local public square that will be populated by local people and activities again and to raise citizens’ awareness on environmental issues, such as for example the waste collection.

EXPECTED IMPACT:

“Io Parco, e tu?” has had a strong impact on the Taccona neighborhood area of Muggiò, as it has seen the involvement of local associations, which, as in the case of Arte Frattale, have put themselves at stake to



animate a public space. The latter has been cleaned up and brought to the attention of the Municipality and the community itself, which had abandoned it.

The expected impact is that the ideas and actions of the YSDs will not have been wasted and will not be forgotten, but that in Muggiò they will continue to do community work without neglecting anyone, least of all young people, and to take care of common green areas.

“YoungActivity” (Desio) aims at positively affecting young people in the Desio Municipality by diminishing youth stress and isolation and by promoting anti-discrimination activities.

“Zero Waste” (Nova Milanese) intends to activate the local community and associations to revitalize an underused public space and to raise collective awareness on environmental issues that concern the Municipality and all citizens.

NO. OF STAKEHOLDERS INVOLVED AND TYPE OF ENTITIES INVOLVED:

Stakeholders involved during the YSD project piloting phase were:

- 3 Municipalities of Muggiò, Desio and Nova Milanese;
- The “Hub Desio Giovani” run by Consorzio Exit social cooperative in Desio;
- 6 Local schools: ITI Fermi in Desio, ITIS Mosè Bianchi and Liceo Carlo Porta in Monza, ITIS M.L.King in Muggiò and I.C. Salvo D’Acquisto and Scuola dell’Infanzia Paolo VI in Muggiò;
- ARCI Nova local association in Nova Milanese;
- Spazio Condito and Arte Frattale local associations in Muggiò;
- Spazio Vita local association in Nova Milanese;
- Libera Accademia Pittura in Nova Milanese;
- Ortofficina società agricola in Nova Milanese

2. PUBLIC EVENT

REPORT OF THE PUBLIC EVENT:

On March 28 2023, CCB organized the YSD Public Event titled “Have your Say!” at the premises of the local high school “ITI E. Fermi” in the Municipality of Desio.

The event began with a welcome speech from the school Headmaster, which was followed by the greetings of the President of CCB, Mr. Mario Riva.

The YSD Project Coordinator, Lucia Merlino, introduced the project’s objectives and main activities to the public and presented the next steps.

Then, it was the turn of the YSD Youth workers to introduce themselves and their role in the project. They have reported on their experience in the European Peer-to-Peer Learning Event project exchanges and introduced the various working groups formed by the YSDs.

The YSDs were divided into five groups: Green Spaces, Mobility, Zero Waste, Well-being and Zero Discrimination.

Each presentation of the service they designed followed the same structure: analysis of needs – challenge to be addressed - target group - stakeholders - solution identified - obstacles faced.

Then the youth workers asked the members of each group to answer the following questions: What do you bring from the European exchange? How would you like to continue this experience?

After the presentations, the YSDs used the *Mentimeter* app as a trigger for discussion to collect the opinions and proposals/ideas of the young people attending on the issues behind the planned services (well-being, regeneration of public spaces, circular economy).

The young people attending the event were invited to participate in the project and join one of the working groups to collaborate with the YSDs in the implementation of the service they designed through a Call to Action, i.e. a google form to be filled in to indicate their interest in one of the services/groups presented that day.

The event ended with farewells and a light lunch all together in the conference space.

NO. AND TYPES OF ATTENDANTS:

There were 120 participants in the Public Event including:

- Students from those high schools involved in the project (E. Fermi, M.L. King, Mosé Bianchi, Carlo Porta)
- Teachers
- Councilors from the 3 Municipalities involved in the project (Muggiò, Desio and Nova Milanese)
- A Representative from the “Consorzio Exit” social cooperative, which runs “Hub Desio Giovani”
- Some representatives from “Spazio Giovani” social cooperative
- The President and the Director of CCB

3. THE HOW TO WORKSHOP

REPORT OF THE HOW-TO WORKSHOP:

In Italy, the How-to Workshop was embedded in the Final Event.

In preparation of the Event, CCB organized 2 online meetings with YSDs to collect recommendations from them on how to facilitate communication and activities with the Municipal administration.

These recommendations were later presented to the Councilors of local Municipalities and representatives of the European Commission attending the Final Conference.

The Final Event started with the institutional greetings from the President of CCB and the adoption of the agenda of the day.

After that, Mr. Charalampos Papaioannou, Policy Officer SNE - Youth policy and Programmes European Commission - DG EAC, joined online via Zoom. His intervention was mostly about the coming initiatives of the European Commission on youth work, the coming web platform for youth workers, the mid-term evaluation of the EU Youth Strategy and the Empower priority and the next steps for the implementation of the European Youth Work Agenda.

The YSD Project Coordinator, Ms. Lucia Merlino, outlined the YSD project and presented the YSD Toolkit and other project's results. In addition, the YSD Scientific Coordinator, Mr. Joshua Harvey presented to the public the methodology used in the project.

After the coffee break, it was the turn of YSDs from all partner countries to present the services realized in each country and their recommendations to policy makers.

The afternoon session had several keynote speakers on stage on the topic 'HOW TO BOOST YOUTH PARTICIPATION IN THE LOCAL DECISION MAKING PROCESS':

- Ms. Sarah Martelli - UNICEF Country Coordinator and Youth and Adolescent Development Specialist presented some best practices and successful projects to enhance youth participation through UPSHIFT
- Ms. Anca- Ruxandra - Pandea Educational Advisor from the Council of Europe had a speech on the participation of young people in local and regional life
- Mr. Mario Grubisic - Head of Sector Future Lab - Young Elected Politicians Programme of the European Committee of Regions
- Ms. Onelia Rivolta - ANCILAB Director and Lever UP Assessor for YSD, discussed the relevance of competences in the EU year of skills
- Ms. Giuliana Parente from the University of Milan had an intervention on Youth, Democracy and Participation: European Values and Generational Differences.

NO. AND TYPE OF ATTENDANTS:

The attendants to the YSD Final Event were 64 in total, among which:

- Partner organizations' staff members,

- YSD youth workers from all partner countries,
- YSDs from all partner countries,
- The President and the Director of CCB,
- The YSD Scientific Coordinator, Mr. Joshua Harvey,
- Representatives of local Municipalities, especially from the 3 Italian Municipalities involved in the project
- Mr. Charalampos Papaioannou, Policy Officer SNE - Youth policy and Programmes European Commission - DG EAC (online)
- Ms. Sarah Martelli - UNICEF Country Coordinator and Youth and Adolescent Development Specialist
- Ms. Anca- Ruxandra - Pandea Educational Advisor from the Council of Europe (online)
- Mr. Mario Grubisic - Head of Sector Future Lab - Young Elected Politicians Programme of the European Committee of Regions (online)
- Ms. Onelia Rivolta - ANCILAB Director and Lever UP Assessor for YSD
- Ms. Giuliana Parente from the University of Milan

ANNEX 1 - PICTURES



Young Service Designers in motion – “Desio Hub” – “Young Activity” - January 2023



Coordination meeting before Christmas Holydays – “Desio Hub” – December 22 2023





“Public Innovation Lab” - “Desio Hub” – November 11 2023



“Swap Party” - Nova Milanese, 1/04/2023



“Circus Event” - Muggiò, 6/05/2023



“Le Sai Tutte?” event- Hub Desio, 8/03/2023



“Io Parco, e tu” first event - Muggiò, 11/02/2023



“Have Your Say!” Public event - Desio, 28/03/2023



YSD Final Conference - Monza, 27/04/2023

GERMANY

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 realized that it is 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)

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.

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 were offered to involve themselves in service design for their city and 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 seven.

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



Creators Collective – private collective company

Eigenart Filmagentur – private creative company

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:

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 did not 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

ANNEX 2 - 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



Figure 6: Workshop App development 1 at Syracom



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



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

FINLAND

1. PILOTING OF THE SERVICE (S)

SERVICE (S) TESTED:

The YSDs came up with an idea to promote interesting events and initiatives and to make the cultural life in Tampere and Pirkanmaa region more accessible 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 attended.

The further goal of this YSD project initiative is to make this kind of youth culture advocacy more institutionalized and to get the Tampere city council to approve the project under its continuing working plan and to facilitate it in the future.

LOCATION:

Monitoimitalo 13, Tampere, Pirkanmaa region

NO. OF MEETINGS AND OBJECTIVES OF THE MEETINGS:

During the pilot phase, the youngsters held all around 7 meetings with the following objectives:

23.1. Checking up the workflow and making a new social media post

4.3. Public event in Tampere with young politicians, the objective was to push future policymakers to include service design and inclusion to their agenda.

9.3. Co-creating the parliament election panel for the candidates. This meeting included the preparatory work in order to ask the candidates questions about youth involvement in cultural life.

27.3. Planning meeting, discussing the tasks to be made before the main event on 12 May.

15.4. "Leaders Day", a public innovation training day for the YSD youngsters and spokespeople of Finnish Young Greens.

20.4. Planning meeting and preparation for the final conference

9.5. Visit to Tampere city theatre, the objective is to learn how a successful event and bigger image are made

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

The first big activity implemented in December was the Second Peer-to-Peer event, which gathered around 40 youngsters and youth workers from all the participating organizations. This event was organized from December 13 to 16th.

On March 4, the YSDs organized a public event with Green Youth to disseminate the means of the project and discuss the inclusivity of culture and politics. The target group of the activity was the YSDs and the young policymakers from all around Finland, as well as just every young person of the area.

On March 9, the YSDs took part in the Parliamentary election panel organized by the youth council of Tampere for all people aged 14 to 29.

Besides all the pieces of training and meetings, YSD was also present in the organization of the “Leaders Day” Public Innovation Lab in Turku, West-South of Finland on April 15. There the young change makers learned organizational and interpersonal skills from more experienced trainers. This event was aimed at reaching out to possible stakeholders who would like to help the YSDs in their project.

On May 9, the team of YSDs got to know the cultural scene of Tampere a little bit better by visiting the Tampere Theatre, which has previously sold out their newest musical Anastasia. This activity helped the youngsters to provide social media content on their platform too.

The grand finale of the project will be the *YSD Multihouse Spring Break* event organized on 12 May. This event is promoted to all the young people staying in Tampere during this day. What makes the event possibly international is the ice hockey championship, taking place at the same time in the city of Tampere. During the Spring Break event, the youngsters will show how an inclusive, living room-like atmosphere can be created using community powers.

SCOPE OF THE SERVICE:

The scope of the multidisciplinary service provided by the Finnish YSDs is very large. First, the Young Service Designers want to bring more life to the youth sector, which has been so affected by COVID-19. Our youngsters want to say it in the faces of the change makers: the youth need more space. The scope of the service starts its edges with community building and ends with the very clear point of promoting low-maintenance and low-threshold events and cultural spaces in social media. The youth of Tampere have already reached out to the YSDs Instagram page, asking about the event live in the city. It is proven that communication works best when given by similar people, and that is why we need to go to the social media world if we want to be impactful.

ADDED VALUE FOR THE LOCAL COMMUNITY:

After the end of the project, the community will gain:

- Reachable education on public service design.
- Inclusivity and accessibility ambassadors, as all active YSDs will continue advocating for young people’s rights in the city environment.
- Social media platform for submitting and promoting accessible events for young people.



- The overall impact on the policymakers
- Increase in youth participation

EXPECTED IMPACT:

The expected impact of the service is to improve the social life of local communities, particularly for young people, by providing more inclusive and accessible free-time activities and cultural events. By establishing an online platform on Instagram, the project aims to promote other interesting events and initiatives, share tips and tricks, and provide honest reviews on activities and events in the Tampere and Pirkanmaa region.

Furthermore, the project initiative aims to make youth culture advocacy more institutionalized and get the Tampere city council to approve the project under its continuing working plan, facilitating it also in the future.

Overall, the project's impact could lead to increased social cohesion and community engagement among young people, better mental health and well-being, and potentially even increased economic activity in the region through increased participation in cultural events and activities.

NO. OF STAKEHOLDERS INVOLVED AND TYPE OF ENTITIES INVOLVED:

The pilot phase of the project involved 4 different stakeholders:

- Youth Council of Tampere
- Tampere municipality
- Tampere Theatre
- Ohjaamo youth center

2. PUBLIC EVENT

REPORT OF THE PUBLIC EVENT:

The Finnish Young Service Designers of Tampere organized their final public event on May 12 with the valuable help of the Tampere Youth Council and Tampere Municipality. With the Eurovision Song Contest and Ice Hockey World Championships approaching, their aim was to create a welcoming and secure environment for the people of Tampere, and they succeeded brilliantly.

First, YSDs wanted to facilitate a warm and welcoming event for everyone passing by. Their shared agenda of empowering and uplifting young individuals to build engaging communities was reflected in every aspect of the event.

In their commitment to supporting young entrepreneurs, the YSDs provided selling spots for two exceptional talents. One entrepreneur displayed beautiful recycled jewelry, while the other delighted visitors with their handmade soft toys.

Taking advantage of the sunny weather, the event was moved to the backyard of Monitoimitalo, resulting in an even more enjoyable experience for all attendees.

The positive energy was palpable throughout the day, leaving a lasting impression on the participants. The YSDs should be proud of their achievements and the positive changes they have brought to their communities.

This event served as a testament to the potential of young people to make a positive impact and build engaging communities. The YSDs' efforts are commendable and serve as an example for others to follow.

NO. AND TYPES OF ATTENDANTS:

Despite a minor oversight by the event organizers in not collecting names from every participant, the event was a resounding success. With the presence of approximately 20 dedicated individuals and an impressive turnout of hundreds of passersby, the event garnered significant attention. Notably, the majority of attendees were enthusiastic individuals under the age of 25, indicating the event's appeal to the younger generation.

The organizers' ability to attract such a diverse audience displays their skill in creating an engaging and inclusive atmosphere.

Overall, the event exceeded expectations, leaving a positive impact on both the committed participants and the numerous individuals who encountered it.

3. THE HOW TO WORKSHOP

REPORT OF THE HOW-TO WORKSHOP:

The how-to workshop, held at Tampere Reumayhdistys on March 3, proved to be a resounding success.

This inspiring event aimed to promote the YSD project and its Finnish contribution, motivating young change makers to embody the values of YSD in all areas of their lives. The workshop was a vibrant blend of guest speakers, delicious food, and uplifting music.

A notable highlight was the speech delivered by Iiris Suomela, the youngest member of the Finnish Parliament. Her words emphasized the significance of courageous youth participation and served as an inspiration to all attendees. Maria Ohisalo, the spokesperson of the Finnish Green Party was also invited and she delivered a motivational speech to the participants. She was also extremely interested in the agenda of the YSDs and the memorable conversation the participants had left a big impact on both sides.

The social aspect of the event was also an extremely important part of the workshop event. The participants mingled and gained new acquaintances during the social event organized at the end of the day.

By providing a secure and interactive environment, the event encouraged young individuals to express their needs and expectations, fostering collaborative efforts with policymakers to develop effective strategies for

addressing public challenges. Additionally, it empowered the candidates of the parliamentary elections to continue their endeavors toward creating a better country that benefits everyone.

NO. AND TYPE OF ATTENDANTS:

The workshop reached around 40 attendants out of whom around 20 were students. All participants were under 30 years of age and the majority of them identified as being interested in politics. There were around 10 people who were already elected as city council members and numerous candidates running for the parliamentary seats.

ANNEX 3 - PICTURES

Pictures from the social event of how-to workshop:



Photos taken by Reima Kuukka

Pictures from a visit to Tampere Theatre:



Pictures from the Public Event:



SLOVAKIA

1. PILOTING OF THE SERVICE (S)

SERVICE (S) TESTED:

Within the Young Service Designers project, we focused on piloting three services that we designed and implemented with a focus on the needs of young people. The first of these services was a youth parliament in the municipality, which aimed to provide young people with a regular platform to communicate their needs and opinions to the city authorities. It also served as an advisory body for youth-related issues. The main goal of this initiative was to increase the interest of young people in the affairs of their city and their participation in the decision-making process.

The second piloted service was a campaign aimed at improving the accessibility of menstrual products in secondary schools. The goal of this campaign was to combat so-called menstrual poverty and ensure that these necessary hygiene products were freely available to all young women studying in secondary schools. This initiative aimed to alleviate social inequality and provide equal educational opportunities for all students.

The third piloted service was a festival commemorating the Day of Students and the Velvet Revolution, which took place on the anniversary of this historic event. The goal of the concert was to increase the interest of young people in the importance of their involvement in decision-making and shaping society. Through artistic performances, discussions, and cultural activities, we aimed to celebrate the values of freedom, democracy, and active citizenship, thereby empowering young people to become active and informed participants in social life.

We carried out the piloting of these services through the methodology of service design, involving young people in the process of designing and developing these initiatives. During training on service design and youth innovation labs, we provided them with space to identify needs and solve problems, thereby fostering their creative thinking and active participation. We believe that these piloted services, such as the youth parliament, the campaign for menstrual product accessibility, and the festival for the Day of Students, will have a positive impact on the lives of young people in Lučenec. Through these initiatives, we sought not only to address the specific needs and problems of young people but also to motivate them to actively participate in social and political life.

The scope of the service of the festival to commemorate the day of students and the gentle revolution was as follows:

Organization of the concert: The service included the organization and implementation of the concert, which was held on the anniversary of the day of students and the gentle revolution. Artistic performances such as music concerts, dance performances and theatre performances were held at the festival to attract young people and create a pleasant atmosphere for community development.

Discussions and debates: In addition to artistic performances. **Celebration of values:** The festival also served to celebrate the values of freedom, democracy and active citizenship. The aim was to support young people to become active and informed participants in social life and to value and protect these important values. The scope of the festival's service to commemorate the students' day and the gentle revolution was aimed



at organizing a concert, celebrating the values of freedom and democracy and providing space for cultural activities. The goal was to increase the interest of young people in the importance of their involvement in joint decision-making and active participation in shaping society.

LOCATION:

Lučenec city, Banska Bystrica region

NO. OF MEETINGS AND OBJECTIVES OF THE MEETINGS:

First service - youth parliament in the village:

Number of meetings: Four pilot meetings of the youth parliament were held during the duration of the project.

Objectives of meetings: 1) Provide a platform for young people to express their needs and opinions towards the city management. 2) Discuss issues related to youth and propose solutions to improve the situation. 3) Encourage young people to actively participate in the decision-making process and the formation of local society.

The second service - a campaign aimed at improving the availability of menstrual aids in secondary schools:

Number of meetings: Two meetings will be held during the preparatory period of the campaign and implementation.

Objectives of meetings: 1) Plan and organize a campaign to improve the availability of menstrual aids in secondary schools. 2) Discuss strategies and ways to ensure free availability of menstrual aids for young women in secondary schools. 3) Develop cooperation between various partners and organizations involved in the campaign.

The third service - a festival commemorating the Day of students and the gentle revolution.

Number of meetings: Two meetings were held before the festival.

Objectives of meetings: 1) Plan the program of the festival and set goals and topics for discussions and cultural activities. 2) Organize artistic performances, discussions and workshops focused on the values of freedom, democracy and active citizenship. 3) Involve young people in conversations and discussions about participating in joint decision-making and shaping society.

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

During the period from December 2022 to May 2023, several activities related to the project "Young service designers in the city of Lučenec" took place. The first part of the project was the catch-up phase of the Youth innovation lab, which aimed to collect and select services that would be of interest to young people.

These meetings gradually grew into the functioning of the youth parliament in the city of Lučenec, where young people had a regular platform to communicate their needs and opinions towards the city leadership.



Another part of the project was the implementation of pilot services. The students' day concert took place before the mentioned period and aimed to increase the interest of young people in participating in joint decision-making and shaping society. This concert was open to young inactive people between the ages of 15 and 30.

Meetings related to the planned campaign to introduce free menstrual aids in schools took place at the turn of November and December. After the successful introduction of free aids by the leadership of the Banskobystrica region, there was no longer a reason for further meetings on this topic. The target group of this campaign was young girls studying in high school and facing menstrual poverty.

The last piloted service was the reformed version of the youth parliament in the city of Lučenec, which was officially approved by the city management. This parliament became a platform for young active people in the city of Lučenec who were motivated to cooperate with the city and were looking for a space to listen to their opinions and needs.

These activities and services aimed to increase young people's interest in events in their city participate in the decision-making process and fight against social inequalities. The project "Young service designers in the city of Lučenec" tried to support the active and informed citizenship of young people and create space for their involvement in social life.

SCOPE OF THE SERVICE:

The service scope of the campaign aimed at improving the availability of menstrual aids in secondary schools was as follows:

Overall, the scope of the campaign's service was aimed at improving the availability of menstrual aids in secondary schools, fighting against menstrual poverty, social inclusion and ensuring equal educational opportunities for all pupils. The campaign was intended to provide information, provide free menstrual aids and contribute to the removal of financial barriers associated with menstruation, thus promoting health, dignity and equality among young women.

The scope of the youth parliament's service in the village was as follows:

Providing a regular platform: The Youth Parliament provided a regular platform for young people to communicate their needs, views and concerns to the city leadership. Regular meetings were organized where young people had the opportunity to express their opinions and share their experiences.

Advisory function: The Youth Parliament also served as an advisory body for issues and matters related to youth. Its members had the opportunity to provide advice, recommendations and a young people's perspective on youth policy and decisions.

Increasing the interest of young people: The main goal of the youth parliament was to increase the interest of young people in the events in their city and their involvement in the decision-making process. The service was intended to motivate young people to become active participants and shape events in their city through their opinions and initiatives.

Cooperation with the city administration: The Youth Parliament cooperated with the city administration and provided them with information and suggestions from young people. Its members had the opportunity to discuss the needs of young people and work together to create youth-oriented policies and measures.

Overall, the scope of the youth parliament's service was rewarding and it included providing a platform for young people, an advisory function, promoting youth involvement in the decision-making process, and working with city management. The goal was to create an environment in which young people had the opportunity to influence and contribute to solving issues and problems that affect them in their city.

ADDED VALUE FOR THE LOCAL COMMUNITY:

The added value for local communities in the city of Lučenec through these services is as follows:

Youth Parliament: Providing young people with a regular platform to communicate their needs and opinions to the city's leadership has the effect of increasing young people's interest in events in their city and participating in the decision-making process. In this way, the participation of young people in the local community is improved and their voice is heard more. The Youth Parliament also serves as an advisory body for youth issues, which enables a better understanding of their needs and contributes to the creation of adequate policies and initiatives for young people.

Campaign for the availability of menstrual aids: Improving the availability of free menstrual aids for all young women studying in secondary schools contributes to the fight against menstrual poverty and social inequality. This service ensures equal educational opportunities for all female students, regardless of their socioeconomic status. This increases the dignity and comfort of young women in the school environment and promotes their health and good education.

Festival to commemorate the day of students and the gentle revolution: The organization of this festival serves to increase the interest of young people in their involvement in joint decision-making and shaping of society. Artistic performances, discussions and cultural activities at the festival celebrate the values of freedom, democracy and active citizenship. In this way, young people are encouraged to become active and informed participants in social life, their pride in their city is strengthened and an atmosphere of solidarity and belonging is created in the local community.

Overall, these services add value to the local community in Lučenec by giving young people a space to express their needs and opinions, fight against social inequality and support their active participation in shaping society. In addition, through cultural activities and celebration of the values of freedom and democracy, they contribute to strengthening social awareness and pride in their own city.

EXPECTED IMPACT:

The expected impact of these services in the city of Lučenec is as follows:

Youth Parliament: Increasing young people's interest in events in their city: The Youth Parliament will provide young people with a regular platform to express their needs and opinions to the city's leadership. In this way, it is expected that young people will be more involved in local events and will be more interested in things that directly affect them. Improving communication and understanding between youth



and city management: The Youth Parliament serves as an advisory body on youth issues. Through this platform, it is expected that the communication between young people and the city management will be more effective and the needs and perspectives of young residents will be better understood.

Campaign for the availability of menstrual aids: Fighting menstrual poverty and alleviating social inequality: Ensuring the free availability of menstrual aids in secondary schools contributes to the fight against menstrual poverty. This campaign seeks to reduce inequality and ensure equal educational opportunities for all female students, regardless of their financial situation. Improving the health and well-being of young women: Ensuring the availability of hygiene products reduces the stress and uncertainty associated with menstruation. This is expected to contribute to better physical and mental health of young women studying in secondary schools.

Festival commemorating Students' Day and the Gentle Revolution: Increasing the interest of young people in joint decision-making and shaping society: The festival aims to increase the interest of young people in their active involvement in social life. Through artistic performances, discussions and cultural activities, the values of freedom, democracy and active citizenship are celebrated. It is expected that such a thought-provoking and inspiring festival will motivate young people to actively participate and make an informed involvement in society. Overall, these services are expected to bring benefit to local communities in the city of Lučenec through increased involvement of young people, improved communication and understanding between young people and city authorities, combating social inequality and promoting equal educational opportunities for all pupils. Moreover, they aim to increase the interest of young people for active joint decision-making and shaping of society.

NO. OF STAKEHOLDERS INVOLVED AND TYPE OF ENTITIES INVOLVED:

Municipality level: As the main actor in the city, the city government was the main partner and supporter of the project. Her role was to work with young service designers, listen to their ideas and implement new services or improvements based on their suggestions.

NO: 3 (Members of municipality council, major, employees of municipality office)

Local non-profit organizations: Non-profit organizations and social associations were involved as consulting partners or coordinators of specific initiatives. Their experience and contact with the local community was useful for the project.

NO: 2 (Podnikavci Novohradu, O.Z. Naše školstvo)

Schools have an important role in the project, their role was to motivate and support students in the project.

NO: all high schools in Lučenec city

2. PUBLIC EVENT

REPORT OF THE PUBLIC EVENT:

The main goal of the public event was to introduce the Young Service Designers project to the broader professional community in the town of Lučenec, which has a direct impact on youth work and makes strategic decisions for the city in the coming years. Our aim was to familiarize them with the project's outputs and highlight the benefits of involving young people in co-decision-making about the city and co-creating services alongside them. During the presentation, we also focused on topics related to the project's sustainability and gaining support for the establishment of a permanent Youth Parliament in the municipality, which would represent the voices of young people to the city's leadership.

By presenting the Young Service Designers project to the wider professional public, we sought to raise awareness about the importance of youth participation and the value of incorporating their perspectives into decision-making processes. We emphasized the positive impact that involving young people in shaping services and policies can have on the overall development and well-being of the community.

Furthermore, we highlighted the long-term vision of the project, emphasizing its sustainability and the need for ongoing support. We discussed the benefits of establishing a permanent Youth Parliament, which would serve as a platform for young people to express their opinions, contribute to decision-making processes, and actively participate in shaping the future of the city.

By promoting the concept of a Youth Parliament, we aimed to foster a culture of civic engagement and democratic participation among young people. We emphasized the importance of creating an inclusive and supportive environment that values the perspectives and ideas of the younger generation.

Through this event, we aimed to mobilize support from the wider professional community in Lučenec for the project and its long-term goals. We encouraged collaboration and partnership between different stakeholders, including local authorities, youth workers, educators, and representatives of youth organizations, to collectively work towards creating a more youth-friendly and inclusive city.

Overall, the event served as a platform to advocate for the active involvement of young people in decision-making processes and the co-creation of services. By promoting the project and its objectives to the broader professional community, we aimed to inspire ongoing dialogue, collaboration, and support for youth-centered initiatives in Lučenec.

NO. AND TYPES OF ATTENDANTS:

Thirty-four individuals from the town of Lučenec participated in the public event. The participants constituted a diverse group consisting of local authorities who influence the lives of young people. Among them were teachers, youth workers, field social workers, school administrators, municipal council members, municipal employees, representatives of youth organizations, and other individuals who regularly interact with young people. These participants were identified as key stakeholders for the continued success of our activities in the city and the further development of the Young Service Designers initiative. Their involvement in the event was significant because their positions and roles within the local context allow for a direct impact on the lives of young people. By specifically engaging these individuals, we aimed to ensure that our activities and the Young Service Designers project would receive support and collaboration from relevant stakeholders. We



firmly believe that these key actors have a fundamental influence on shaping policies, decision-making processes, and the implementation of measures targeted at youth. Their participation in the event enabled us to gain a deeper understanding of their needs, perspectives, and expectations. We achieved mutual understanding and exchanged opinions, which will help us better tailor our activities and services to effectively address the real needs of young people in Lučenec. We believe that their presence at this event strengthened our cooperation and laid a solid foundation for future successful joint projects and initiatives. We are grateful for their engagement and support, and we are convinced that together, we can achieve positive changes and create an environment that better supports the development and needs of young people in our city.

3. THE HOW TO WORKSHOP

REPORT OF THE HOW-TO WORKSHOP:

The workshop titled "How to Use Young Service Designers" aimed to provide participants with basic technical information about the project, its progress, activities, and outputs. This workshop focused on familiarizing participants with the principles of designing services for young people and offered them an opportunity to learn specific tools and techniques that would help them identify and understand the needs of youth, as well as propose innovative solutions and implement them in practice.

At the beginning of the workshop, participants were given basic information about the project and its objectives. They were provided with details about the expected project activities and outcomes. Subsequently, they delved into the principles of designing services for young people. These principles encompassed understanding the needs of youth, problem identification, creating user personas, and designing solutions that take into account the needs and preferences of young individuals.

Participants had the chance to familiarize themselves with specific tools and techniques that aided them in the process of designing services for young people. These tools and techniques included group collaboration techniques, creative thinking, prototyping, and idea testing. Participants learned how to utilize these tools to identify the needs of youth, generate new ideas, develop prototypes, and test them.

The goal of this workshop was for participants to acquire practical skills and understanding of methods for designing services for young people. After completing the workshop, they were expected to be capable of identifying youth needs, proposing innovative solutions, and implementing them in practice. It was believed that these new skills and knowledge would elevate participants' work in the field of youth services to a higher level and assist them in achieving positive changes in the lives of young individuals.

NO. AND TYPE OF ATTENDANTS:

Twelve people participated in the workshop, coming from various youth organizations. These participants were representatives of youth organization leadership or directly involved in working with young people. We believe that these individuals have the skills and knowledge to utilize the principles encompassed in the method of designing services for young people within their work.



The Youth Service Design Project focuses on creating and improving services that cater to the needs and expectations of young people. Their experience in leading youth organizations and direct work with youth provides them with a unique insight into the challenges young people face, as well as an understanding of their motivations and ideas about quality services. These participants have the ability to propose innovative and effective solutions that are genuinely tailored to the needs and preferences of young people.

Their involvement in this workshop is crucial because their expertise and experiences can propel youth organizations forward and contribute to the development of higher quality and more efficient services for young people. We believe that through this workshop, they will gain new ideas, perspectives, and tools that will help strengthen their work and achieve positive changes in the lives of young people. We are also interested in their feedback on our activities and services that were created as part of the project. Their insights will enrich us for future similar projects.

ANNEX 4 - PICTURES



Meeting of the Youth Parliament



Open-air Festival on the “day of students”



Free menstruation aid in the toilets at one local high school

POLAND

1. PILOTING OF THE SERVICE (S)

SERVICE (S) TESTED:

Individuals of Lublin

The aim of the project is to highlight and introduce young people associated with Lublin. During many conversations with young people it turned out that, there is no place, space for young people to share individual achievements, interests or passions. The project would help to reach out to young people who would like to share all this and promote the youth of Lublin as well as social and civic activity.

Mentor Me

The goal of the MentorMe project is to create an interactive portal (app) for young people that will help them discover and develop their passions and enable them to plan further career development. The portal will contain information about opportunities educational, professional and organizations and projects that can help young people gain experience, develop skills and build network contacts.

Main features of the portal:

- Database with educational, professional opportunities,
- scholarships and volunteering in Lublin
- Support from online career counselors
- Tests of professional aptitude and interests
- Online workshops and trainings
- Discussion forum and user community

Blog with articles on personal development and career

LOCATION:

Lublin, European Youth Capital 2023

NO. OF MEETINGS AND OBJECTIVES OF THE MEETINGS:

10.2022- meeting with youth worker from Sempre a Frente

11.2022 - start the cooperation with Visual Culture Foundation, who is helping with the project Mentor ME

- start the cooperation with local NGO about the project Individuals of Lublin

8.11.2022- I meeting about the project Mentor Me with Municipality of Lublin

25.11.2022- I meeting about the project Individuals of Lublin with Municipality of Lublin

12.2022- meeting with Young Service Designers, Finland

19.12.2022- meeting with group of Local NGO and youth people under the Public Event

2.2023- meeting with Visual Culture Foundation (preparation and brainstorming) about the creation of Mentor Me app

16.03.2023- meeting with a group of Local NGO and youth people under the Public Event and European Youth Capital Opening Ceremony

4. 2023 - presentation of the projects during the YSD meeting

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

Mentor Me

Platform Planning and Design 01.

Week 1-2: Identify project goals and requirements and defining the scope of functionality of the portal

Week 3-4: Develop promotion and activation strategy community

Week 5-8: Design the user interface (UI) and user experience (UX) and develop mockups and prototypes of the portal

Week 9-12: Gathering information and materials for the database and creating educational content

PHRASE II Building and testing portal 02.

Week 13-20: Programming and system development (backend and frontend)

Week 21-22: Integration of external APIs and tools

Week 23-24: Testing functionality, security and performance and deployment of patches

Week 25-26: Portal deployment and server configuration

Building the application are already in progress.

Target group:

Many young people do not develop because they have not been taught to look for opportunities to develop. Often feel safer in their daily routine and do not take up new activities because of fear, lack of motivation from those around them, and financial constraints. With the application, we would like to gain 50 people from

- youth from poorer districts of Lublin
- youth with learning problems
- Youth requiring pedagogical and psychological support

Individuals of Lublin

In the first phase of the project, a group of young people shared responsibilities and ideas for implementing the project. The next stage was a meeting with Youth workers of the Sempre a Frente Foundation. During this meeting, dates and tasks were set to prepare meetings with the city and local NGO's. An important meeting, ending the creative phase of the project, was a meeting with representatives of the city of Lublin and local organizations. During this meeting, a SWOT analysis was conducted and the first five steps to be jointly implemented were determined. The youth created an account on Instagram and an internal group on other messengers. A schedule of meetings was set and work was divided. The goal of the youth was to reach out to various youth communities-including activists from the LBGT community and youth workers from disadvantaged groups.

Target group:

- Youth from LBGT communities
- Youth with interesting passions and achievements outside of school
- Youth in group therapy
- Youth from difficult family environments (blue card)

SCOPE OF THE SERVICE:

Mentor Me

MentorMe is an innovative portal that aims to support young people from Lublin in discovering and developing passions and planning careers. With a wide range of features, such as a database with opportunities for educational, professional, scholarship and volunteer opportunities, support from career counselors career counselors, career aptitude tests, workshops and trainings, a discussion forum discussion board, blog, and social media integration, the portal enables users to gain the knowledge, skills and contacts they need to develop personal and professional development. The mobile application makes the portal accessible from anywhere and anytime, which increases its attractiveness and usability.

Individuals of Lublin

It is a social project based on interactive storytelling and the active use of art and social media. The main dimension of the project exists online, on Instagram. The young people were inspired by the famous "Humans of New York" project. YSD analyzes the personalities of their characters through interviews and deeper immersion in art dialogue between the person behind the camera and the main character. The product is an evolving and growing gallery of stories and faces. "Individuals of Lublin" aims to inspire and invite viewers to participate in the creation of their Lublin of the future and show that their voice matters.

ADDED VALUE FOR THE LOCAL COMMUNITY:

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.

EXPECTED IMPACT:

During the meeting and the whole project, participants had the opportunity to hear where the youngsters' idea came from and why it is important and necessary for them. A round of questions and presentations followed this from employees of various departments of the city of Lublin and local NGOs, who were able to address the presentations of the youth. Together, everyone agreed that the ideas was important and needed in the city.

It is very important for young people to gain agency again and be able to cooperate with the city, which thanks to this type of activities is open to the needs of the young generation. We hope that thanks to our initiative, we will be able to open even more young people to the opportunities offered by the city and, most importantly, make the city more attractive so that young people will not want to leave Lublin. We believe that thanks to the mentoring project (Mentor Me) and showing extraordinary young people from Lublin (Individuals of Lublin), we will be able to achieve this goal.

NO. OF STAKEHOLDERS INVOLVED AND TYPE OF ENTITIES INVOLVED:

Municipality of Lublin

Lublin has 9 higher education institutions, where students from over 92 countries study. Lublin attracts international students and those from the region. In terms of the number of students, Lublin is one of the leading academic centers in Poland and the largest one in the eastern part of the country. In total, there are over 60,000 students in Lublin - about 18% of the city's population.

There are several organizations in Lublin, in which activities can join young people as volunteers or take advantage of the programs of workshops, training, and various forms of creative leisure.

Name of city officer involved:

Agnieszka Parol-Górna

Beata Franiewska

Monika Król

Paulina Drochowska

Agata Cholewa

Marina Zub-Nowosad

Local NGO

There are many youth organizations in Lublin that work together to benefit the younger generation. They deal with youth issues and organize their time. Many organizations have their own programs dedicated to young people and try to activate youth on many levels- climate, human rights and so on. Organizations that met as part of the project were Theaterkon, Foundation Institute for Activation and Social Development

European Youth Capital Lublin 2023

We are very grateful for the support we have received from the EYC in implementing the Young Service Designers project. Beginning with logistical support - the ability to carry out activities and tasks in city

buildings as well as participation in our events and trainings

Visual Culture Foundation

The organization is collaborating on the work of Mentor Me, which was developed as part of the Young Service Designers project.

2. PUBLIC EVENT

REPORT OF THE PUBLIC EVENT:

As a Sempre a Frente Foundation we organize 2 Public Events

1. 19.12.2022
2. 16.03.2023

The first meeting was held in December and was dedicated mainly to organizations from Lublin - the Youth Council of the City of Lublin, the Youth Student Council of Lublin, local and friendly NGOs and related youth. In addition, City Hall staff and local politicians attended the meeting. During the event, the two YSD groups presented their ideas and talked about what their path to the project looked like, visual materials and photos developed during the project were also handed over.

The second meeting, on the other hand, was related to the event of the opening of the European Youth Capital Lublin 2023. During this ceremony, study visits were held and sessions were organized. As Sempre a Frente Foundation, we then organized an all-day event during which we presented the Young Service Designers project and our project teams could talk about their ideas related to the implemented projects. Guests were able to talk about their international and national experiences and feelings, as the event attracted many people eager to learn what the Young Service Designers project was.

The implementation of both events helped to better promote the projects and encouraged younger people to take part in the planned further events. It is important for us that more young people implement their new initiatives.

NO. AND TYPES OF ATTENDANTS:

The first meeting was held in December and was dedicated mainly to organizations from Lublin - the Youth Council of the City of Lublin, the Youth Student Council of Lublin, local and friendly NGOs and related youth. In addition, the meeting was attended by City Hall staff and local politicians.

Municipality representatives and local NGOs: 20 person

Youth: 30 person

The second meeting was an open event, which was attended by people who came to the event which was the Opening of the European Youth Capital: it concerned young people associated within the Polish Council of Youth Organizations, Union of Polish Cities - Secretariat for Youth, young people from Youth Councils from various cities of Poland

Adults: 20

Youth: 80

3. THE HOW TO WORKSHOP

REPORT OF THE HOW-TO WORKSHOP:

The How to Workshop event was organized in cooperation with Arkadiusz Klej - a leading young start-up who specializes in the Service Design method. He organized a training for young people to consolidate their knowledge in this area and encourage them to explore new opportunities related to Service Design

During the event, participants could once again familiarize themselves with the possibilities offered by working with the service design method. A noteworthy event was the speech given by the participants of the Young Service Designer projects, who encouraged other people to cooperate and develop their interests. Their words underlined the importance of courageous youth participation. During the event, however, great attention was paid to the practical dimension and, apart from the speeches and presentations, there was also a part related to the implementation of joint activities and tasks related to the service design method.

NO. AND TYPE OF ATTENDANTS:

The meeting was attended by participants of the Capacity Building Program - including people who take part in group therapy classes as part of the Semper a Frente Foundation on a daily basis. In addition, there were people who were invited by CBP participants and who constituted the group of recipients of their project activities. In addition, the meeting was attended by students associated with youth organizations in Lublin, supported by the Polish Council of Youth Organizations. In addition, there was a group representing the Youth City Council of Lublin and local NGO volunteers.

In total: 3

ANNEX 5 - PICTURES



Pictures from the Public Event



Interview for the “Individuals of Lublin” project



Picture of the How-To Workshop



Picture from the Youth Public Innovation Lab



Picture from the Capacity Building Programme

GREECE

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 Attica 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 that 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.

YSDs and the civil servants when preparing the pilot implementation of the Festival, created several types of promo /informative material, 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, and 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 is 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 longstanding 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 affect several social groups – it needed to be communicated to as many people as possible, including Salamina but also the region of Attica 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 to both 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:

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 Prime Minister and President of the Republic officially declared the National elections on 22 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 21 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 29 and April 30, 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 would 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 above-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 Attica, as also presented by Ms. Marialena Liapi, another YSD and also Ioanna Gkika.

NO. AND TYPES OF ATTENDANTS:

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 6 - PICTURES



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Co-funded by
the European Union



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[9]



[10]

Pictures from 1 to 10: pictures from the Public Event



[1]



[2]



[3]



[4]

Pictures from 1 to 4: pictures from the How-To Workshop



[1]



[2]



[3]



[4]



[5]



[6]



[7]





[8]

Pictures from 1 to 8: pictures from the Festival “United by the Screen”



[1]



[2]



[3]



[4]



[5]

Pictures from 1 to 5: pictures from the preparatory Meetings with public officials, youth and other local stakeholders