

# Journey Aid Braga

My Generation at Work

Braga: Getting the innovation spiral working: Go For It!

2nd Phase.

12-13 september, 2013



EUROPEAN  
PROGRAMME  
FOR  
SUSTAINABLE  
URBAN  
DEVELOPMENT



# On a personal note

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Dear all, what a great time we had in Braga! We shared the BAD IDEA, enjoyed Summer Cafe and got to have some one-on-one, or some-on-some time talking about our GFI's. Not to mention the amazing location and city where this all happened, which surely inspired the great work that was done.

In the end of January 2014 we will all meet again in Thessaloniki, on to the next step in My Generation at Work. And even before then we'll use the knowledge and tools gathered in Braga to be prepared. To have the GFI's more rooted in the city's landscape and implemented, a LSG that is connected and involved, and a LAP that is clear and concrete.

The accelerator meetings, the LAP 'fingerprint' analyses and the exchange that took place during the gallery walk have all been summarized in this Memory Aid so you can recall the tools and lessons learned in Braga. It is a complementary document meant for you as a participant. We hope that when you read this you will remember the conversations, insights and ideas you had and that you can re-connect with the energy of this meeting. We hope it might even help you make new connections.

Some visits between cities have been planned, but not all connections have been made yet. There's still enough room for more connections and collaborations. It is now the time to focus on our strongest and/or clearest points and move forward. To find the answers to the questions through implementation, trial, error, success and exchange with partners within MGatWork and within your cities.

We have three months before we meet in Thessaloniki. Let's GO FOR IT! And connect, develop, go forward and be prepared to rock the next workshop. Until then, keep in touch through Yammer, Facebook, Twitter. Let us know how it's going.

Cheers!





# Note to the young people

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Guys, we can't begin to tell you how great it is that you came to this workshop in great numbers and with such enthusiasm. We tend to forget we don't have all the answers. The policy makers, professionals, consultants don't. The young people don't.

It's through combined effort and work that great answers can be found and ideas developed and implemented.

There's them and us, but combining those two in a honest and devoted way can reach great heights. Thank you for you feedback. We take them in consideration in the further progress of the project and design of the upcoming workshops.

Stay involved, stay connect, don't forget your yellow, black and green hats and let's reach great heights!



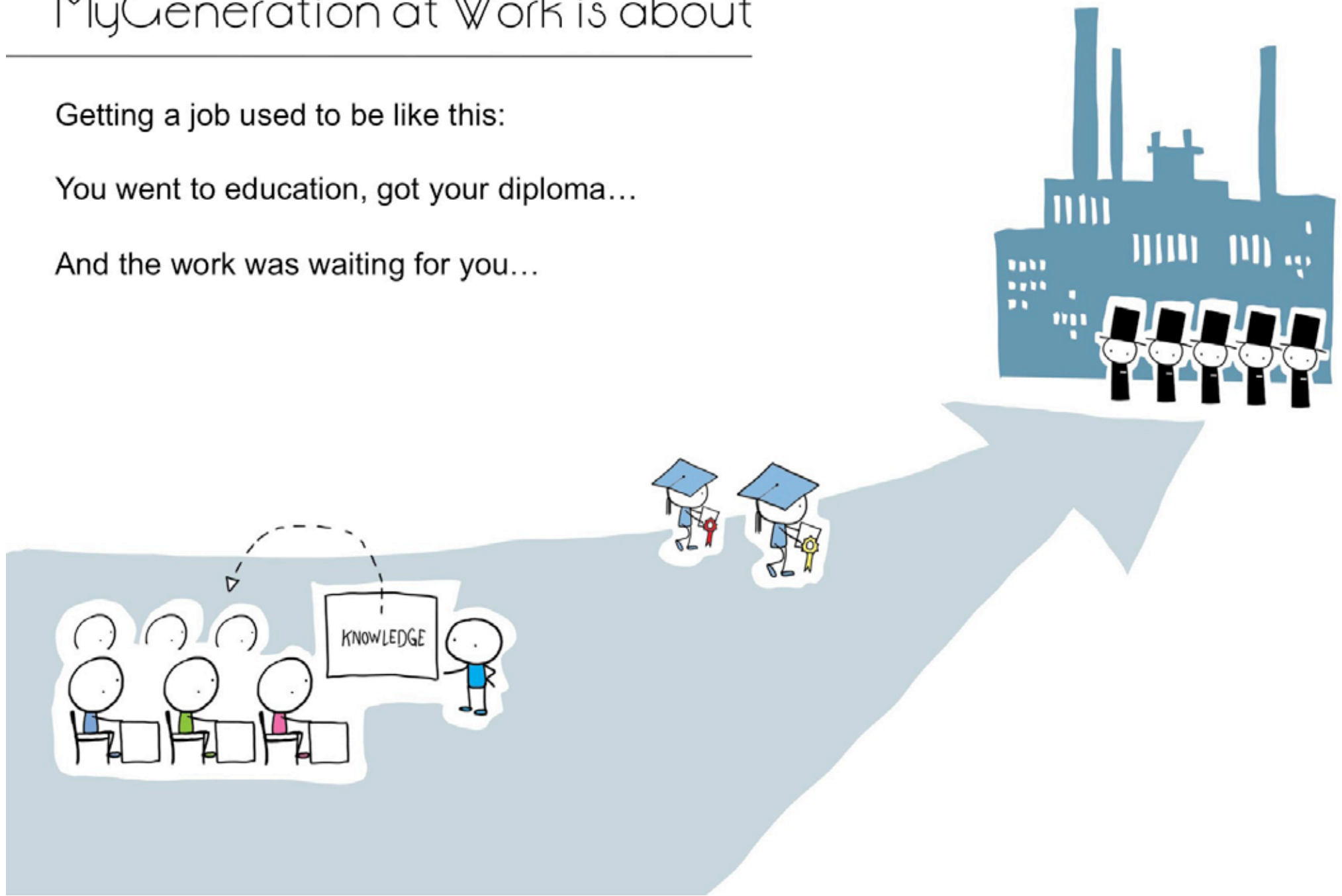
# Let's first remember what MyGeneration at Work is about

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Getting a job used to be like this:

You went to education, got your diploma...

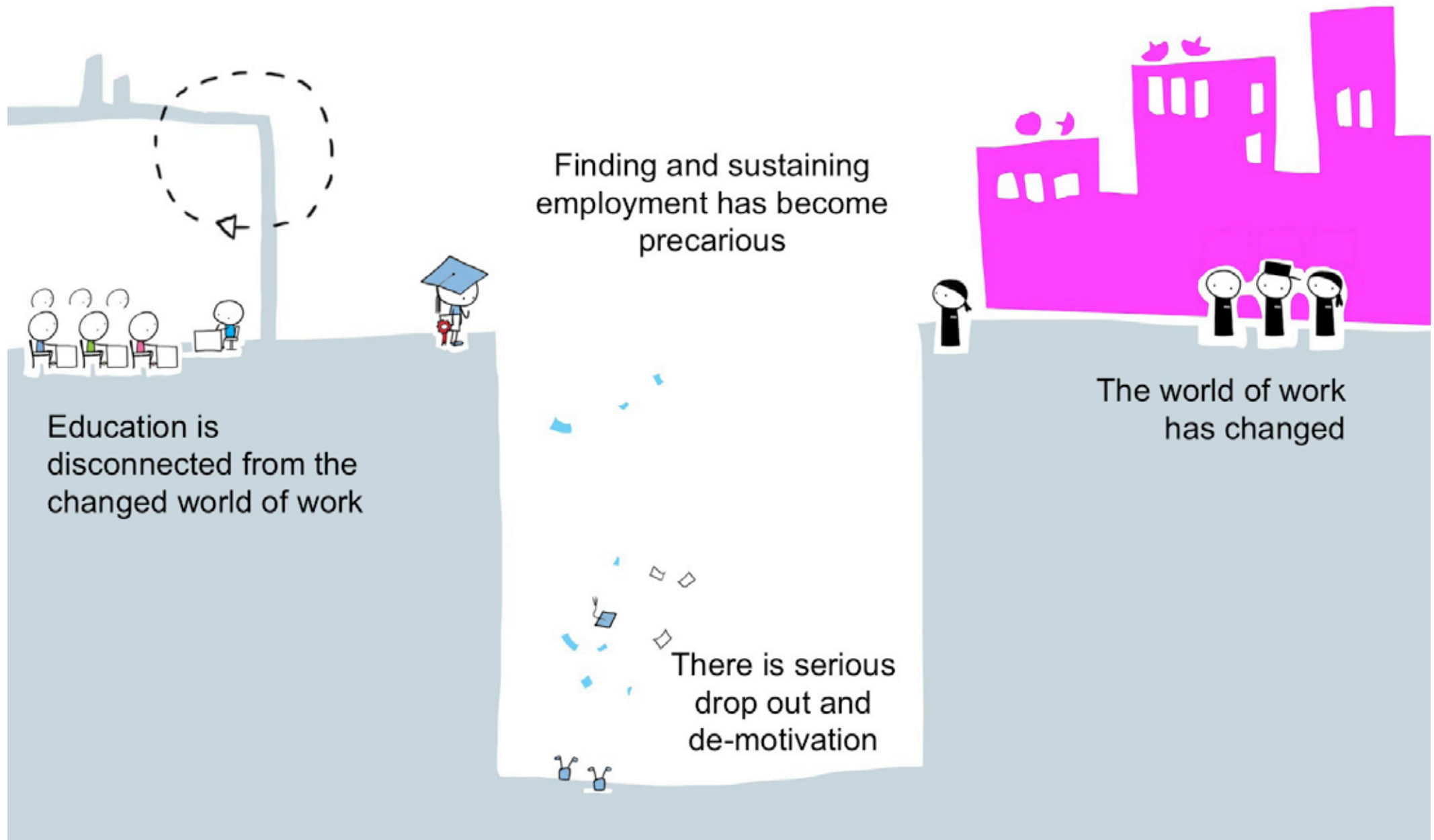
And the work was waiting for you...





But now: a huge GAP has opened between education and the world of work...

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# What is MCG@Work working on?

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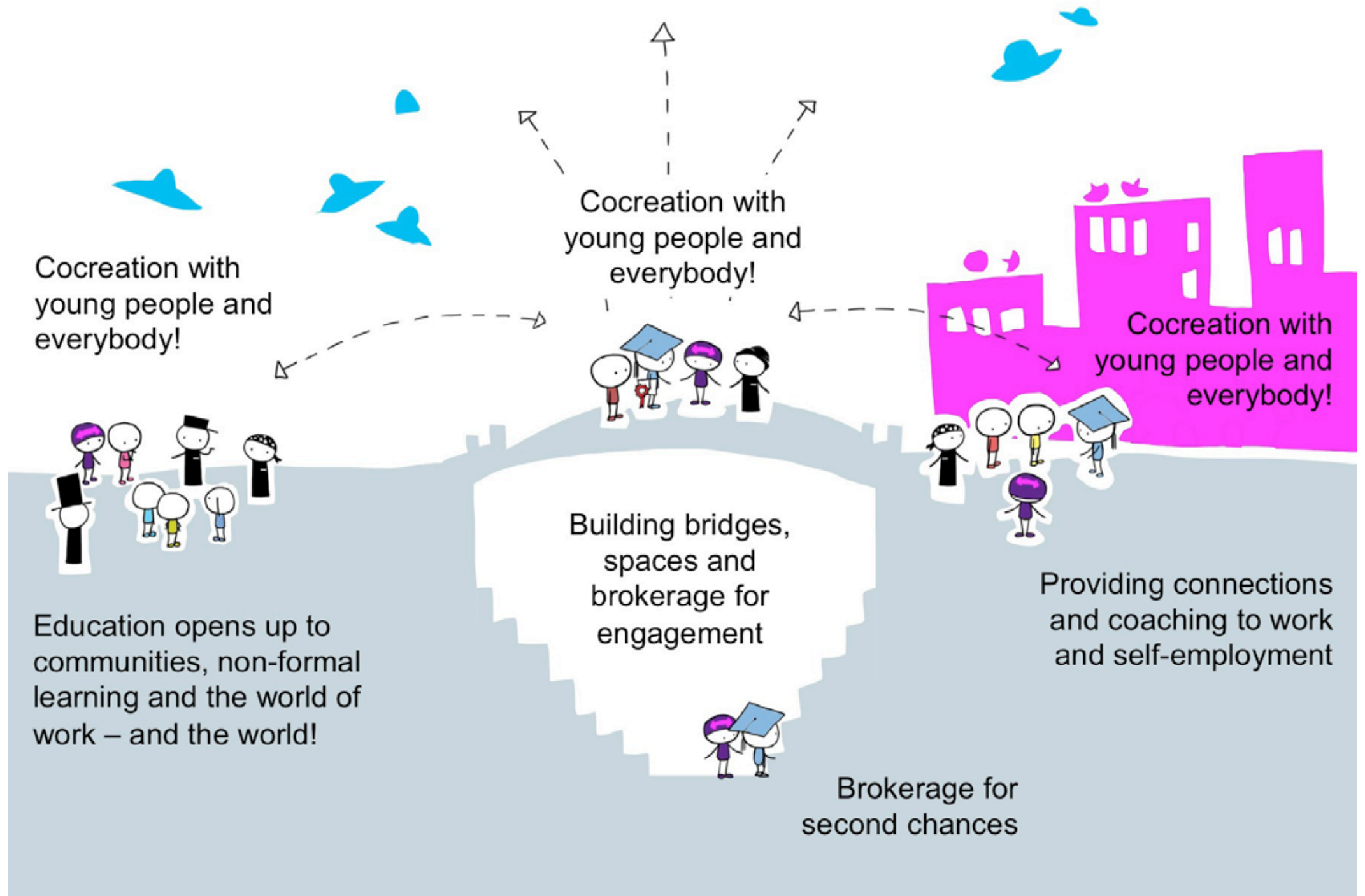
Changing the relation to the changed world of work

By building Enterprising Skills and Attitudes –

Building skills, gaining experience and forming networks – everywhere

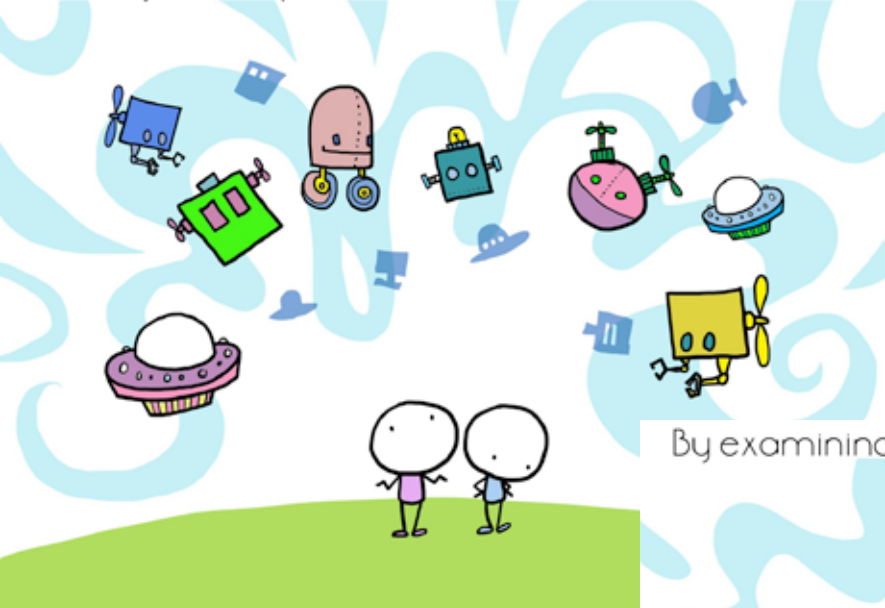


# MG@Work is cocreating

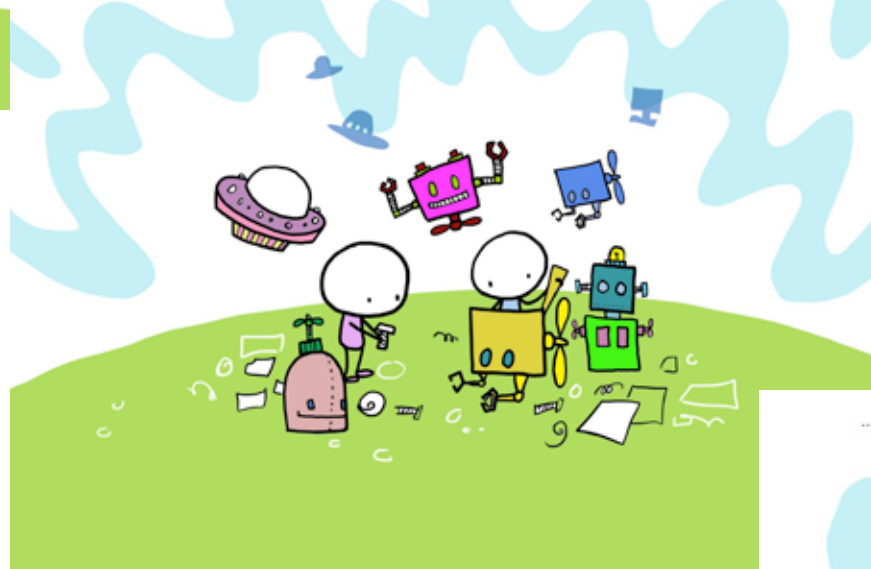




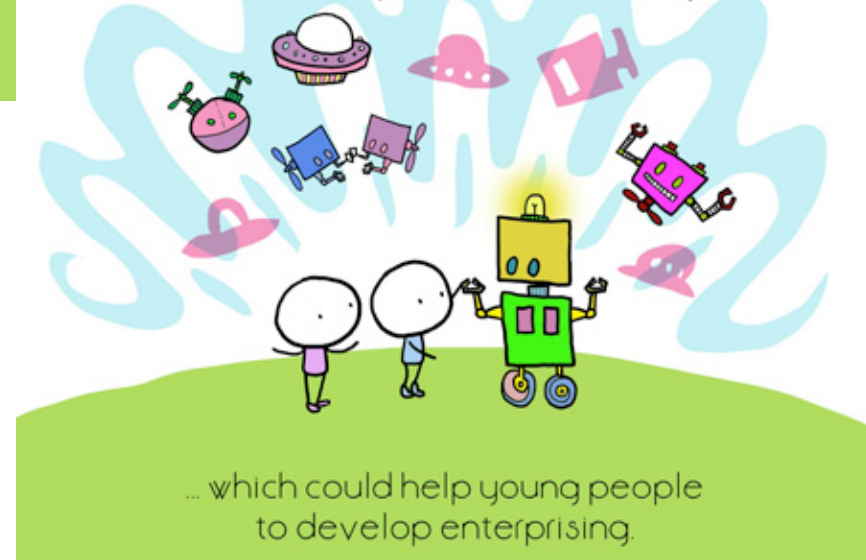
In Braga we explored the GFI's we have created...



By examining in bilateral meetings what the GFI's are made of...



... in order to see if we can find 'Geebots' in curriculums, spaces and brokerage...



... which could help young people to develop enterprising.

# There were interesting GFIs like The Bad Idea of Glasgow

**BAD IDEA** is 'inspiring entrepreneurial spirit in young people through the celebration of creativity and innovation'

"We tell people not to stick to their first idea"...

**Wishing:** I want to make a positive impact for young people. I want to disrupt the education and the business support system that is failing to many young people.

**Envisioning:** It came to me. BAD IDEA has all been evolving all along after a strategic discussion with Glasgow City Council.

**Believing:** I believe in BAD IDEA because it is largely designed from my experiential knowledge... I have been through the system. I have set up my own company I know all the challenges...

**Pitching:** BAD IDEA is 'inspiring entrepreneurial spirit in young people through the celebration of creativity and innovation'

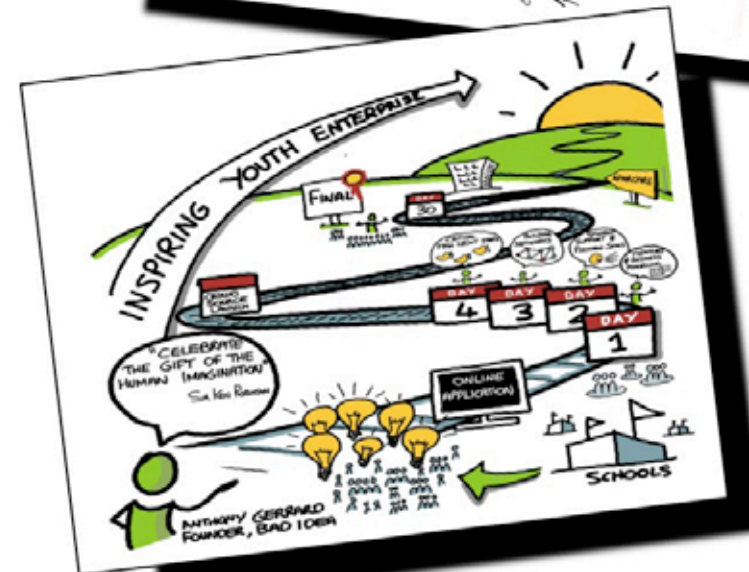
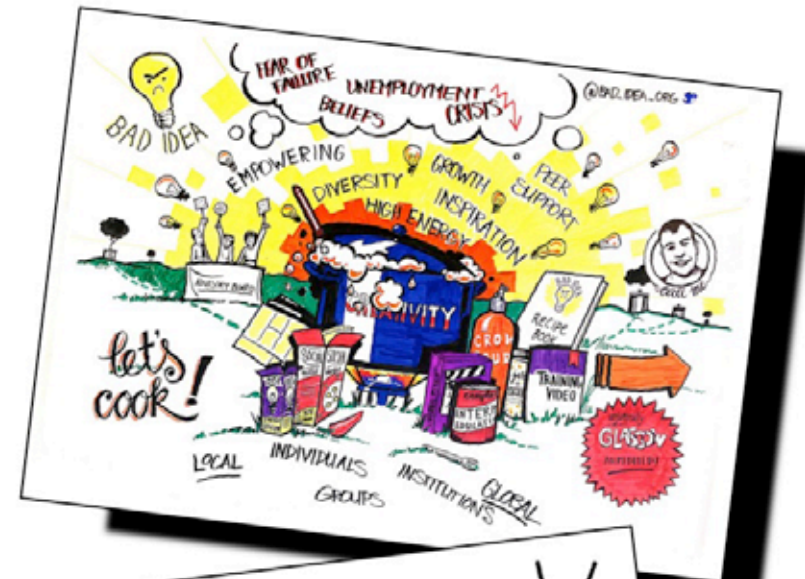
**Deciding:** I am running the company.

**Doing:** The first day of the workshops was very interesting as I had never used the material with young people.

**Persevering:** The challenge now is to convince the teachers so we can reach more young people.

**Celebrating results:** We did a pilot with 30 young people [13 y-17 y]. It went phenomenally well. 10 pilot kids have been piloting their ideas and we have started up one business and received a lot of media coverage.

**Planning:** We are running the program again October for 100 young people. We are digitizing the program and going for online community and looking at scaling in Scotland and beyond. This can get out of control with co-creation between cities and policy makers!



# And the Summer Cafe of Tampere

## Summer Café: Try out entrepreneurship in practice

*"I learned about entrepreneurship, but also about myself. Got confidence in whole life, just by trying"*

### Pro's

- We got a chance to try out entrepreneurship in a safe way
- We became more brave on making our own ideas happen!
- Project was a huge help on getting a job or place to study
- The experience looks especially good on CV

### Con's

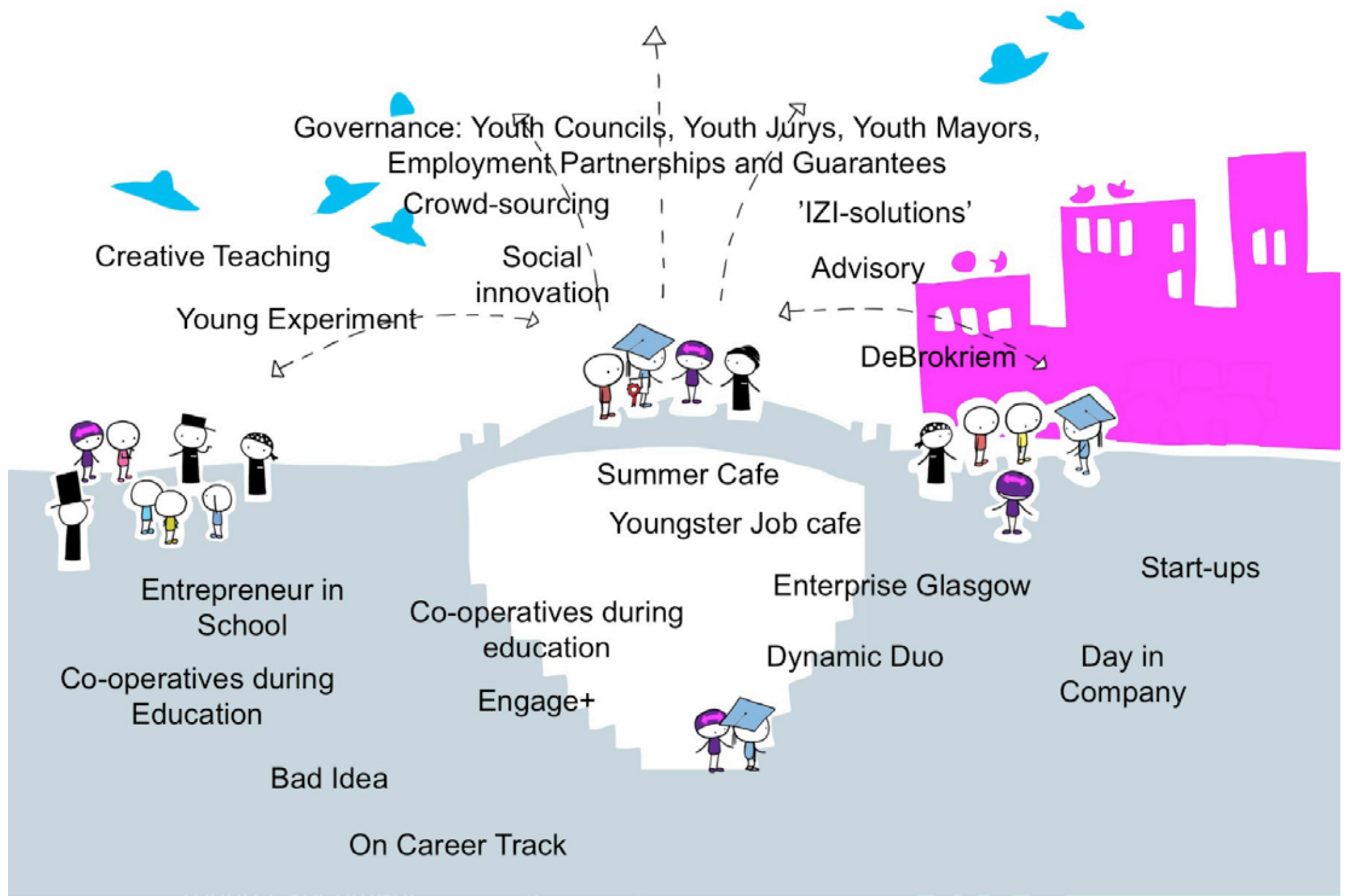
- Some of the workers were more active and took more responsibility than the others
- Some of the things were challenging, thus of the lack of experience
- There were difficulties with the unemployment benefit in the beginning
- We had less free-time during the summer as we thought...

SUMMARY: The café was a very versatile experience!

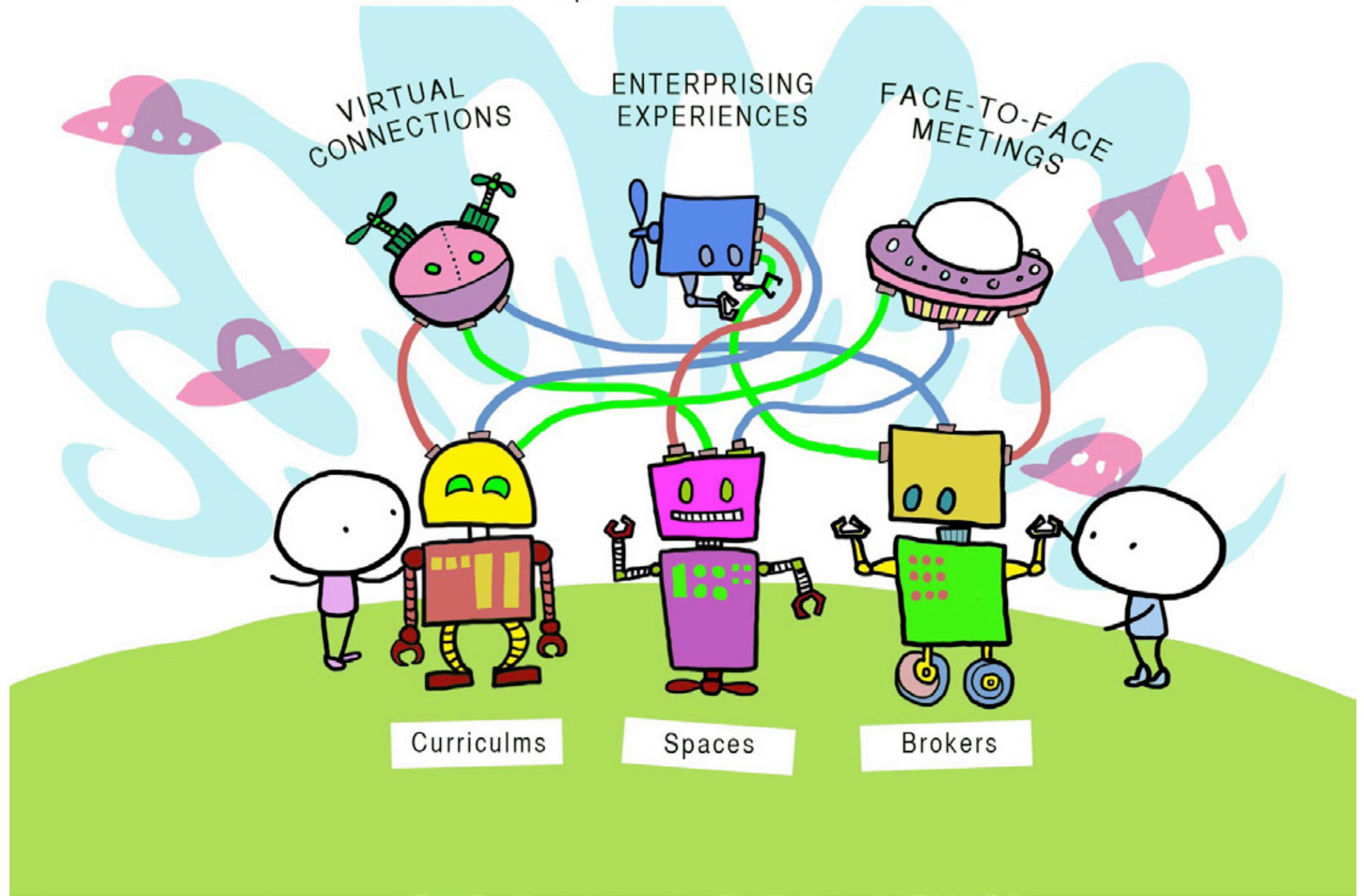




And of course a myriad of others!



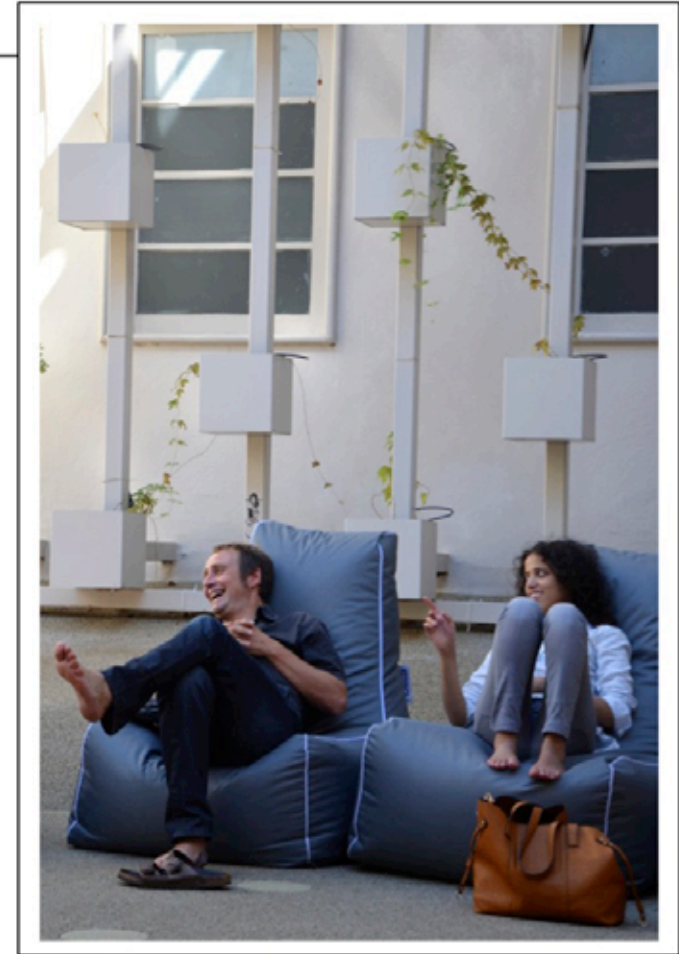
We looked how we could accelerate  
the development in MGatWork...



# Accelerator: Face to face meetings

*"F2F makes it easier to get things done"*  
*"With F2F the magic starts!"*

- Face2face communication is a critical factor in our experimental work with GFI's.
- We all are organising meetings. Being able to interact, to have eye contact, to read body language, to listen to the tone of voice is important to us.
- In face2face communications we can convince, inspire, go beyond 'what is in it for me', feel the other person, bust bureaucracy, feel the honesty, built trust, bring matters alive, create commitment
- Although face2face communications are very natural, it is challenging to overcome differences in cultural background, experience, empowerment, state of being and stakes when organizing our face2face meetings.



We have many experienced and knowledgeable people in our MyGeneration@work network. For example: Alex from Braga is expert in organising and designing settings for asymmetric face2face meetings. Filip from Antwerp and Andy from Glasgow are very experienced as a mediator between youngsters and policy makers.

Lets see if we can organise some exchange before Thessaloniki! Who would you like to come to visit to help you with your face 2 face meetings? Could this person give free consultancy? Can the results be shared with the whole network during our next meeting?



# Accelerator: Face to face meetings

Intervision with Marie Louise from Rotterdam

Question: How to make the most out of a meeting for young people who are asked to give advise to the new Rotterdam city council, prior to the elections? The theme will be how to strengthen the economy in Rotterdam.

Suggestions:

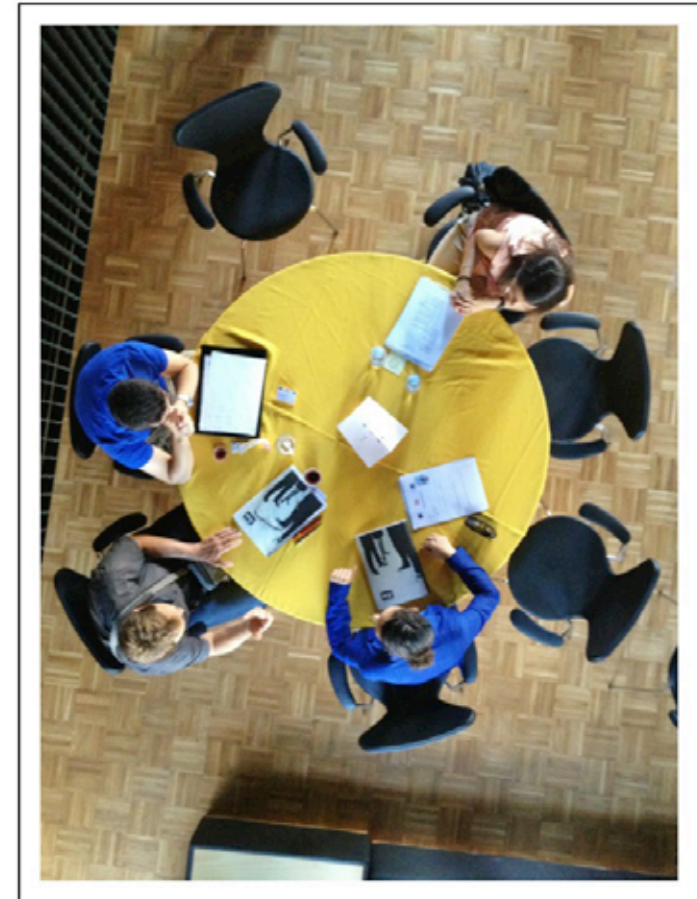
- Organize a training upfront for young people on how to engage
- Make sure that there will be a commitment from the city council that the advise will actually be implemented or at least followed up
- Consider to discuss a specific topic rather than a very general one; this makes it easier for people to share and come up with ideas
- The brainstorming needs to have a clear structure and real outputs
- Giving feedback about what happened to the ideas of the youngsters is important, even if their output did not happen
- A good mediator is crucial; to establish common ground; that is important to get trust, honesty, feel comfortable.



# Virtual Accelerator:

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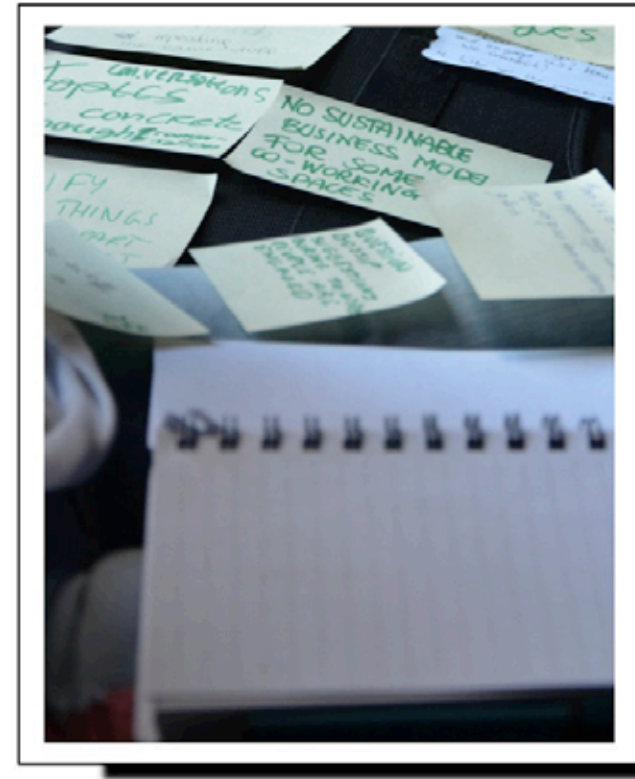
- The group concluded it's work by inventing the idea of a virtual marketplace for young entrepreneurs.
- On this virtual network young entrepreneurs from Urbact cities can go into a co-creation model where they exchange information, ideas, services
- At the same time the group decided, that virtual tools can't replace face-to-face meetings, but they can facilitate them.
- What is needed is that people engage into making connections when they go back home, which means planning time to do so
- Finally the group decided that a common tool (to be created or existing) should be intensively used in a concrete partnership of efforts that connects many things between partner cities. It was decided that what is needed is a mechanism to support something local which goes global. A virtual tool where the GFIs can be shared and discussed.



# Accelerator: Real Enterprising Experiences

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- The meeting started with a reflection on entrepreneurship and enterprising by the participants.
- We need an “eco-system” with all relevant stakeholders involved. Not enough to have separate projects. An eco-system → evolves.
- All 3 accelerators are seen as important to make a real change.
- We found interesting examples, but how can it be part of a real drive in the city to create enterprising opportunities? Young persons should have an important role in how this can be done. Many young people are scared to fail; they do not believe they can do it.
- Because of fear, they do not take a chance, missing the chance that it could work, or even learn from it.



See also the notes on  
Projectplace!

A brief for exchange will also  
follow!



# Accelerator: Real Enterprising Experiences

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- How can we provide a safer environment for enterprising? To enable them to actually get the opportunity, real experience to develop enterprising skills.
- Like within the Summer Café experience the participants learned about themselves and entrepreneurial skills. Got confidence, for their whole life. Just by trying.
- Ene from the City of Tampere explained that minimising the risk, was an aim of the city.
- Elements of the journey can help you find out what you want/focus.
- Lessons learned:
  - Safe zone to experiment
  - Recruitment needs sufficient attention
  - Coaching an important element
  - Coaches could be co-owner
  - Bartering



# Accelerator: Real Enterprising Experiences

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- The wrong question (often asked) is: can you be an entrepreneur?
- A much better question would be: Do you have partners/enough networks?
- That is more important than only your own skills. Using the skill to connect! Important.
- You can have a network to share quickly nowadays.
- In an eco-system, many functional pieces needed:
  - Safe zone
  - Building confidence
  - Real business people
  - Coaches
  - Knowing the steps to take, starting with only ideas (do you have passions, you do have a network, etc.) -> stepwise.





## Then we asked ourselves...

- How strong is our policy landscape?
- How well connected are the projects in our city?
- What resources are available?
- How strong is the position of MyGeneration@work in the city?

As food for thought looked into the assessment of four cities: Glasgow, Gdansk, Tampere and Braga... And had a young person comment of them..





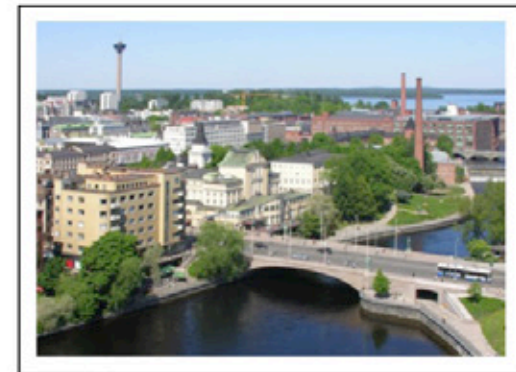
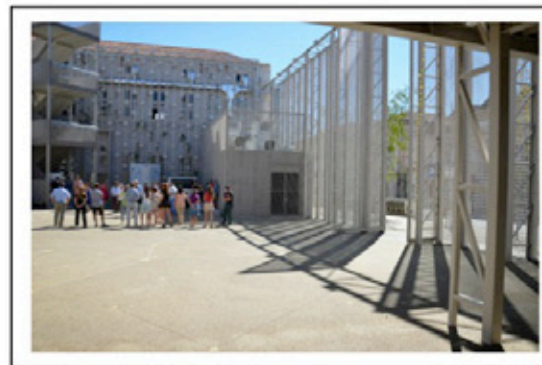
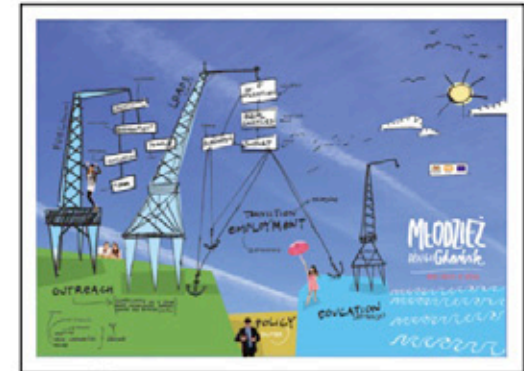
*"If Glasgow would be an animal, it would be a butterfly, because the city has to reinvent itself all the time"*

*"With a good Local Action Plan, the connections between policy makers, projects and funds can be strengthened in Gdansk"*

*"Tampere is the best place in Finland to build up a fresh business"*

*"GNRation is a Youth Centre and Creative Industries incubator for Young people in Braga."*

<http://www.youtube.com/watch?v=covyNsFDUyQ>



# Gallery Walk

The GFI's have taken off, now they need to land safely...

Priorities and products you are aiming for  
How to take GFI's to the second power?

Exchanges with other cities

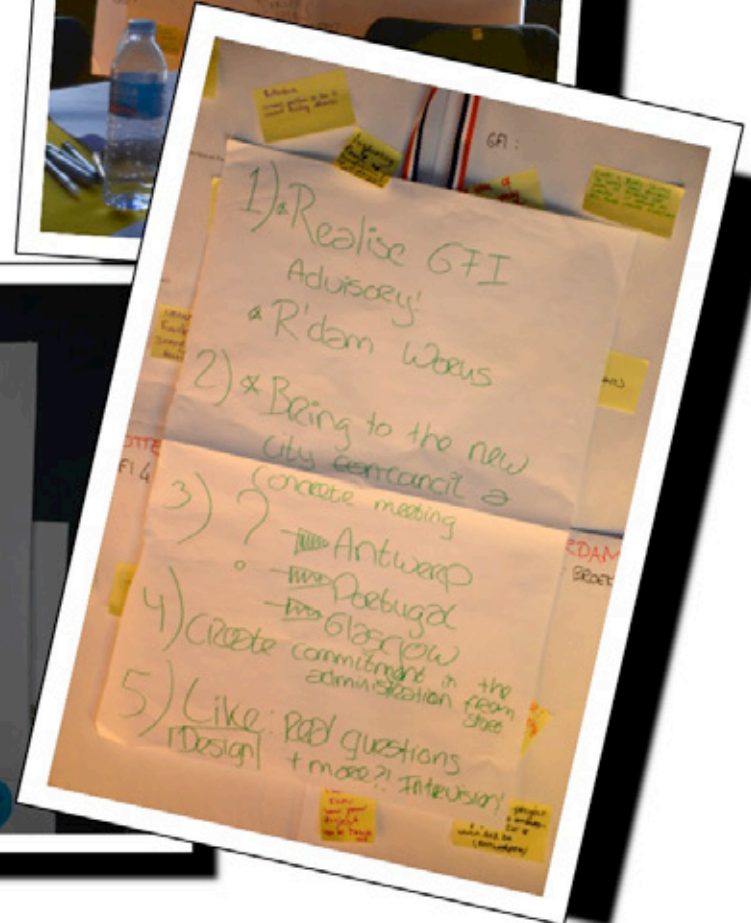
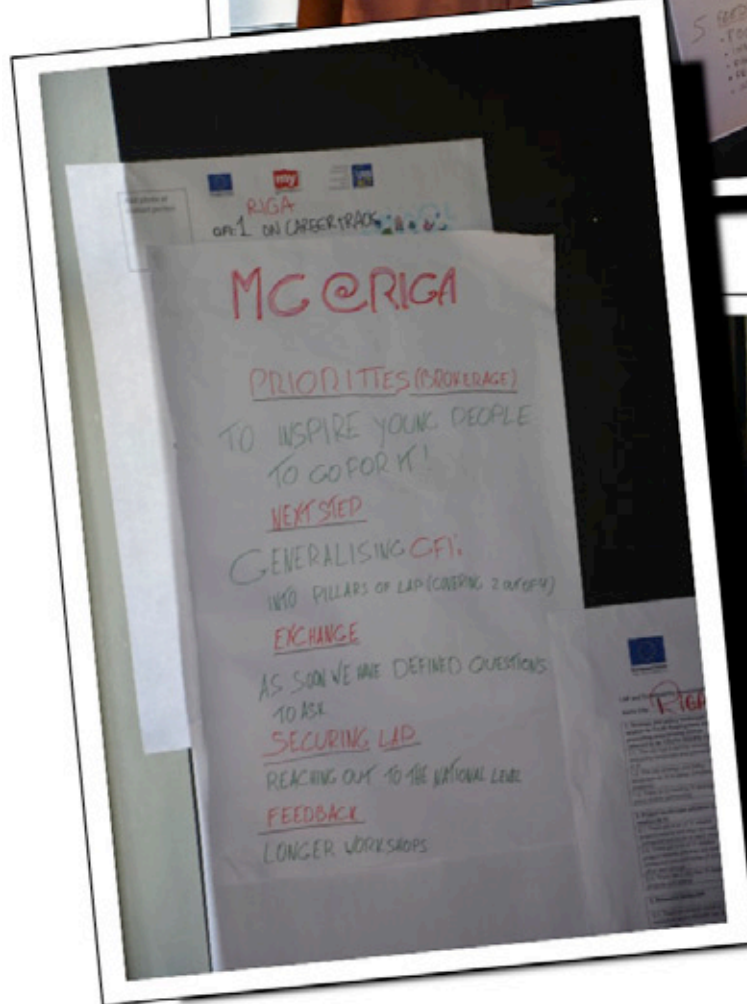
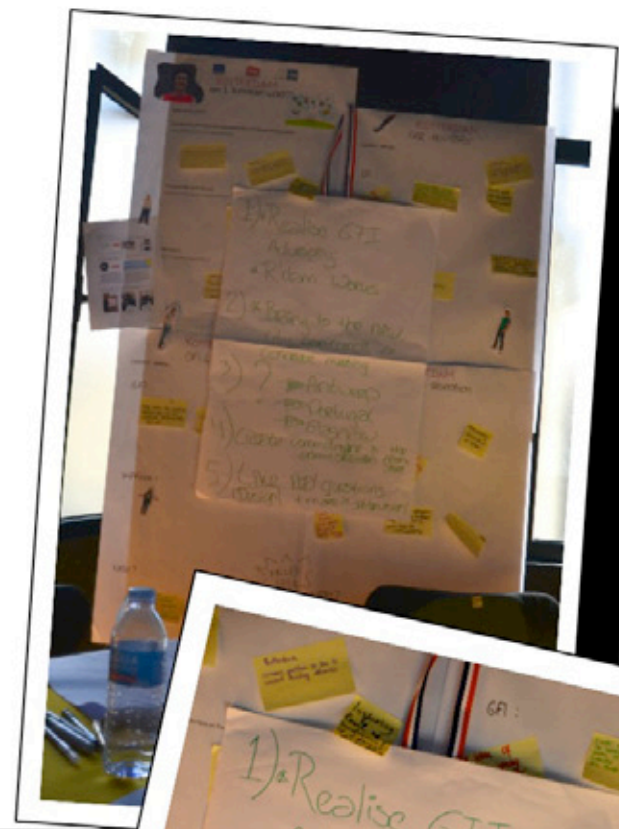
Securing sustainability of the LAP

Feedback to improve MG workshops

... And don't forget to re-read the GFIs and the Notes on the Gallery Walk in PROJECTPLACE.



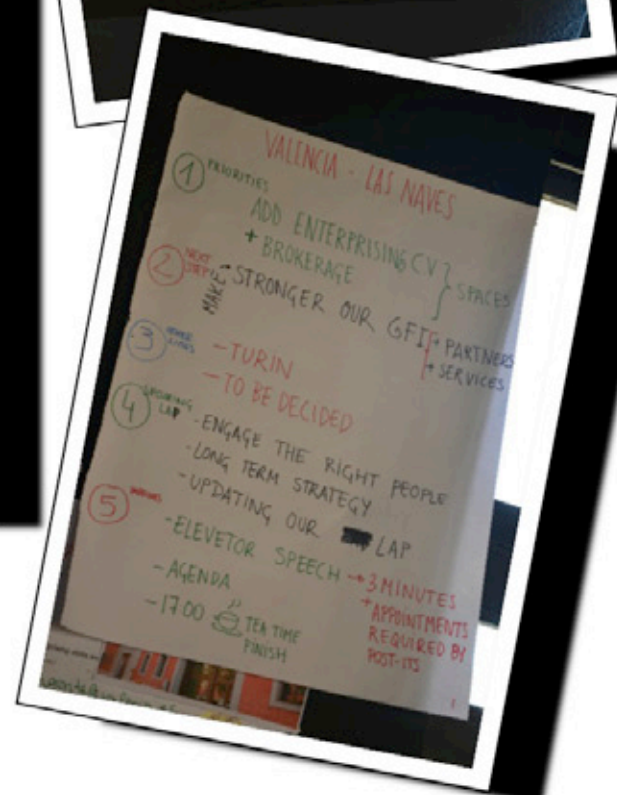
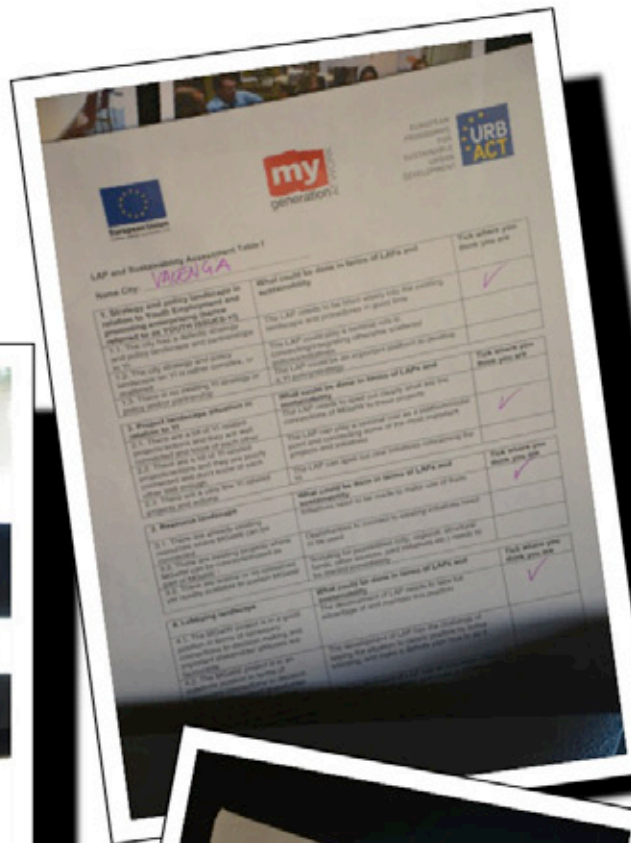
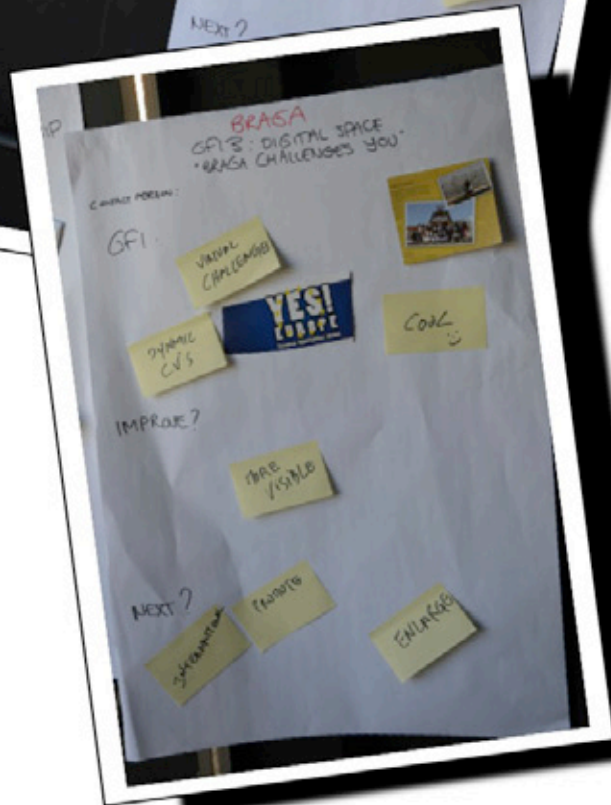










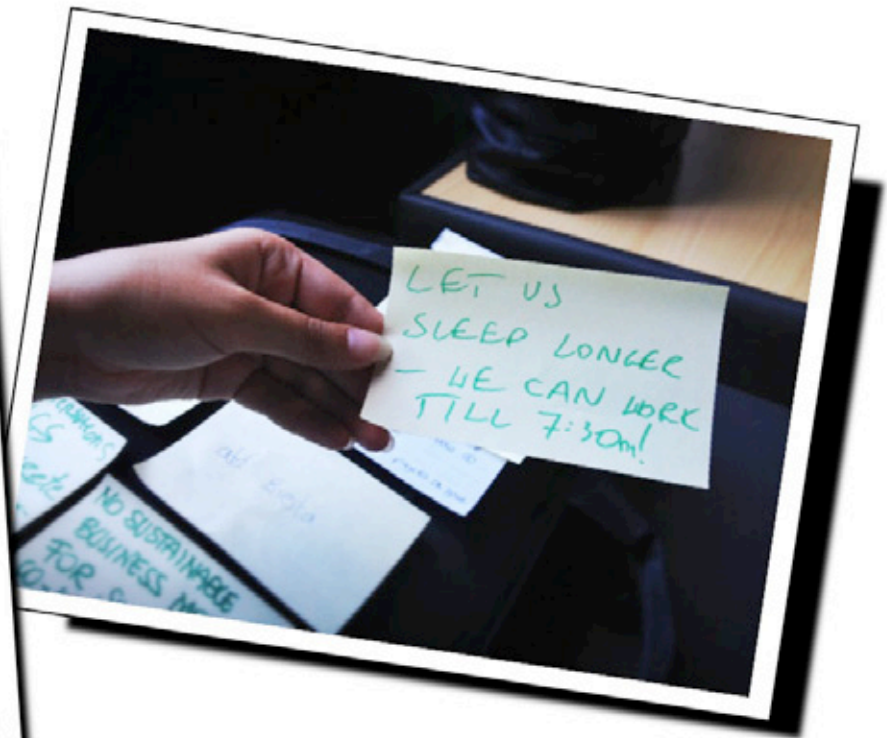


# The youth perspective with Bono's hats

(<http://www.debonothinkingsystems.com/tools/6hats.htm>)

## Black hat

- There is a lot of talking about how experiments might work, if they ever happen. So go for it!
- Please simplify some things. Please bring us back to earth.
- Days are really long, too much repeating.
- Let us sleep longer!





# The youth perspective

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## Green hat

- We want a bit more fun- get out more, enjoy the weather
- More one-on-one time
- A bit less what's in it for me and a bit more how can I help you?
- Will there be a memory / report of this meeting?
- Teach entrepreneurial skills to all ages but nurture the young ones.



# The youth perspective

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## White hat

- The workshop is more open to (the opinions of) young people
- we miss sometimes facts and figures (percentage, target group)
- How do we connect with our GFI?
- Who are the partners for the GFIs?
- Stop speaking and Go For It!





# Thank you Braga!

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Coming up!

See you in Thessaloniki! 21-22 January 2014.

Start booking your flights, to keep the costs as low as possible!





# Braga participants

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