

# Visual Memory Aid

## Thessaloniki

21-22 January 2014



My Generation at Work  
International Partner Meeting



# Yassas, My Generationers!

Thessaloniki really was something else and we worked hard. Starting the workshop we had some expectations and objectives. Here are they as a reminder:

1. LAP's: how to make a difference, be clear!
2. 3 themes:
  - what is a better understanding?
  - what is it about?
  - where is MG making a difference?
3. Change of gear/speed, GFI -> LAP's
4. Maintain the optimism/keep them motivated (LSG)
5. Better understanding what it is about, what we did is worth while
6. Getting to know the GFI's better
7. Get dates for the visits

Did we meet the expectations and made our objectives more clear and tangible? Well, from the 40 GFI's (!!!) we got to learn more and zoom into 12 GFI's, one per city. We exchanged knowledge and posed questions more in depth. And some plans have been made for visits among cities that can help each other move forward with their GFI's and LAP's. We learned new concepts and tools, talked about new European dreams, talked about how to keep motivated in our studies despite lack of support and came to the realization that we ourselves are brokers.

We also got to learn more about the entrepreneurs in Thessaloniki. Who didn't know each other, but all shared the same passion for their businesses.

In the end we got to focus in what interested us. Like the coordinators session, the Radar session, or the philosophical walk with Pepik to reflect on the LAP's.

We have gone deeper into our LAP's, GFI's and ideas then ever before. Towards Tampere we go forward, to the next step. We finish our LAP's, and concretize our plans.

To the stars and beyond!



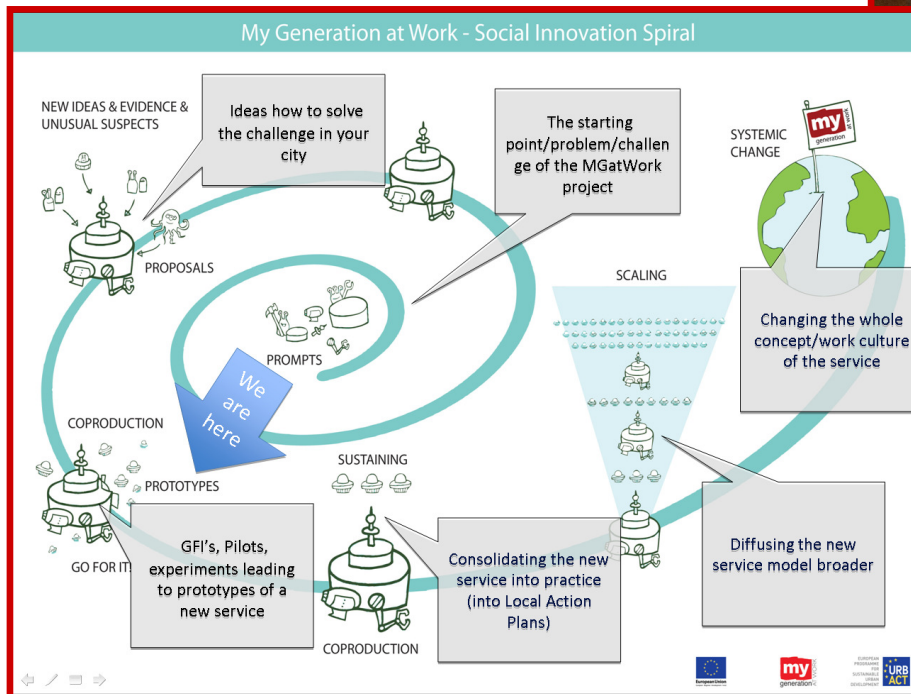
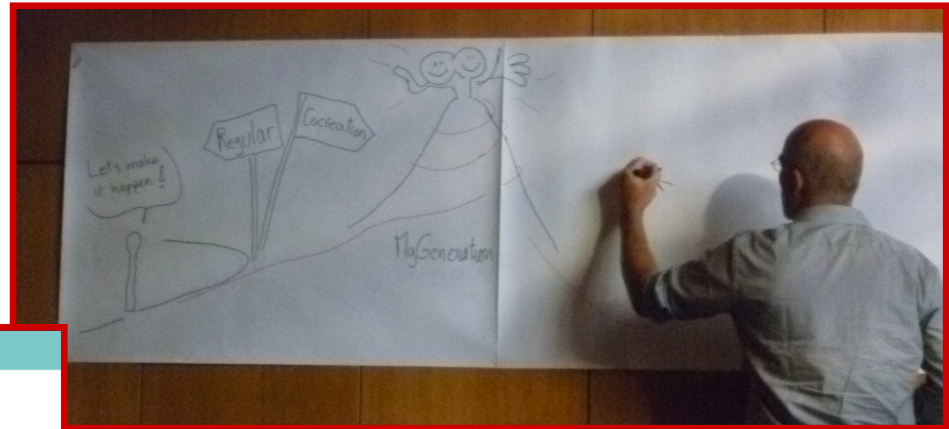


# My Generation at Work: How it all started

## Promoting Enterprising Relations to Work

It all started with My Generation, back in 2008, with really taking young people aboard – from a ‘target group’ to cocreators – to help to create comprehensive Youth Policy and Action in Cities

But the gap between young people and the world of work has widened...

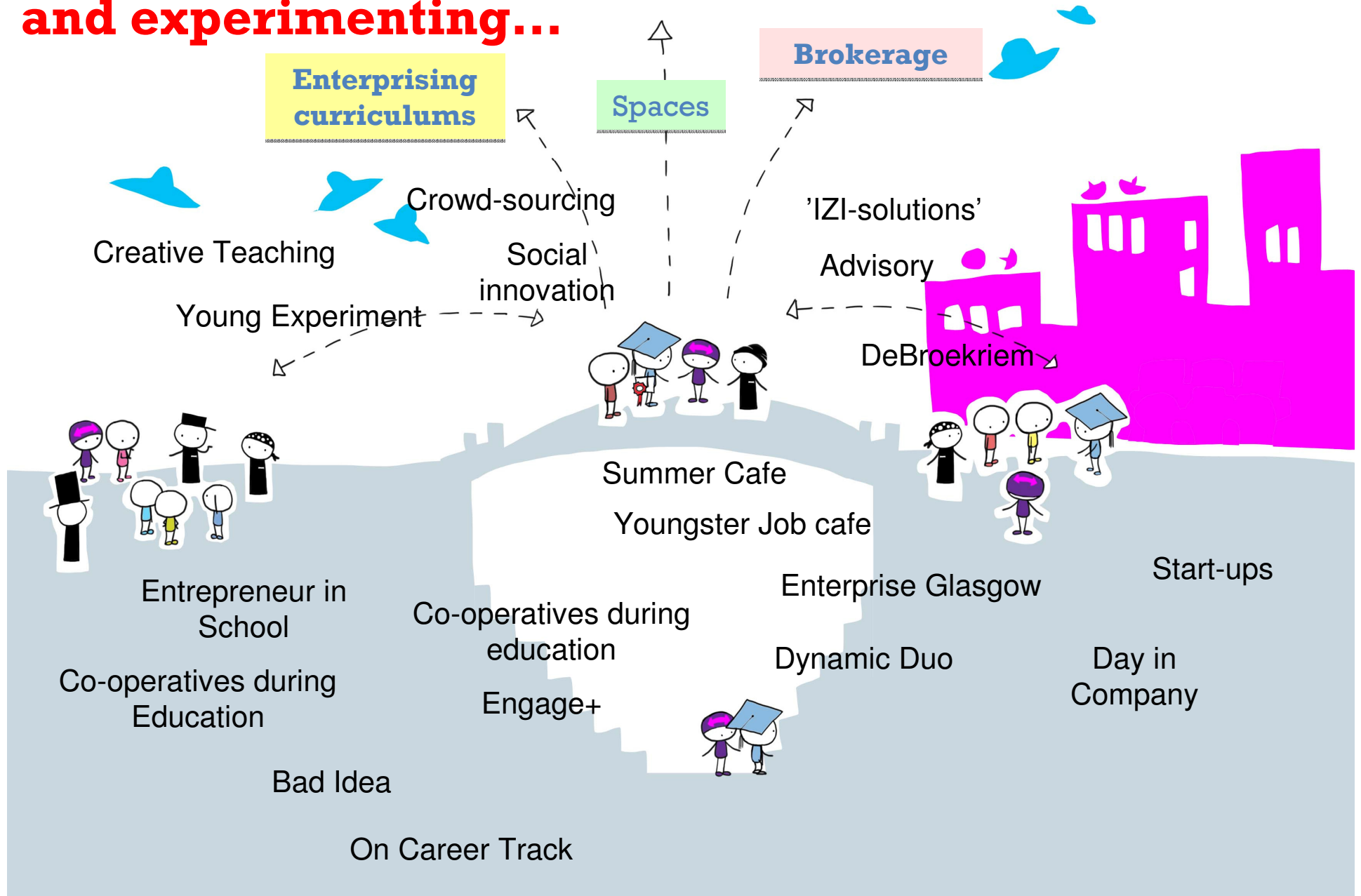


Now in My Generation at Work, with young people again - we started bridging the gap from education to work with:

- Developing enterprising skills and attitudes
- In education, in creative spaces, backed up by brokerage
- With a Social Innovation Spiral approach – we went for it!

Now ‘40 GFI’s wiser’, and halfway into MGatW we aren’t on top of the mountain yet – but we can see it!

# 40 GFI's wiser – we have been mapping connecting and experimenting...





# Fishbowl session 1: Enriching relations to work in education

Even if we don't know what we want to become, make a wrong educational choice or if our parents do not support us, we can make our studies more motivating by strengthening connections to working life by:

- Making extra, more working life connected, studies
- Bringing examples and cases from real enterprises into the curriculum
- Volunteering
- Freelancing
- Being flexible and open to new possibilities
- By creating new study models
- By providing spaces for the young to develop their ideas, businesses
- By networking and gaining support from others



# Fishbowl session 2: Providing spaces for work relation enrichment

Enriching spaces:

- Support diversity
- Bring people together to work together notwithstanding their background
- Enable communication with the others
- Are inspiring and creative
- Are manifold in their form: physical buildings, social and psychological encounters, “mental spaces”
- Spaces where we can feel together



*“We need to have a new European dream ... I want open spaces ... to create a community.”*



## **Fishbowl session 3:**

### **Brokerage for enriching relations to work**

We need to take the catalyst role in acting as a broker in our cities by:

- creating insights of active actors who can be of importance to enrich relations to work
- seeing ourselves as brokers connecting all the relevant actors locally
- act as a facilitator by organising different forms of events where the different actors can meet and greet

**Time for change  
flatscreen 😊**





# Introduction of the new concepts

**Why do we need new concepts in MG@W?**

Becoming more aware and definite about what we are doing

Where to concentrate our efforts and with whom

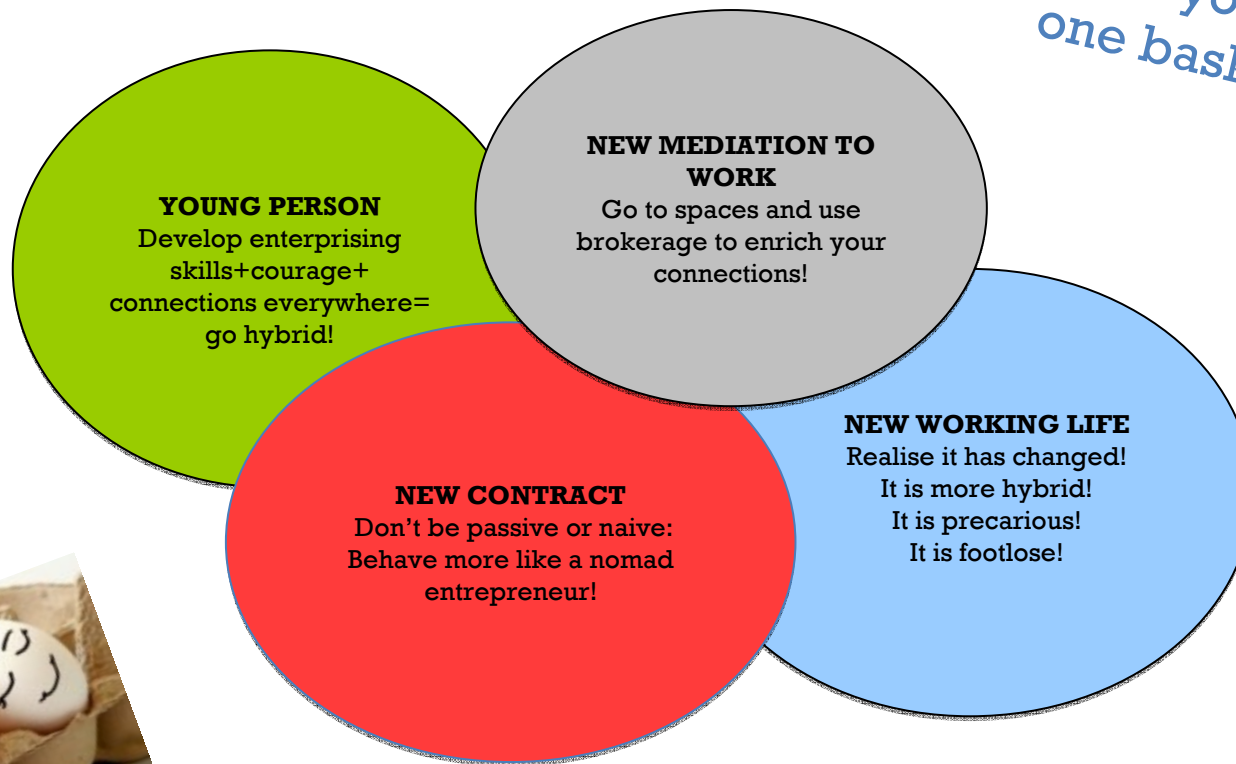
Where to make a difference

What needs to be sustained, continued and resourced

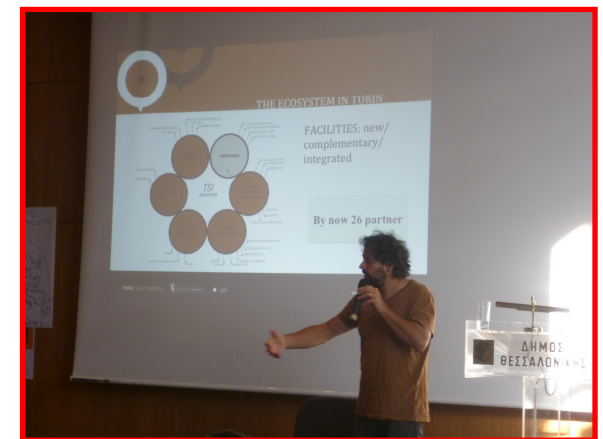
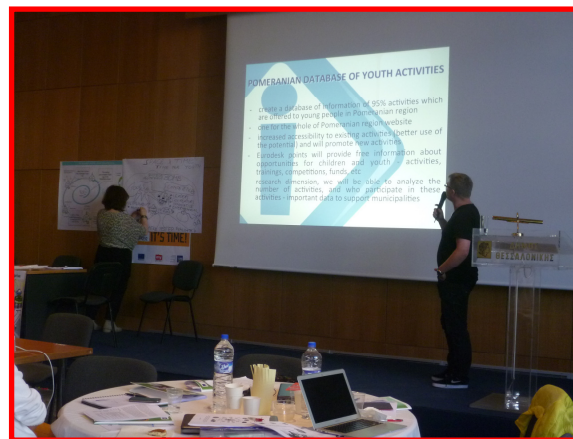
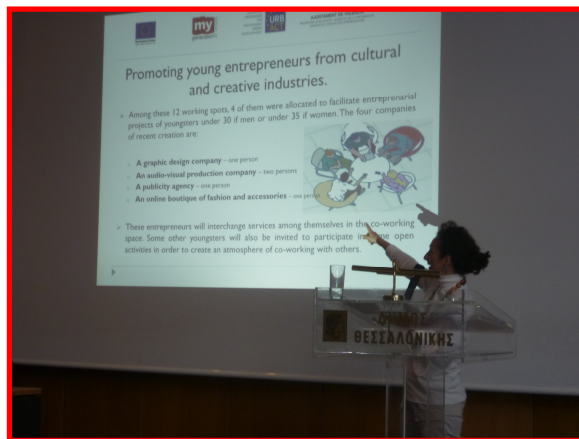


# In the new work-world the ways of doing changes

*“Go hybrid, don’t  
have your eggs in  
one basket!”*



# 12 GO FOR IT PITCHES





The Jobbar is a meeting point for unemployed medium skilled and highly skilled youngsters of under 25. It is located in Antwerp and supported by a team of six job coaches. The goals of the Jobbar are:

- To facilitate the exchange of information and experiences between young people searching for a job
- To enhance their inspiration
- To encourage mutual help
- To provide professional support
- To provide comforting support



Career Track is about how we build back the career guidance system which was destroyed throughout the crisis. Looking at two dimensions: what happens inside and outside schools. The big purpose is:

- To incorporate career education and career guidance issues in everyday operations of secondary schools (in a more holistic manner)
- To create career guidance opportunities for the young outside of education system

**The Bad Idea Competition** addresses the theme of developing enterprising curriculums. It is a competition which was open to all 13-17 year old pupils at secondary schools in Glasgow and is designed to inspire entrepreneurial spirit, creativity and innovation.

The methodology has been developed to tackle socio-economic obstacles that deter disadvantaged people from attempting self employment. It has also been designed to uncouple academic assessment from creative and entrepreneurial flair.



## Tampere

Me and My City is a module offering pupils (12-13 years old) information and experiences of society and entrepreneurship. The concept includes 10 lessons and a visit to a learning environment. The learning environment is mini town with different working places like post service, beauty salon etc. The pupils work in one profession and they have their own schedule and tasks. Learning goals are a better understanding of the many different actors in society and to learn new entrepreneurial skills.



## Warsaw

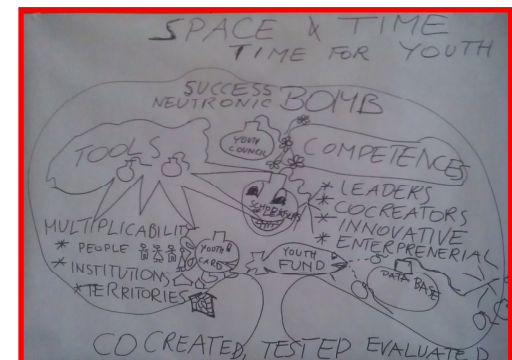
The GFI gives disabled persons the opportunity to work in real firms. The companies get to know the employee and if he/she functions well, there is no point in searching for another employee. This project improves job changes for young disabled persons.

**“It gives them the real feel of the actual labour market”**

## Gdansk

Time for youth is a project addressed to children, young people and youth leaders from the Pomorskie Voivodship. The project has different elements:

- Youth Leaders Pomeranian school to certificate individual skills and competences
- Pomeranian Youth Card as a reward system for after school activities, sport clubs, churches or informal groups. The points collected can be exchanged for prizes such as entrance tickets to sport center.
- Pomeranian database of youth activities: create a database of information of 95% activities which are offered to young people in Pomeranian region
- Pomeranian youth Fund: simple way to obtain funds for the implementation of initiatives of youth groups
- Pomeranian Youth Council: integrating young people, more influence over what happens in their city -> co-creators





## Turin

Torino Social Innovation is a set of strategies, actions to have young people create social and innovative businesses in order to solve social needs.

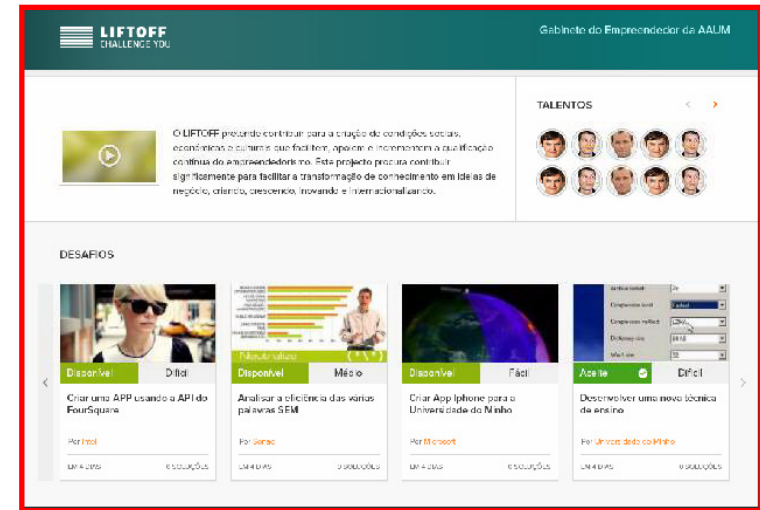
**“Good change makers are needed and the best are young people.”**

They want to support young people who develop new ideas in order to face social needs, new needs, unmet needs, and latent needs. Key factors that are provided are:

spaces	information
training	testing
tutoring	consulting
resources	creative environments

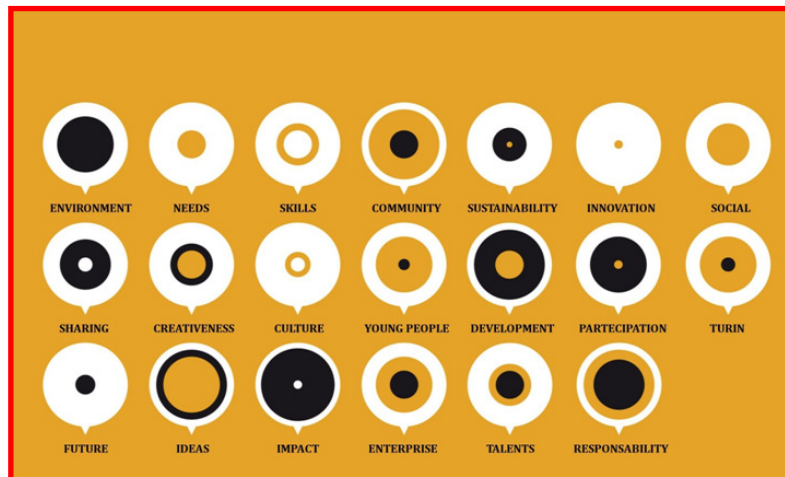
## Braga

LIFTOFF Strategy's main mission is to encourage and support the entrepreneurial spirit. The vision is to be a reference point in supporting entrepreneurship. The general goals are to create specific challenges for young entrepreneurs and to create business ideas.



## Maribor

Active youth – Various workshops, lectures and more will be organized for young people in order to activate and motivate them, provide them with new skills that will potentially help them find a job. In some cases young people will also be the teachers or lecturers.





## Valencia

Our GFI is about crowd sourcing, it is a place where people can meet and there is a co working space. We want them to exchange how to do things. Next year we agreed to offer workshops, mentoring and networking. This is only the start. We will start with a social network for creative people, organize events to raise awareness and money, provide internships in companies and invite persons to give seminars to creative people and to unemployed.

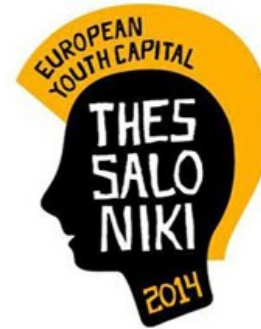


**“They knew each other,  
they only didn’t have a  
place to work together”**

## Thessaloniki

To bizz or not to bizz is a business idea competition scheduled by May 2014. We will motivate people to sent business ideas. In the first round ideas are presented to a group of experts. The best ideas get support to improve their idea. The winner of the competition receives some money, a study trip abroad and mentoring.

Festival of youth entrepreneurship will be held in September. It will be supported by people from the Local Support group. We hope the festival will be a platform for youngsters to meet each other and exchange ideas.



## Rotterdam

Our improved GFI is advisory. Youngsters give the municipality advice on different themes. The advisory connects politicians with youngsters. This makes the city council aware what is important for the youngsters of the city of Rotterdam.

The LAP will be focusing on strengthening already existing platforms such as Rotjong, Career City and Rotterdams Nieuwe. The goal of Career City is to keep high educated people in our city. Students compete in the Battle of Excellence against others to solve a problem from a company. R'damse Nieuwe is a network that brings young entrepreneurs together.





## Impressed by Thessaloniki entrepreneurship!



The Thessaloniki entrepreneurs show us a lot of power, creativity, determination, positivity and energy.

Key points from the presentations and discussion:

- **Team effort** is important. Many family companies.
- Companies have an **intrinsic value**, like reduce carbon footprint, healthy living or link product to Greek culture.
- Entrepreneurs didn't know each other. There's a **network** in the making!
- **Legislation** makes it hard for new business and small companies.

“Many stories, one heart.”





## Young person's synthesis

- Very rich day, making connections, meeting new people
- Everything was a little bit general. Hope we get to know things a bit deeper today about specific questions from people
- What struggles the Greek entrepreneurs come across is really useful to know
- I want to see something about the hybrid concept, because I thought about it last night
- It's my first time here, now I'm learning from you. Looking for future co-operation with you guys





# LAP session Turin, Valencia, Braga, Maribor

**Local action plan peer review session.** Valencia, Braga, Maribor and Turin teams share a common strategy to work on youth inclusion: as municipalities they are simultaneously experimenting with the organisation of creative spaces. Sharing both visions, plans by means of the draft local action plans and practical experiences so far proved to be a valuable for all. After each Local Action Plan pitch we did a public gossip, asked questions for clarification and eventually made suggestions for improvement.

**JOIN THE EU CREATIVE SPACES CLUB!**

The **Turino** team wants Turino to become the Italian capital in social innovation. The team has two years to prove together with the stakeholders the idea works and concrete new businesses based on the ideas of youngsters can emerge from this approach (read more at the next page)



'I'm new in MG@W project. I have run an incubator in Maribor for 10 years. This meeting makes me happy as it is good that we are now finally thinking in term van start ups in stead of only in terms of finding jobs'

**Valencia** team shares a clear vision: the creative and cultural industry deeply anchored in Valencia has more potential and needs to be promoted in a dedicated space Las Naves: "Culture is dancing, music, production, television, textile, tourism... ' *Questions from Valencia for Turin:* Can you help us with the private collaboration and financing? How do you get it? Who does what? *Questions from Valencia for Braga:* How can we co-operate in a network of spaces?

**Braga** feels very connected with the Valencia project and looks forward to working on a peer relation. Since the last meeting in Braga elections took place and many actors changed. 'we have to map all the new possibilities. Employment is a top priority of the new major. We have the decision makers in our network. This is a great opportunity to take action.



**"IT HAS BEEN VERY INTERESTING WORKING TOGETHER... SPECIALLY THE GOSSIP MOMENT!"**

In **Maribor** the landscape of actor changed too since the elections. 'It takes a lot of time to have the stakeholders get to know each other. Our Local Action Plan will be better defined by the next workshop in Tampere. Maribor has a similar building to the one they're building in Valencia and have in Braga. Their building is working now but they still need a lot of money from public. Very important to have a long term strategy.

# Turino gossip

## **Turino: Italian capital for social innovation**

Become the capital of social innovation in Italy through the development of new business projects based on social innovation ideas promoted by youngster through incubation service. The city guarantees 80% of the bank loans. Goal: 30 start ups in 2 years. To date: Social innovation incubator ecosystem consists of 30 stakeholders. Web platform: [www.torinosocialinnovation.it](http://www.torinosocialinnovation.it). Helpdesk opened this January. Training sessions are organised with young aspiring entrepreneurs. Question: What do we have in common in terms of (financial) foundations?

### **Gossip:**

*It's a daring idea to claim to be the first They've set a big thing and have to make it true now.*

*Clear funding strategy: Valencia is impressed!*

*Good operational progress allowing for organic developement.*

### **Q&A:**

*Why so many partners?*

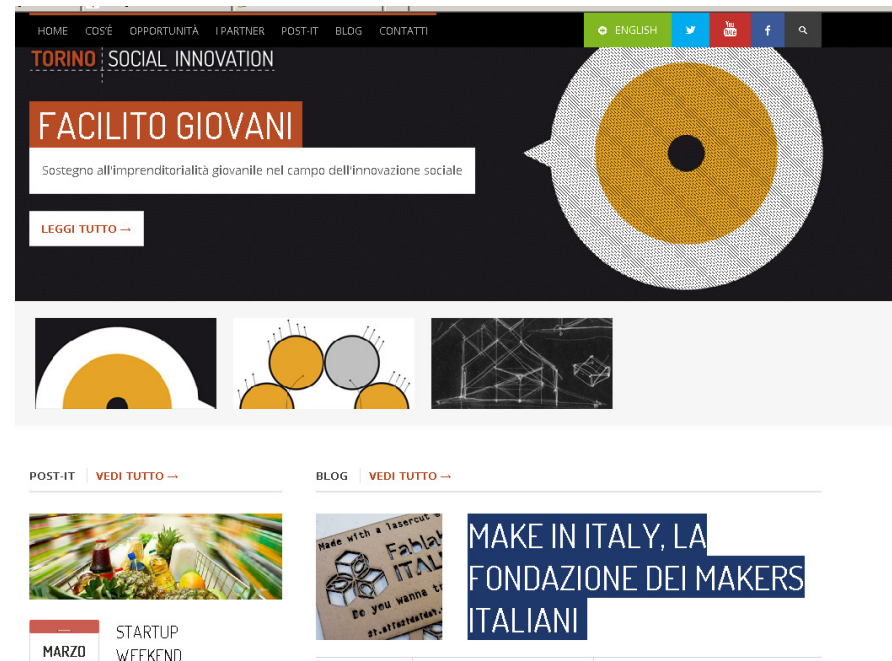
As a municipality we want to take a step back after 2 years that's why we want to open to a lot of our partners. We have money now and we may not in the future, so we want to make a connection to all partners. If it's a good project we create a base to go forward.

*How many incubators do you have?*

Two incubators coming from university. Different accelerators – five or six in Turin.

*How many training sessions do you plan to organise?*

We don't know exactly, we are planning all the things with our stakeholders, but we will use the crowdsourcing platform with all the tutors. Together we decide on the frequency.



*Whose plan is it?*

The ownership can be shared by all partners, but the head owner is the municipality. They have a co-ordinating role and a role of public entity. It is written by the municipality and the input comes from stakeholders. The partners really know the plan and feel/are totally involved.

*What's the contribution of the young people in your LAP?*

Different workshops, presented hearings, asked youngsters for feedback, but it was decided that we don't or at least it's not easy to include young people. The young people want a good service, not creating youth policy and talk about all the problems.

# LAP session

## Gdansk, Warsaw, Riga and Thessaloniki

Keep youngsters in the center of the GFI's and the LAP's: this is not easy anywhere – it's difficult to mobilize them and sustain their participation – **are we not mostly adults doing projects for the young without them?**

Sustainability: do we need finances (the important place of voluntary work)? **Finance can be found in existing budget lines** which can be transformed – eg. teacher training or small grants.

Action plans – evolving from GFI's to LAP's is difficult and covers uncertain ground. Some cities are working on how to leave permanent marks on city policy and actions. **More support in strategic planning seems necessary.**

The GFI's must be continued, as innovation has to be tested (the social innovation spiral). This is the only way out for some young entrepreneurs. However, the definition of doing “something new” is not common to all the partners. **It would be important to make the link to young entrepreneurs in all the cities and to define again what innovation is about.**





# LAP session

## Glasgow-Tampere-Antwerp, Rotterdam

Somewhat different LAP approaches, can learn from each other

**Antwerp:** Connecting partners and influencing their own action plans towards youth employment

**Glasgow:** Complementing and transforming actions in the existing policy landscape, remaining still open to listen to the message of the GFIs

**Tampere:** Mapping, finding gaps in the total enterprising development journey and bridging them

**Rotterdam:** Increasing transparency and connections



Remember: what can be done now/short term, and what in a longer time?

A **peer learning workshop** was planned for Tampere visiting Glasgow: 26-27 August 2014. Optional Gdansk, Antwerp or Riga joins.

# RADAR session

Practical workshop about radar method which is based on a study for employment services in Finland.

Reason behind the method:

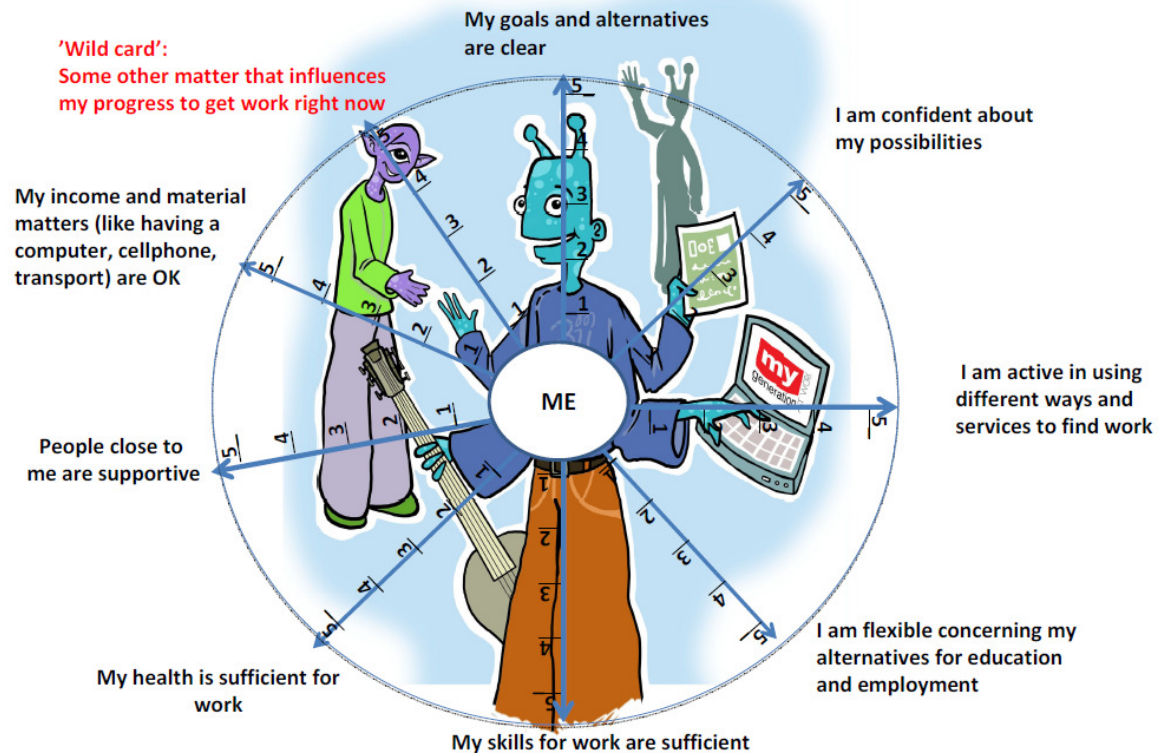
- Now only statistical information
- Lack of personal situation information

The use / applicability needs to be tweaked a little bit depending of the relationship between counselor and client. Dionne (IZI Solutions) is going to tweak the radar for her own daily practice, in cooperation with Timo and Bob.

Interest shown to apply radar in own city

Gdansk	Damian
Rotterdam	Laura
Thessaloniki	Popi
Riga	Ruta

## Working-life Relations Radar



"It's a joint traveling between a client and the counselor to explore and address certain issues."

# What makes your LAP HOT?

*'One day in a fair a salesman offered me a book. If the colours of this book and the print suits you, you should buy it'*

Imagine you have managed to co-create a Local Action Plan (LAP). What will make it irresistibly attractive to read? Sharp language, logical structure, clear, convincing and relevant message, action oriented... This is all content. What about shape and process?

Pepik took us for a walk along the beautiful shoreline of Thessaloniki to explore what else could make our LAP irresistible.



## Step 1 Think of a person

Who in your audience is particularly hard to reach? Think of a person in this group. Think of the character and the life of the person. Picture him or her during the next steps.

## Step 3 Choose your setting

It matters is you present a story on the top of a mountain or in the basement of an office building.

*Staring at the sea and the mountains in front of us we all imagined an appropriate space to launch our LAP. One of us opted for a moving trolleybus. She explained how this could reinforce the LAP message.*

## Step 2 Be creative

Do not ask your communication department to lay out your document. It will become standard. Dare to be creative and think of a theme, a concept that can reinforce the message.

*We were asked to pick up a thing in a dodgy parking place and connect that to touch and feel of our LAP. We all did it and the results were unexpected. We are all creative beings!*

## Step 4 Choose your messengers

It matters who is presenting the LAP Two people can convey the same rationalization with a totally different impact. The LAP is informative but also aspirational. It tapes into intrinsic motivation. The audience needs to feel what is meant.

*When Fabrizio explains his vision on Turino capital of social innovation the audience can feel what he means.*





**We have  
started things  
and they are  
snowballing!**

"My project was to make this snowball. I was pushing it up the hill, making the ball and it was getting heavier and heavier. My turning point was to realise that I should push it downwards, and the ball enlarges without much energy from our side. The project energizes itself."



# Participants of Thessaloniki workshop

## Rotterdam

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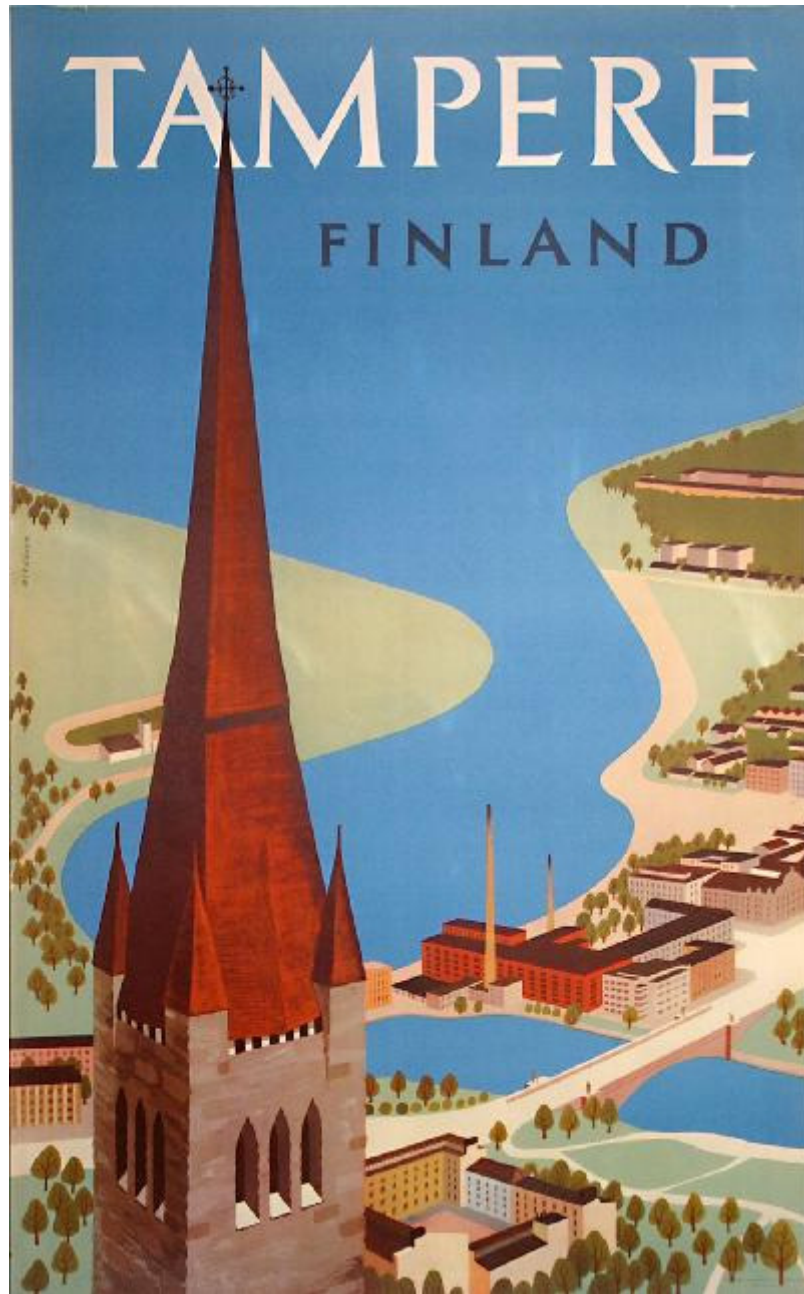




# Thank you Thessaloniki!







The next MG@Work meeting is in Tampere - June 17&18.

Tampere will take us on TOTAL TRENTERPRISE JOURNEY: from entreprising spaces for 6th graders via exciting programmes in further education, Re-integration, Co-op start programmes, Young Entrepreneur training and practice to business boosters and others! They will be waiting for you! They will have young people telling their story! You will be given a map, and you need to find them!

**See you in Tampere!**