

# EXTREME DESIGN THINKING SPRINT



*„Gen-Y City - Get into the swing of the City!”*

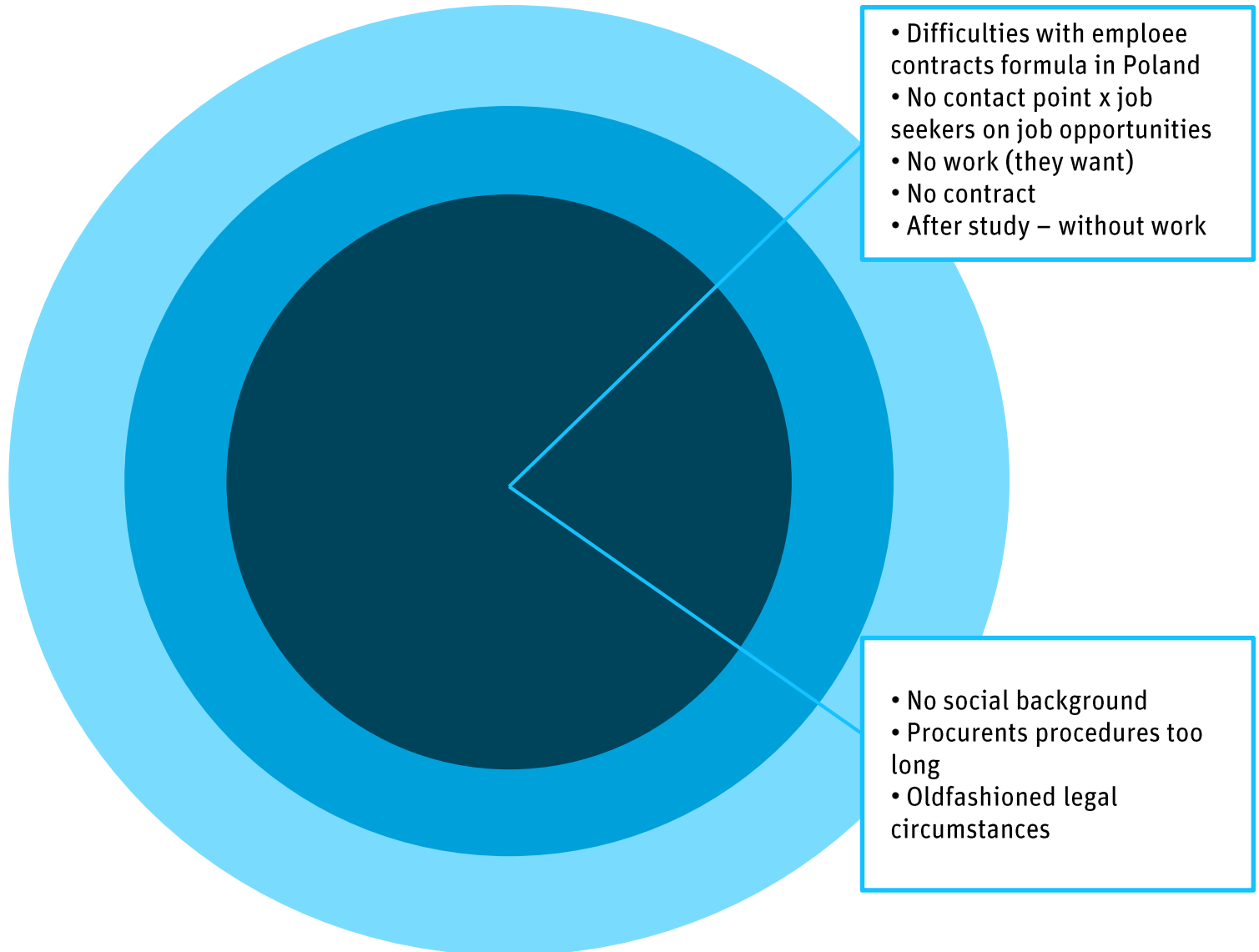
Projekt współfinansowany przez Unię Europejską ze środków Europejskiego Funduszu Rozwoju Regionalnego w ramach Programu URBACT III

# WHEEL OF PROBLEMS – Group 1

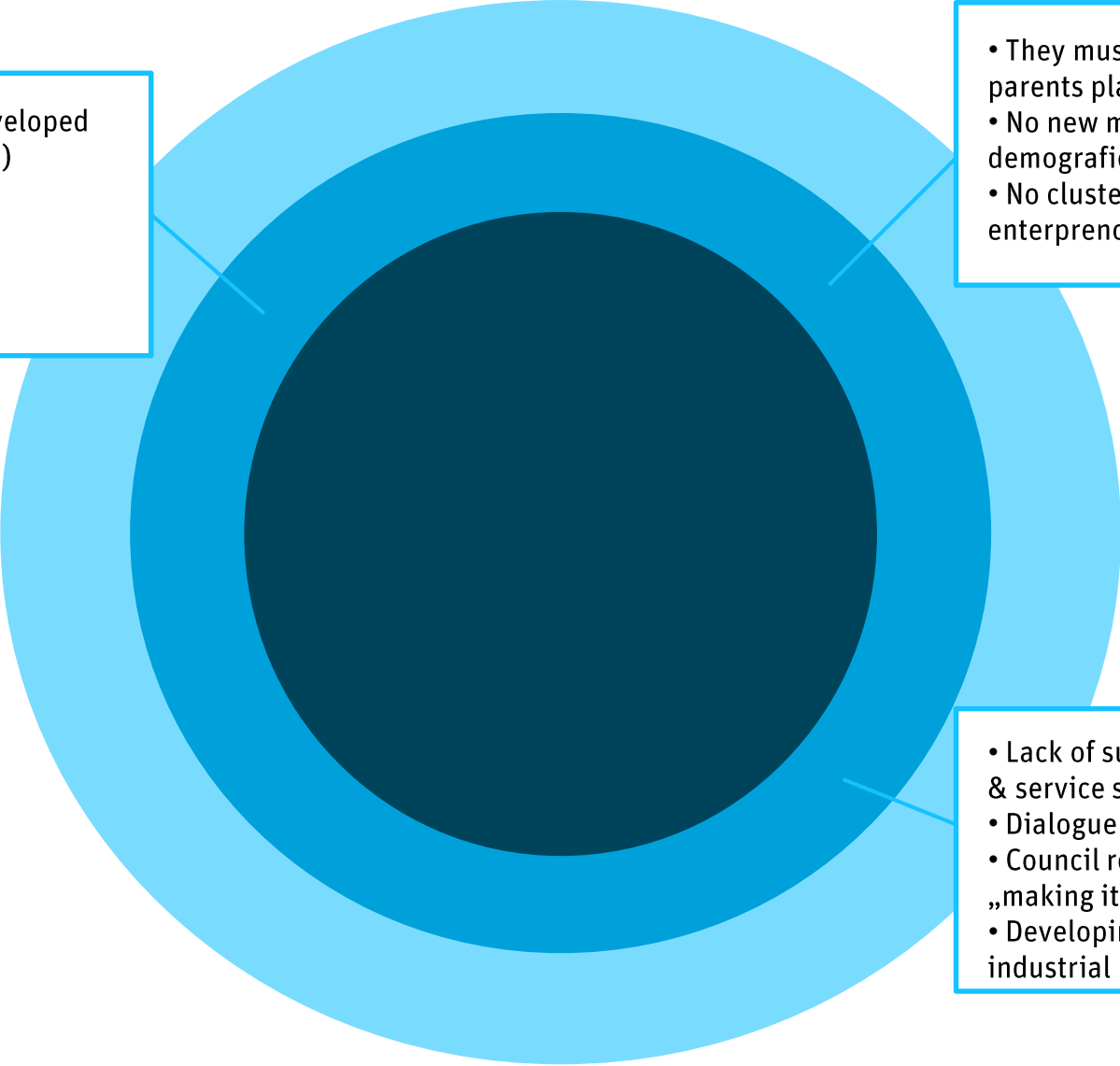
CONCORDIA  
DESIGN



# WHEEL OF PROBLEMS – Group 1



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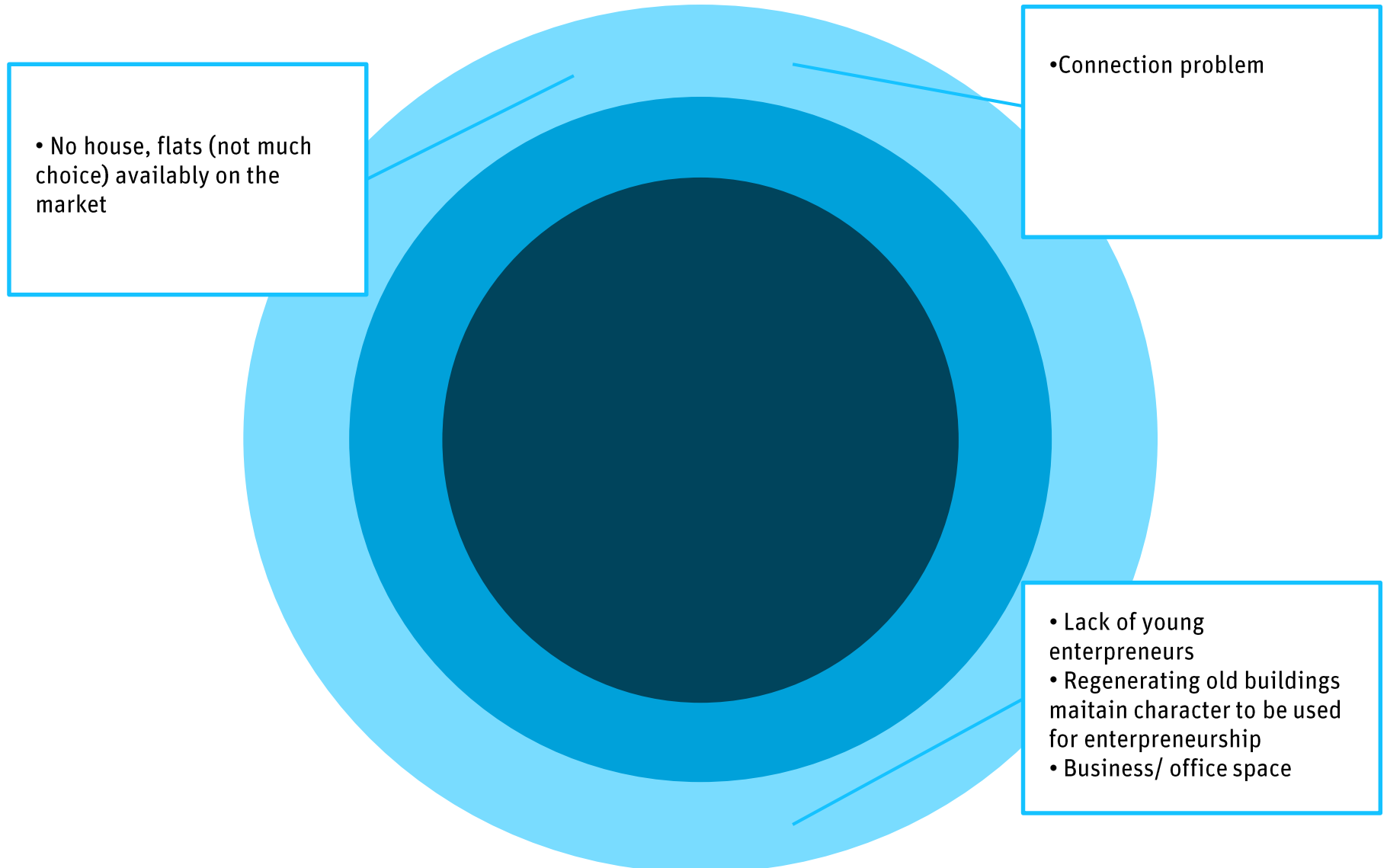
- 
- No partnership developed (university council...)
  - Study

- They must live in their parents places
- No new marriages – demographic problem
- No cluster of young entrepreneurs

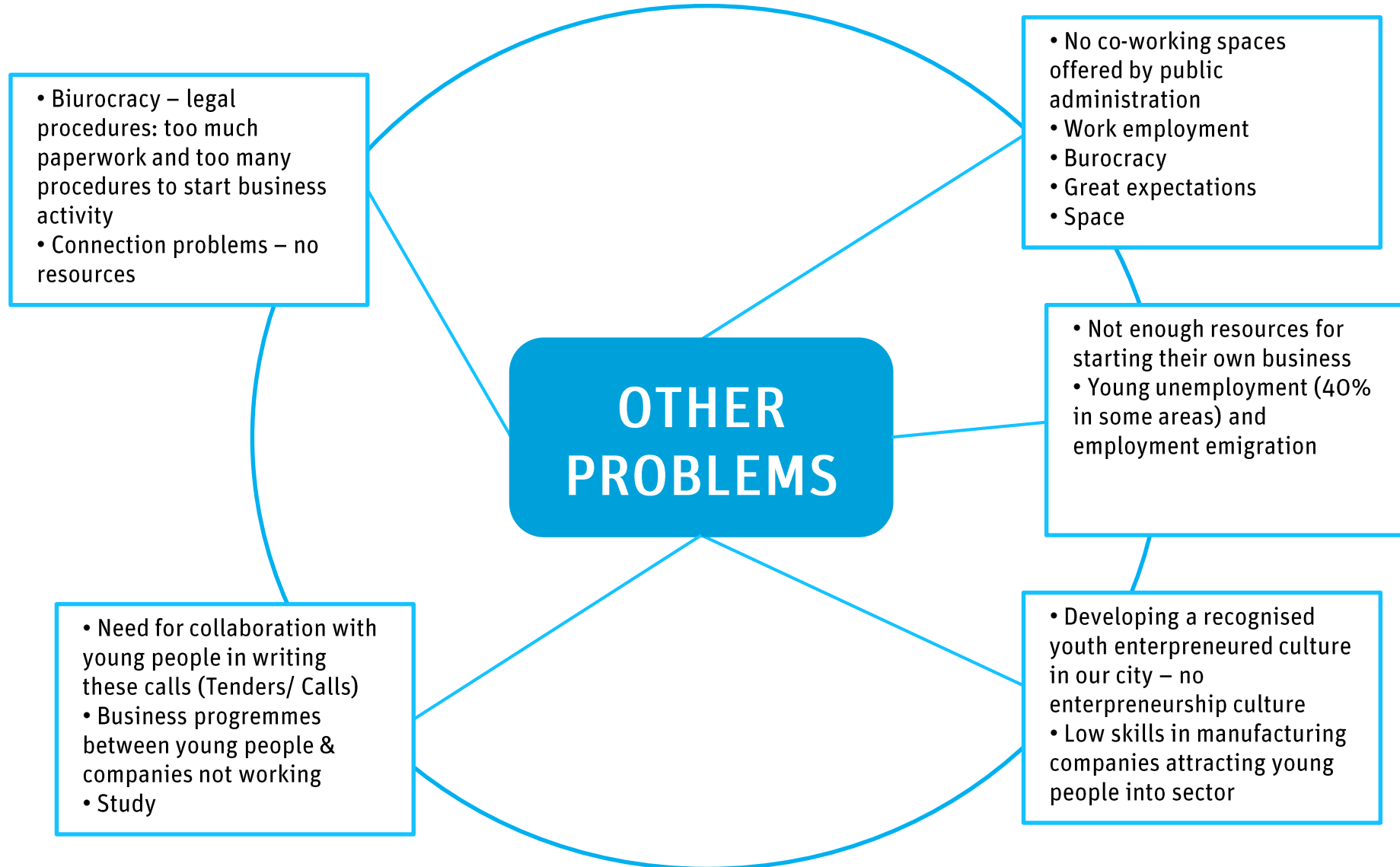
- Lack of supportive – public & service support
- Dialogue
- Council ready for business „making it happen”
- Developing enterprise industrial parks



# WHEEL OF PROBLEMS – Group 1



# WHEEL OF PROBLEMS – Group 1



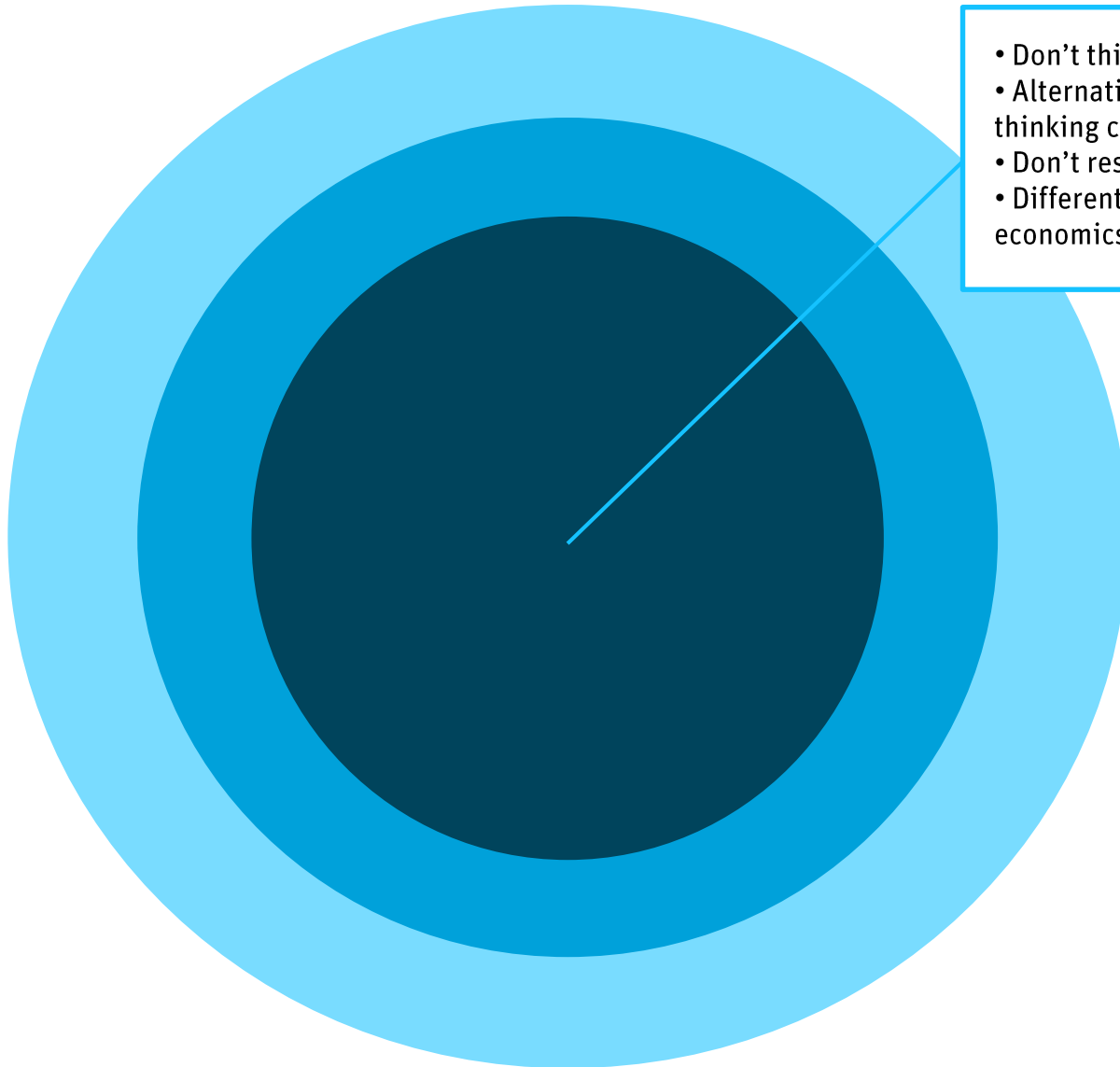
# WHEEL OF PROBLEMS – Group 2

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# WHEEL OF PROBLEMS – Group 2

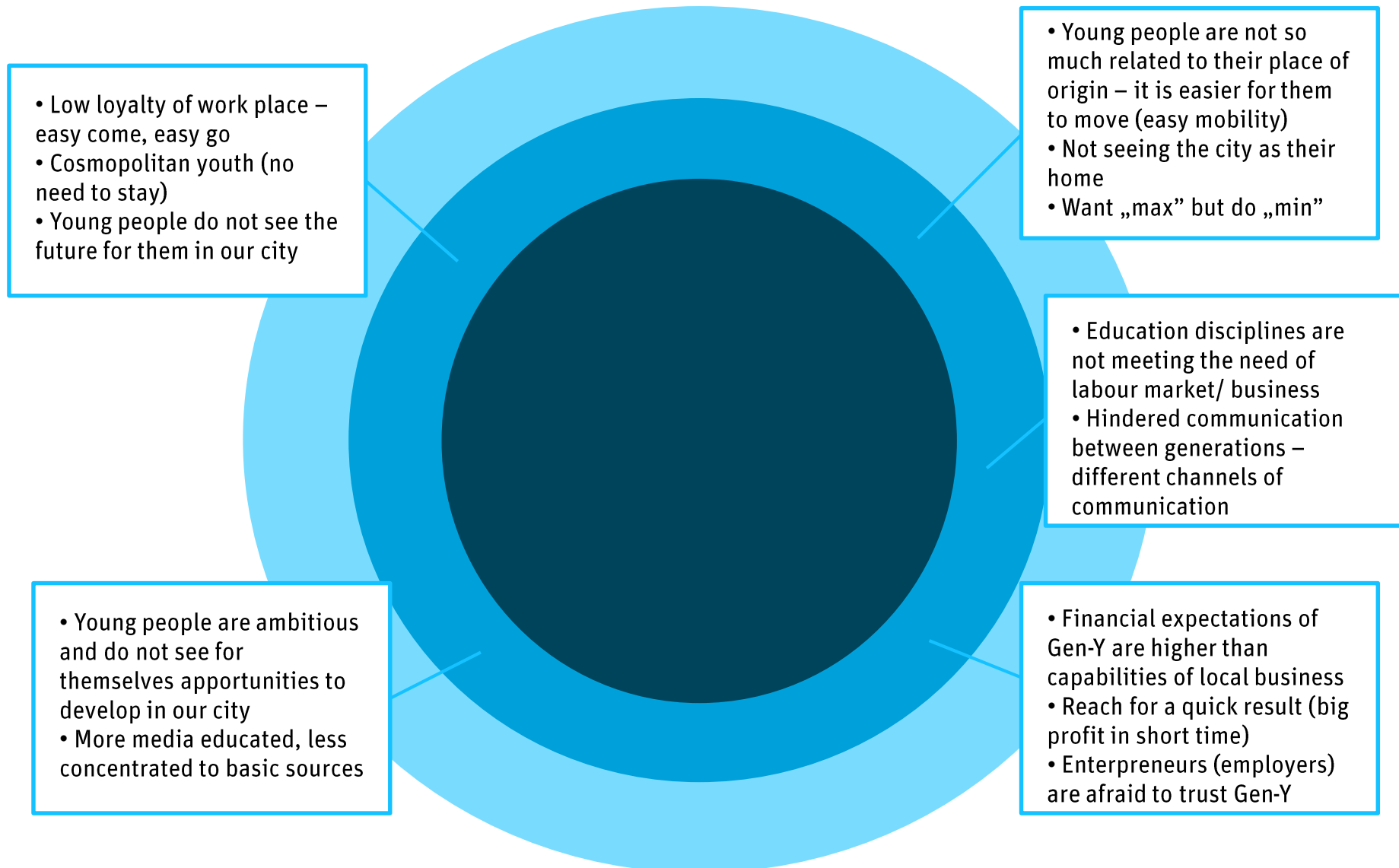
CONCORDIA  
DES I G N



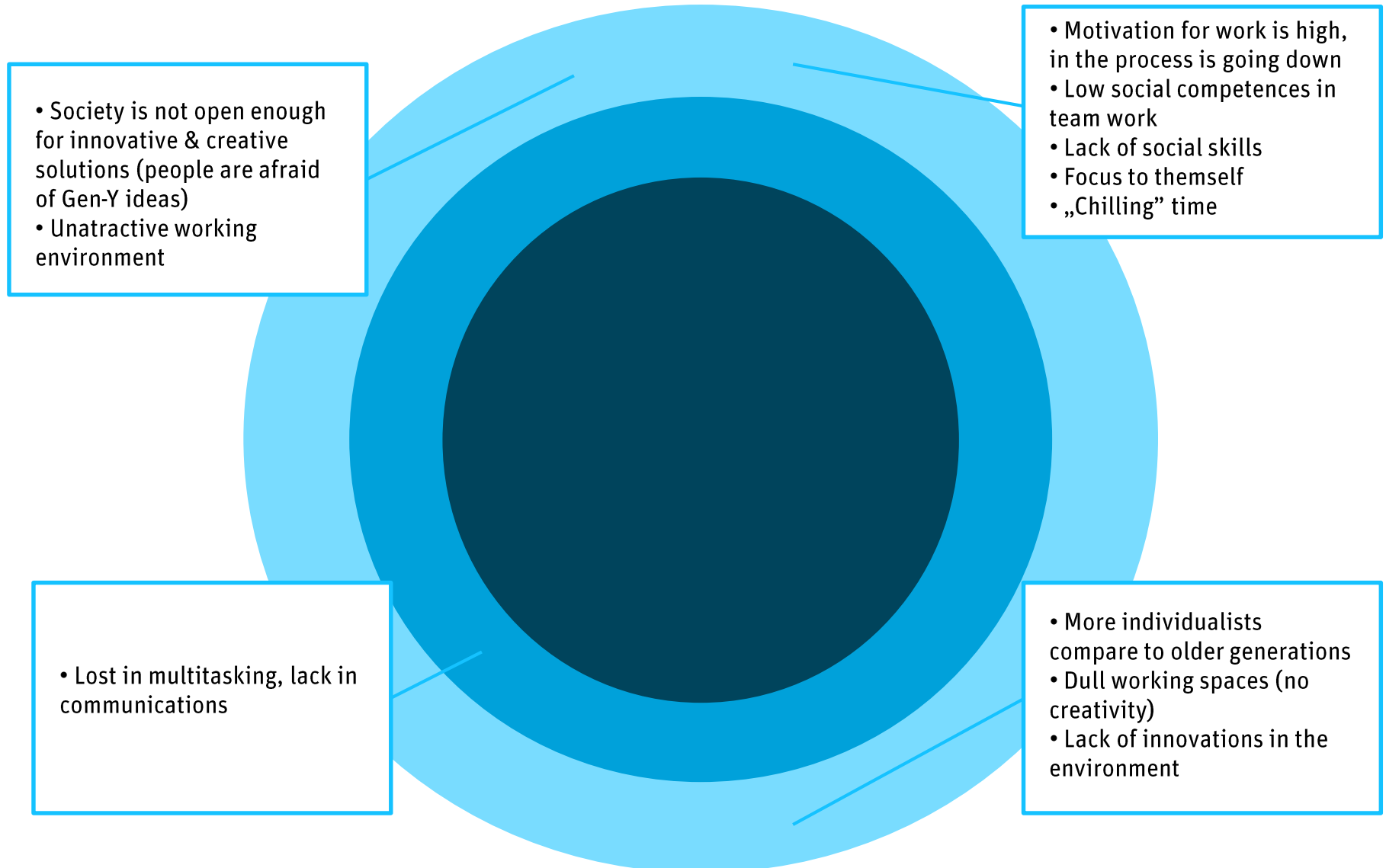
- Don't think about future
- Alternative behaviours and thinking city spaces
- Don't respect classic things
- Different thinking (social, economics, etc.)



# WHEEL OF PROBLEMS – Group 2



# WHEEL OF PROBLEMS – Group 2

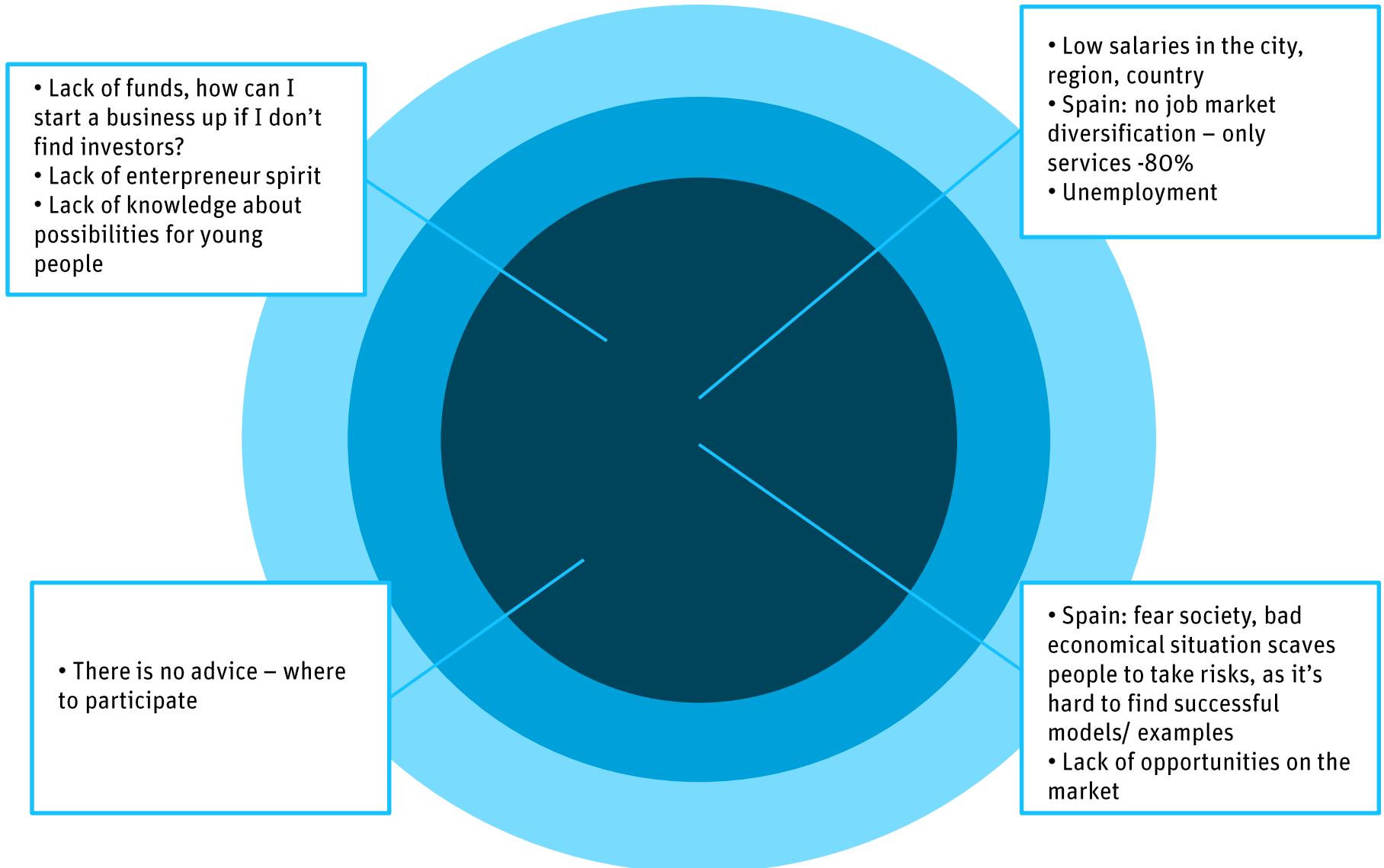


# WHEEL OF PROBLEMS – Group 3

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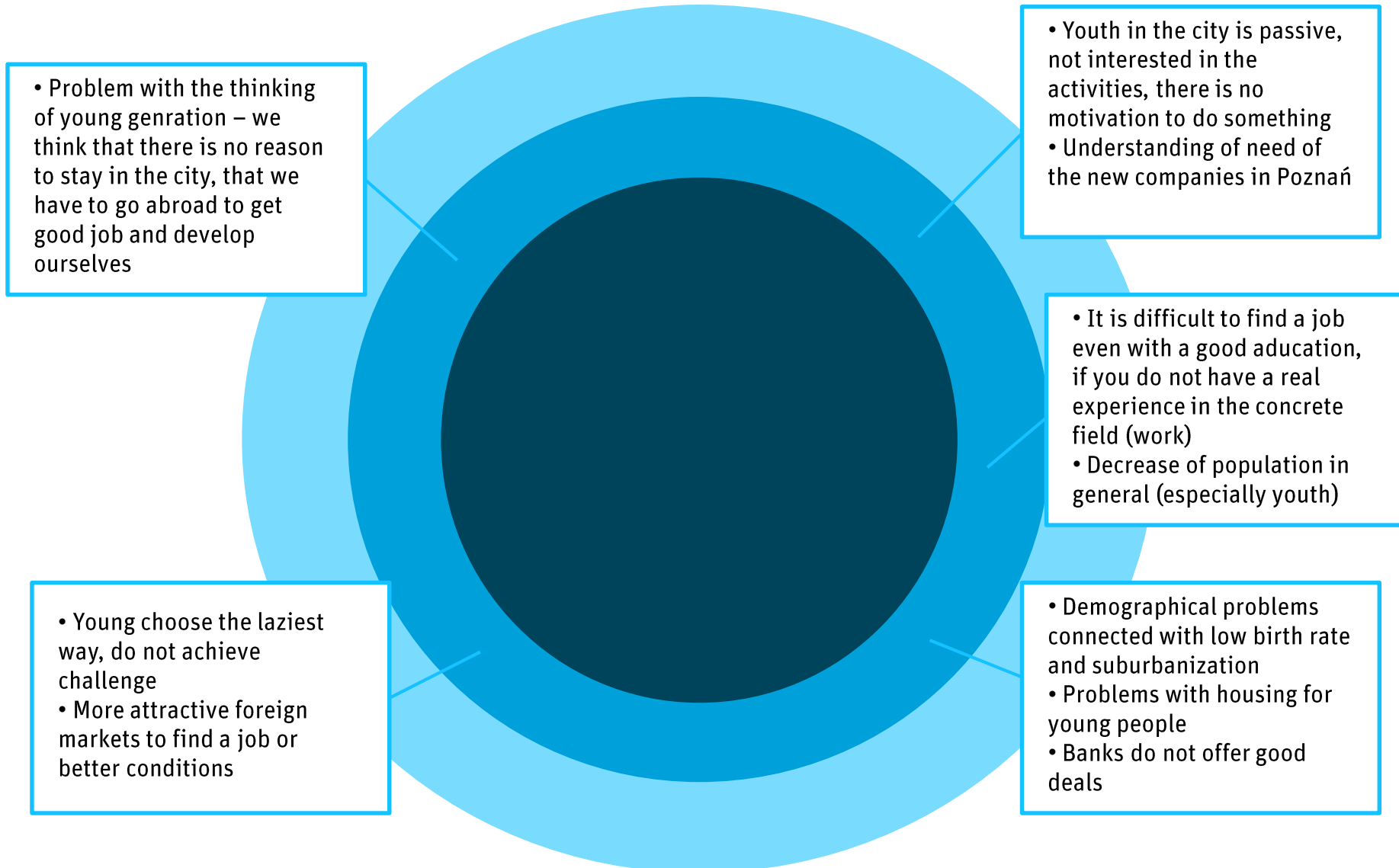


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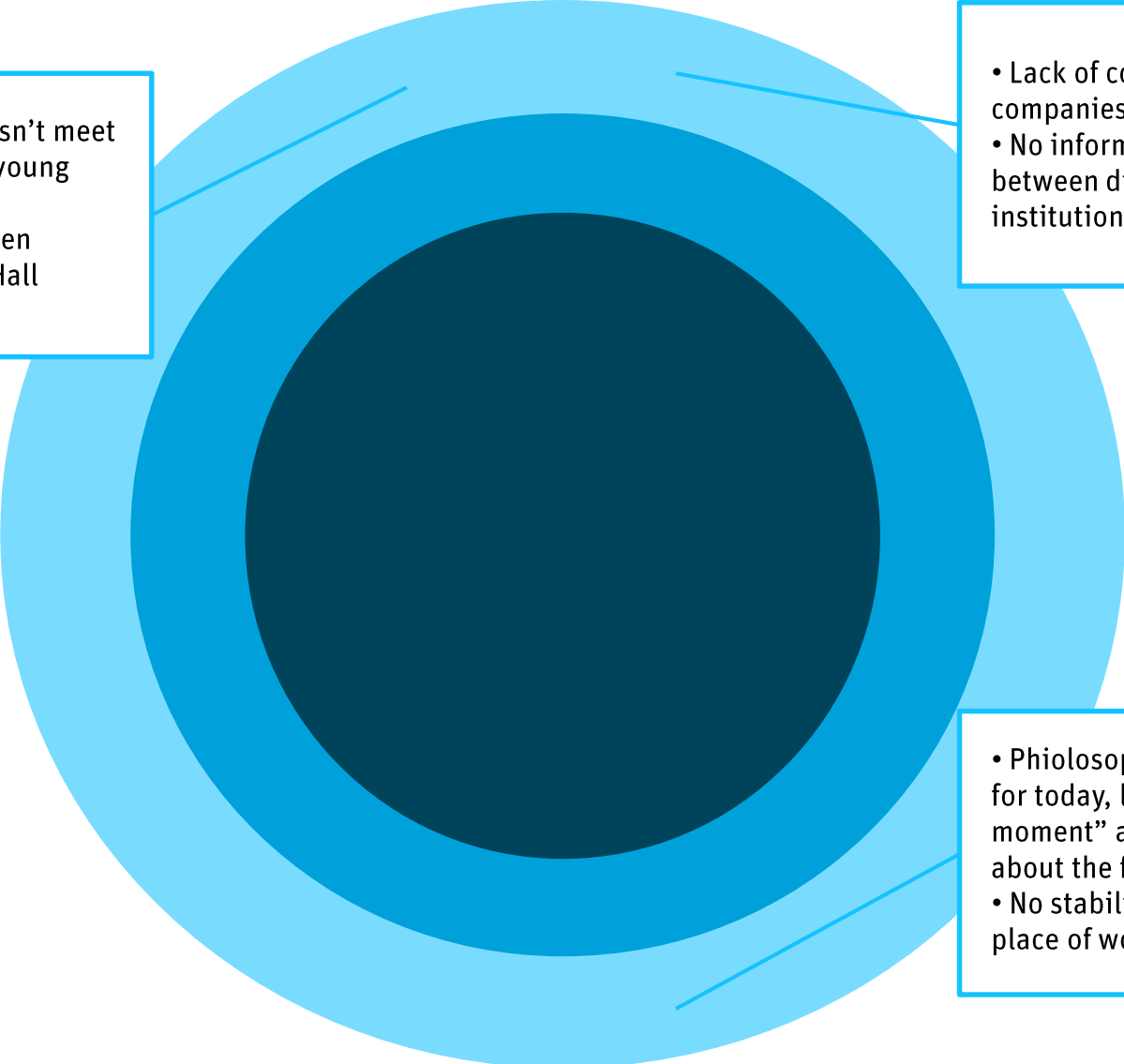




# WHEEL OF PROBLEMS – Group 3



# WHEEL OF PROBLEMS – Group 3

- 
- Labour market doesn't meet the expectations of young people
  - Cooperation between department of City Hall Poznań

- Lack of connection between companies in Poznań
- No information exchange between different institutions in the city

- Philosophy of life: „Live for today, live for the moment” and NOT thinking about the future
- No stability (want to change place of work)

# 5 WHYS CHALLENGE – Group 1

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# 5 WHYS CHALLENGE – Group 1

## NO WORK/ CONTRACT

WHY? →

Low skills/ low pay

WHY? →

Cost of work is high for employers

WHY? →

High taxes for long contracts

WHY? →

No balance between generations demographic issue

WHY? →

Principal of reality local planning cannot influence national



# 5 WHYS CHALLENGE – Group 2

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# 5 WHYS CHALLENGE – Group 2

## GEN-Y HAS DIFFERENT PRIORITIES

WHY? →

Children grow in different conditions

WHY? →

Changed environment (new technologies, life is faster...)

WHY? →

Old priorities didn't work out and the dialogue between Gen-X & Gen-Y has been lost

WHY? →

Gen-Y does not appreciate knowledge and learning but rather „survival skills” (eg. How to achieve the result quickly at the least effort)

WHY? →

Higher expectations for and from young people – different priorities of Gen-Y

# 5 WHYS CHALLENGE – Group 3

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# 5 WHYS CHALLENGE – Group 3

## LACK OF ENTREPRENEURSHIP TRAINING/ SKILLS AT THE UNIVERSITY AND IN GENERAL

WHY? →

Because the university does not meet the needs of the market

WHY? →

No knowledge about the market: too much theoretic and lack of practice

WHY? →

They (university) just educate, they do not think about the future of the students after university

WHY? →

Lack of creativeness in learning and lack of opportunities to put into practice students knowledge

WHY? →

Lack of cooperation among university – labour market - municipalities



# THE MAP OF EMPATHY – Group 1

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DESIGN





POZnan\*

CONCORDIA  
DES 16 N

URB  
ACT

# The Map of Empathy



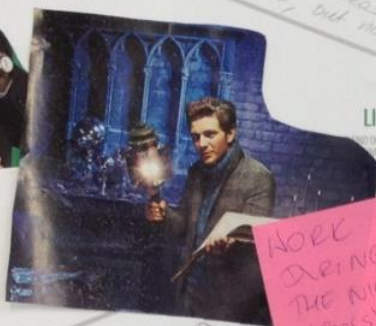
What is this tool for?

Thanks to the Map of Empathy you will know better needs of your prospective customer



Where do we start?

Fill in the first (white) part of the map and then fill in the second (grey) part of the map.



WHAT DOES HE/SHE THINK AND FEEL?



LISTENING

SEEING

DOING

27 years old

I'M NOT GOOD ENOUGH

I MUST WORK DURING ALL DAY  
and very often at NIGHT too

I HAVE A  
JOB, BUT I  
HAVE TO WORK  
SO MANY HOURS  
EVENING AT NIGHT

DISTRESS

FEARS, FRUSTRATIONS, BARRIERS  
WORKING DURING  
NIGHT

NO FAMILY / LOVE  
NO TOB  
NO MONEY  
NO FRIENDS

Loneliness

BENEFITS

I WANT TO  
HAVE A  
FAMILY  
HOUSE &  
JOB

MORE  
FREE TIME  
&  
SPORTS

WANT  
HAVE A  
CAR, BEING  
HOUSE,  
TRAVEL

I WANT  
IDEAL  
HOUSE  
& JOB





# THE MAP OF EMPATHY – Group 2

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DESIGN



# The Map of Empathy



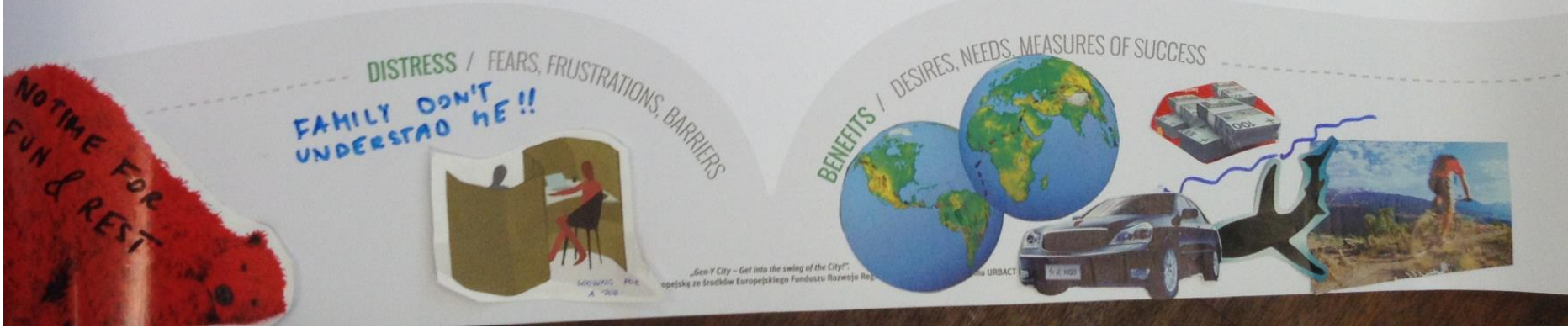
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# THE MAP OF EMPATHY – Group 3

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DESIGN





# The Map of Empathy



What is this tool for?

Thanks to the Map of Empathy you will know better needs of your prospective customer.



Where do we start?

Fill in the first (white) part of the map and then fill in the second (grey) part of the map.

MAREK 21



Family  
K

I AM THINKING ABOUT MASTER DEGREE  
I AM THINKING ABOUT HALF-TIME WORK  
I AM THINKING ABOUT MY OWN FEAT

MAYBE I SHOULD GO ABOARD...  
(WORK OR STUDIES)

WHAT DOES HE/SHE THINK AND FEEL?

THE MOST IMPORTANT MATTERS, CARES, CONSIDERATIONS AND ASPIRATIONS.



DOING

WHAT ATTITUDE DOES HE/SHE HAVE TOWARDS THE OUTSIDE WORLD AND THE PEOPLE?

LISTENING

WHAT DOES HE/SHE FIND OUT FROM THE BOSS AND THE OTHER INFLUENTIAL PEOPLE?

SEEING

WHAT IS HE/SHE EXPOSED TO IN TERMS OF SOCIAL CONTEXT, FRIENDS, THE MARKET PROPOSITIONS?

AGATA IS IN LONDON EARNING A LOT !!  
I DON'T HAVE EXPERIENCE. HOW SHOULD I START?



WILL THE MASTER HELP FOR 300?? A BETTER

"FIND A GOOD JOB, GOOD GIRL, MARRY HER AND HAVE CHILDREN!"

"WORK EXTRA HOURS FOR FREE AND THEN YOU'LL GET A JOB!"

→ BOSS!

"DON'T PANIC, YOU HAVE FUN!"  
YOU HAVE A LOT OF TIME...

Friends



PEOPLE DON'T APPRECIATE ME AND MY SKILLS, THEY DON'T KNOW MY POSSIBILITIES!

DISTRESS / FEARS, FRUSTRATIONS, BARRIERS

BENEFITS / DESIRES, NEEDS, MEASURES OF SUCCESS

NOT GET A WELL-PAID JOB  
BALANCE BETWEEN JOB AND FREE TIME

MY OWN HOUSE, CAR AND TROPICAL HOLIDAYS



# IDEA GENERATION – Group 1

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# IDEA GENERATION – Group 1

- See Gen-Y as opportunity & investment
  - Mini-enterprise and start-up – low costs and higher motivations
  - European funds (not waste!)
  - Create one's own business – promote entrepreneurial mindset
  - Think about new forms of work/ employment
  - School to run competition for the best business ideas
  - Networking and teaching for enterprises
  - Financial support for families – there is a cultural problem about family
- 
- Focus gap with Gen-Y and what they need – analysis
  - Dialog between offerers and seekers
  - Link between expectations – platform for exchanging expectations of all „actors”
  - Find link between Gen-Y job seekers expectations and employers/ enterprises owners expectation
  - Participatory Youth Enterprise Projects to overcome „Youth challenges”

# IDEA GENERATION – Group 1

- Better matching skills of Gen-Y with companies demand
- Increasing (facilitation for) the opportunities (of spaces etc.)
- Logic of start-ups & funding for new ideas



# IDEA GENERATION – Group 2

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# IDEA GENERATION – Group 2

- Possibilities platform
- In education's syllabus, stress the ability of problem solving in practical classes
- Implement/ execute/ projects engaging representatives of various generations
- Realistic goal setting education (at home, school, university, business) for children, teenagers, youth
- Better promotion of young talents at each level of education
- Priorities selection tool
- Find methods to make better dialog with Gen-Y
- Different communication channels for dialog
- Establishing dialog & inter-generational (mutual) understanding (of priorities, needs, plans/ dreams)
- New methods of dialog between generations
- Different priorities

# IDEA GENERATION – Group 2

- Generation X (older) should try to be more flexible and learn from the youth (law of adaptation) – and vice versa
- Create a proper environment for Gen-Y to live, work, leisure, create, etc.
- Adapting old capacities to modern needs of Gen-Y
- Agile working groups
- Flash/ mob hoc workshops
- Mobile/ nomadic
- Different marketing methods
- New spaces for socialise of Youth
- Special spaces for young people needs
- Provide information, tools, etc. to help Gen-Y understand their needs to real possibilities

# IDEA GENERATION – Group 3

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# IDEA GENERATION – Group 3

- To foster cooperation among university and public bodies
- In cooperation – university + entrepreneurs the enterprise chooses the best student to offer a job after the studies
- To foster the cooperation among Univ./ Munic. and companies to facilitate youngsters to gain experience
- Start/ improve cooperation between university/ municipality/ business companies
- To motivate entrepreneurs for a job new specialities after the studies (motivation with some tax reliefs)
- Additional lectures in university or specific field of business (with ECTS points) – which you (student) can choose freely
- Coaching about leader/ entrepreneurship skills to business
- Start consultations with young people (what they need, what they want...) and trying to advice them
- Professional orientation programmes for youth
- Mentoring programmes
- Self-motivation „as more you want, as more you can do!”

# IDEA GENERATION – Group 3

- The practice after every theory starts in real enterprise
- Create a common scholarship programm for students/ youth, also to make them know what they want to do
- More obligatory participation in business incubators, while studying business
- To foster entrepreneurship activities among youngsters by train them



# CHOOSING THE BEST IDEA!

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# CHOOSING THE BEST IDEA!

## Group 1

- **Logic of start-ups & funding for new ideas**
- Participatory Youth Enterprise Projects to overcome „Youth challenges”
- Better marketing skills of Gen-Y with companies demand
- Increasing (facilitation for) the opportunities (of spaces etc.)

## •Group 2

- **Adapting old capacities to modern needs of generation Y**
- Implement/ execute/ projects engaging representatives of various generations
- Priorities selection tool
- Find methods to make better dialog with Gen-Y
- Generation X (older) should try to be more flexible and learn from the youth (law of adaptation) – and vice versa
- New spaces for socialise of Youth

# CHOOSING THE BEST IDEA!

## Group 3

- To foster the cooperation among Univ./ Munic. and companies to facilitate youngsters to gain experience
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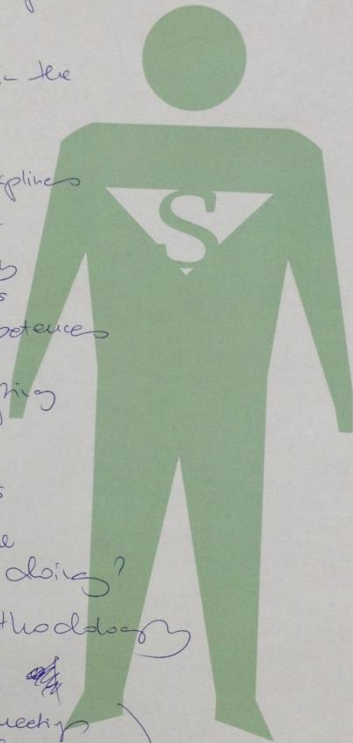
# SUPERHERO – Group 1

CONCORDIA  
DES IGIN



# COORDINATOR

## SUPERHERO



- capacity to speak and listen  
to ↑ & ↓ level people

- good knowledge  
what is going on in the  
city

- to ~~create~~ covers  
person who multi-disciplines

- having experience  
& having already  
experienced her/his  
CV skills/competences

Who is he/she helping?

- partner

- all members

What are he/she doing?

- define methodology  
& instruments

(e.g. any meetings  
focus groups  
investigation)

- drop the reports  
take care of report  
~~over~~ reports

MISSION: Podjąć w porządku die di bello waste

- to arrive with the result  
at the end of the project

- regional and  
coordinator  
„Don't City - Get into the ring of the City”  
Projekt współfinansowany przez Unię Europejską ze środków Europejskiego Funduszu Regionalnego w ramach Programu URBACT III.

## MISSION:

- achieve the  
results

- be in contact  
with other coordinators

## FUNCTION

- reference to our  
office - guided  
by us

← Comisja  
Via Webike  
(pewnaścisła)

& social  
networks



## SUPERHERO

ACROSS  
DEPT

WHO: COUNGL / MUNICIPALITY  
UNIVERSITY / COLLEGES / SCHOOLS  
LOCAL / REGIONAL / NATIONAL  
STAKEHOLDERS.

WHAT: TAKING A BASELINE  
BUILDING STEP BY STEP AN  
INTEGRATED ACTION PLAN.  
PARTICIPATE TO TRAINING /  
TRANSNATIONAL EXCHANGES  
(CAN BE ASKED TO PARTICIPATE)

MISSION: INTEGRATED ACTION PLAN  
• DEVELOPED WITH ALL STAKEHOLDERS  
• DEPENDING ON ORGANISATIONS  
AT LOCAL LEVEL.

FUNCTION .

## SUPERHERO

### 1. ABILITY TO (SUPERPOWER)

- TO BRING TOGETHER THE PARTNERS FROM DIFFERING GROUPS AND BACKGROUNDS.
- TO EXPLAIN THE AIMS, ISSUES AND ROAD MAP OF WHAT IS REQUIRED BY THE GROUP. SMART OBJECTIVES
- CONFIDENCE OF COMMUNICATING WITH KEY DECISION MAKERS
- TO HAVE COMPREHENSIVE UNDERSTANDING OF PROGRAMMES AND ISSUES LINKED WITH URBAN DEVELOPMENT
- TO INVOLVE PARTNERS. PARTICIPANT WITH LOCAL AREA ACTION PLAN.
- EXTROVERT - NOT INTROVERT
- LEADERSHIP - WORKING WITH HEARTS & MINDS.
- WELL PRESENTED.



# SUPERHERO – Group 2

CONCORDIA  
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GOOD LEADER



EXTRAVERTIC

SUPERHERO

"BIG BRAINS"

↑  
CLEAR VISION

GOOD PSYCHOLOGIST

"DIALOG MAKER"



DRAGON POWER



READY FOR  
ACTION

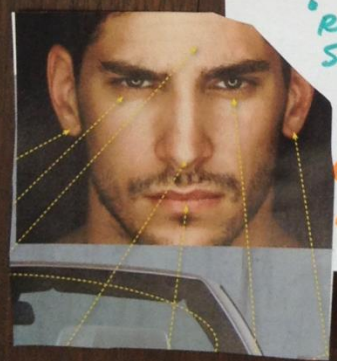


INOVATIVE &  
CREATIVE



"RICH" IN  
SOLUTIONS

TARGET  
ORIENTED  
↓



2





POZnań\*

CONCORDIA  
DES I G N

URB  
ACT



**SUPERHERO**  
MULTI-MEDIA  
COMMUNICATION

FOCUSED  
FOR  
FUTURE  
GENERATIONS



KNOWING  
DIRECTION



INTELLIGENT

BUILDING BRIDGES

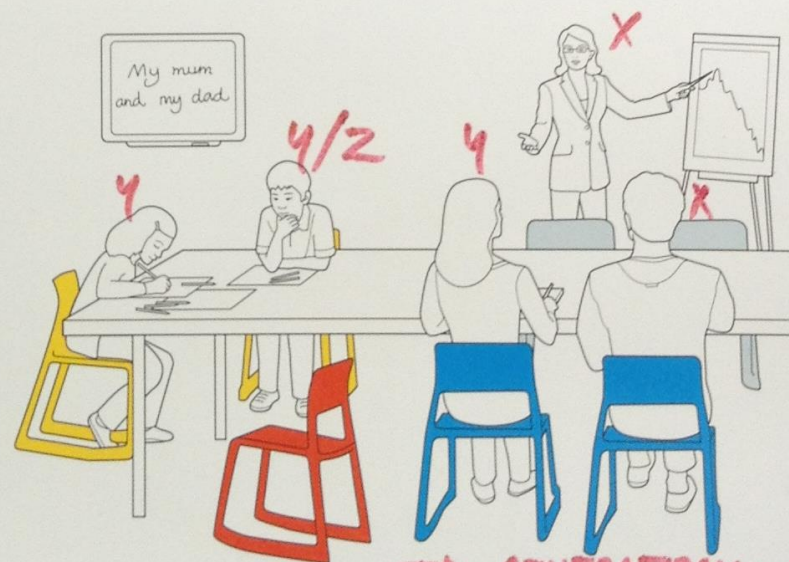


TEAM WORK

2



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DES I G N



INTER-GENERATIONAL  
DISCUSSION



# SUPERHERO – Group 3

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ANTONIO

**SUPERHERO**

**PROFILE:**

REPRESENTANT OF  
YOUNG BUSINESSMAN  
ASSOCIATION

**SUPERPOWER:**

- CARISMA
- LEADERSHIP AND COMMUNICATION SKILLS
- ABLE TO GATHER AND CONVINCE PEOPLE.
- PREVIOUS EXPERIENCE WORKING WITH THE MUNICIPALITY.

**helping:**



POLITICIANS

YOUTH

**Doing:**



-To lead and gather a group

He will push people to work hard on the LAP



**MISSION:**

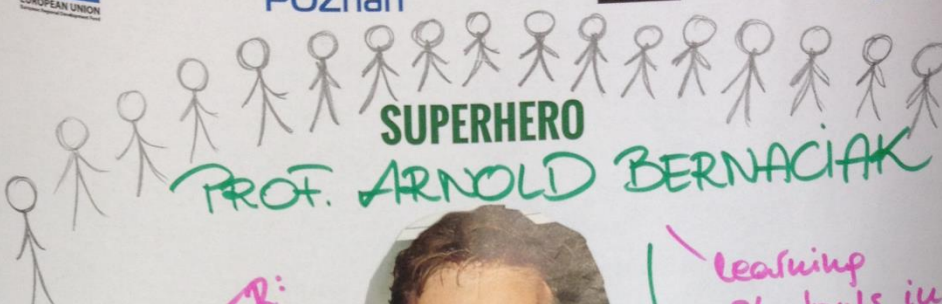
To BREAK Bureaucratic Barriers



**You ALWAYS CAN TRUST IN ANTONIO**







# SUPERHERO PROF. ARNOLD BERNACIAK



SUPERPOWER:  
He knows how to  
talk with young  
people

Learning  
students in  
a very practice  
way

inspiring lecturer

• KNOW A LOT  
ABOUT POZNAŃ

He wear sneakers  
and always try  
to be "still young"

And he is! (//)

• KNOW HOW TO  
ENCOURAGE YOUNG  
PEOPLE TO DO  
SOMETHING CREATIVE

GOOD +  
COMMUNICATION!

UNDERSTANDING

FRIENDLY

MISSION: to make <sup>young</sup> people active and eager to  
participate in a city life

In ULG he will be representing young people, contacting  
with them and analysing their needs and desires.

# SUPERHERO URBACT LOCAL GROUP

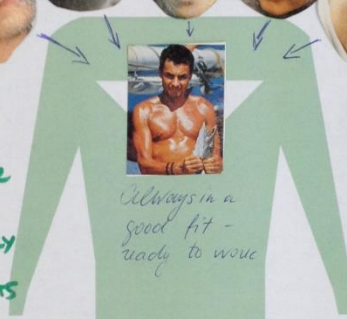


- IDEAS
- SOLUTIONS
- COOPERATION SKILLS
- LEADERSHIP



## SUPERPOWERS:

- BRINGING ALL INVOLVED TOGETHER
- MAKE EVERYONE TO INVOLVE ACTIVELY
- GENERATE IDEAS FOR PROJECT SUCCESSFUL IMPLEMENTATION



## HELPS TO:

- PROJECT COORDINATION
- PROJECT ACCOUNTABILITY
- PROJECT LOCALIZATION

## HOW IT FUNCTIONS: 24/7 ALWAYS INTERESTED

MISSION:  
HELP IN  
ANY POSSIBLE  
WAY!



SUPERHERO  
FROM  
DECISION MAKERS





# METAPHOR – Group 1

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CONCORDIA  
DESIGN

WEB

TWITTER

DROBOX  
(NOGE DOC)

YOUTUBE

COMMUNITY  
MEETINGS

MAIL

PUBLICATIONS

EVENTS

INSTAGRAM

FACEBOOK

STREET  
TALK

to the swi  
przez Unię  
regionalnego





POZnań\*

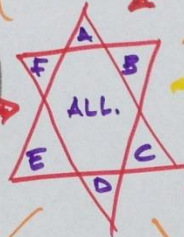
CONCORDIA  
DES IG N



# METAPHOR

Wow!

CONNECTION



SIGN POST

IDEAS

MEDIA

STAND UP  
BANNER  
MEETINGS

BUSINESS  
CARDS

WHATSAPP  
INSTAGRAM  
ANIMATIONS  
FACEBOOK

TWITTER  
SKYPE

PROJECT  
BRIEF  
CARD/  
POSTER

WEBSITE

CASE  
STUDIES

PRESS  
RELEASES  
+  
MAGAZINES

City!":  
ika ze środków  
Programu URBACT III.



# METAPHOR

GOOD  
INTERNAL &  
EXTERNAL  
COMMUNICATION  
IN OUR PROJECT

TRUST





POZnań

CONCORDIA  
DES IG N

SOCIAL  
NETWORKS

BLOG?

Discussion

LISTEN...

URBACT  
LOCAL  
GROUP

ACT...





NEWS  
LETTER

WEBSITE

Publications

SOCIAL  
NETWORKING  
FB, INSTAGRAM  
etc.

MAILING  
LIST

LINKING

MEETING

INTRANET  
AND  
SHARING

Focus  
Group  
WITH  
TESTIMONIAL

„Geo-Y”  
Projekt współfin  
Europejskiego Funduszu R

W  
URBACT III





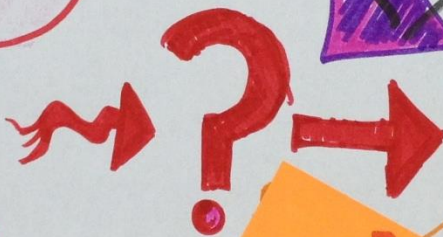
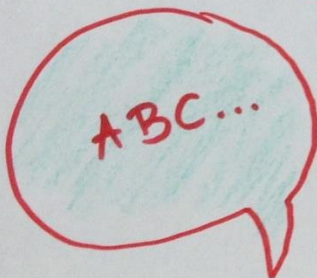
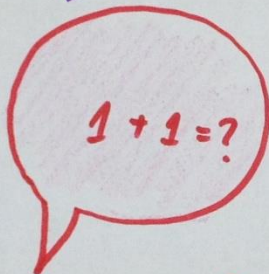
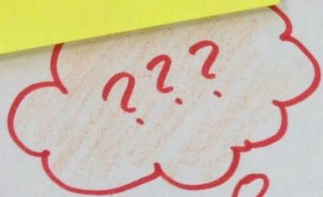
POZnan\*

MET



FB...

social media

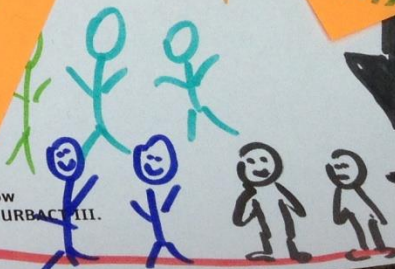


SYNERGIE  
CTE  
(Reporting tool)

WEBCAM  
(skype,  
webex)

FACE  
to  
FACE!  
= 10/10

„Gen-Y City – Get into the swing of the City!”  
współfinansowany przez Unię Europejską ze środków  
Funduszu Rozwoju Regionalnego w ramach Programu URBACT III.



THIS  
WAY!





CONCORDIA  
DESIGN



1<sup>ST</sup> Step  
↓  
Real Life!  
Guerilla  
Marketing

2<sup>ND</sup> Step  
↓  
Internet &  
Web, TV, WA, etc.  
Applications

PO  
0 Step  
Christy

HOR

Projekt w  
Europejskiego Fundu

3<sup>RD</sup> Step.  
↓  
Real life again  
↓  
People discuss  
about it

Środków  
ogramu URBACT III.



# METAPHOR – Group 2

CONCORDIA  
DES IGIN





2



POZnan\*

CONCORDIA  
DES IG N



# METAPHOR

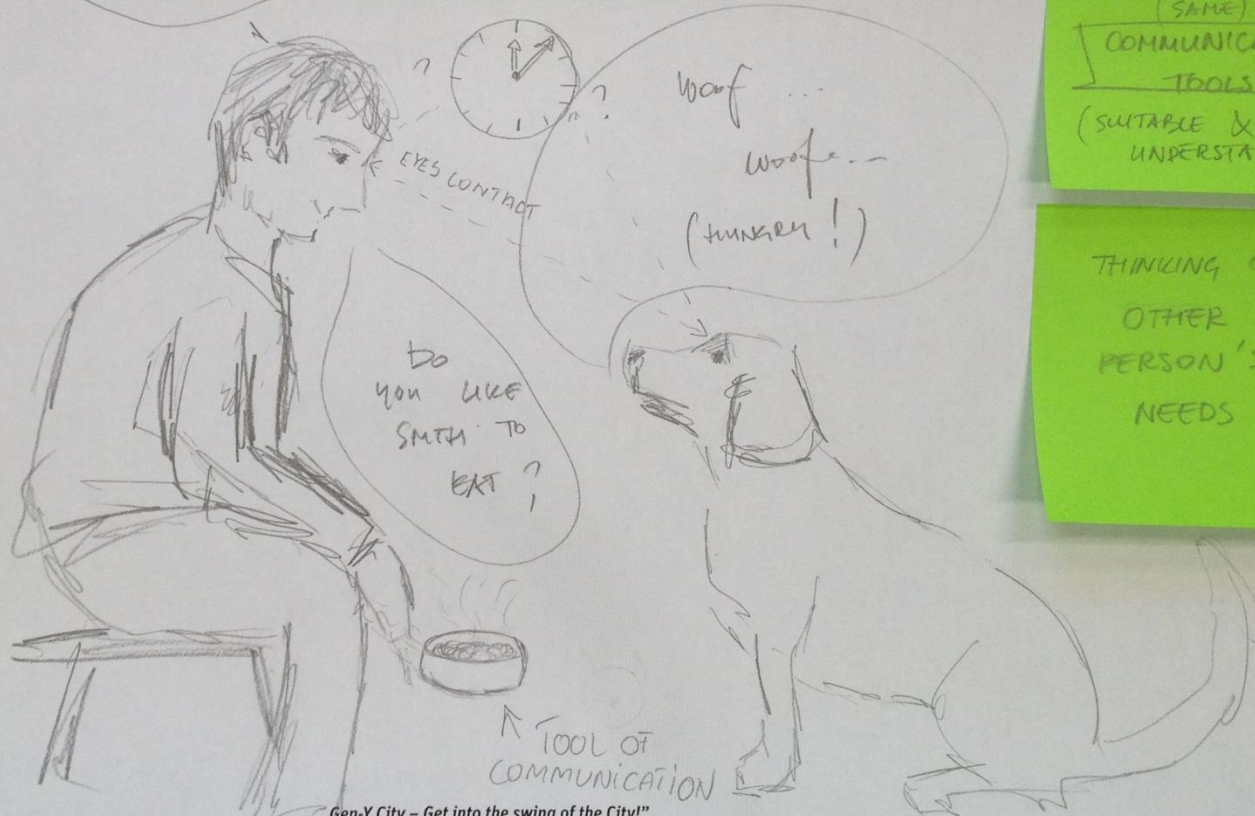
OR  
MAY BE  
GO OUT?

(Ah. OK.  
I understand!)

HAVING  
THE  
SAME  
GOAL

REGULARITY  
OF  
COMMUNICATING

NOT ONLY  
LISTENING,  
BUT ALSO  
HEARING



„Gen-Y City – Get into the swing of the City!”.  
Projekt współfinansowany przez Unię Europejską ze środków  
Europejskiego Funduszu Rozwoju Regionalnego w ramach Programu URBACT III.



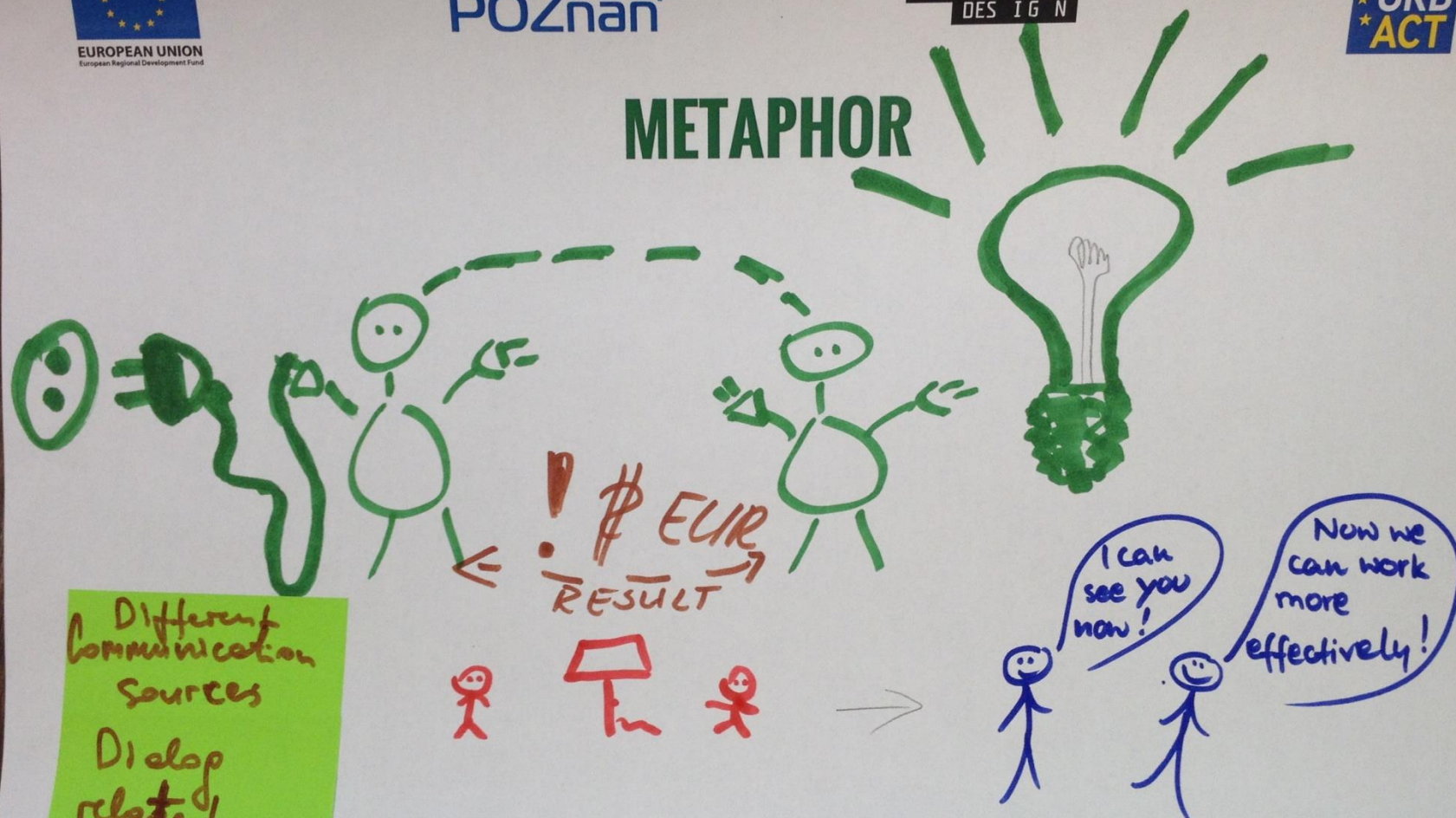
2



POZnań\*

CONCORDIA  
DES IG N

# METAPHOR



Different  
Communication  
Sources

Dialog  
related  
to  
result

„Gen-Y City – Get into the swing of the City!”  
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2



SMILE

POSITIVE  
THINKING

CLOCK  
(TIME  
FEELING)

CONCORDIA  
DES I

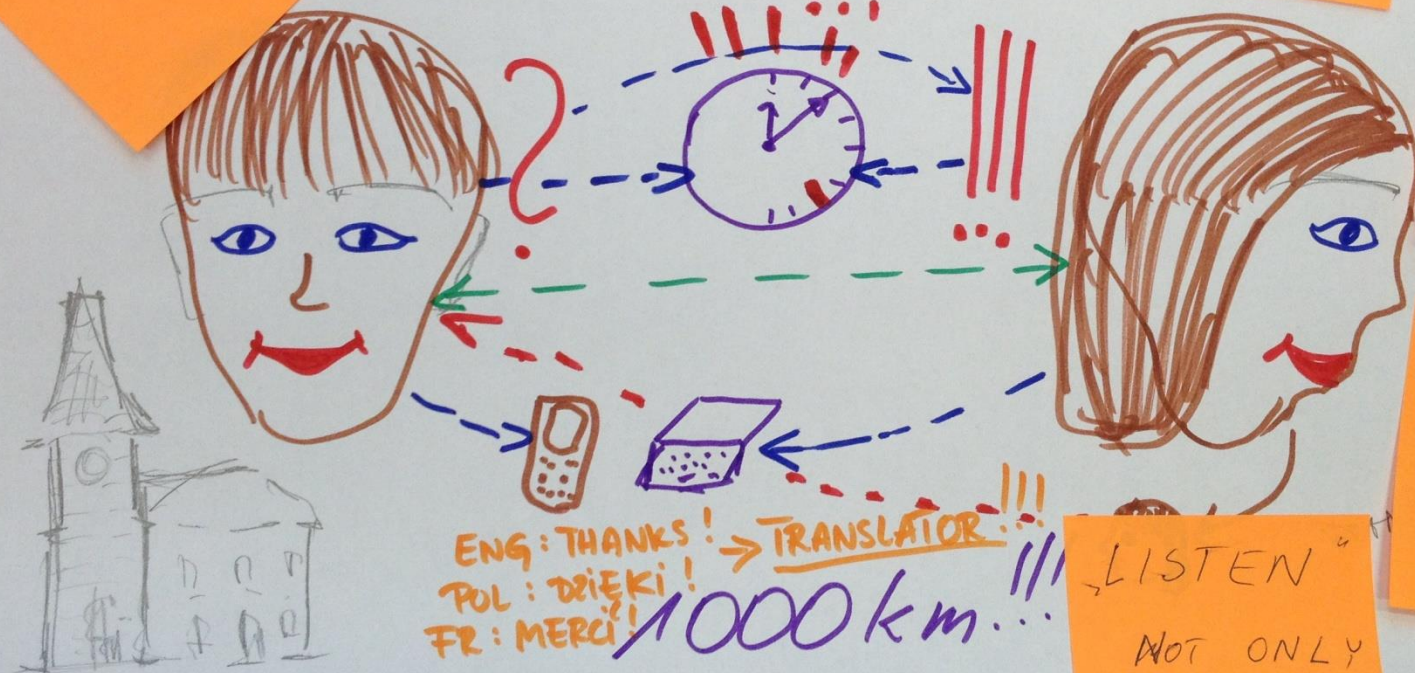
KNOWLEDGE  
ABOUT  
INTEREST  
FIELD



TRANSLATOR  
HELP

EYES  
CONTACT

LISTEN  
NOT ONLY  
SPEAK



LITHUANIA

„Gen-Y City – Get into the swing of the City!”  
Projekt współfinansowany przez Unię Europejską ze środków  
Europejskiego Funduszu Rozwoju Regionalnego w ramach Programu URB



EXCHANGING  
OPINIONS  
AND IDEAS

POZ

BOTH SIDE  
COMMUNICATION

CONCORDIA  
DES IG N



EYE CONTACT

MUSIC

REMEMBER  
ABOUT  
DEADLINES

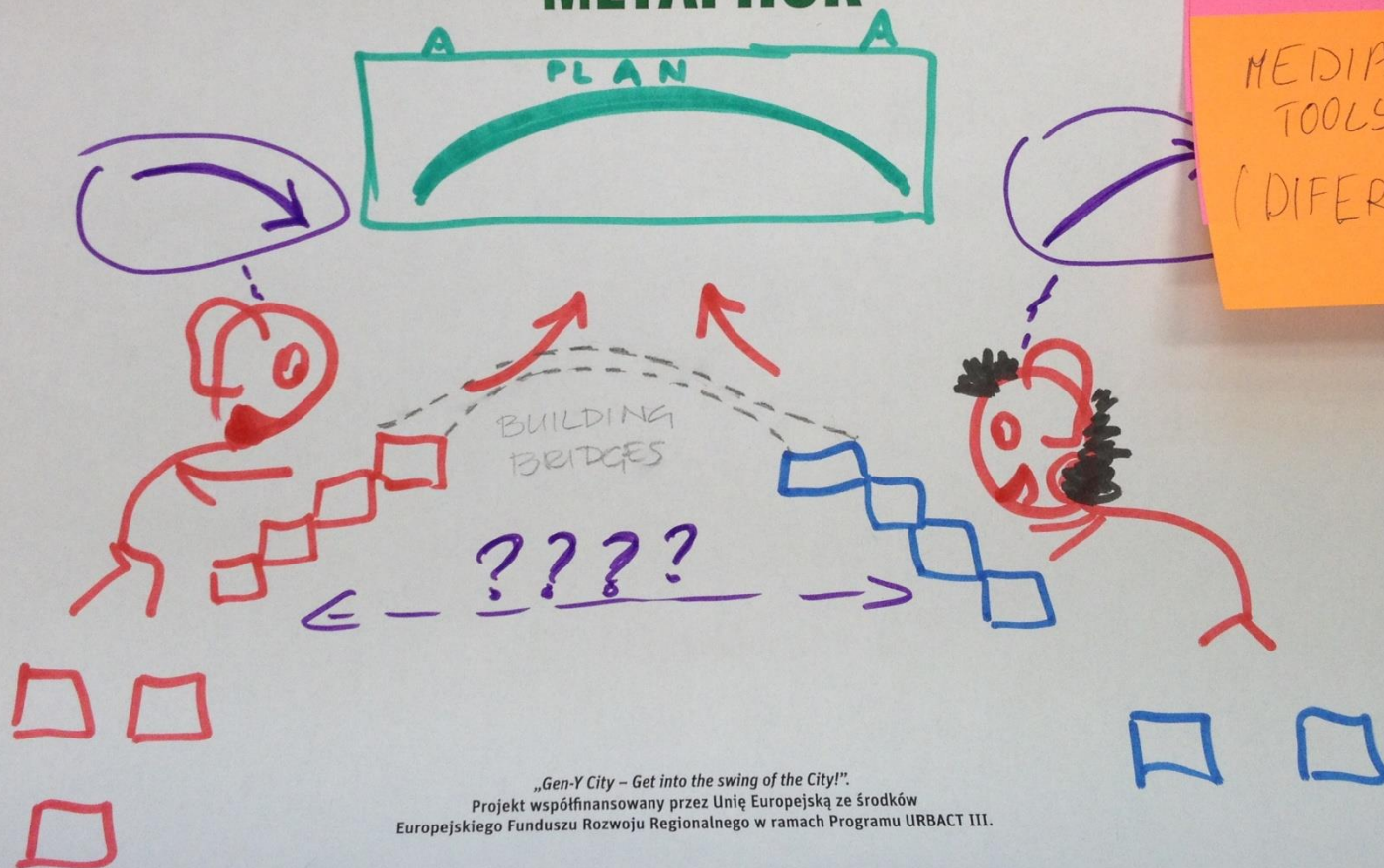
CLEAR  
INFORMATION

„Gen-Y City – Get into the swing of the City!”

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Funduszu Rozwoju Regionalnego w ramach Programu URBACT III.



# METAPHOR





# METAPHOR – Group 3

CONCORDIA  
DESIGN



3

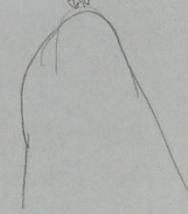
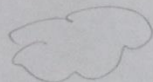
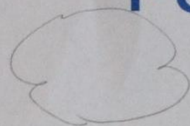


POZnań\*

CONCORDIA  
DES IG N



# METAPHOR



BRING SOME MILK  
FOR THE PUDDING

„Gen-Y City – Get into the swing of the City!”.  
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Europejskiego Funduszu Rozwoju Regionalnego w ramach Programu URBACT III.

SKIMMED OR FULL FAT

DO YOU USE THE SAME LANGUAGE & TOOLS?





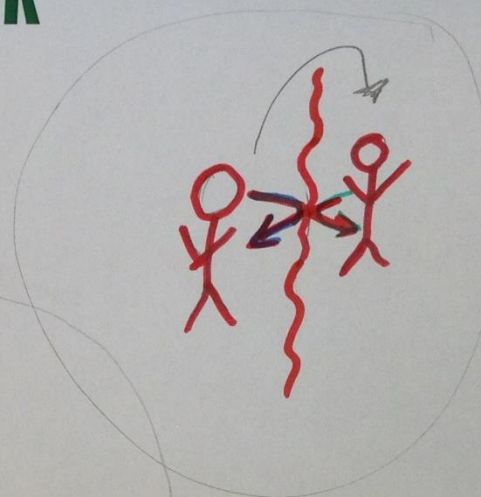
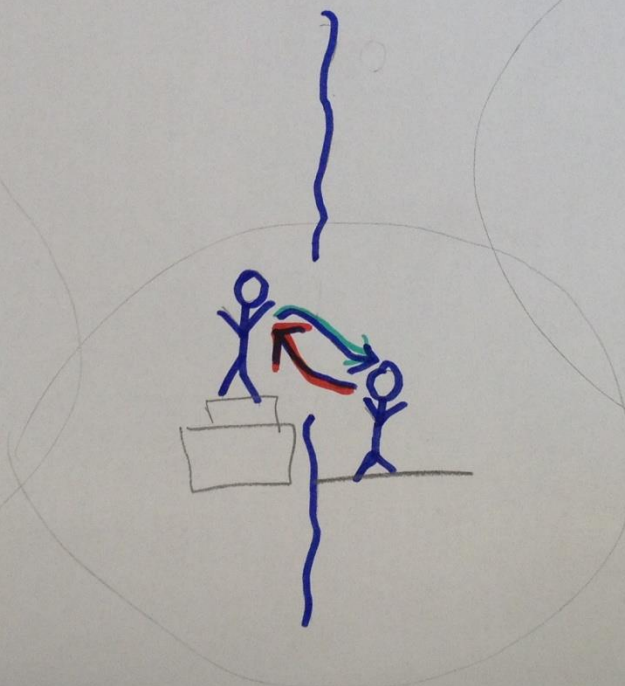
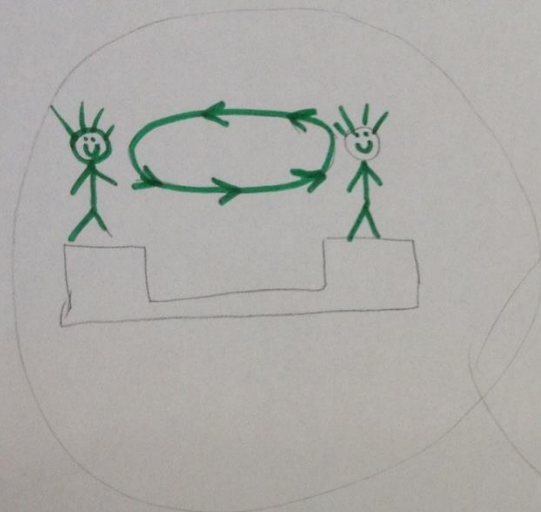
3

POZnań\*

CONCORDIA  
DES I G N



# METAPHOR



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# COMMUNICATION CONTRACT

What are the rules of good external and internal communication?

- Clear messages, information
- Create curiosity – be open minded
- Right tool to right TG – use the same tools
- Quick answers to all questions
- No e-mail without respond
- Follow the rules (logo!)
- Allow everybody to be heard and have their own voice – respect, listening
- Politeness
- Interest in participation



# COMMUNICATION CONTRACT

What are the rules of good external and internal communication?

- Organization (structure)
- Setting and keeping deadlines
- Having same goal/ directions
- Regularity of communication – always present on meetings
- Dialog related to results we want to reach
- Constructive exchanging of minds
- Proper time for communication
- Silence in the background

# COMMUNICATION CONTRACT

## How do we want to communicate?

- Multi-channel: social media, surveys, workshops
- Effectively
- Viral crowd, flashmobs
- Contemporary (for young people)
- Setting rules together – choosing tools – setting deadlines – agreement on the tasks – reporting – keep communication flow
- Interaction
- Discussions (moderated) with different groups
- Regular information spreading (updating)



# COMMUNICATION CONTRACT

## What are the ideal tools?

- Face to face (PP and ULG...)
- Skype meetings
- Facebook, social media, blogs, forums, GoogleDrive, Doodle
- @, phone, Dropbox
- www (Urbact, project, local, national)
- Manuals, guidelines
- Reports
- Press conferences
- Publications, leaflet, local media
- Mailing list, networking
- Meetings with different TG – discussions, consultations (with feedback)
- Advertising

# THANK YOU!!!

CONCORDIA  
DESIGN

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