

## SERVICE DESIGN IN YOUTH INFORMATION

### Webinar

**9 June 2021, 15:00 – 17:00 CET**

The Service Design or Design Thinking methodology is a best practice approach to designing digital services. The central principle is about keeping people's needs at its core. The Service Design process is a powerful tool that can be used to support youth workers to both innovate new services or products or to rethink and strengthen existing services. Adopting this approach will help you to build on past successes and ensure services remain sustainable in the future by actively involving young people and stakeholders in all stages of service development and adding to your professional skills. This approach has a high level of empowerment for young people as along the process they acquire new skills and knowledge and also take part in decision making.

This webinar aims to elaborate on the service design method, discuss its integration and role into youth information services, as well as outline the results of the *DesYIgn – Service Design in Youth Information* project. There will be an initial keynote speech, followed by a presentation of the project and its results. The panel discussion will elaborate on these results, as well as outline examples of good practice. The event will conclude with an optional networking session.

This event also serves as the closing event of the DesYIgn project. ERYICA and its partners has been an innovative force in integrating service design into youth information services. Since the launch of the project in 2019, it has successfully compiled a focus group report, a toolkit and created an eLearning course.

### Keynote Speaker:

**Magdalena Jakubowska** is Founder, Manager and Design Thinking Facilitator of Artsquare Lab, the first Service Design agency in Luxembourg. Working with 18 years of experience in the consulting industry, she supports teams in developing design skills and attitudes useful to build and transform customer-centric culture of their organization.

### Panelists:

**Victoria de la Hoz Castanys** is the Programme Coordinator of the network of Youth Information and Counselling Services of the region of Madrid. She is responsible of providing information on European issues in the youth field to the members of the network of 200 youth information services and coordinate several working groups such as the peer-to-peer information programs of several youth departments of municipal

bodies. Victoria has worked in different bodies of the public administration of the Community of Madrid for the past thirty years.

**Arielle Tye** is Head of Development at ProMo-Cymru in Wales. She has over 10 years' experience in using digital to improve reach and engagement with young people and communities. She has worked on a broad range of projects with both Voluntary and Public Sector organisations. She's currently working as part of the team on the DesYIgn project managed by ERYICA, which aims to bring Service Design into Youth Information Work.

**Mika Pietilä** is a Senior Adviser at Koordinaatti in Finland and is responsible for the implementation of activities that are part of the Centre of Expertise for Digital Youth Work. Mika is a trainer on the DesYIgn elearning course and has been involved with the project since the beginning. He was a member of the Board of ERYICA from 2007 to 2013.

## **Programme**

- **Keynote speech** by Magdalena Jakubowska – Founder, Artsquare Lab
- **Questions & Answers**
- **Panel discussion:** Victoria de la Hoz Castanys, Arielle Tye and Mika Pietilä will partake in a panel discussion on the role of service design in youth information and counselling
- **The DesYIgn project** and good practice examples
- Closing
- 16:30 – 17:00: **Networking session** (optional)