

AYCH

Issue No 4 May 2023

LOCAL JAM

AND

YOUTH

MISSION '23



INTRODUCTION

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Head of Municipal Division INVEST Santo Tirso

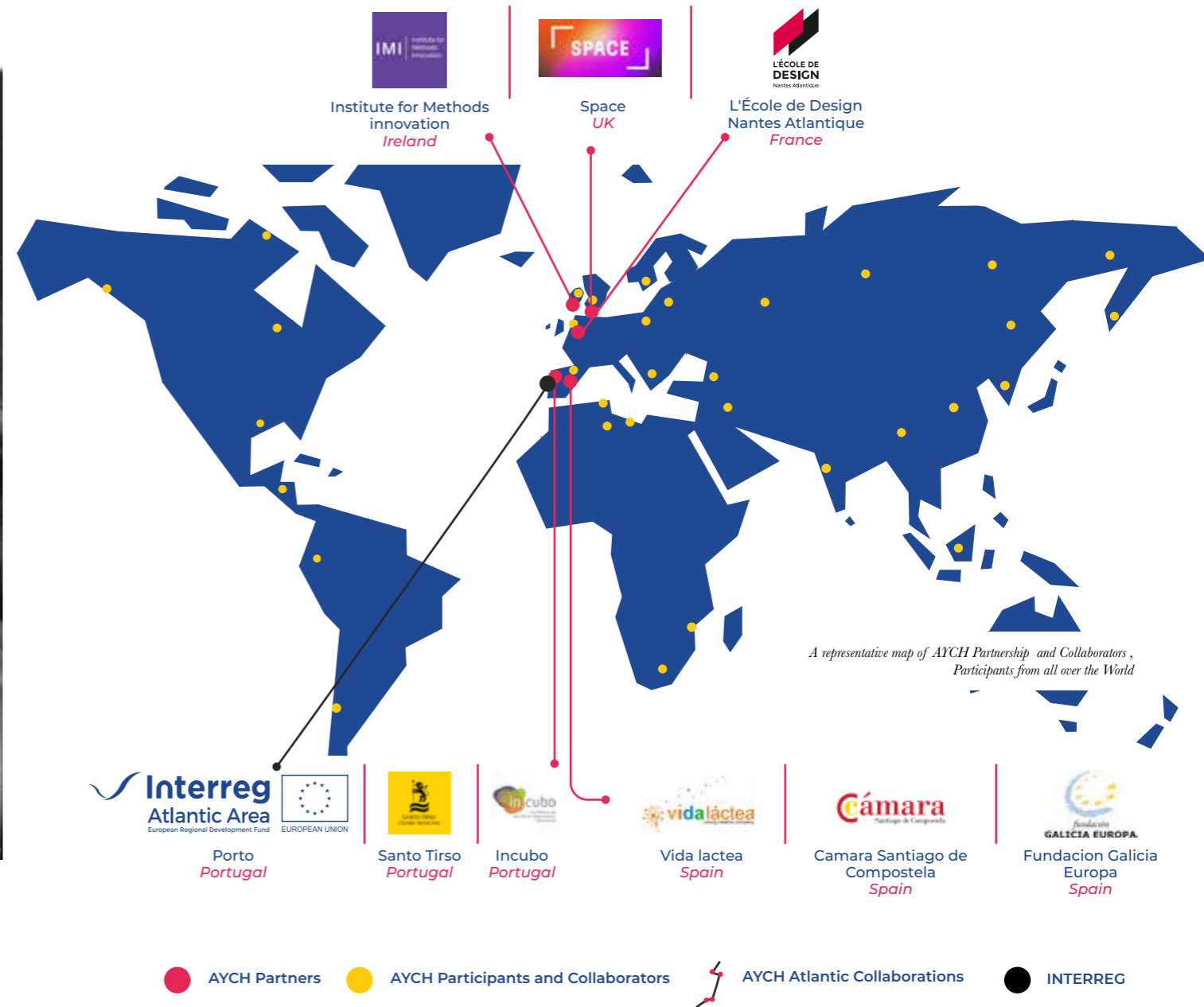
The European Project Atlantic Youth Creative Hubs (AYCH) – Extension and Capitalisation, financed by Call 3 of Interreg Atlantic Area, to be developed until July 2023, aims to capitalize and disseminate the successful methodologies developed in the previous AYCH (Call 2, implemented from October 2017 to May 2021), but also to implement new pilots in the area of Entrepreneurship and Youth Employability, throughout the Atlantic Area in the Cultural and Creative Sector.

The Youth Innovation Missions and Local Creative Jam are Pilot Activities of the AYCH Atlantic Youth Creative Hubs Project, Extension and Capitalization (Call 3), which intends to develop and implement a new model of work with Young People regarding the generation of solutions for complex socio-economic and ecological challenges that communities in the Atlantic area, in general

During these events, the AYCH partnerships brought together young people, partners, specialists, mentors, stakeholders and jury mobilizing and involving participants from Portugal, France, Spain, United Kingdom and Ireland for an intense creative process around of a topic considered strategic for the Atlantic Area linked to the “Sustainable Development Goals”.

We want to share this experience and its successful methodologies, so invite you to enjoy this Magazine, so that you can become aware of our AYCH vision and educational values, and how Youth Missions and Local Creative Jams can be implemented in practice, enabling young people to explore and develop new ideas in new creative processes of co-creation and co-experimentation.

Santo Tirso Municipality, as a Lead Partner, is very proud to talk about the European AYCH partnership, and about their developed international networking, which through a network of hubs encourage the sharing of knowledge, experiences and resources and stimulate the development of youth creativity.



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All participants and partners of the International Creative Jam that took place at L'École de design Nantes Atlantique, France, 10,11,12 May 2023

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**FGE is the shortform of Fundacion Galicia Europa

SANTO TIRSO

YOUTH MISSION

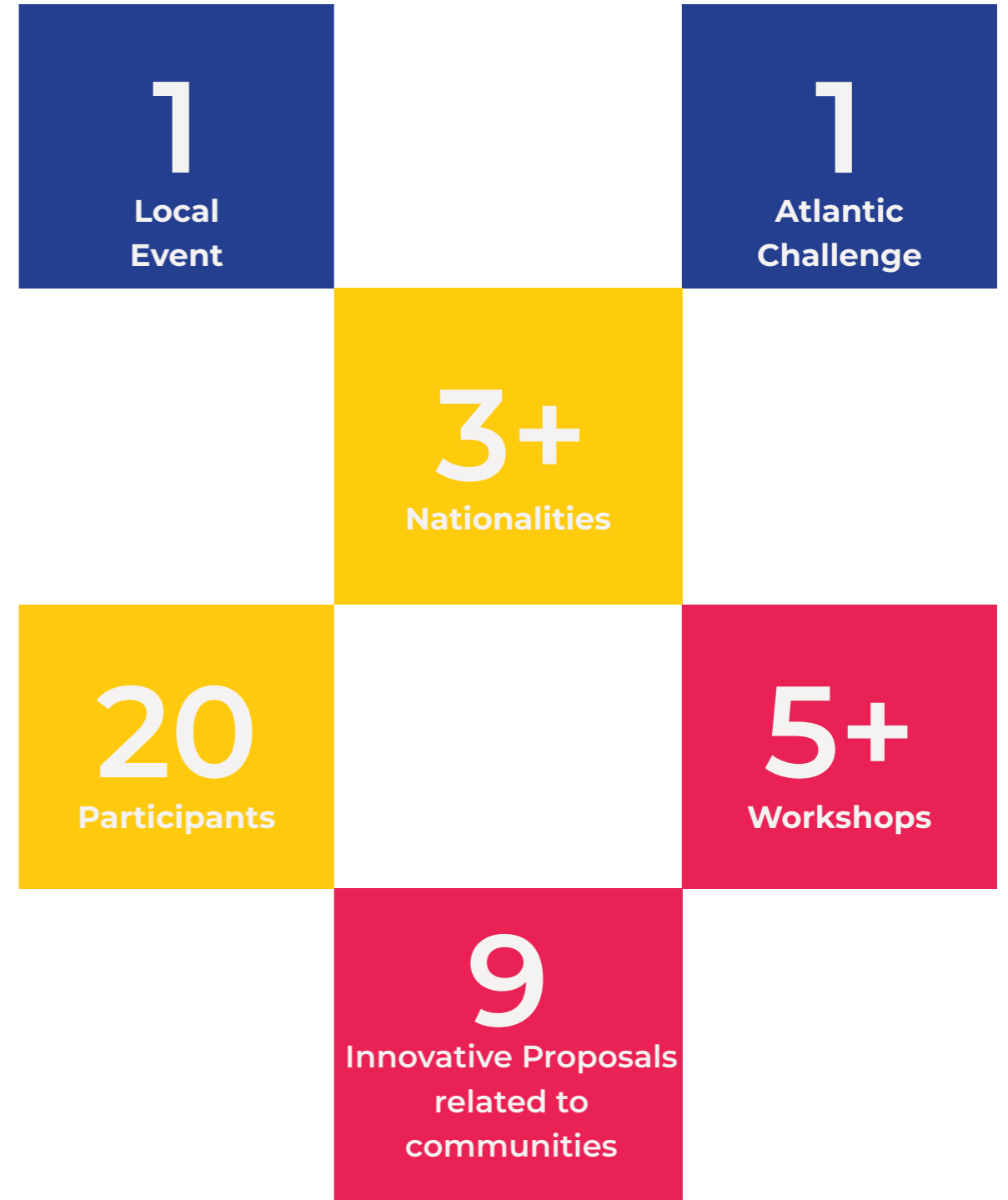
MARCH 2023, PORTUGAL



“ The Youth Mission was held at **Fábrica de Santo Thyrsó HUB**, Santo Tirso in **March 2023**. This Youth Mission was aimed at Young Participants to communicate about the **concerns they face in the communities** in which they are integrated. The theme that emerged during this exchange was based on **Innovation and its Impact on the Community, Movement for a Cause, Climate Change and Sustainability, Employability and the Future of Work**.

These themes analyze subjects, with a critical eye and creative perspective. During the Youth Mission, the Youth Participants explored the themes from the lens of **Inclusive Communities, Sustainable Fashion, Circular Economy and Renewable Energy, Sustainable Tourism, Social Innovation and Impact Entrepreneurship**.

Using new methodologies and innovative approaches, the “Fantastics 20 AYCH” provided to Santo Tirso a **portfolio of missions and projects** capable of influencing Santo Tirso’s **change strategy, towards new development models that prioritize interventions of social innovation and of sustainable development**.



...And a lot more

PROJECT HIGHLIGHTS



The overall experience resulting from the implementation process of the **Missions of Innovation Program for Young People** was very positive. As a Pilot Activity, the **methodologies implemented** were different from what had been developed so far within the scope of the AYCH project. It is highly recommended to replicate this **methodology both for new partners and for new stakeholders** who work with young people and support them in their **creative and entrepreneurial processes**.

The "Youth Innovation Missions" Program promoted **interventions**, which provided **innovative solutions** that helped to shape new realities for Santo Tirso, through **co-learning, collaborative design and experimentation of projects in an inclusive way**, involving young people, a team of experts but also SMEs and sectoral and institutional organizations.



Youth Mission Santo Tirso, March 2023

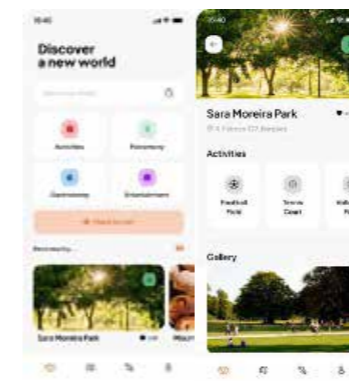


The proposal to reduce textile waste is called : **Serviço de Upcycling**

Proposed by
Diana P

PROBLEMATIC: How to reduce textile consumption and waste?

PROPOSAL: The Youth Participant worked on development of an upcycling service that designs and creates sustainable apparel from post-consumer disposals, promoting less consumption and a more circular economy and more sustainability from reuse and recycle fashion.



Youth Mission Santo Tirso, March 2023



The proposal to create awareness of Industrial and Local Heritage is called : **Pathfinder**

Team Members
Bruno
João
Fábio

PROBLEMATIC: How to raise awareness of Industrial Tourism in Santo Tirso?

PROPOSAL: The group worked on raising awareness regarding the development and promotion of new touristic activities based on the local industrial heritage of Santo Tirso, with an emphasis on communication and companies involvement.

Pathfinder is an application that promotes Industrial tourism and local heritage of Santo Tirso .

VIDA LACTEA

YOUTH MISSION

MARCH 2023, LUGO, SPAIN



“ The Youth Mission was held at Albergue Lug2 in Lugo, Spain in March 2023. This Youth Mission was aimed at **Young Participants to find new dialogues, methodologies, ideas that foster innovation and sustainability.** As part of the AYCH Vision towards **exploring and promoting sustainability,** this Youth Mission was based on the theme : **Reinventing the Rural, Youth Participation and Climate Change.**

This theme analyzes **contemporary challenges and solutions to problems facing rural communities, adverse effects of climate change and the role of youth for reinventing a better future.** The idea of reinvention is offered as a description of **how rural communities adapt by changing focus to alternative economic development strategies** and by focusing on improved quality of life. The image of rural given is one of **dynamism and resiliency,** flying in the face of urbanormative views of rural.



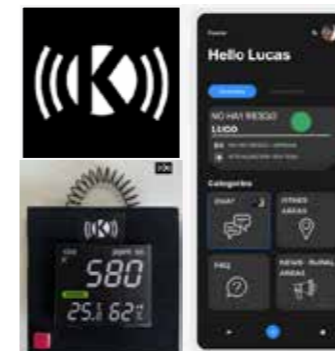
...And a lot of fun!

PROJECT HIGHLIGHTS



The **Youth Mission** was organised between **18th and 19th March** where the Youth Participants of Vida Lactea engaged in **critical thinking** and **analysis of problems** related to **youth participation, climate change and reinventing the rural**.

This Youth Mission led to the selection of the **top teams** to participate in the **International Creative Jam** held at **Nantes**. The works of Youth Participants were also innovative and driving factors to understand current local problems faced and ways to tackle them.



Youth Mission Vida Lactea Lugo, March 2023



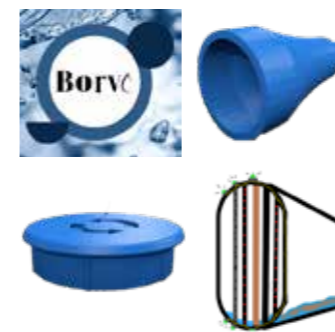
The proposal to communicate about forest fires in the local vicinities is called : **Kima Alarma**

Team Members
Lucas
Jolina
Janeth

PROBLEMATIC: How to communicate forest fire information within the community?

PROPOSAL: The group worked on forest fires by proposing a device capable of detecting fire risk to put on trees in order to diffuse an alarm notification to the local populations.

Kima Alarma consists of an app, and with a device that gives up to date information to take precautions and communicate forest fires.



Youth Mission Vida Lactea Lugo, March 2023



The proposal to make natural water sources potable and drinkable via filtering device is called : **Borv**

Team Members
Ruben Herrera
Eva Comesana
Icía Anllo

PROBLEMATIC: How to make natural water source accessible while reducing plastic?

PROPOSAL: The group worked on making natural water source accessible for drinking by proposing portable water filtering device that could be used by citizens.

Borv aims to cut down the heavy usage of plastic while making natural water sources accessible and portable by their filtering device.

EDNA*

YOUTH MISSION

APRIL 2023, NANTES, FRANCE



“ The Youth Mission was held at L'École de Design Nantes Atlantique at Nantes, France in April 2023. This youth mission was aimed at Young Participants to find **new methodologies and educative tools that foster creative and critical thinking, innovation and sustainability**. As part of the AYCH Vision 2030 towards exploring and promoting sustainability, this Youth Mission was based on the theme : **Educative Methodologies and Tools for Global Challenges**.

This theme analyzes **different tools and methodologies** available, with a critical eye and creative perspective. During the Youth Mission, the Youth Participants explored different existing methods like **Design Thinking and tools, Six hats of Bono** to design toolkits that have a **global comprehension** and question **the impacts of projects** on current climate context, sustainable futures etc. It explores also economic and design strategies to create an all **inclusive module** that was the **tested during International Creative Jam at Nantes**.

**EDNA is the shortform of L'École de design Nantes Atlantique



...And a lot of fun!



PROJECT HIGHLIGHTS



The **Youth Mission** was disseminated between **3rd of April until the 6th April** where the students of **L'École de Design Nantes Atlantique** engaged in **critical thinking** and analysis of different Methods and Tools, especially **Design Thinking**.

This intense 4-day-exchange resulted into creating **different toolkits** that illustrated **Design Thinking** crash course for **non-designers** in a more engaging way. These toolkits from this Youth Mission were **activated and tested** during the **International creative Jam** held in Nantes, France.



Youth Mission L'École de Design Nantes Atlantique, April 2023

PROBLEMATIC: How to communicate multiculturalism in team building via design?

PROPOSAL: The group worked on creating educative tools via design thinking that enhance team work while being sensitive about multiculturalism.

Their Toolkit is comprised of a game with educative flash cards that talk about design, creativity, team building and project management.

The proposal to communicate about multicultural teamwork is called : **Design for Teamwork efficiency**

Team Members

Tedja
Huiling
Qiaotong
Lisa



Youth Mission L'École de Design Nantes Atlantique, April 2023

PROBLEMATIC: How to design a creative jam with tools that can be used universally?

PROPOSAL: The group worked on creating educative tools to design in a local creative jam. This proposal illustrated what is design and different steps to work on creative projects.

Lets Jam is an online toolkit with different phases along with few interactive games that can be activated in real time.

The proposal to design a local creative jam via the concept of creative kitchen. This proposal is called : **Lets Jam**

Team Members

Julie
Juliette
Isabel
FuSheng

CAMARA X FGE* X VIDA LACTEA

LOCAL CREATIVE JAM

APRIL 2023, SANTIAGO DE COMPOSTELLA, SPAIN



The Local Creative Jam was held at the headquarters of the **Polígono de Costa Vella** of the **Chamber of Commerce of Santiago de Compostela**, Spain in April 2023. This Local Creative Jam was a collaboration of **Camara**, **Fundacion Galicia Europa** and **Vida Lactea**. FGE and Vida Lactea supported this Local Creative Jam with experts and advisors on European issues. This event was based on the theme: **Towards 2030: Reinventing the city of the Future**

This theme analyzes different tools and methodologies available, with a critical eye and creative perspective on the current conditions of the cities, while projecting what could be improved, enhanced projecting into the 2030s. The young people participating in this event have worked on the development of ideas like Communities, Ecosystems, Biohealth, Innovation for Life, Social Enterprise and One Health reinvent the city, while engaging in design, creative thinking, and technology to create prototypes for future urban spaces.

This event lasted for two days and resulted into varied proposals and prototypes.

**FGE is the shortform of Fundacion Galicia Europa



...And a lot more

PROJECT HIGHLIGHTS



The **Local Creative Jam** was disseminated between **22nd and 23rd June** was an experience, that brought together a **diverse group of passionate young people** who worked well despite their different profiles, and backgrounds. This event also facilitated **critical thinking and analysis of the current problems faced in the society and urban spaces** to reinvent and re-establish a better future. The projects created were ambitious, innovative and adjusted to the LCJ theme

The two winning teams had the chance to attend the **International Creative Jam** at Nantes. The innovative entrepreneurial projects entered a period of incubation to test and prototype in real time.



Local Creative Jam, Camara Santiago de Compostella, June 2023.

The proposal for promoting inclusive night life is called: **IN CLUB**

Team Members

Lidia
Icía
Ana
Fernando

PROBLEMATIC: How to encourage people with special needs to access leisure in the community?

PROPOSAL: The group worked on a Proposal focused on the offer of nightlife for people with special needs. This project offers help, guidance and consultancy so that the different premises and spaces of the city can develop areas enabling people with disabilities or special needs.

IN CLUB is hence a seal that certifies and promotes night-time party venues which are inclusive.



Local Creative Jam, Camara Santiago de Compostella, June 2023.

The proposal for daily stress relief is called : **REGGLAX**

Team Members

Tatiana
Quique
Adriel
Elena

PROBLEMATIC: How to cater to the growing level of anxiety and nervousity in public areas?

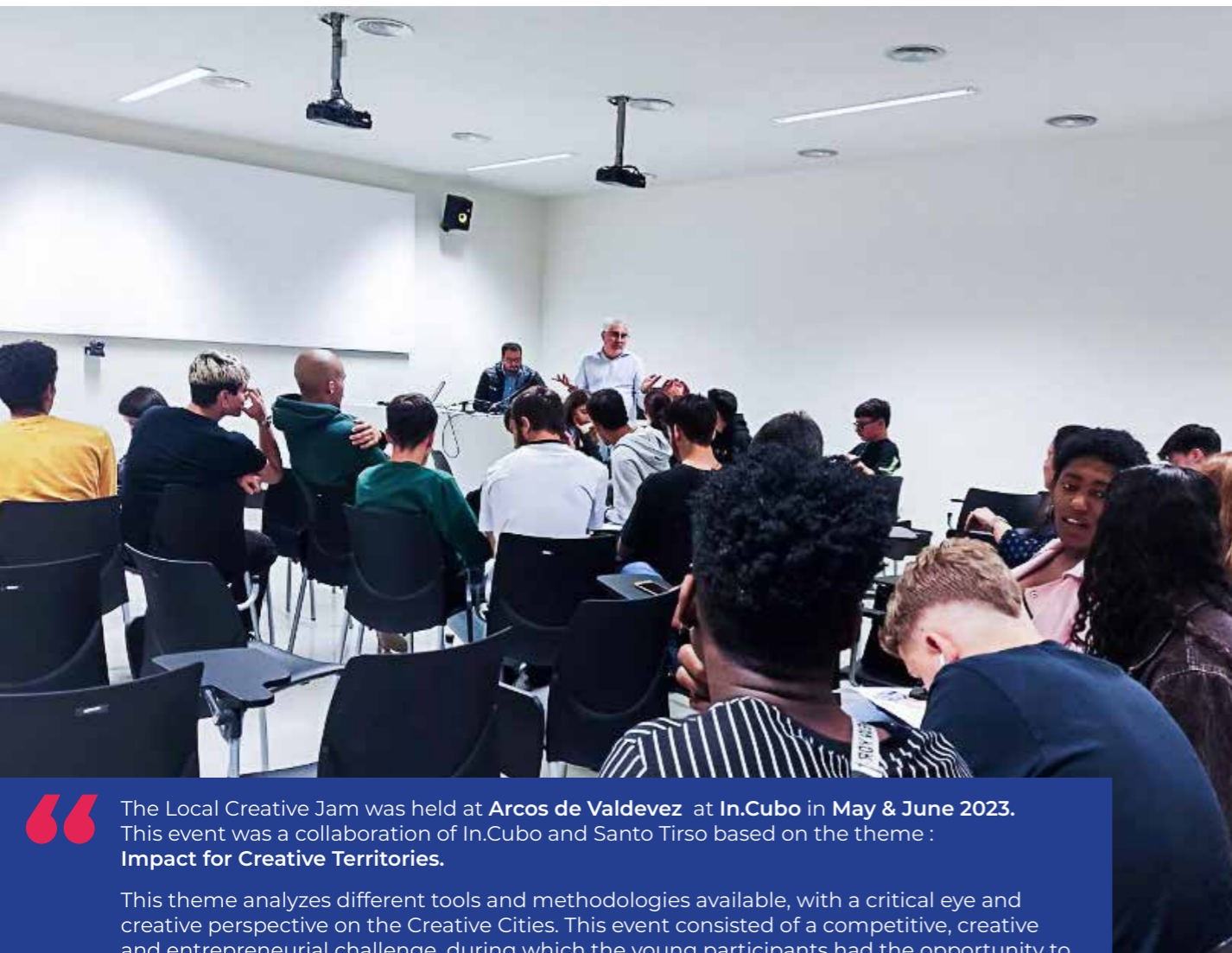
PROPOSAL: The group worked on a proposal to control the level of anxiety of people, and to be able to identify and diagnose this problem.

The proposal helps affected people through different mechanisms like self bubble in public spaces and mindfulness application that helps with breathing exercises.

INCUBO x SANTO TIRSO

LOCAL CREATIVE JAM

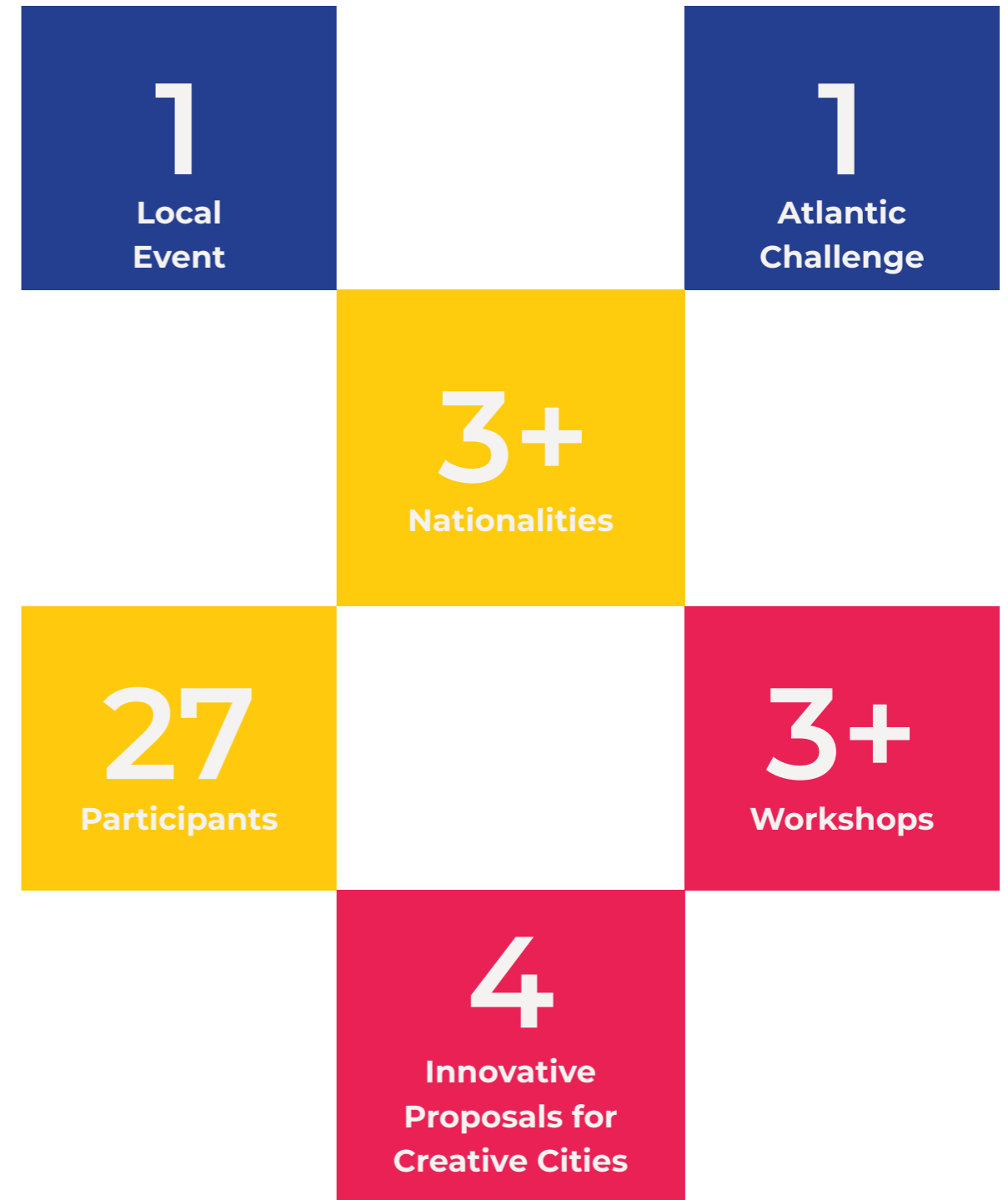
MAY & JUNE 2023, ARCOS DE VALDEVEZ, PORTUGAL



“ The Local Creative Jam was held at **Arcos de Valdevez** at **In.Cubo** in **May & June 2023**. This event was a collaboration of In.Cubo and Santo Tirso based on the theme : **Impact for Creative Territories**.

This theme analyzes different tools and methodologies available, with a critical eye and creative perspective on the Creative Cities. This event consisted of a competitive, creative and entrepreneurial challenge, during which the young participants had the opportunity to format new project ideas to develop products and services.

The methodology used in its implementation was based on the **Idea Generation Tool**, a **Design Thinking tool**, developed by **Creative Territories** and which aims to facilitate the ideation phase and generation of project or business ideas.



...And a lot more

PROJECT HIGHLIGHTS



Local creative Jam, with **IMPACT** as a theme, was implemented on **May 31st and June 1st**, with the participation of **27 young people**, divided into 4 teams, who presented ideas from **creative and digital areas**.

The teams participated in **thematic workshops** and culminated in the presentation of the pitches of the participating projects and the selection of the winning project.

The two winning teams had the chance to attend the **International Creative Jam at Nantes**. The innovative entrepreneurial projects entered a period of incubation to test and prototype in real time.



Local Creative Jam, In. Cuba, May, June 2023.

The proposal for promoting ecological tattoo art is called:
Dark Dreams Tatto

PROBLEMATIC: How to promote ecological and sustainable tattoo art practices?

PROPOSAL: The group worked on a tattoo art unifying space that promote and encourage young artists to practice sustainability with biodegradable needles and vegan ink.

Dark Dreams Tattoo intends to extract income from what they like to do– *Be your own personality.*



Local Creative Jam, In. Cuba, May, June 2023.

The proposal for organic fashion practices is called:
New Culture

PROBLEMATIC: How to promote sustainable and organic fashion practices?

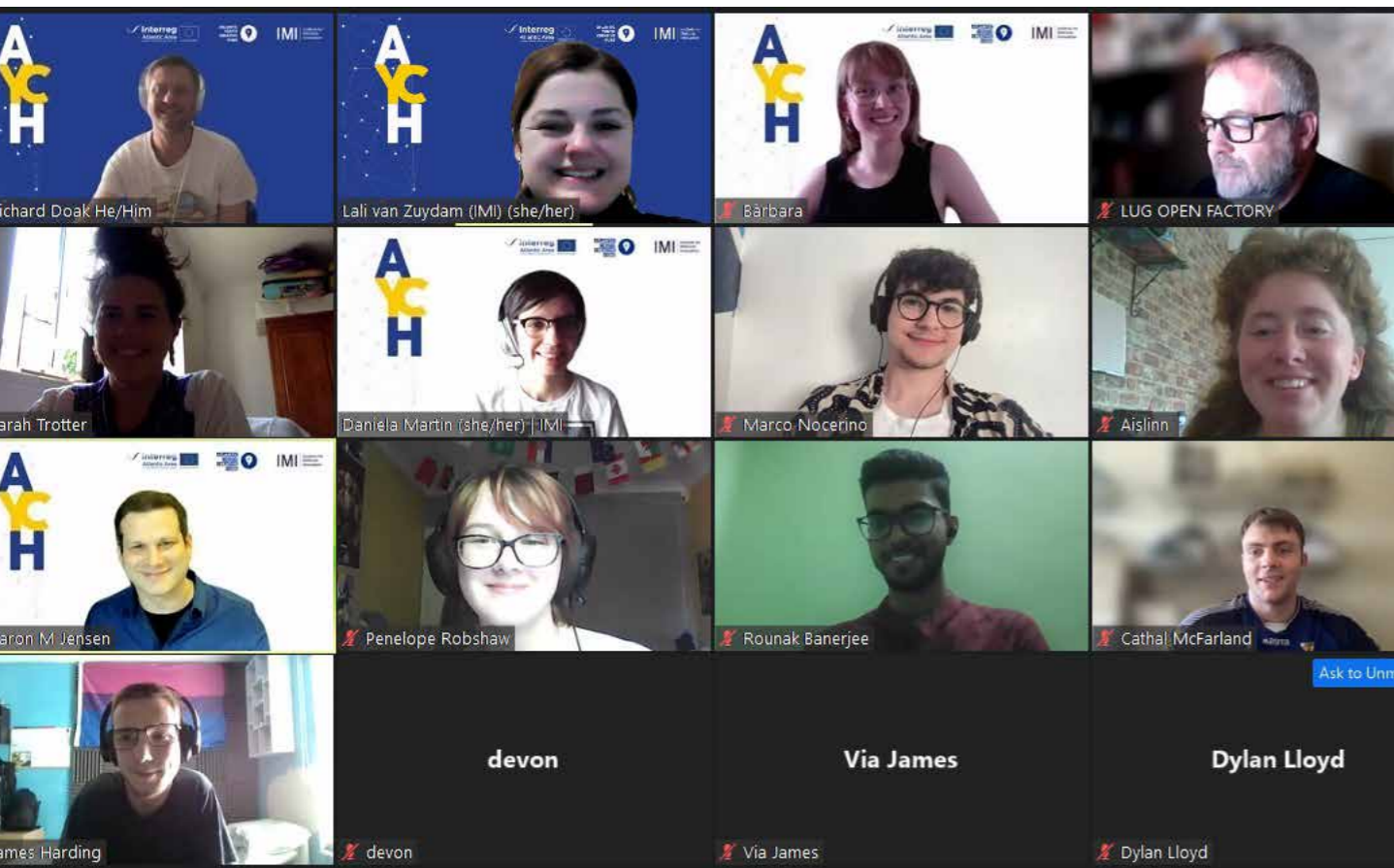
PROPOSAL: The group worked a proposal from Business to Business and Business to Customer sale of a clothing brand for young people, at affordable prices.

This brand is concerned about the environment and therefore uses organic and natural raw materials – *Streetwear unites urban aesthetics with a revolutionary attitude.*

IMI x SPACE

LOCAL CREATIVE JAM

JUNE 2023, ONLINE.



1
Local
Event

1
Atlantic
Challenge

4+
Nationalities

10
Participants

3+
Workshops

2
Innovative
Proposals for
Social Innovation

“ The Local Creative Jam was held with a collaboration of IMI and SPACE, online in June 2023. This local creative jam was aimed at Young Participants to find new ideas and ventures that foster creative and critical thinking, innovation and sustainability. As part of the Aych Vision 2030 towards exploring and promoting sustainability, this Local Creative Jam was based on the theme: **Social Innovations**.

This theme analyzes different tools and methodologies available, with a critical eye and creative perspective. The LCJ was a **whirlwind of collaboration, innovation, and problem-solving**. As the event progressed, teams **developed business models and refined their pitches**. The process was intense and demanding, but also incredibly rewarding. They were challenged to **think holistically about the social issues** at hand, considering the **long-term sustainability and scalability** of their solutions. Towards the end of the event, teams presented their projects to a panel of judges.



...And a lot more

PROJECT HIGHLIGHTS



The **Local Creative Jam** was disseminated on **24th of June, online** and was an **immersive and transformative experience**, that brought together a diverse group of passionate young people committed to **creating positive change in society**. The event was structured around social challenges and participants had the freedom to **choose the challenge** they felt most passionate about and form teams around it. They shared valuable insights, helped refine ideas, and encouraged them to think critically and creatively.

The event fostered lasting connections and networks. Participants exchanged contact information, formed partnerships, and pledged to continue working together beyond the event to bring their ideas to fruition.



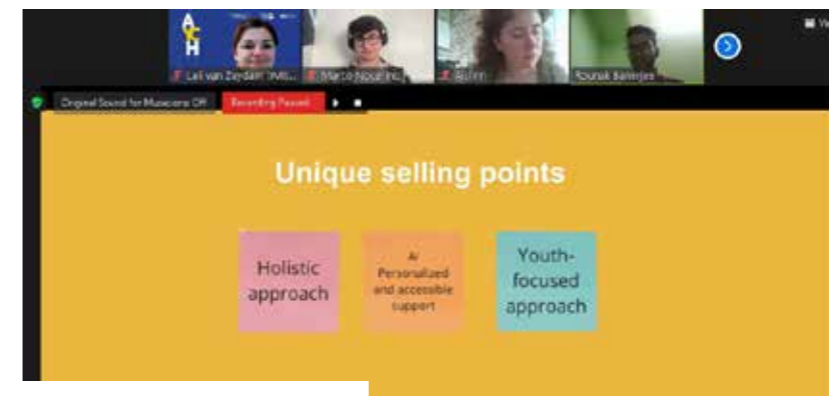
Local creative Jam IMI x Space , June 2023

PROBLEMATIC: How to support and share empathy from older generations to young people facing different range of challenges in the UK?

PROPOSAL: *Community Mind* is a volunteered-based podcast team around current problems and solutions. Its objective is to educate those who may be less up-to-date with the changing times and issues the youth are currently going through. Community Mind creates and performs podcasts to both educate, inform and tackle misconceptions with a non-biased view to aid people in the UK aged 40-60.

The proposal to support and share empathy with the young generation is called : **Community Mind Podcast**

Proposed by
Dylan Lloyd
Devon Townsend
Penelope Robshaw
Via James
James Harding



Local creative Jam IMI x Space , June 2023

PROBLEMATIC: How to raise awareness and improve mental and physical Health in the UK?

PROPOSAL: The group worked on raising awareness by proposing *Emosio* a community platform (app) where people can understand and improve their health. Once the user registers how they feel using an 'emotion wheel', an AI will recommend outdoor activities and events near their location. The app will also provide exercise videos and water consumption reminders.

The proposal to create improve mental and physical health is called : **Emosio app**

Team Members
Aislinn Franco
Cathal McFarland
Marco Nocerino
Rounak Banerjee
Lionel Roshan

