

1. Policy/Service goals

| Details | Policy/Service goals |
|--|-----------------------|
| WHAT Problem / need / opportunity do we want to solve / meet Disadvantaged area - economical + social | ERDF Territorial coop |
| WHO has the problem / need youth + elder Habitants (loss of jobs, lack of education, services) | Digital clusters |
| WHY should the Region solve it loss of population decline of econ potential / funding material | |
| WHERE is the problem / need | |
| WHEN does the problem need to be solved / need be met | |

1. Policy/Service goals

| Details | Policy/Service goals |
|---|----------------------|
| <p>WHAT Problem / need / opportunity do we want to solve / meet <i>Lack of opportunities - job, services, social, etc</i> <i>Social + Economic Doctrine</i></p> | |
| <p>WHO has the problem / need <i>Older people; Younger people; businesses, public sector service providers</i></p> | |
| <p>WHY should the Region solve it <i>Opportunity Cost of not addressing; Cost of deprivation</i> <i>Sustaining the social + economic fabric of life</i> <i>Health + well being; Equality</i></p> | |
| <p>WHERE is the problem / need <i>In town D with virtual link to B.</i></p> | |
| <p>WHEN does the problem need to be solved / need be met</p> | |

I/R

- Old people
- Young
- Business
- Service providers
- Potential immigrants
- Farmers
- Redundant miners
- Immigrants
- Public Admin
- Tourists
- Neighbouring countries
- Potential funders
- Politicians - democracy/elected representatives

Each one of us, should produce example for one of the service areas!

1. Stakeholders

Identify

Stakeholder map

| STAKEHOLDERS | Interests they have and benefits they can get from the project | Contributions and resources they can provide | Expectations and requirements of the project | Interests that can conflict with the project | Actions to address these conflicts of interests |
|----------------------------|---|---|--|--|---|
| JOB SEEKERS / YOUNG PEOPLE | Skills - Jobs Leisure - wellbeing Start up - Jobs Co-working - Jobs | Local knowledge Customer/client Vol labour - Time | Local Jobs Expectations Social skills Income Independence | | |
| CURRENT BUSINESSES | Skills - Growth opps Skilled workers - " Co-working meetings - Customer satisfaction | Local Knowledge Customer/client Vol labour - E Networking placements. | New customers/ more clients income now skilled workforce access to market | | |
| FUNDER: COUNTY COUNCIL | Economic impact - Taxes Reduced Depreciation spend Cost effective Territorial wellbeing | Local context Money advice Network | outcomes - evidence of impact increase tax income Reduced service costs Spend as allocated | | |
| FARMING COMMUNITY | Skills - Growth, sustainability Knowledge exchange - skills improved Leisure - wellbeing Access to market - income | Local knowledge Products Machinery/resources Access to land Strong networks | Added value to Products Skills for growth Viability + ability to meet requirements socially | | |

Added value to produce - income

Each one of us, should produce example for one of the service areas!

Stakeholder map *non spot/farm*

1. Stakeholders

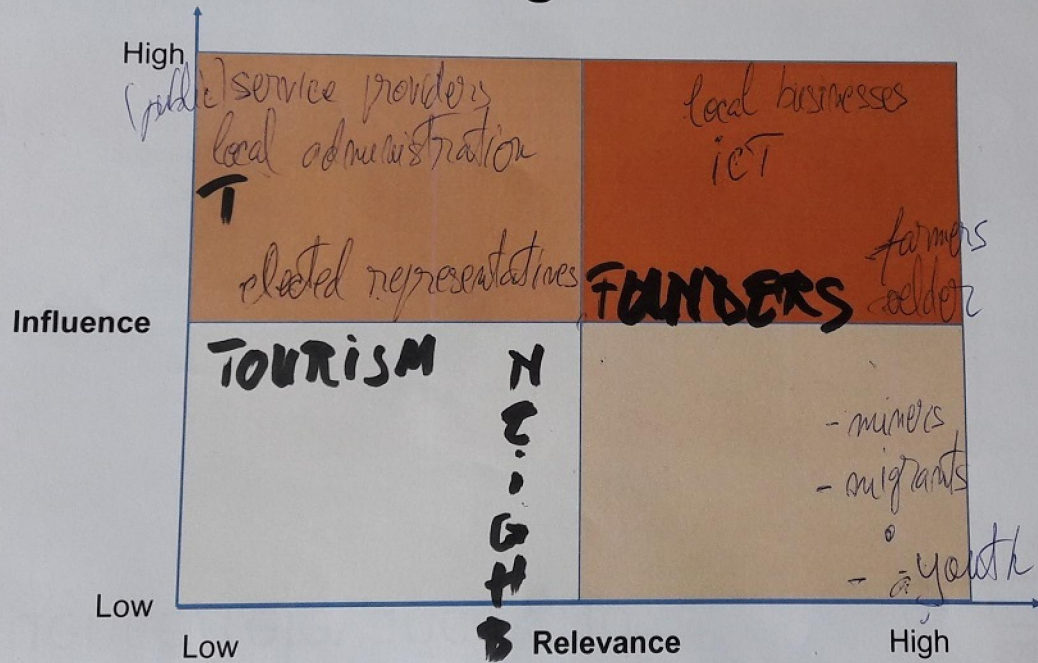
Identify

| STAKEHOLDERS | Interests they have and benefits they can get from the project | Contributions and resources they can provide | Expectations and requirements of the project | Interests that can conflict with the project | Actions to address these conflicts of interests |
|----------------------------|--|--|---|--|---|
| Farmers + local businesses | skills, diversify local potential + products, practice | products, resources, land | local access to train + develop skills | | |
| Youth + elder + migrants | start-up, develop skills, leisure, jobs, opportunities | labour force know-how of area/digital | attract, motivate to stay within develop business locally, income | | |
| Funders + county | economic develop | funding know-how | return of invest new markets labour force | | |
| | | | | | |

Influence/relevance grid

2. Stakeholders

Identify

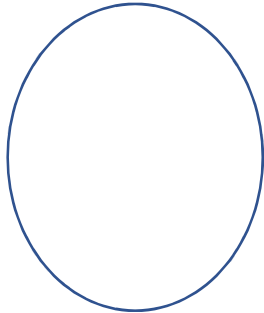


Personas

Demographics

| | |
|------------------------------|---|
| Name: Peter | Gender: M |
| Age: 50+ | Location: Outside county but family links |
| Relationship status: Partner | Children: Adult Dependant |
| Job: Full time; managerial | |

Photo/Sketch



What do they enjoy?

Outdoor activities

What distinguishes them from others?

Life decision to return, has energy + skills, has contacts + network outside want to make move work;

What are their goals?

Move back to home area; be close to family and parents; Affordable Housing; more disposable ,Income; social/business interaction;

What keeps them awake at night?

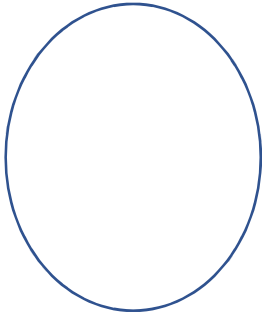
Moving back; re-integration; Concerns re social life

Personas

Demographics

Name: Jane
Age: 27
Relationship status: Single
Job: Part-time unskilled
Gender: F
Location: Outside town
Children: One child

Photo/Sketch



What do they enjoy?

Free time/with other people with kids; good social life

What distinguishes them from others?

Child care needs, needs access to training provision locally; wants electric bike to travel to town

What are their goals?

Fulfilling, steady, secure skilled job; be close to services inc. child care;

What keeps them awake at night?

To be stuck at home; isolation, no local opportunities

Brainstorming

Idea title:

Centre

~~Training Centre~~ ~~IT~~ Job Ladder

What is the idea in a nutshell? (in 1, max 2 sentences).

- I.T. training - remote enabled / University
- Training related to jobs available
- Strategic partnership with local businesses
- Support services "placements"
 - Job clubs
 - Childrens
 - Café

3. What and whose unmet need is our idea satisfying?

- Relative + local training
- Linkage to local employers + opportunities
- Implicit peer support

Brainstorming

Idea title:

Welcome Space - Business support
+ co-working

What is the idea in a nutshell? (in 1, max 2 sentences).

Provide = space with good networking/
ICT infrastructure + business support
services (seed funding, training,
mentoring, peer networking, etc).

↳ ideas + support

3. What and whose unmet need is our idea satisfying?

→ ~~Emigrants~~
Quality networked space
Tailoured local business support.
Accessible

Access to
e-commerce
Market space
Nice environment

Service Prototyping

1. What is the service?

Job Ladder: integrated job training, placement, employment opportunities using digital skills specialities

3. Who is involved in the service delivery?

| | |
|---|--|
| <ul style="list-style-type: none"> • TRAINERS • University + other colleges • Certification body | <ul style="list-style-type: none"> • I.T professionals • Business networks |
|---|--|

5. What makes the service work well?

| | |
|---|---|
| <ul style="list-style-type: none"> • Quality training • Not working • Co-operation | <ul style="list-style-type: none"> • "Quality control" |
|---|---|

2. What do the users of the service do?

- LEARN + QUALIFY
- "Get COURAGE" - self confidence
- Go on placements

4. What information/instruction is there?

- Certified courses/modules
- Job pathways - placements/opinions

6. What makes the service work not so well?

- Inappropriate training - "no jobs"
- Lack of supports - exploitative placements/service
- Lack of connections

Indicators

4. Outcomes and Indicators

| Service | Stakeholder (groups) | Impact | Indicator | Market or Proxy Value |
|--|---|--------------------------------|---|---|
| Centre Hub: Job Ladder and Welcome Space | Job Seekers | Employment security/secure job | Job type (e.g. Skill level/responsibility) | Increased income/job longevity associated with skilled post |
| | | Satisfying /Rewarding Job | Job satisfaction (based on survey before and after) | Yearly salary increase x % increase in Satisfaction |
| | | Reduction Stress | Reduction in medication | Well-being indicator Satisfying life/ positive functioning (€3000 pa) |
| | Returning emigrants (in particular those with ideas for Start-Ups | Improved Quality of Life | Increased family time | €1530 pa (see value chart) |
| | | Maintaining Standard of Living | Disposable income | Market value based on primary research |
| | County Council Economic Development Department | Increased revenue | Local taxes | Market value |
| | | Reduced costs | People receiving benefits | Market Value |
| | | | | Well-being indicator/Resilience self-esteem €1500pa/per person |