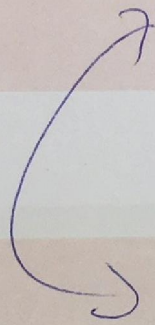


→ UNEMPLOYED

→ STIMULATE INNOVATION

1. Policy/Service goals

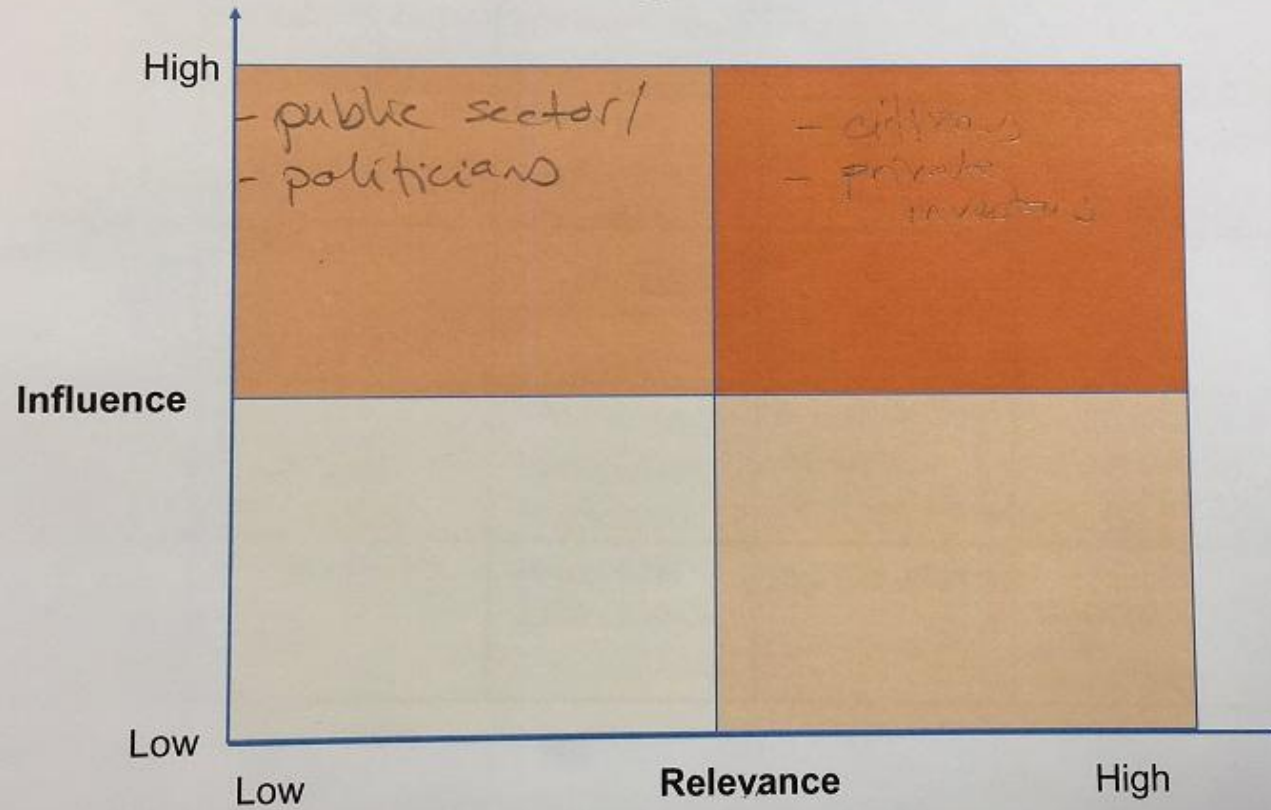
Details	Policy/Service goals
<p>WHAT Problem / need / opportunity do we want to solve / meet</p>	<p>TO SUPPORT MIGRANTS TO ^{& BECOME 'INCLUSIVE'} SETTLE, IN ORDER TO INCREASE SUSTAINABILITY OF THE TOWN.</p>
<p>WHO has the problem / need</p>	<ul style="list-style-type: none"> • MIGRANTS • (LOCAL) COMPANIES → INC. TAXES • THE PUBLIC SERVICES OF THE TOWN, SCHOOLS & INFRASTRUCTURE ETC.
<p>WHY should the Region solve it</p>	<p>THE TOWN / PUBLIC ORG. SHOULD SUPPORT:</p> <ul style="list-style-type: none"> • SCHOOLS • HEALTH / CARE • CULTURAL ACTIVITIES
<p>WHERE is the problem / need</p>	<ul style="list-style-type: none"> • LANGUAGE / DIGITAL SKILLS TRAINING • THE TOWN
<p>WHEN does the problem need to be solved / need be met</p>	<ul style="list-style-type: none"> • ASAP (OTHERWISE THEY WILL LEAVE & TOWN W. DECLINE)



Influence/relevance grid

2. Stakeholders

Identify



Each one of us, should produce exapmle 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
CITIZENS PEOPLE	MIGRANTS (CHILDREN FAMILIES OLD WORKING FORCES) → UNEMPLOYED	EXPRESS NEEDS MOTIVATION	GET EMPLOYED	LOWER EDUCATED PEOPLE MAY NOT HAVE JOB	TRAINING GIVE ATTENTION TO GOOD IDEAS
					STIMULATE INNOVATION
PUBLIC BODIES	TAXES BUILDING THE ATTRACT (SERVICES) IMPROVE BUSINESS	FACILITATES COMMUNICATES MOTIVATES	TO HAVE ENOUGH RESOURCES THE RIGHT RESOURCES	CONSERVATISM NOT WILL TO CHANGE	TO HIRE YOUNG PEOPLE AND HAVE INFLUENCE
POLITICIANS (POLITICAL LAYER)	GET REELECTED	PRIORITIZE ATTENTION	POSITIVE ATTENTION	SHORT TERM OVER LONG TERM	COMMUNICATION CAMPAIGNS CLEAR INTERNAL GOALS
PRIVATE INVESTORS	LONG TERM PROFIT	€			AND AWARENESS ON FINAL GOAL

Personas

3. Digital services

Co-create

Demographics

Name: Shila
Age: 26
Relationship status: single
Job: N/A (educated in languages)

Gender: F M
Location: Downtown
Children:

Photo/Sketch



What do they enjoy?

Spending time with friends
Traveling
Writing

What distinguishes them from others?

She is skilled (digital), motivated and open to change

What are their goals?

To get a job (a relevant job)

What keeps them awake at night?

Worries that she won't get a job, ~~worries~~
worryes about the future and possibility to stay

Unmet needs

1. Whose unmet need is it?

Swirl's and of people like her

2. What is their unmet need? (in 10 words or less).

Employment and secured future

3. How is this unmet need currently overcome?

Social aid, welfare
Social and leisure activities
Social housing

4. Why has this unmet need not been satisfied?

Lack of relevant jobs
Lack of strategic planning and action

5. Why is it important to meet it?

They would move somewhere else
and the town will decline

Brainstorming

Idea title:

TAILORED

ON LINE JOB SEEKING ADVISORY

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

THE IDEA IS ADVICE ABOUT HOW TO GET AND PUT CUSTOMERS OR EMPLOYERS - FIRST INSIDE THE TOWN (LOCAL BUSINESS) AND ALSO OUTSIDE

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

- REDUCE UNEMPLOYED PEOPLE
- MAKING POSSIBLE TO GET PEOPLE STAY IN THE TOWN

Impacts

Prioritised goal (from Module 1)	Related Service	Stakeholder groups affected	Impact	Impact relevance rating
Lower UNEMPLOYMENT	ON LINE JOB SEEKING ADVISORY	UNEMPLOYED CITIZENS	EMPLOYEE	1
		PUBLIC BODIES	TAXES ATTRACTIVENESS	2
		THE WHOLE TOWN	BETTER QUALITY OF LIFE	3

4. Outcomes and Indicators

Indicators

Service	Stakeholder (groups)	Impact	Indicator	Market or Proxy Value	
Online ^{career} platform for tailored and personal advisory OCTA	Citizens (unemployed)	Reduced unemployment	change unempl. rate	Average costs ppyear	
		Improved self-esteem	Self-confidence Self-esteem	3305 ppyear 1200 ppyear	
	public sector	Increase in Taxes	change in tax revenues	Euros per year	
		Increase Attractiveness	reduced taxes	- " -	
		Views at platform		visits per year	
	The whole town	Improved Quality of life		Tickets city theatre	
		Boost economy		Luxury consumption Restaurant visits	

