

Faculty of Design

2015

A case study of cultivating youth empowerment

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A CASE STUDY OF CULTIVATING YOUTH EMPOWERMENT

A STORY OF BRIDGING PASSION & INNOVATION
WORKING WITH A YOUTH COMMUNITY IN DUBAI, UAE



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@RSD4 SEPT 3, 2015

HOW MIGHT WE BETTER UNDERSTAND
WHAT YOUTH NEED?

EMPATHY

**HOW MIGHT WE RELATE
DESIGN & SYSTEM THINKING
FOR YOUTH EMPOWERMENT?**

ENGINE

HOW MIGHT WE BETTER DESIGN
EMPOWERMENT TOOLS?

TOOLS

HOW MIGHT WE ENVISION
SYSTEMIC DESIGN TOWARDS
BUILDING YOUTH MOVEMENT?

SUGGESTION

RESEARCH QUESTIONS

EXPLORING POTENTIAL OF DESIGN & SYSTEM THINKING TO CULTIVATE A YOUTH EMPOWERMENT ECOSYSTEM

WITH GLOBAL YOUTH EMPOWERMENT (GYEM)



WHAT IS THIS PAPER ABOUT

URBAN CULTURE IN DUBAI WAS NOT YOUTH-CENTERED FOR MY DAUGHTERS & DESIGN STUDENTS



"MOM, MY CLASSMATES HATE AMERICANS!"
INITIAL ENCOUNTER DUBAI 2006

MULTICULTURAL TOURISM MEGA MALLS CONSTRUCTION SOCIAL CLASSES WEALTH GAP CONTRAST IMPORTED



RAISING YOUTH IN DUBAI

LEARNING COMMUNITY

FINDING NEEDS & LOCAL WISDOM

ENTREPRENEURSHIP

IDENTITY



TEACHING DESIGN AT ZAYED UNIVERSITY IN DUBAI

EXPANDING GREEN 2008

MY CITY. MY STORY. MY DESIGN



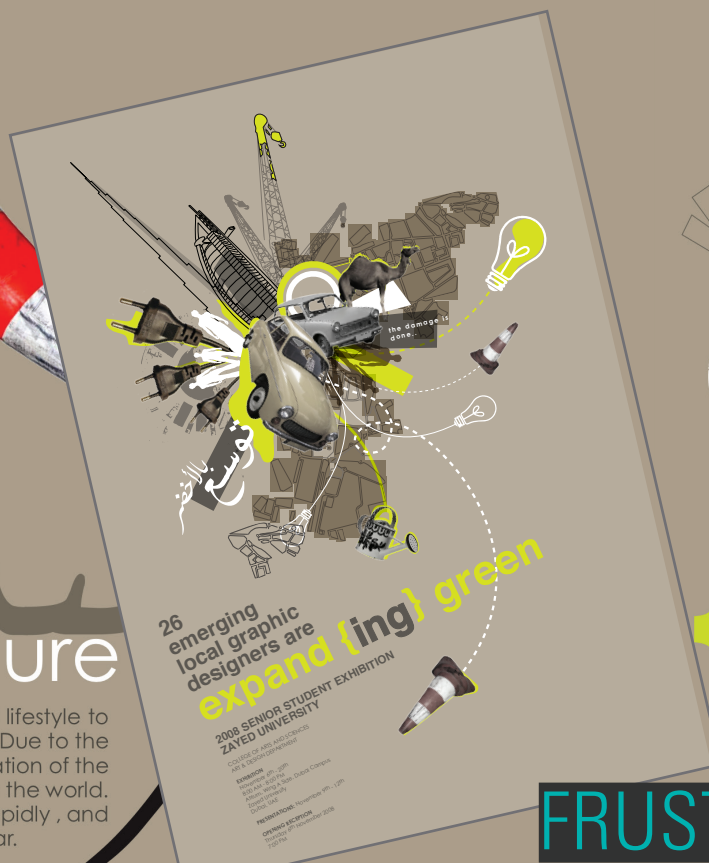
more space
needed



more power
needed

save what is left
for a brighter future

Dubai has transferred from the traditional economy and lifestyle to a highly modern and urbanized city in less than 30 years. Due to the fast development 30 000 Crane is used in the implementation of the big projects, which is 24% of the total number of cranes in the world. Along the development Dubai's population has grown rapidly , and each person in Dubai produces 1676 kg of waste per year.



26 emerging
local graphic
designers are
expand (ing) green

2008 SENIOR STUDENT EXHIBITION
ZAYED UNIVERSITY

CONCEPT: AMAL AL-KHAYAT
DESIGN: AMAL AL-KHAYAT
ILLUSTRATION: AMAL AL-KHAYAT
2008 SENIOR STUDENT EXHIBITION
ZAYED UNIVERSITY

save what is left
for a brighter future

Dubai has transferred from the traditional economy and lifestyle to a highly modern and urbanized city in less than 30 years. Due to the fast development The volume of electricity and water sales for the

FRUSTRATED YET WILLING TO MAKE CHANGES

انشر طاقتك

SATWALORE 2010

DESIGN WITH COMMUNITY



سطوة لور Satwa Lore

WALK IT, LIVE IT, FEEL IT

حان الوقت لكشف الحكايات المخفية.
كونوا جزءا من الحدث المقام في
مركز دبي المالي في الخامس من يناير
في الساعة السابعة والنصف إلى
الثامنة مساءً.

It's time to reveal the hidden
Lore. Be a part of the event
taken place in DIFC on the fifth
of June from seven thirty to
ten pm.

I ♥ satwa

أنا أحب السطوة

Title: I love SATWA: Explore Satwa, Envision Satwa, Preserve Satwa
Designer: Arwa Salahaldin Sharafi 2607442
Course: ART 499 Graphic Design Capstone
Professor: Yunsun Chung-Shin



EXPLORING UNFAMILIAR PLACES , PEOPLE, & NEEDS

THE () EFFECT 2011

LOCAL WISDOM + HERITAGE



اعرفني KNOW ME

THIS IS HOW YOU KNOW ME

'KnowMe' is an awareness campaign that aims to enhance our awareness about life in desert, primarily in the UAE. The general perception of the desert is a lifeless empty space filled with sand. This kind of perception might lead the desert life to be comprised by the people who live in the region through habitat destruction, natural resource depletion (including animals), dune bashing and also littering.

The desert is an active ecosystem, and it is alive in its own way. 'KnowMe' would enhance awareness by sharing graphics and information about life in the desert through social media. This would hopefully create further appreciation of the desert, and encourage individuals to preserve the desert.

Brief

Knowledge. Conserve. Hope.

Biodiversity is created by the abundance of species. Without it, the desert would be reduced to sand and would not even be suitable for human life. We might live on exportation, but it is not sustainable on the long run. People often engage in reckless behaviors that might have severe consequences on the life in the desert. This all depends on learning about the desert and how we can use the most of it without depleting its resources and still living in harmony with other species. An awareness campaign might do so.

Memo



Species in the UAE are part of its history and culture. Neglecting them will create a disorder in our own ecosystem.

Belief

Terrestrial Mammals in the UAE

Data from Envirometal Agency Abu Dhabi 2004 about the status of native species.

45 species

%19
Data deficient

48%

SATUTS OF
Near threatened
Vulnerable
Endangered
Critically Endangered
Extinct in the Wild
Extinct



2 AMPHBIANS



48 MAMMALS



435 BIRDS



678 PLANTS



54 REPTILES



OVER 500 MARINE



OVER 5.000 INVERTEBRATES

Fact #2

Number of species that can be found in the United Arab Em



اكتشف رّال
Explore Rahal

CAMPAIGN PRODUCT GAME PROMO IDENTITY



RESPECT FOR COUNTRY, TRADITION, & RELIGION

HIGH EXPECTATIONS ON LEADERSHIP & ENTREPRENEURSHIP

LACK OF SUPPORT SYSTEM & PLATFORM

LACK OF SOCIAL INTEGRATION

لعبة "عالمي" هي لعبة الحروف الأبجدية التعليمية. تساعد الأطفال العرب على تطوير مهاراتهم اللغوية وقضاء وقت ممتع باللعب مع والديهم. أول 20 لعبة سوف تحصل على خصم 50%

لعبة جديدة



Julia Al Mheiri
Student

VISIBLE FACES

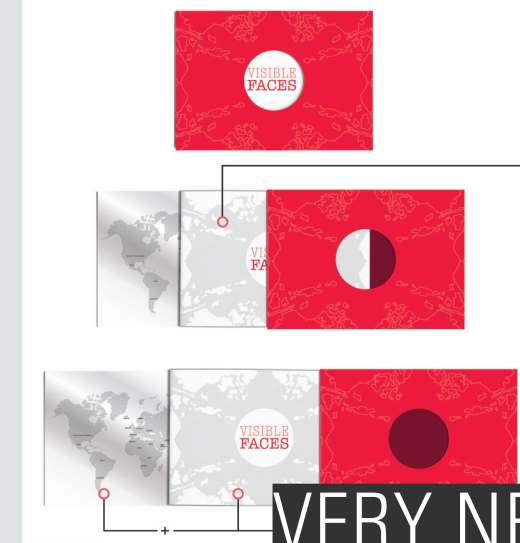
The purpose of my senior project is to showcase my ideas and thoughts as a graphic designer, and as a young Emirati living in a multicultural city. My project is a book showcasing the diversity in cultures. This book contains illustrations of people from different cultures combined with text. The texts are proverbs from those cultures that are mentioned and illustrated in the book.

The name VISIBLE FACES is basically explaining the main purpose of this book, I'm making those unique and distinctive faces of people around the world visible to my audience to support my concept. I chose to make this project in a book format to get the audience more

involved and engaged in the subject presented. The book itself is interactive, the user has to go through it's pages appreciating the illustrations and unique faces, while using the transparent plastic map to locate where each person is from when aligning the map on the page with the indicator dot beside the proverbs.

The reason the country of each person isn't specified at first, is because I want to strip away the stereotyping thought and the discrimination that comes with knowing where these people are from, we are constantly judging a person by their ethnicity, culture and religion. Instead of looking at them as another human being and appreciating our differences and similarities as simply humans.

BOOK PACKAGE



HOW TO USE IT

COVER DESIGN



TYPOGRAPHY AND BRANDING



VERY NEW TO DESIGN

LACK OF SOCIAL & SERVICE DESIGN



UAE IS 44 YEARS OLD
1 TO 7 EMIRATIS/EXPATS
350,000 YOUTH
25% UNEMPLOYMENT

2008 DUBAI CULTURE & ARTS AUTHORITY LAUNCHED
2008 GENERAL AUTHORITY OF YOUTH & SPORTS WELFARE
INSTITUTIONALIZED

2010 TASMENA
NOV 2012 ARCHIVE OPENING
JAN 2012 IMPACT HUB DUBAI OPENED

RAPID GROWTH OF
COMMUNITY & CREATIVE INDUSTRY

SOCIAL LANDSCAPE PROJECTED



enable
lack

purpose

role model

abilities
passion
reflective
touristic
commercial
respected
perspectives
lost
materialistic
counselling
dispersed
transient
volunteer
driven
empathy
perception
experience
support
creativity
self
platform
well-formed
zone
activities
discovery
growth
separate
influence
confidence
isolated
programs
comfort
youth

HOW YOUTH SEE THEIR LANDSCAPE IN DUBAI

CHALLENGES

**LACK OF
INTERACTION
YOUTH PLATFORM
SUPPORT SYSTEM**

OPPORTUNITIES

**DEMAND
AMBITION
TIMING
SUPPORT**



YOUTH EMPOWERMENT

ANA (ME) = NAHNU (WE)

EMBEDDED IN ARAB CULTURAL ETHOS: RESPECT. GENEROSITY. ONENESS

MANIFESTED IN TRIBAL UNITY LED BY SHEIKH ZAYED AL NAHYAN

FOUNDATION OF EMPATHY

POWER OF CREATIVITY

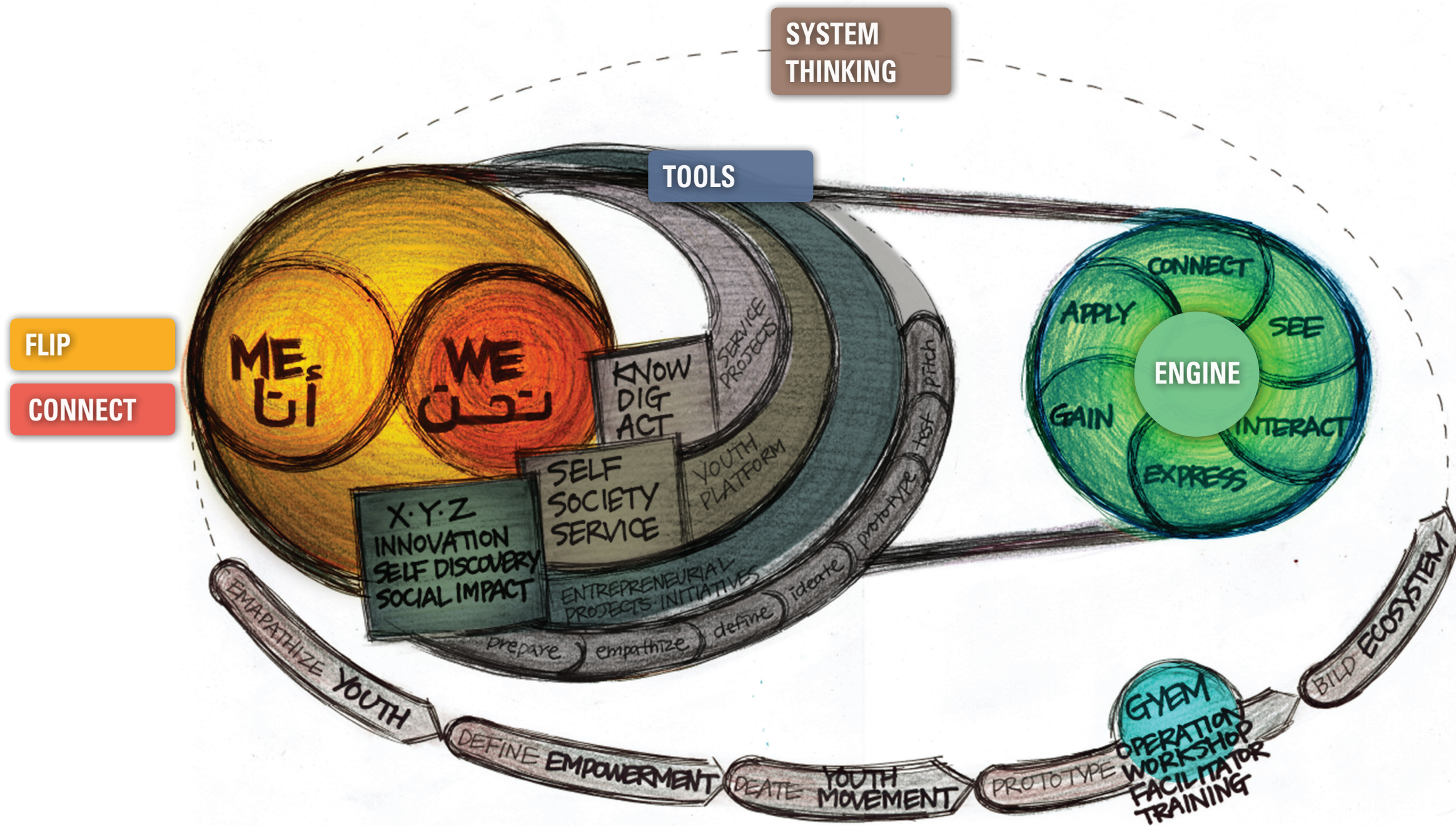
POTENTIAL FOR POSITIVE CHANGE

& GREATER IMPACT

أنا = نحن
ANA=NAHNU

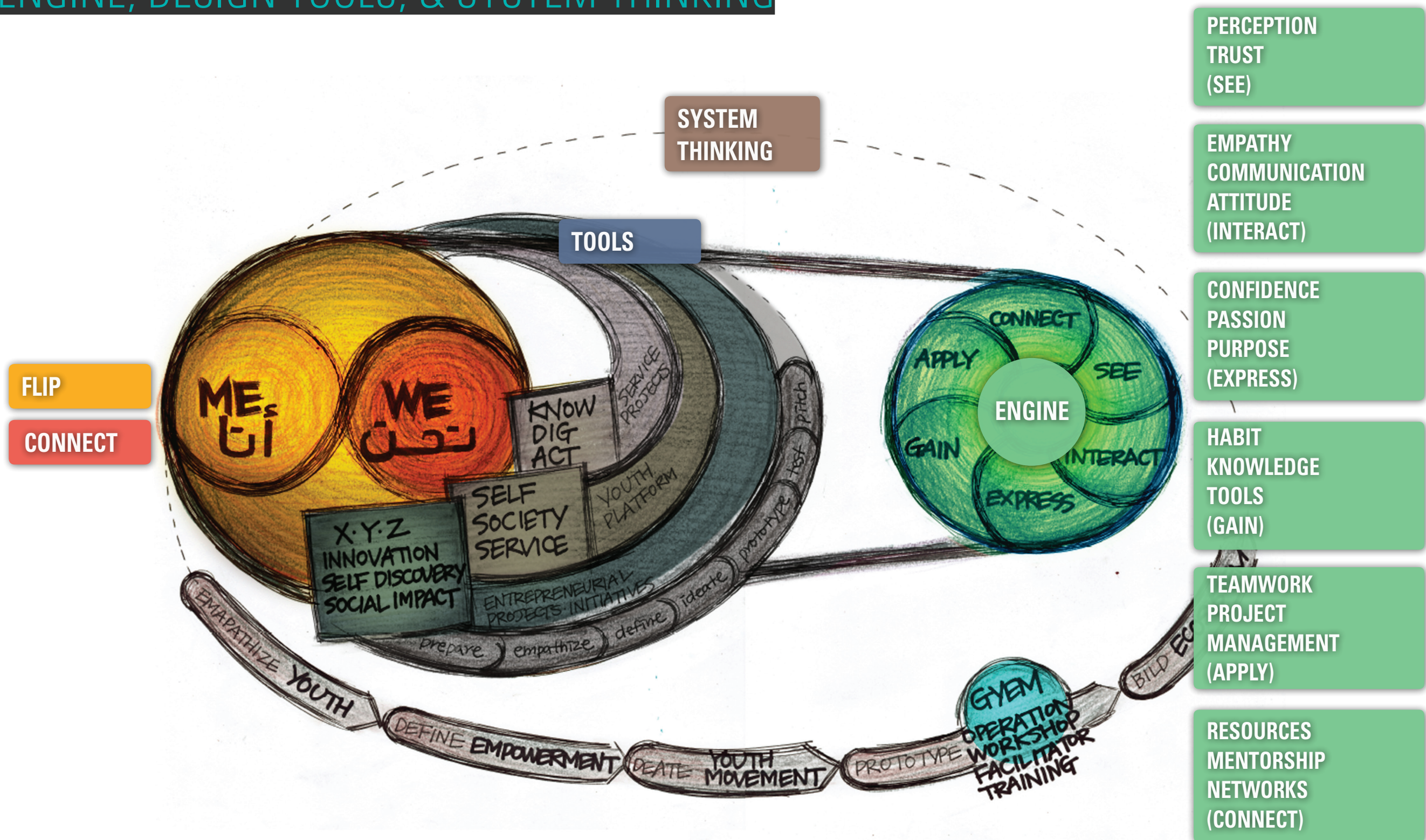
METHODOLOGY

RELATING CONCEPTUAL FRAMEWORK,
ENGINE, DESIGN TOOLS, & SYSTEM THINKING

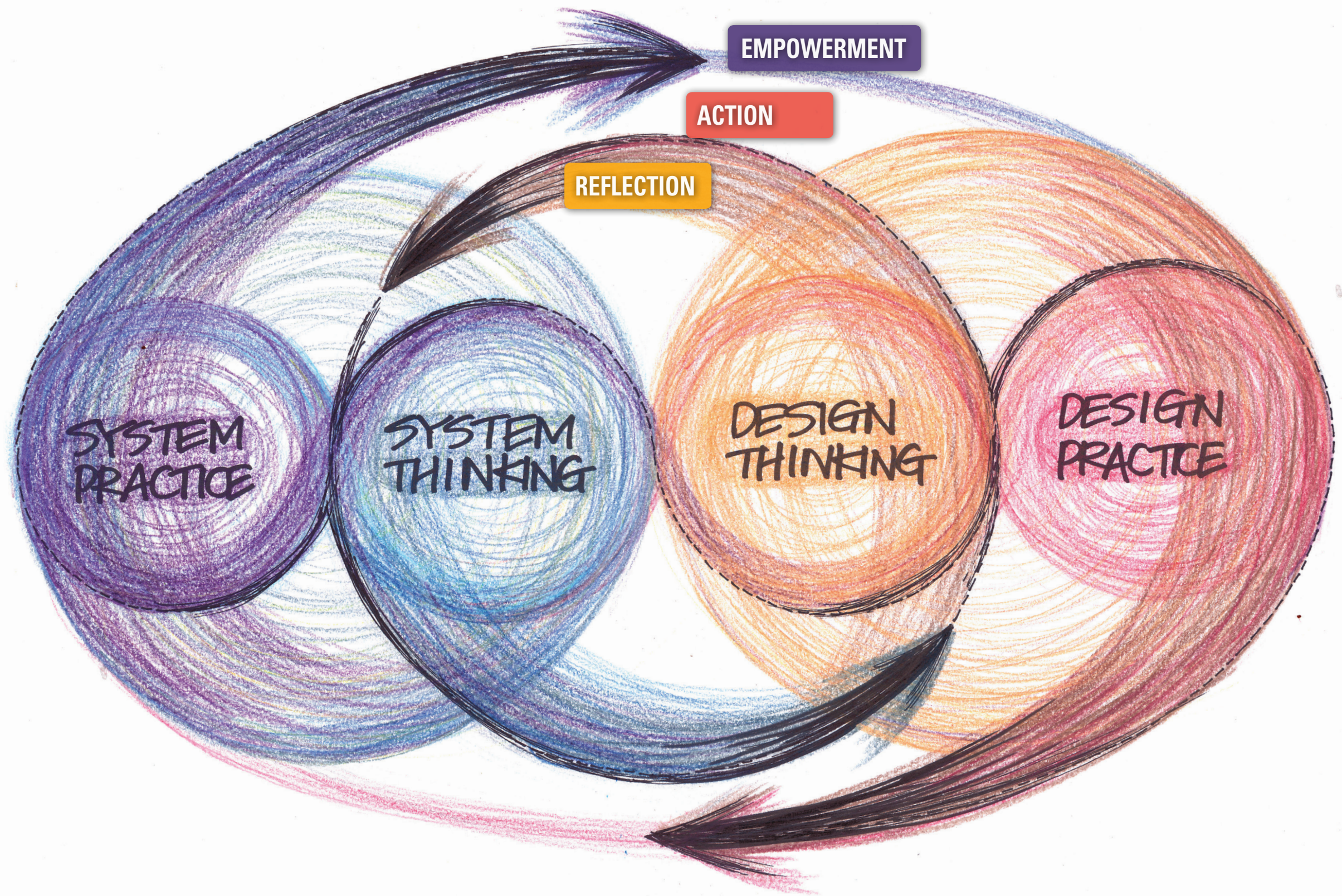


METHODOLOGY

RELATING CONCEPTUAL FRAMEWORK,
ENGINE, DESIGN TOOLS, & SYSTEM THINKING



RELATIONS



RELATIONS

EMPOWERMENT

ACTION

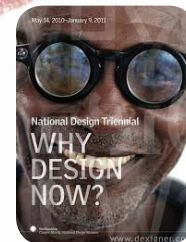
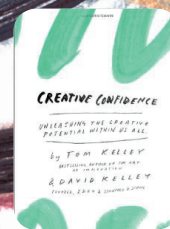
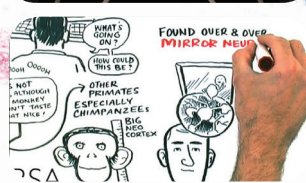
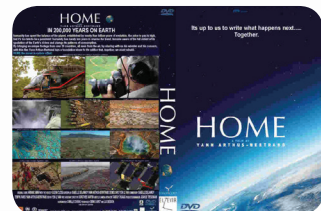
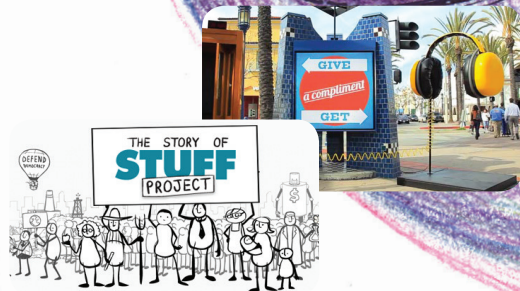
REFLECTION

SYSTEM
PRACTICE

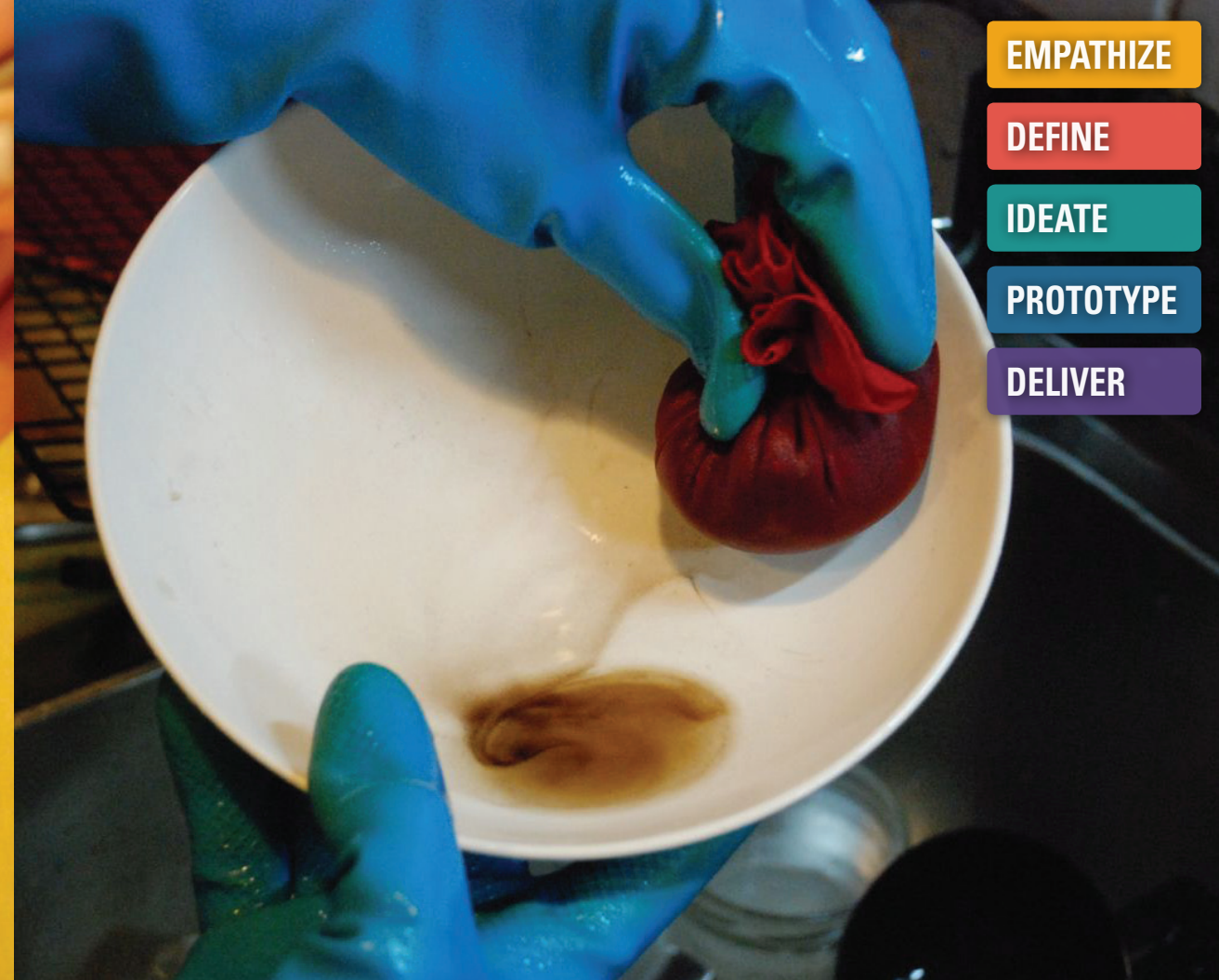
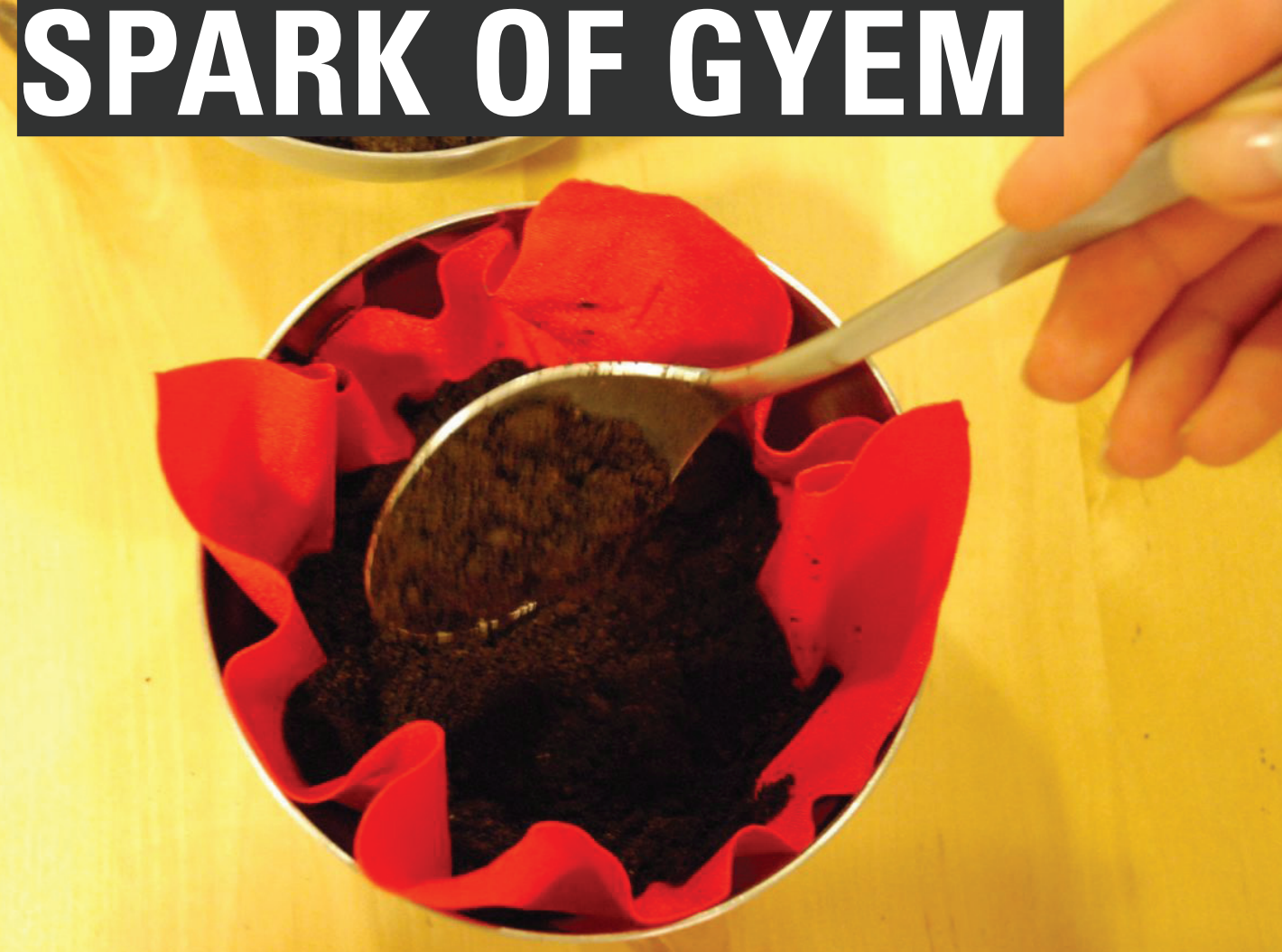
SYSTEM
THINKING

DESIGN
THINKING

DESIGN
PRACTICE



SPARK OF GYEM



EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

DELIVER



COFFEE SPONGE WORKSHOP WITH NEIGHBOUR KIDS 2008

ENGAGING COMMUNITY

SUCCESSFUL RAPID PROTOTYPE

FIRST GYEM WORKSHOP

CO-DESIGNED

'KNOW-DIG-ACT'

WITH YOUTH

EMPATHIZE

DEFINE

IDEATE



2-DAYS GAMES RESEARCH ROLE-PLAY DEBATE BRAINSTORMING SOLUTIONS MAPPING PLANNING

IDENTIFIED THE NEEDS OF
YOUTH PLATFORM
PHYSICAL SPACE
PLANNED TO DELIVER SERVICE PROJECTS
AT ZAYED UNIVERSITY



- EMPATHIZE
- DEFINE
- IDEATE
- PITCH



BUILDING A TRASH MONSTER SERVICE PROJECT @TERRY FOX RUN

PLAN

DELIVER



FIRST WORKSHOP 2010 OUTCOMES:
POSITIVE FEEDBACK FROM
COMMUNITY
ENJOYED THE PROCESS
GAINED CONFIDENCE
WILLING TO MOVE FORWARD



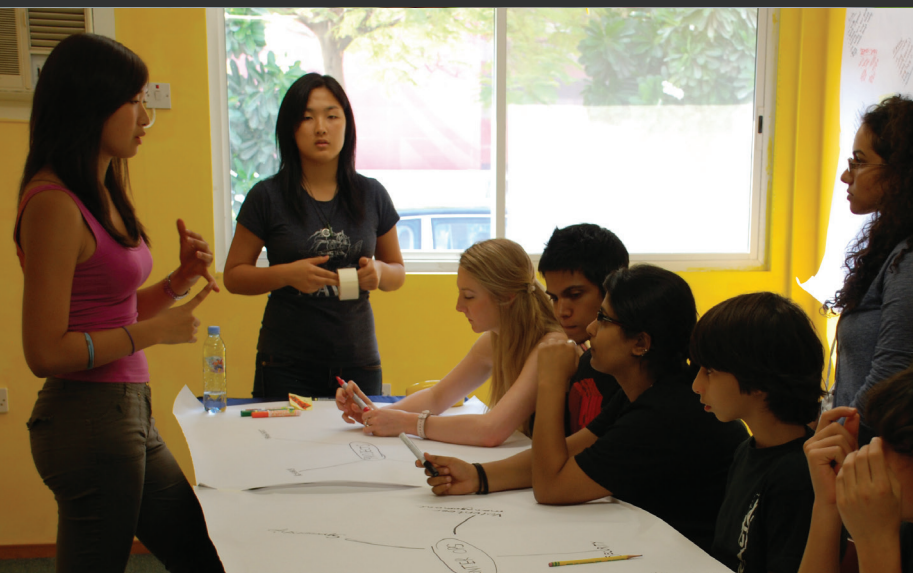
ASKED FOR SUPPORT TRANSFORMED A PORTACABIN TO A YOUTH CENTER

IDEATE

BUILD

LAUNCHED GYEM GLOBAL YOUTH EMPOWERING MOVEMENT INITIATIVE

THE COMMUNITY + THE TEAM + DREAM WITH MENTORS SUPPORT



2-DAYS GYEM WORKSHOP

'SELF SOCIETY SERVICE'

CONTENT BUILDING WITH YOUTH & EXPERTS

EMPATHIZE

DEFINE

IDEATE

PITCH



COMMUNITY ACTIVITIES: GRAFFITI WALL FOR HOPE GREEN SANTA JAPAN NIGHT O.M.N

PLAN

DELIVER

CHALLENGES:
ALL VOLUNTEERS
CENTER OPERATION
TEAM BUILDING
FACILITATOR TRAINING
MARKETING
FUND RAISING
WORKSHOP REGISTRATION
FOLLOW-UP
MENTORSHIP



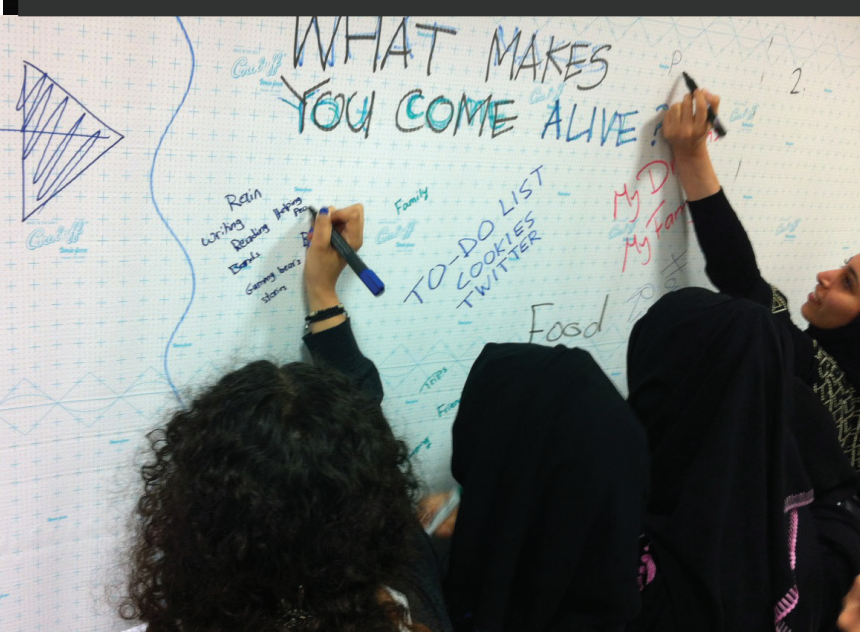
ARABIC SPEAKING FACILITATORS NEEDED
LEARNING MORE ABOUT LOCAL YOUTH
CULTURAL CONTEXT SENSIBILITY
THE PROGRAM WAS WESTERN

EMPATHIZE

DEFINE

IDEATE

WORKSHOP WITH EMIRATI STUDENTS FROM ZAYED UNIVERSITY





THE ARCHIVE AND GYEM PRESENTS

THE YOUTH FESTIVAL

SAT 22 FEB 10-5pm

MURAL | PHOTOGRAPHY | FASHION
OPEN MIC | DEEPENING SESSION

THE ARCHIVE, GATE 5 SAFA PARK



DELIVER

MALL
PARK
GALLERY
SCHOOL
RESTURANT



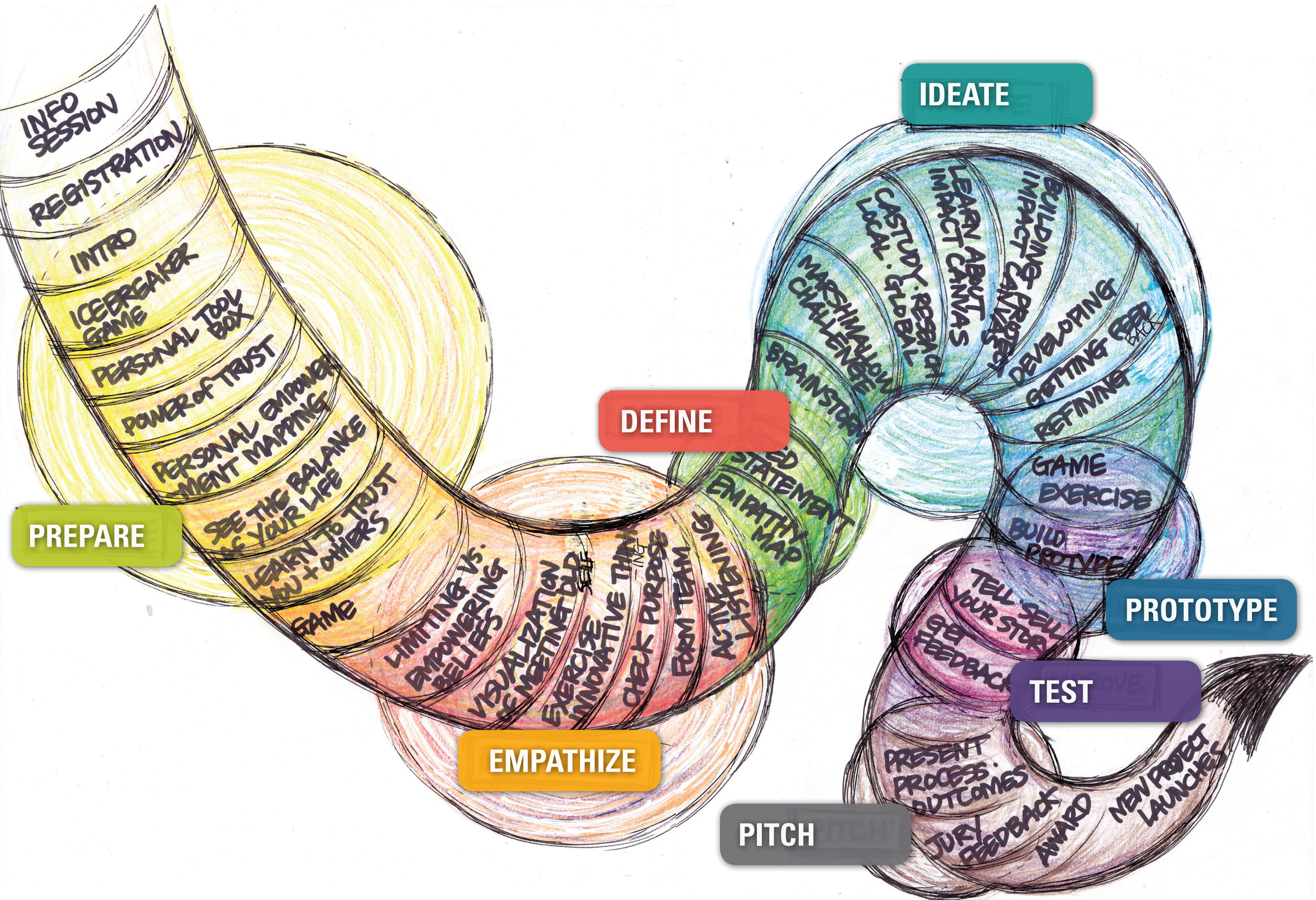
LOST CENTER
EXPANDED ACTIVITIES
BUT WHAT ARE WE REALLY DOING?
SUSTAINABLE OPERATION WITH THE
TEAM, FUNDING, SPACE LICENCE NEEDED

CHALLENGES:
ALL VOLUNTEERS
CENTER OPERATION
TEAM BUILDING
FACILITATOR TRAINING
MARKETING
FUND RAISING
WORKSHOP REGISTRATION
FOLLOW-UP
MENTORSHIP

FORMED PARTNERS
REGISTERED LLC
ONSITE WORKSHOP



WORKSHOP CONTENT IN DESIGN THINKING PROCESS



SETTING EXPECTATIONS



FACILITATOR

FACILITATOR'S ROLES + RESPONSIBILITIES

- 1) Ensure that team stays on schedule.
- 2) Organize the team to stay within the limitations set for each task.
- 3) for PARTICIPANTS to gain the most out of this workshop, it is crucial to foster emotions of excitement and enthusiasm.
- 4) Prevent team from stagnation by suggesting avenues to explore without FORCING PARTICIPANTS TO FOLLOW a particular activity
- 5) Since participants MUST arrive at their own conclusions, FACILITATORS HAVE TO avoid sharing a firm belief or opinion, INSTEAD FACILITATORS MUST TAKE A MORE NATURAL ROLE.
- 6) Ensure smooth discussions and debates when participants need to make a decision.
- 7) Foster passion and loyalty WITHIN TEAMS WHEN NECESSARY.



COMMUNICATIVE



APPROACHABLE



KNOWLEDGEABLE

4

"You, change maker, are going to make a dent in the universe by working with each individual today."



RESOURCEFUL



HUMBLE



HOPEFUL



PARTICIPANTS

PARTICIPANT'S TOOLKIT

The 'Innovators Tool-Kit' comprises of 4 key skills that participants will use during the course of the day.

THESE TOOLS ASSIST PARTICIPANTS TO EFFECTIVELY EXPERIENCE THE POWER OF INNOVATION BY INTERACTING WITH PEOPLE, SPACES AND SITUATIONS.

The challenges in "X" are designed to help youth fully understand 'learning by doing', one of GYEM's fundamental principles.



EMPATHIZE 1

I WANT TO UNDERSTAND YOUR CONCERNS/ISSUES.
HOW CAN I SOLVE YOUR PROBLEM?



COLLABORATE 2

WE NEED EACH OTHER.
HOW CAN WE USE EVERYONE'S STRENGTH TO OUR ADVANTAGE?



ENGAGE 3

I'D LIKE TO SEE SOMEONE SMILE.
HOW DO WE TALK TO STRANGERS?

6

HOW IT WORKS

STEP ONE

Empty Toolbox: At the beginning of the workshop, each team will be handed an empty toolbox.

STEP TWO

Filling the Toolbox: Each skill, (represented as a foam icon) will be awarded to every team at the end of every challenge.

STEP THREE

Facilitator Confirmation: At the end of the day the lead facilitator will explain the meaning and potential of each of the icons and explain the terms they are based on.



OBSERVE 4

EXPERIENCE A COMMUNITIES BEHAVIOUR + SPACE
HOW CAN WE COLLECT DATA?



MAKE 5

WE NEED TO SHOW NOT TELL OUR IDEAS
HOW DO WE VISUALIZE THE SOLUTION?



PITCH 6

I'D LIKE TO HAVE THE AUDIENCE BUY MY IDEAS.
HOW DO WE DELIVER THE MESSAGE/IDEAS?

FACILITATOR GUIDE



GYEM X
FACILITATOR
GUIDE

V1

Document Created By
the GYEM Program Develop Team
Mona Albeiti
Ragini Nagu
Raz Rahmani
Seoun Shin
Yunsun Chung-Shin

Date: April 20, 2014

GYEM X INNOVATION DAY



GYEM X is the first step of our three-part program, XYZ. **Part one is a hands on workshop that equips you with the skills of a social innovator.**

Participants learn to see everyday problems as opportunities to create social impact.

GYEM X's outcome is for every participant to realise that they have the potential to create change within their communities by tapping into their creative confidence.

The workshop pushes youth to test their assumptions and make **decisions** through **9 challenges**.

Through challenges and consultation, every team will be given the opportunity to build a solution, (whether it be a product or service) that tackles the need that they evaluated during the course of the day.

Youth will interact with like-minded peers and city residence to better understand their community.

1



INTRO TO GYEM + FACILITATOR GYEM VISION + MISSION + PERSONAL INTERPRETATION

01

10min

OBJECTIVE

Introduce the GYEM mission & facilitators

SEATING

Floor: Mats/Bean Bags

TIMING

00:02-GYEM Mission
00:03-Purpose of GYEM X
00:03-Facilitator introduction

00:02-Team introduction

The GYEM introduction is where we introduce the participants to **GYEM mission statement and the purpose of GYEM X**. It is also a chance for the GYEM facilitators to **introduce themselves with such passionate energy**. Please remember how important and powerful it is for you to deliver a personal invitation to join the force of new youth movement of bringing changes to society with GYEM.

“YOU, CHANGE MAKER FACILITATOR, ARE GOING TO MAKE A DENT IN THE UNIVERSE BY WORKING WITH EACH INDIVIDUAL PARTICIPANT TODAY.”

The entire GYEM X experience is a dynamic and varied experience, the introduction is no different. The GYEM introduction consists of three parts:

1. The GYEM Mission statement

Gyem is a youth run social enterprise committed to youth empowerment. We focus on getting youth engaged in their communities using their passions to add value. We at gyem utilize a two-fold approach: self discovery and social impact.

2. The purpose of GYEM x

Each facilitator will explain how exciting it is to start the journey of XYZ. **It's day of fun, excitement, insights, new findings, sharing, building, and invisioning the social changes**. X is the foundation of the entire programs where they **will gain the creative confidence and insights to pursue their journey of social innovation**.

3. Facilitator's Personal Introduction

Each facilitator will step forward and introduce themselves along with their passion. Make an strong impression of who you are as a **life time learner and social innovator**. Be creative of how you communicate yourself, your intention to have fun with participants throughout the day. It's important for you to let them know how much you are willing to listen to them and assist their needs throughout the day. Once a facilitator has introduced themselves they will hand their team an empty toolbox.

4. Team Introduction

The lead facilitator will then welcome all the teams to GYEM X and state that by the end of the day each team should have a filled toolbox.

10

KEY POINTS

- 1) Introduce GYEM
- 2) Welcome to GYEM X
- 3) Facilitator's intro
- 4) Introduction to Innovator's Tool-Kit by giving them empty tool-kits.

DEFINITION REFERENCE

What is GYEM:

Global Youth Empowerment

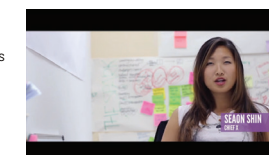
Youth-run social enterprise, getting youth engaged in their communities using their passions to add value.

Two-fold approach: self discovery + social impact.

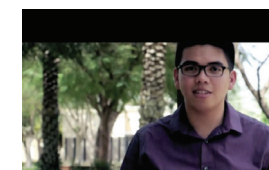
What is GYEM X: First step of XYZ & hands on problem solving & innovation.

MATERIALS/RESOURCES

8 Toolboxes



About GYEM



About X

REFLECTION/INSIGHT

11

PUBLIC COMMUNICATION



a community of realistic idealists.

We're building a passionate, purposeful and highly skilled community of youth who are creating positive change while pursuing their passion. We cater to a wide audience; the outcome of our programs are as follows:

Start your own social venture

Get job & internship options

Discover your passion

X INNOVATION DAY

Six hour quest where Youth are put into teams to solve challenges together that push them to think like innovators, interact with new people, go out into their communities and experience innovation first hand. It's about seeing all challenges as opportunities for change.

A completely new and refreshing experience

SKILLS GAINED
- rapid prototyping 1
- team building
- design thinking

Y SELF DISCOVERY

Two day unique workshop that focuses on the self: Youth delve into their sense of identity, connect with others on a deeper level and truly understand how to harness their strengths to use their passions to fulfill their sense of purpose.

Discover your sense of passion and purpose

SKILLS GAINED
- optimal self
- power of habit
- purpose finding


Z SOCIAL IMPACT

4 week course where participants gear up to launch their own impact project. In teams, participants break down their cause and connect their passion to their need. Learn rapid prototyping techniques and the lean start-up model, as well as templates for action.

Turn your ideas into reality, and leave your mark

SKILLS GAINED
- lean start-up
- social impact model
- rapid prototyping 2

COUNTLESS PROPOSALS


BRIDGING YOUTH PASSION AND INNOVATION

GYEM XYZ: 3-PART PROGRAM

GYEM XYZ is a 3-part, progressive program. It is a two-fold program highlighting the development of Entrepreneurial and self-development skills. They are based on the best global practices from Human Centered Design by IDEO, Stranford Design School, The Lean Start-up and Business Model Canvas.

X INNOVATION
CHAPTER
1 DAY

Y SELF
DISCOVERY
2 DAYS

Z SOCIAL
IMPACT
4 DAYS

WORKSHOPS (to date)
500 participants

Impact Measurement

qualitative	
% inspired to take action	60%
% finding sense of purpose	30%
% socially responsible	80%




quantitative	
# events	41
# youth through events	4,100
# workshops	20
# youth through workshops	500

% Who launch social ventures
20%





impact


% youth empowered to launch social ventures/projects	20%
# youth	100

SUPPORTED BY PROFESSORS FROM:



USING GLOBALLY RECOGNIZED RESOURCES SUCH AS:




BRIDGING YOUTH PASSION AND INNOVATION

GYEM X: INNOVATION DAY (MAY 28, '14)

38 participants

Program	X: Innovation (6 hours)
Concepts	Design Thinking, Rapid Prototyping, Visualisation Certificate of completion
Tangible Outcomes	GYEM Dog Tags (exclusive) Innovator's Tool Kit Lifelong membership to a community of social entrepreneurs, community shakers and thought leaders.
Activities	1) Perspective Switch 2) Crossing the Lava River 3) Smile 4) Observational 5) Visualisation 6) Pitch

Schools	Venue	Timings
- Cambridge International School, Dubai - GEMS Winchester School, Dubai - GEMS Our Own Indian School, Dubai	Impact Hub, Souk Al Bahar, Dubai	9 AM – 3PM


BRIDGING YOUTH PASSION AND INNOVATION

WHAT'S NEXT?

After X, participants continue their journey through Y and Z

Y SELF
DISCOVERY
2 DAYS

Z SOCIAL
IMPACT
4 DAYS

Program	Y: Self-Discovery (12 hours/ 2 days)	Z: Social Impact (24 hours/ 4 days)
Concepts	Power of Habit, Global Citizenship, Life Purpose	Needs Analysis, Lean Start-up, Business Model Canvas, Social Impact Model
Tangible Outcomes	Explore your sense of purpose and identity Discover the secrets of building habits Apply the 'Start with Why' principle to your life Skill Sessions Your own 30-day challenge	A Mentor Master the Business Model Canvas tool Practice Lean Start Up principles Form a team, an idea and a plan A prototype and action plan


BRIDGING YOUTH PASSION AND INNOVATION

GAME CHANGERS SOCIETY (FACILITATORS)

GYEM XYZ is run by highly-trained and high-achieving youth to encourage peer-to-peer environment.



Game Changers	Accomplishments
Seaeon Shin	8 top Ashoka entrepreneurs, Co-Founder & CEO
Hamdan Iqbal	Worked with Xische & Co, Social Strategist
Ragini Nagu	Founder of Ethical Head, Product Development Manager
Mona Al Belti	Fine Artist, Program Manager
Johnwalf Brigoli	Sharmila Dancer and Filmmaker, HR Manager
Suzan Shedid	UNOCHA Facilitator, Operations Manager
Ammar Saleh	Media Student with 10 hours of volunteering with GYEM and a former GYEM participant
Khalid Osman	Establishing a PE program for youth in Abu Dhabi, (hours) of volunteering with GYEM and a former GYEM participant
Sara Adel	Winner of Habib Award for Best Short Film, Junior Graphic Designer at Landmark International and Fashion Blogger


BRIDGING YOUTH PASSION AND INNOVATION

PARTICIPANTS FEEDBACK


57%
of the students responded claimed to have never experienced a leadership/innovation workshop.

79%
claimed to develop the ability to apply the concepts of rapid prototyping.

71%
ability to analytically approach new people/space.

100%
of our respondents want to apply for our Game Changers Society and next level of our program, Y.





BRIDGING YOUTH PASSION AND INNOVATION

EXAMPLES OF PROTOTYPES


These are some of the ideas the participants designed from the last GYEM X workshop on May 28th, 2014.

Food Express




Providing healthy cheap food packages for workers working in top notch malls where food is expensive.

Sonoluminescence Light



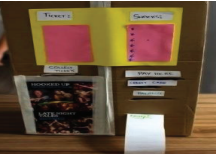
Reducing the energy used by lights through the chemical reaction of sonoluminescence light.

Kal-Killer



Burning unrequired fats in a microwave that is set up in food courts to reduce the risks of junk food.

Experiate



Elevate your experience by reducing human error through a vending machine where you can place your order and collect it from the counter.

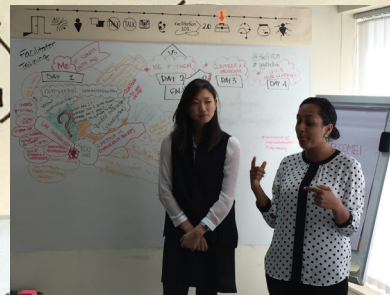
FACILITATOR TRAINING

22 MOTIVATED EMIRATI FACILITATORS

4 DAYS +

LEARNING CONTENT

MANAGING SITE



@theG4EM
#youthdxb





- EMPATHIZE
- DEFINE
- IDEATE
- PROTOTYPE
- BUILD
- PITCH

19 PARTICIPANTS. 7 DAYS. INNOVATION. SELF DISCOVERY. SOCIAL IMPACT



GAME. EMPATHY MUSEUM. ROLE PLAY. BRAINSTORM. PROTOTYPE TEAMWORK.



XYZ BOOTCAMP 2014

360 DEGREE BLOG

BUILD

SHARING STORIES OF LABOURERS THROUGH PASSION FOR WRITING

TARGET. OF LABOURERS
OUTCOME. To HUMANIZE THEM

"TRUTH

RESISTS

SIMPLICITY"

-JOHN
GREEN

GYEM SOCIAL IMPACT MODEL CANVAS

THREESIXTYDEG. TUMBLR.COM

ASSUMPTIONS

INTEREST

NO
AWARE-
NESS

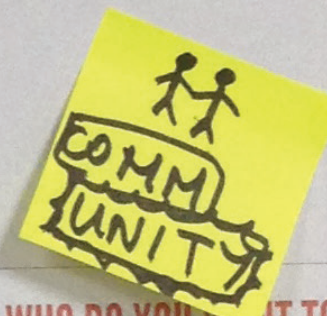
LABORERS
WILLING

THE NEED



WHY

CHANGE
PERCEP.



WHO WILL YOU PARTNER WITH

SPONSORS
NEWS
UNI

WHAT DO YOU DO

PUBLISH
TRUE
STORIES

VALUE PROPOSITION

LABORERS
FEEL
HEARD

RELATIONSHIPS TYPES

LABORERS
PERSONAL

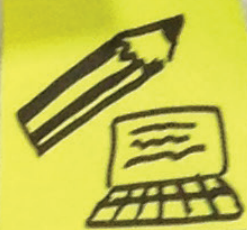
BLOGGERS
PROFESSIONAL

WHO DO YOU WANT TO SERVE

BLOG
COMMUNITY
DUBAI

WHAT DO YOU NEED

ADOPT-
A-CAMP



PLATFORM

COMMUNICATIO
INTERNET

ONLINE
ADS

LABORERS

XYZ BOOTCAMP PITCH DAY

SOCIAL INNOVATION PROJECTS PITCHED
BEST PROJECT CREATIVE (PROCESS, SOLUTIONS & KEY ACTIVITIES)
EMPATHIC (WELL DEFINED NEEDS OF TARGET COMMUNITY)
PRACTICAL (HIGH FEASIBILITY; BUDGET AND RESOURCES)
ENGAGING (DELIVERY)
IMPACTFUL (ACTION PLAN/MILESTONES)
NO FOLLOW-UP & MENTORSHIP OFFERED. ONLY INTERNSHIP AT GYEM





EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

BUILD

PITCH

'X-I CAN' WORKSHOP IN ARABIC

280 STUDENTS AT DUBAI CHARITY HIGH SCHOOL. STUDENTS LOVED IT. NO FURTHER INTERESTS FROM SCHOOL. LACK OF FUNDING & RESOURCES. NO FOLLOW-UP





KHALIFA FUND BINAT AL THAT SUMMER BOOTCAMP 2015 IN ARABIC

3 CITIES 3 WEEKS 22
EMIRATI FACILITATORS
123 PARTICIPANTS
MAJOR 4 PARTNERS
2 BEST PROJECTS AWARDED





EMPATHY MAP TO UNDERSTAND THE NEEDS

WHAT DO THEY(AUDIENCE) THINK, FEEL, HEAR, SAID, SEE, DO?



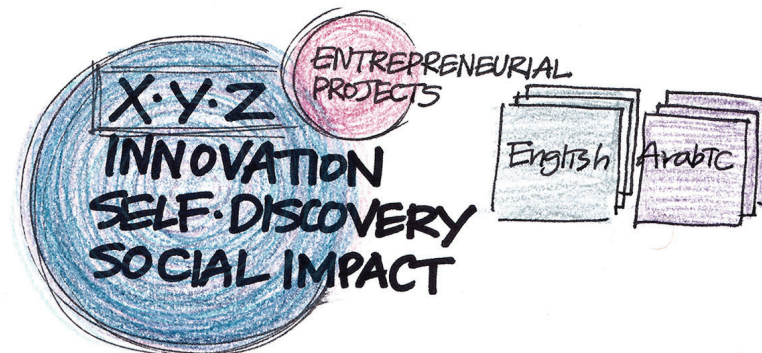
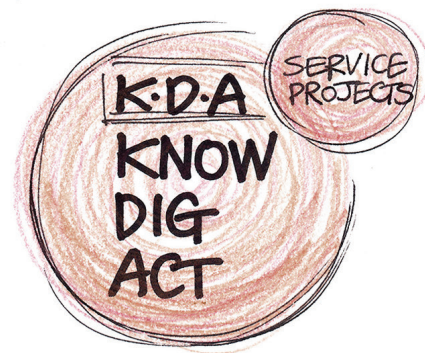
"I AM GRATEFUL FOR WHAT I HAVE LEARNED THIS MONTH, ABOUT WHAT YOUTH CAN DO. EVEN MORE IMPORTANTLY WHAT I AM CAPABLE OF!"

— 'GRADUATE' FACILITATOR TRAINING & FACILITATOR AJM & SHJ



MINISTRY OF CULTURE, YOUTH & COMMUNITY DEVELOPMENT SUPPORT

EVOLUTION OF GYEM



INCEPTION OF
SYSTEM THINKING

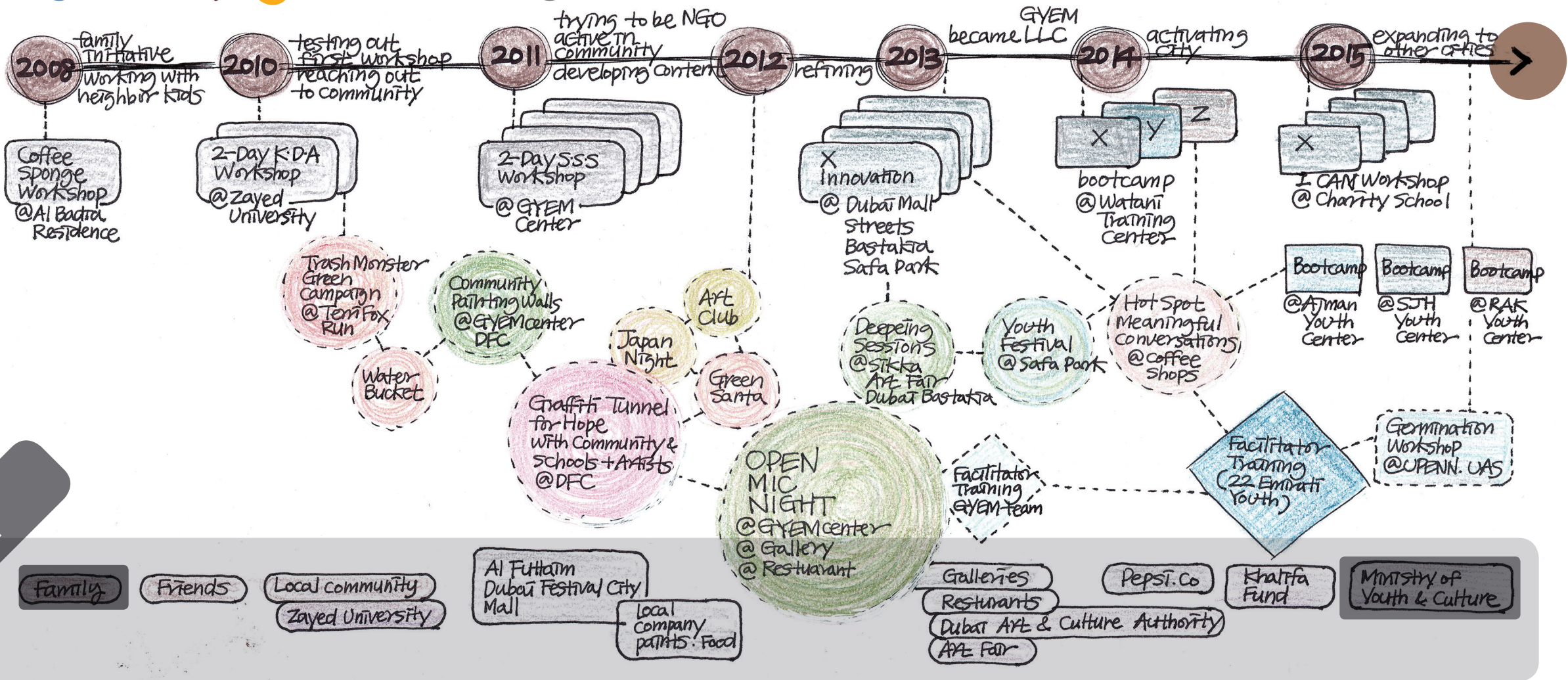
NGO
WANT-TO-BE

COMMUNITY
ENGAGEMENT

INTEGRATING
DESIGN THINKING

WORKSHOP DELIVERED
IN ARABIC

SUPPORT
SYSTEM



REFLECTION ON PROTOTYPES

OPERATIONS

MOVEMENT STARTS
FROM SMALL

WORKING WITH
COMMUNITY IS
UNPREDICTABLE

SUPPORT SYSTEM CAN
ORGANICALLY GROW

VOLUNTEERING HAS LIMIT

FUNDING, SPACE
FULL TIME TEAM NEEDED

NEED TO EAT TOGETHER
(MORE COOKING)

WORKSHOP DEVELOPMENT

DESIGN THINKING WORKS

MULTI-DISCIPLINARY
COLLABORATIVE DEV.
PROCESS
ADDED VALUE

CUSTOMIZATION NEEDED
FOR TARGETED AUDIENCE

Z IS QUITE HEAVY
FOR YOUNGER YOUTH

REFINEMENT WITH
BEST PRACTICES
(LEARNING FROM OTHERS)

FACILITATION DELIVERY

YOUTH-LED IS
POWERFUL

MENTORSHIP NEEDS
TO GROW TOGETHER

SUFFICIENT TRAINING
TIME NEEDED

STAKEHOLDERS
ENGAGEMENT IS
CRITICAL
(EVERYONE'S BIZ)

TESTIMONIALS OF 7 YOUTH

facilitator



limited guidance

guided

suzan

student



driven

philipino

passive

inhibited

yousef



unmotivated

searching

afaf

nicole

spiritual



maker

farida

active

ibrahim

founder
syrian

body

reflective

careless

passionate

perception film

inquisitive

iraqi

needed



egyptian

volunteer

indian

lost

activist

teacher

entrepreneur

emirati

ic

motivated

drama creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

creative

youth



AFAF KHARFAN

PERSONA: MOTIVATED YOUTH

SYRIAN, MUSLIM

STUDIED INTERNATIONAL DEVELOPMENT 2012-15

GYEM WORKSHOP FACILITATOR, REGIONAL COORDINATOR

FOUNDER OF AW3, CO-FOUNDING DUBAI POETRY SLAM

ISSUE/SOLUTION:

THERE WAS NO YOUTH PLATFORM I COULD GO TO WHEN I FIRST CAME TO DUBAI. IT STARTED WITH ORGANIZING THE BENEFIT CONCERT WHICH WAS LIKE A DOMINO EFFECT THAT LEAD ME TO FOUNDING AW3 AND THEN CO-FOUNDING DUBAI POETRY SLAM.

GOAL:

I'M TRYING TO CONTRIBUTE TO THE YOUTH ECOSYSTEM. I'VE WORKED ON CREATING INITIATIVES THAT NURTURE A COMMUNITY TO COME TOGETHER AND INTERACT. EVENTUALLY I HOPE TO BUILD A CAREER IN EDUCATION CURRICULUM DEVELOPMENT.



YOUSIF AHMED

PERSONA: NOT-MOTIVATED YOUTH

IRAQI BORN AND RAISED IN DUBAI
STUDIED INTERNATIONAL POLITICS 2012-15
GYEM WORKSHOP FACILITATOR, INITIATED HOTSPOT

ISSUE/SOLUTION:

"I WAS NOT INTERESTED IN FINDING A YOUTH PLATFORM. I HAD TO SEE IT TO BELIEVE IT. TO MY SURPRISE, I WAS SHOCKED TO WITNESS THE CAPACITIES OF YOUNG PEOPLE. I WAS ABLE TO RUN 'HOTSPOT' WHERE MEANINGFUL CONVERSATION IS POSSIBLE WITH WATCHING VIDEO. STILL IT'S CHALLENGING TO BE PROACTIVE."

GOAL:

TRYING TO CONTRIBUTE TO YOUTH MOVEMENT WITH AN INTEREST IN HOLISTIC DEVELOPMENT OF THE WORKSHOP AND FOLLOW-UP.

"EMPOWERMENT IS A STATE THAT YOUTH ARE ABLE TO CHANNEL THE ENERGY WITHIN THEM THROUGH THEIR PASSION ONTO THE COMMUNITY AROUND THEM."



WHAT WAS YOUR EXPERIENCE OF GYEM WORKSHOP?

perspectives



"A TOOL TO ENGAGE IN SELF DISCOVERY & CREATIVE CONFIDENCE.
YET IT NEEDS FOLLOW-UP SUPPORT AND A CONSISTENT PLATFORM"

WHAT DOES THE ECOSYSTEM MEAN TO YOU?



"SYSTEMIC SUPPORT FROM SOCIETY THAT INVITES YOUTH
TO GROW AND CONTINUE THEIR ENGAGEMENT
WITH A STRONG SENSE OF BELONGING, OWNERSHIP, & VISION."

YOUTH EMPOWERMENT THROUGH DESIGN THINKING PROCESS

EMPATHIZE

WHO
YOUTH

Youth has the potential within themselves.

DEFINE

WHY/NEED
EMPOWER-
MENT

A state that youth are able to channel the energy within them through their passion onto the community around them.

IDEATE

OUTCOMES
YOUTH
MOVEMENT

Collective initiatives led by youth who attempt to create positive changes, which will influence the system surrounding them.

PROTOTYPE

HOW/CASE
GYEM

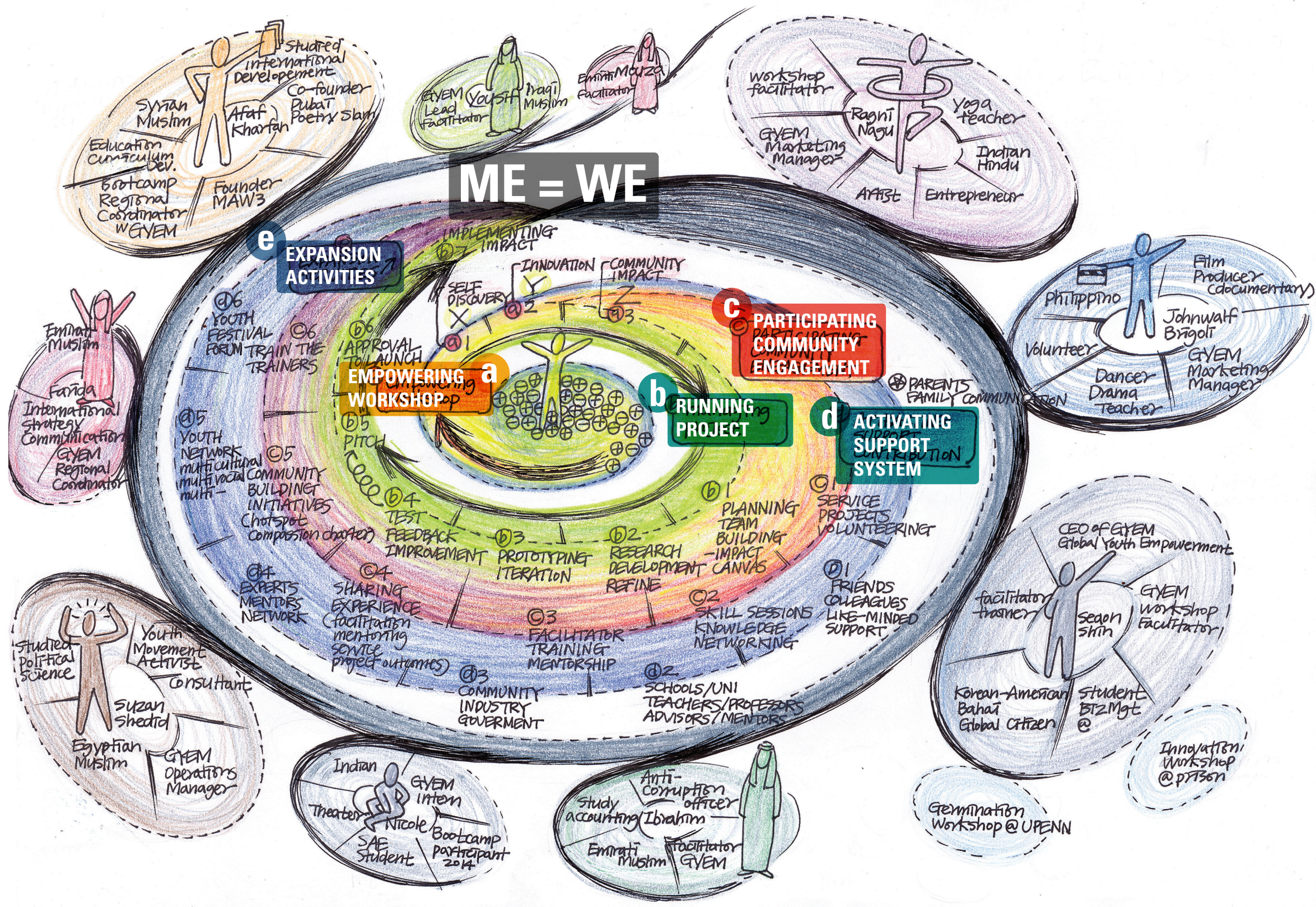
GYEM is a youth platform. The development has been a case-study to testify what youth and the community are capable of bridging passion with innovation for their life purpose.

BUILD

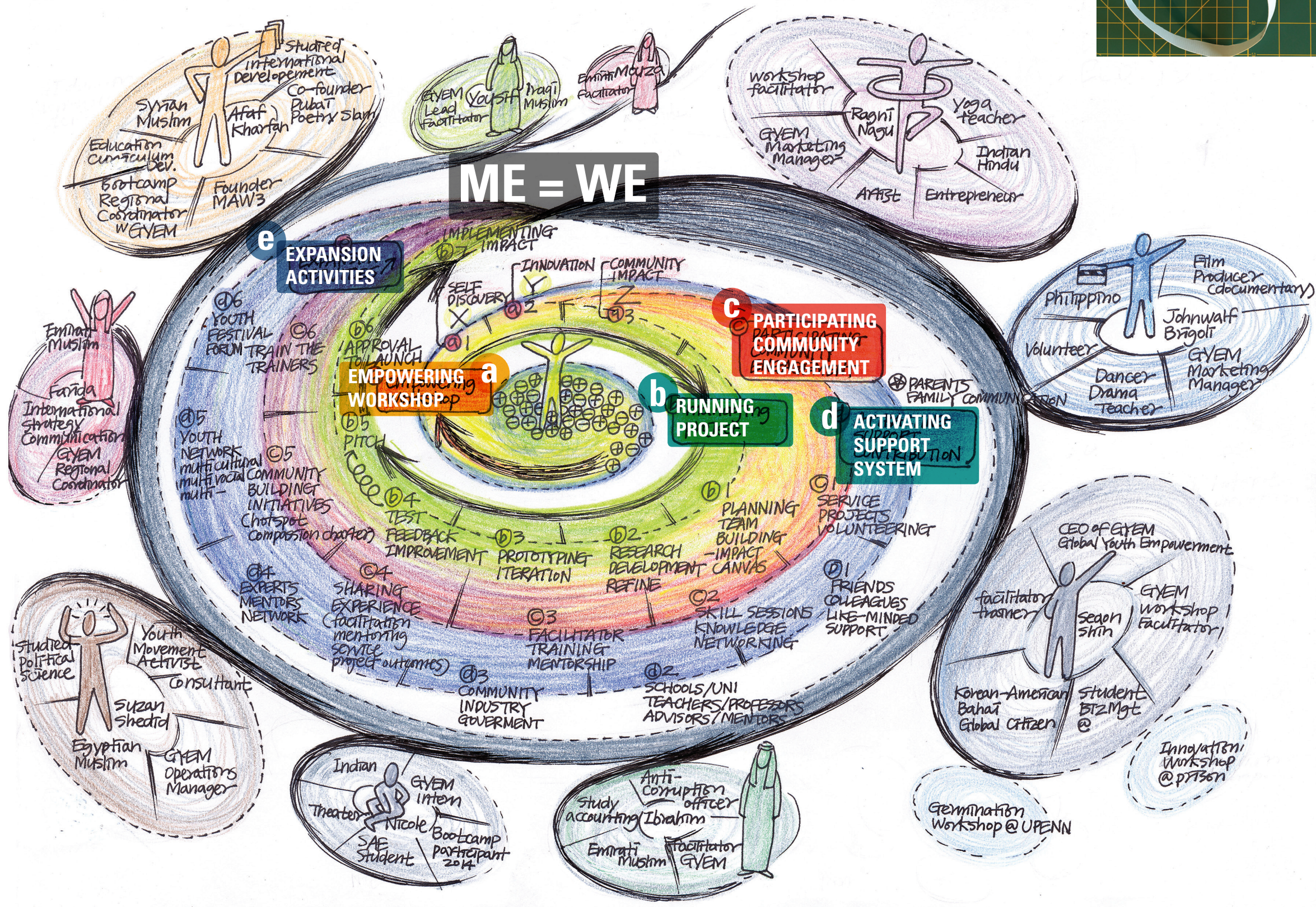
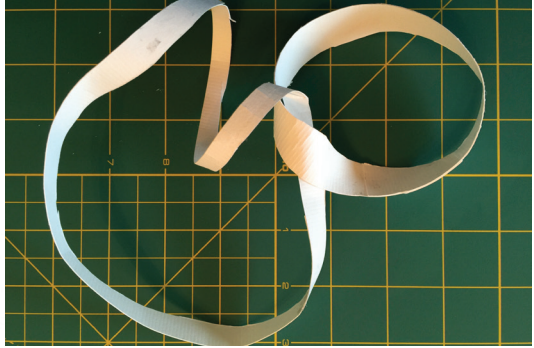
WHAT
ECO
SYSTEM

Systemic support from society that invites youth to grow and continue their engagement with a strong sense of belonging, ownership, and vision.

ECOSYSTEM



ECOSYSTEM



HOW COULD YOU CONTRIBUTE TO THIS SYSTEMIC DESIGN?

