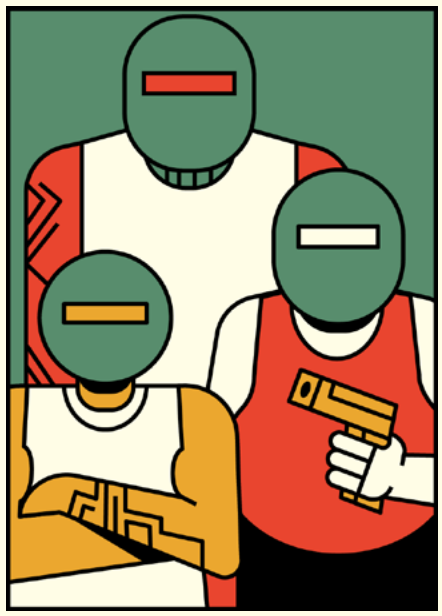
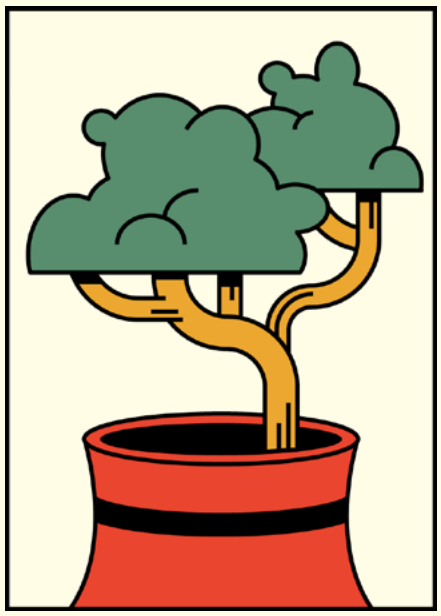
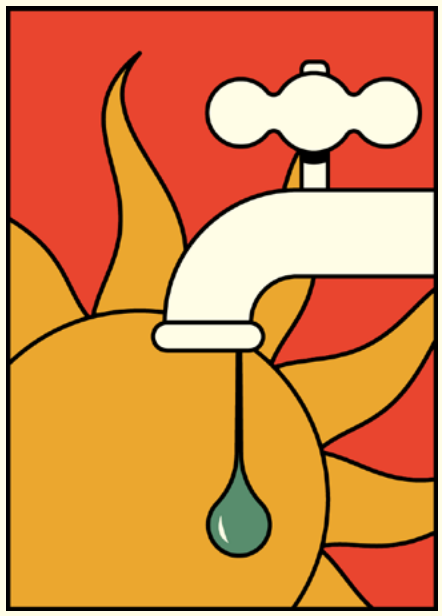
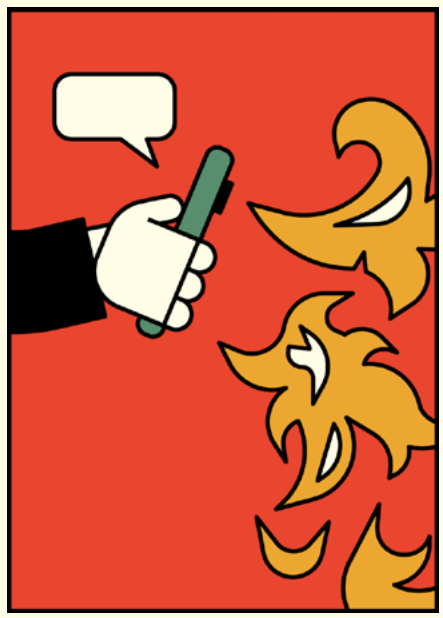
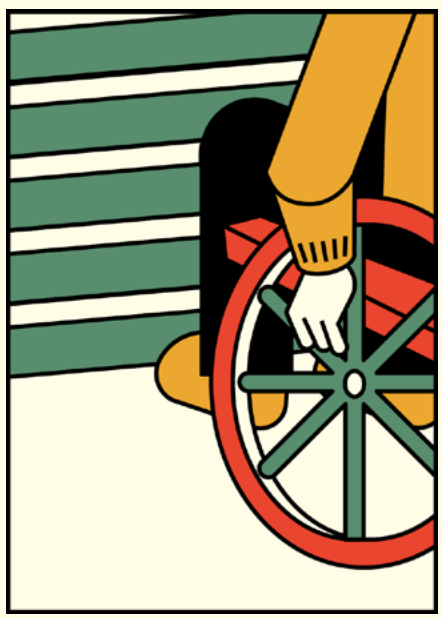


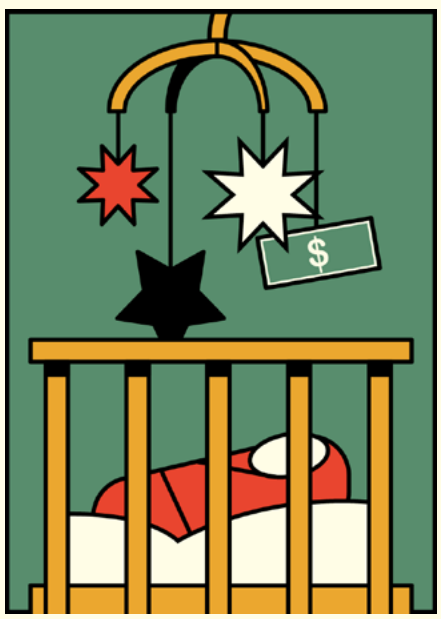


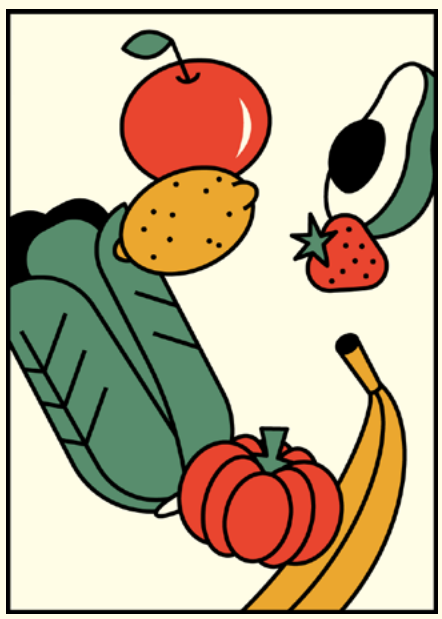


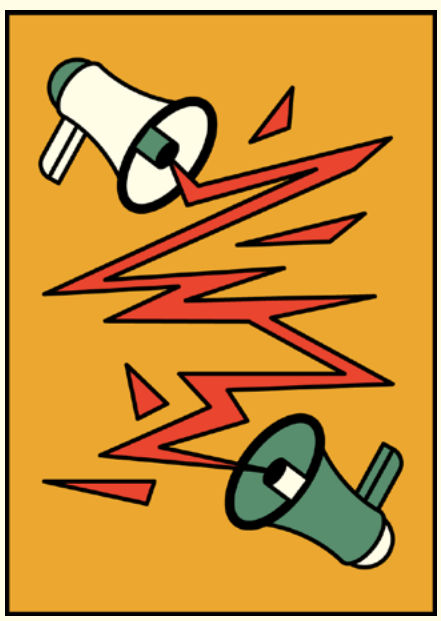
CITYFUL

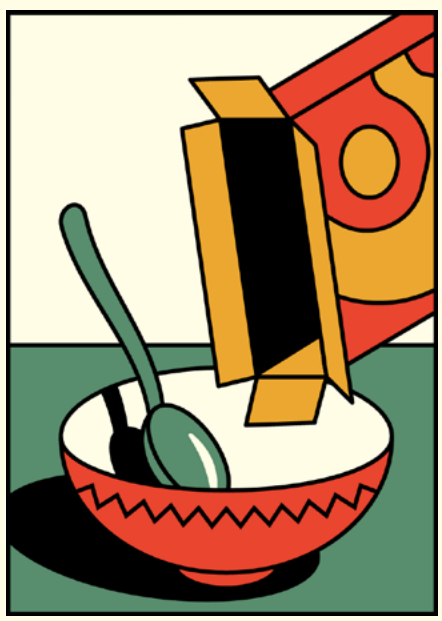












A new approach for youth workers

INTRODUCTORY GUIDE

Co-funded by
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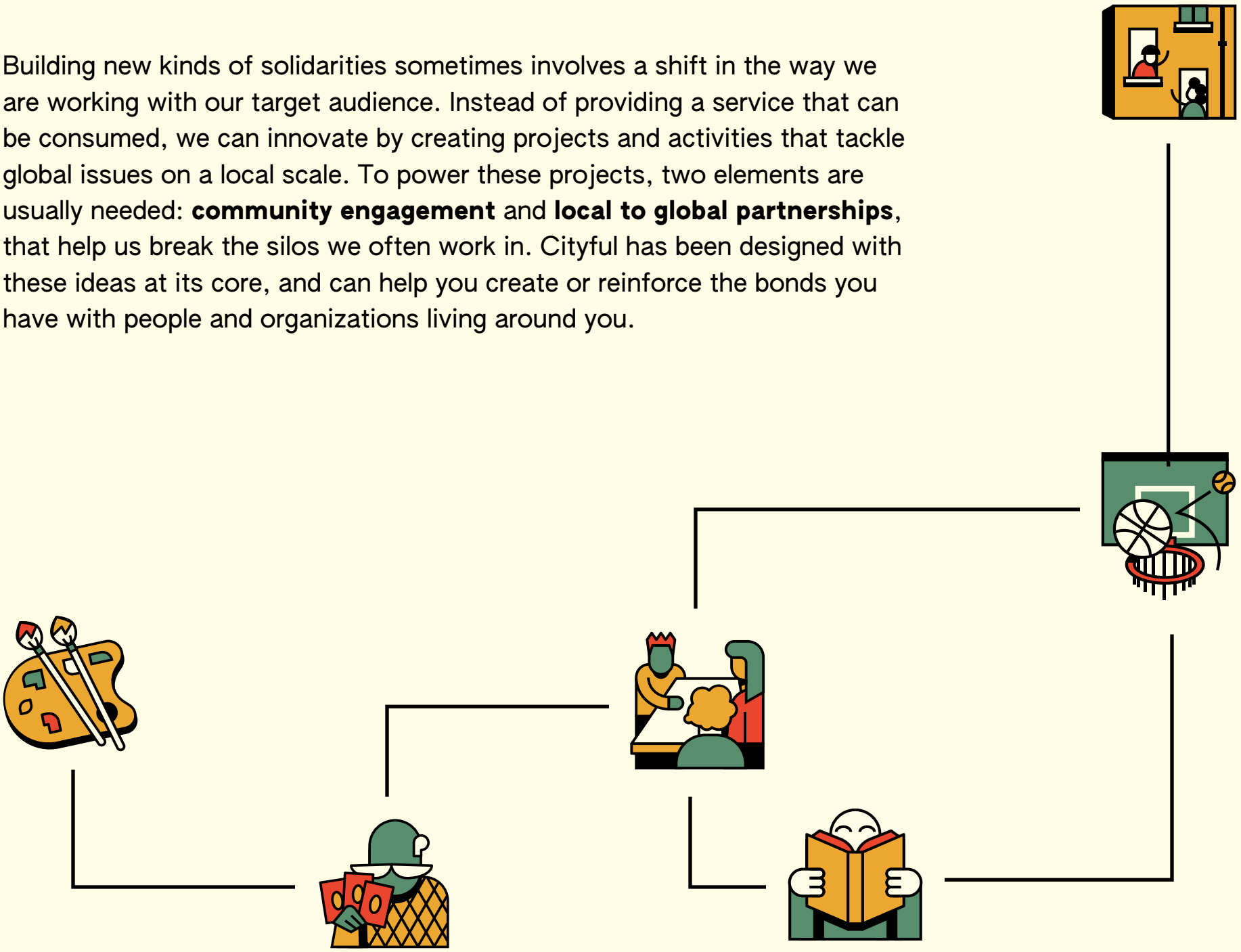
01. FROM SOCIAL WORKER TO COMMUNITY WORKER

Building new kinds of solidarities sometimes involves a shift in the way we are working with our target audience. Instead of providing a service that can be consumed, we can innovate by creating projects and activities that tackle global issues on a local scale. To power these projects, two elements are usually needed: **community engagement** and **local to global partnerships**, that help us break the silos we often work in. Cityful has been designed with these ideas at its core, and can help you create or reinforce the bonds you have with people and organizations living around you.



02. THE EVOLVING YOUTH WORK

> **We need entrepreneurs, people who have the audacity to start a journey without knowing what the outcome will be. The manager manages process and product innovation. The good entrepreneur,on the other hand, must know how to propose a breakthrough innovation. Unfortunately, this vocation is lacking in Europe today: there are many managers, fewer and fewer entrepreneurs.**
>
> STEFANO ZAMAGNI, 2015

With this quote by famous social economist Stefano Zamagni we are not just promoting the necessity for new entrepreneurs in the youth sector, rather an enterprising approach in society as a whole, and this we believe, relates well to the role and approach of youth workers and youth organizations.

02. FROM SOCIAL WORKER TO COMMUNITY WORKER

But what does it mean to be enterprising in the world of education and youth work?

Moving from a "vertical-silos" approach for youth workers, where competences are expressed exclusively within the relationship with their young beneficiaries	**To an horizontal spectrum of intervention, where the youth worker's field of action and response is sought outside of the "comfort zone" of his direct relation with the "troubled kid", but more and more in connection with the surrounding territory, community and actors**
Moving from a secured community where the inside/outside boundaries are defined by fragility and the institutional response that "has to be guaranteed" and evaluated	**To an open perspective on youth workers field of action, where the in and out boundaries blur into a larger and open community of neighbors, citizens, workers and organizations**
Moving from a traditional organizational structure defined by social and youth workers organized in equipes with competences exclusively responding to the direct beneficiaries	**To an interdisciplinary youth organization that enables existing staff to enrich competences and skills, or integrates new ones in, in order to respond to wider, external and transversal challenges**

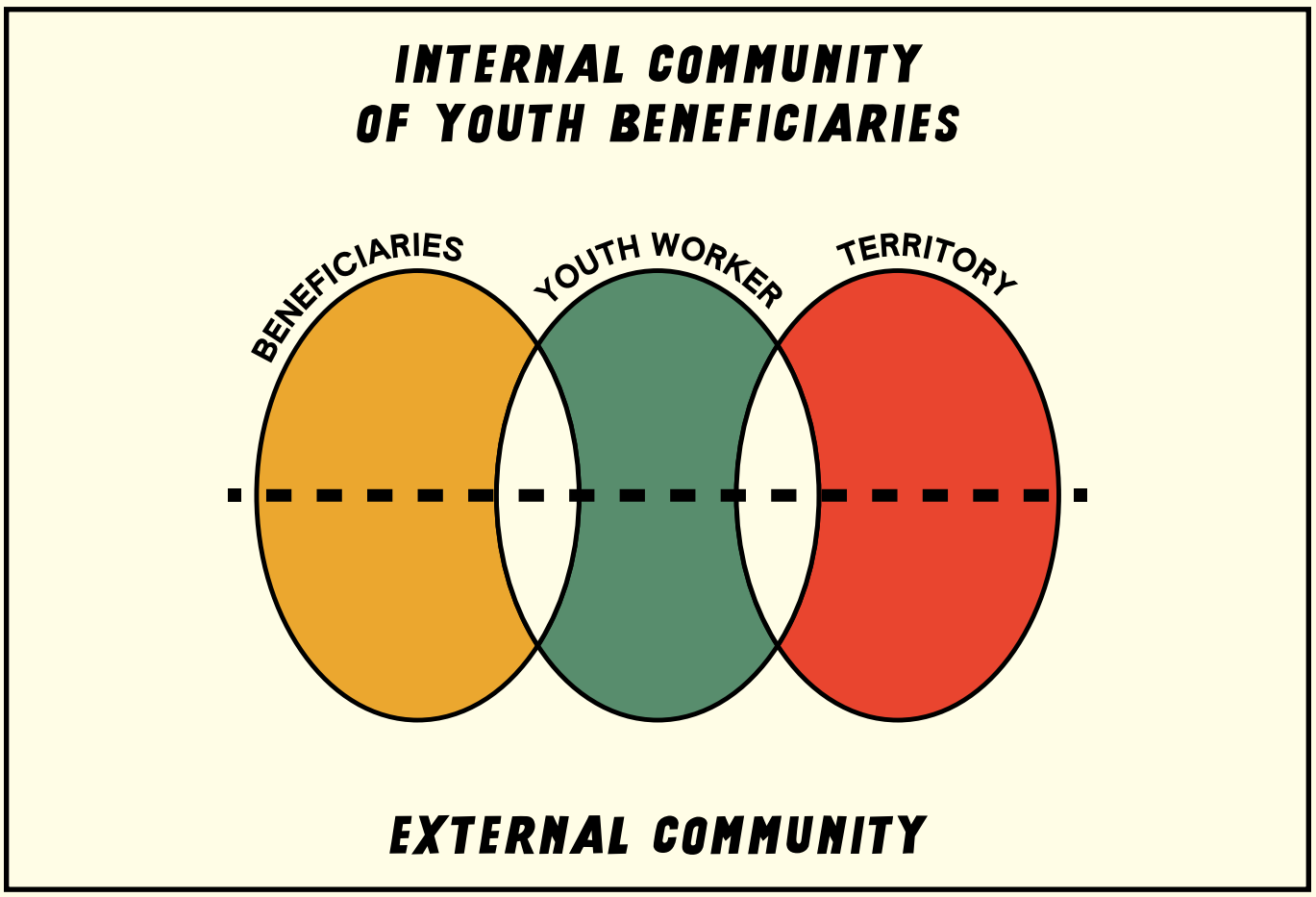
Youth Workers profile and competences should become more and more hybrid and outward! Their role should take into account some of the following definitions used to describe community work:

- Professional who works with communities to bring about social change and improve quality of life. [gradirlenad.com]
- A person who works among the people of a particular area to promote their welfare. [Oxford Languages]
- Someone who works for the benefit of a community, esp for a social service agency [Collins dictionary]

02. FROM SOCIAL WORKER TO COMMUNITY WORKER

If Youth Workers accept a new role and “distance” between their beneficiaries and their external context, they will have to change perspective and:

1. Increase the “social responsibility” among the surrounding community
2. Assume with the beneficiaries the “risk” of the process
3. Share “power” with the beneficiaries and community actors in the possible outcomes



Basically Cityful wants to promote a shift in roles and categories for youth and social work, in which the third sector can “surf” managerial and methodological evolutions that allows it to innovate and tackle local and societal issues with a new mindset. Community oriented, impact driven and entrepreneurially aware.

02. FROM SOCIAL WORKER TO COMMUNITY WORKER

Cityful therefore has a threefold objective with regard to the project target group of youth: on the one hand, **to promote the activation** and/or reactivation of young people who are not at school, in training or at work, through the production of a tool that is close and familiar to them in terms of digital interaction, on the other hand presents them **the opportunity to physically interact** not only with peers, but also **with their wider community and territory**. We believe in fact, that this phygital and active roleplay approach can be a key element to trigger empowerment and self esteem. Finally, Cityful **requires creativity in promoting new sustainable solutions** by defining a project strategy to solve societal challenges just like a social entrepreneur would do. Nowadays there's often a tendency, especially among young people searching for jobs and new opportunities, to look at the third sector as an unprofessional, devaluing and unfulfilling market. They often ignore that it's actually a crucial area for the economy, for the welfare state and for the job market. Above all, nowadays it's a sector that can offer new innovative answers to recent social, cultural and environmental issues.

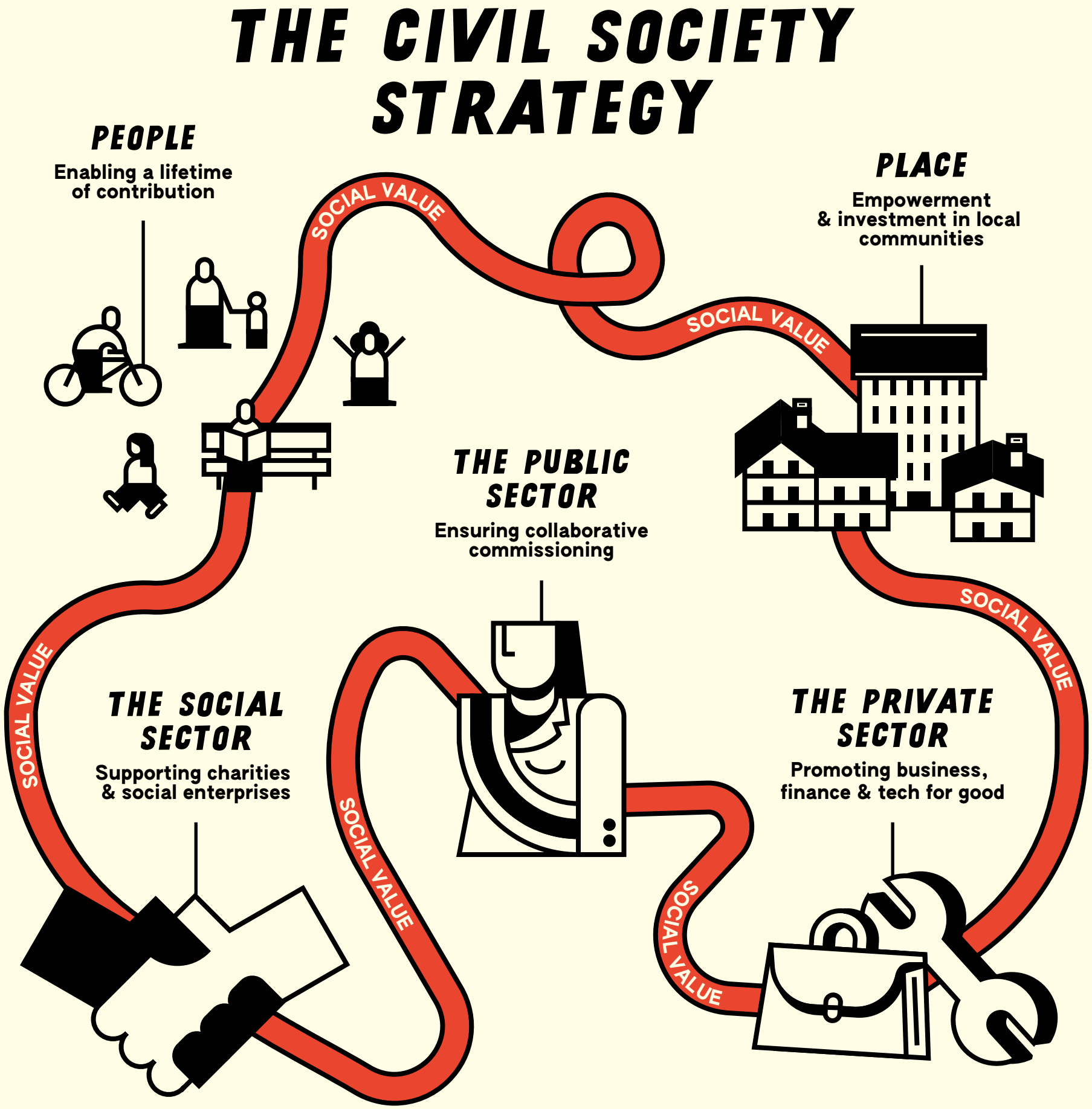
03. USING CITYFUL

Cityful should be used as a game based tool that can help youth workers and in general mediators and social facilitators to develop a stronger relation between their target and the city/community they are part of. What makes it easy to use and useful in different contexts, is the customization that the facilitator can bring to the process, adapting the tool in process.

The main Cityful features are

- A **progressive phygital experience** that helps to develop team work, strategy, field research and creativity while meeting peers and other community members
- An **opportunity to organize and experiment** activities while being part of a bigger picture that talks about SDGs, local development and social entrepreneurship
- **Working on soft-skills and self-awareness** of participants
- **Fostering a team building mentality** while creating a new project or social business

A new alliance for youth activation and reintegration:



04. EXAMPLES OF BEST PRACTICES

ITALY

The idea of Co(youth)working is to define guidelines that allow to increase the social impact of co-working spaces on the reference territory. These must enable coworking spaces to remain economically viable and support the effective development of young users' entrepreneurial skills. It's important for these spaces to be in an ongoing dialogue both with young co-workers and with external subjects that belong to the local community, fueling a virtuous process of participation, active citizenship and development of the human and social capital of the territory.

► hubout.it/coyouthworking-2/#introduction

FRANCE

Rol Game to educate to 3rd sector in France developed by PLOUCS (NGO build by La Smalah, Co-actions and other local organizations)

► kessessa.ploucs.fr

La Smalah produces housing for young people by young people following carpentry training. It mixes citizen, youngsters, municipality, region, local craftsman.

► territoires-communs.fr/a-propos/le-campus-rural

CITYFUL IS A PROJECT DEVELOPED BY:

COMUNE DI
CiniselloBalsamo

itinerariparalleli

Coactions
coopérative
d'entrepreneur.e.s
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