

# Co-designing for Immigrant Participation

## Group <3spoo

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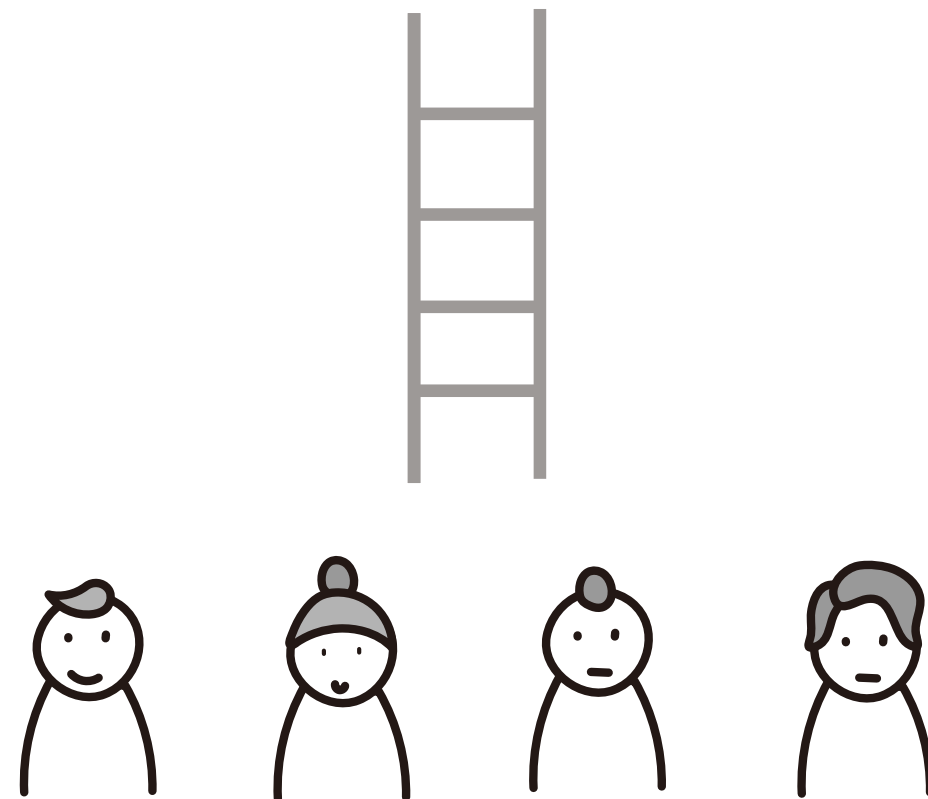
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# INTRODUCTION

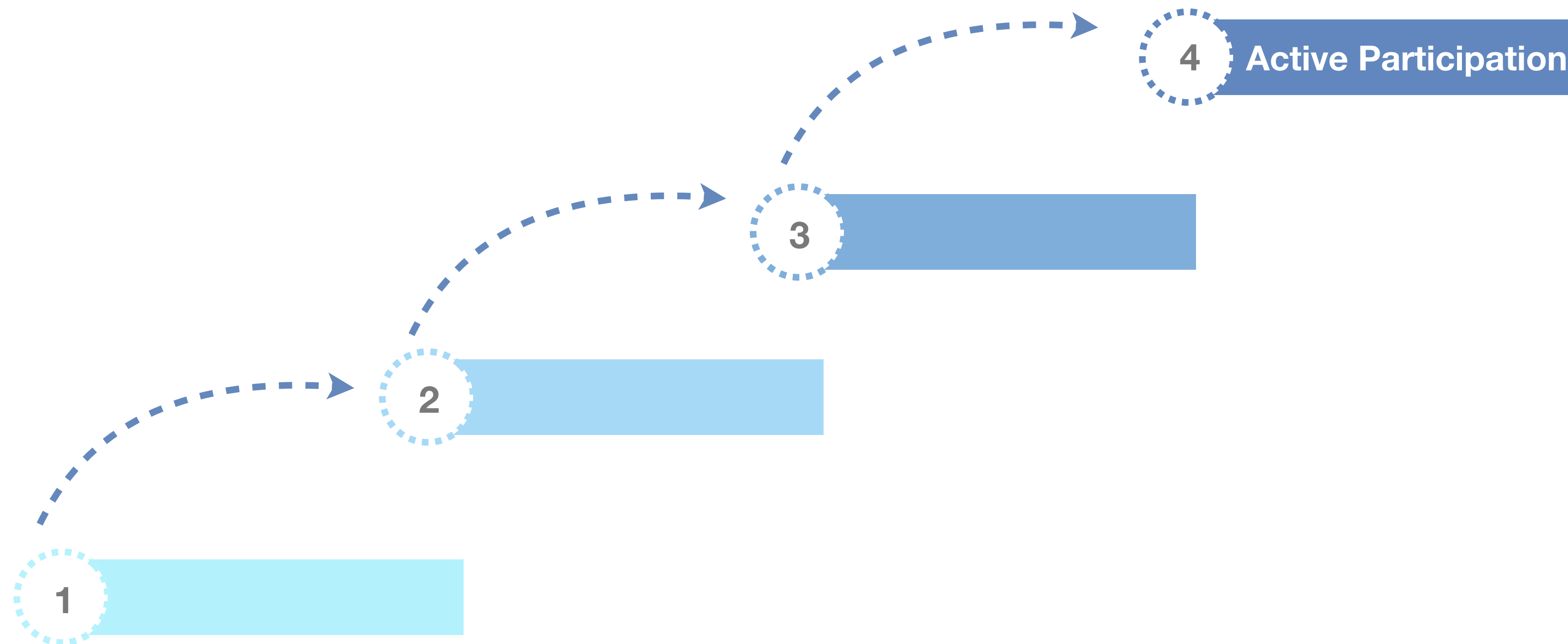
## Project aim

Active Participation



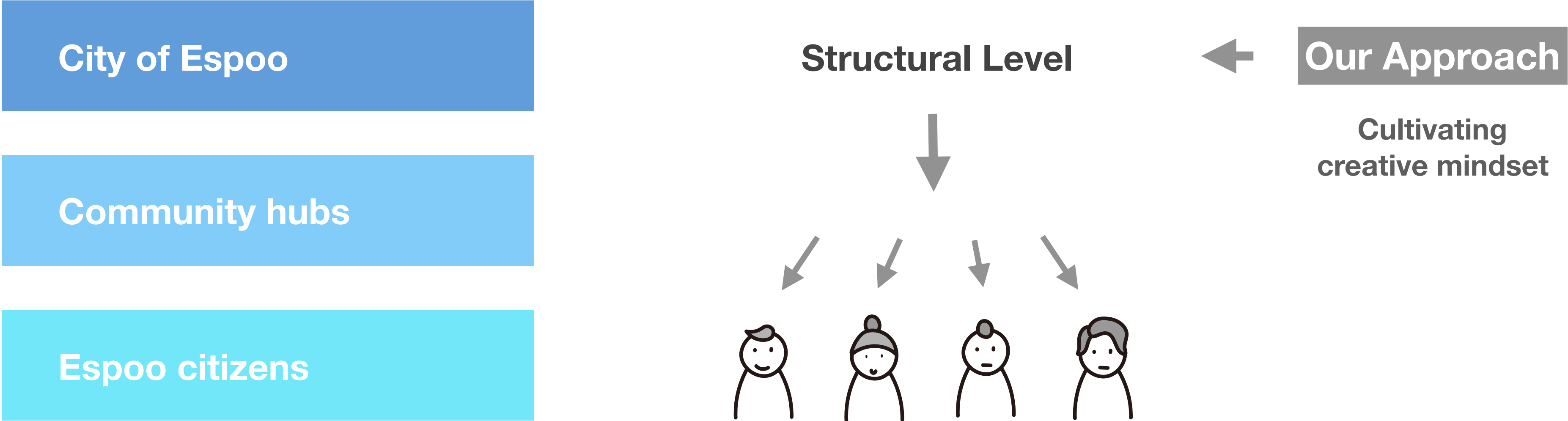
Support City of Espoo in engaging citizens  
using community hubs as a bridge.

# INTRODUCTION



**3 interconnected actions** towards a culture of (pro)active citizen participation, offering one solution for experimentation.

# INTRODUCTION



Cultivating a creative mindset among the city officials which can lay foundations for future bottom-up participating.



# CONTENT



# STAKEHOLDERS

**Espoo, council, City officials, Mayor**

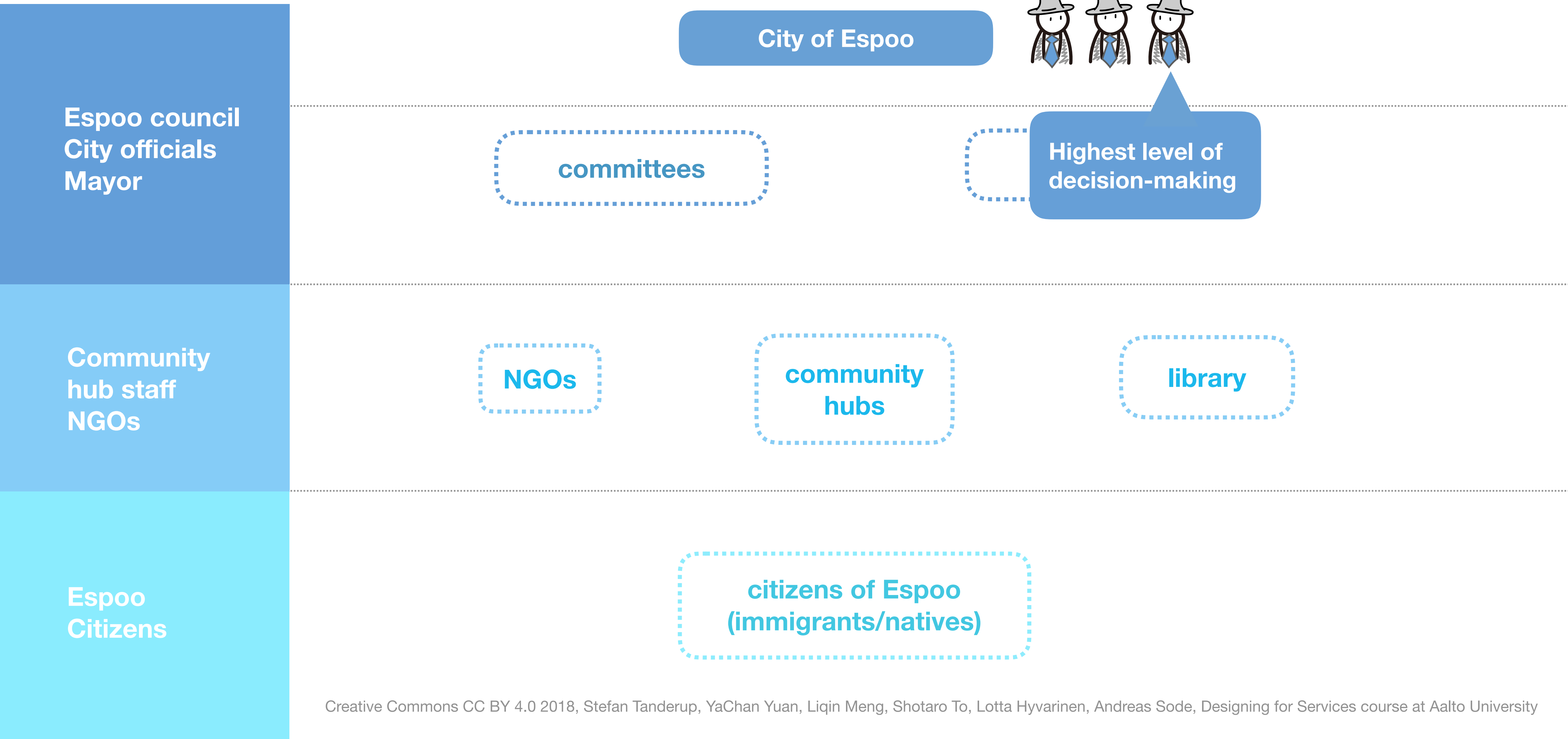
**Community hub staff, NGOs**

**Espoo citizens**

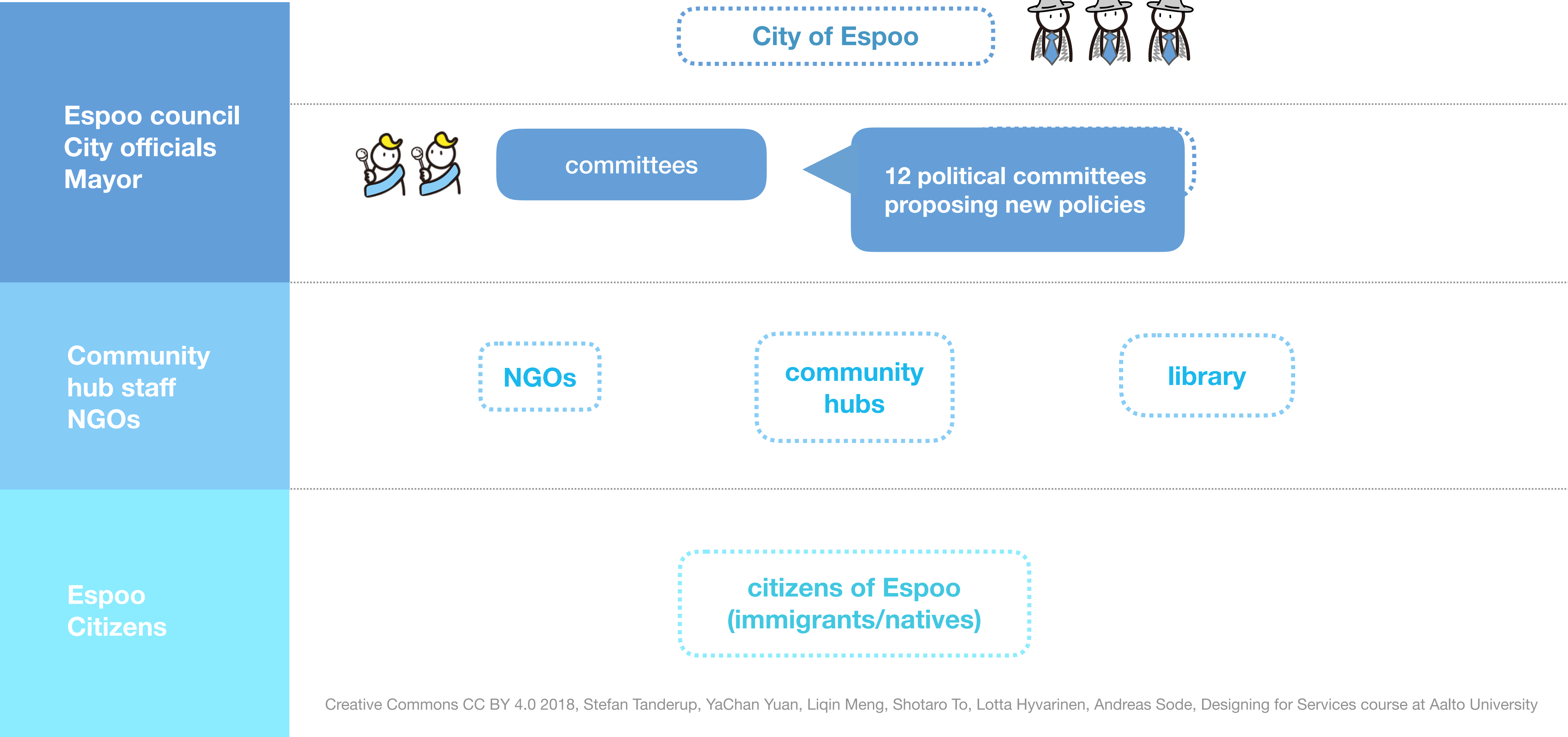
# STAKEHOLDERS



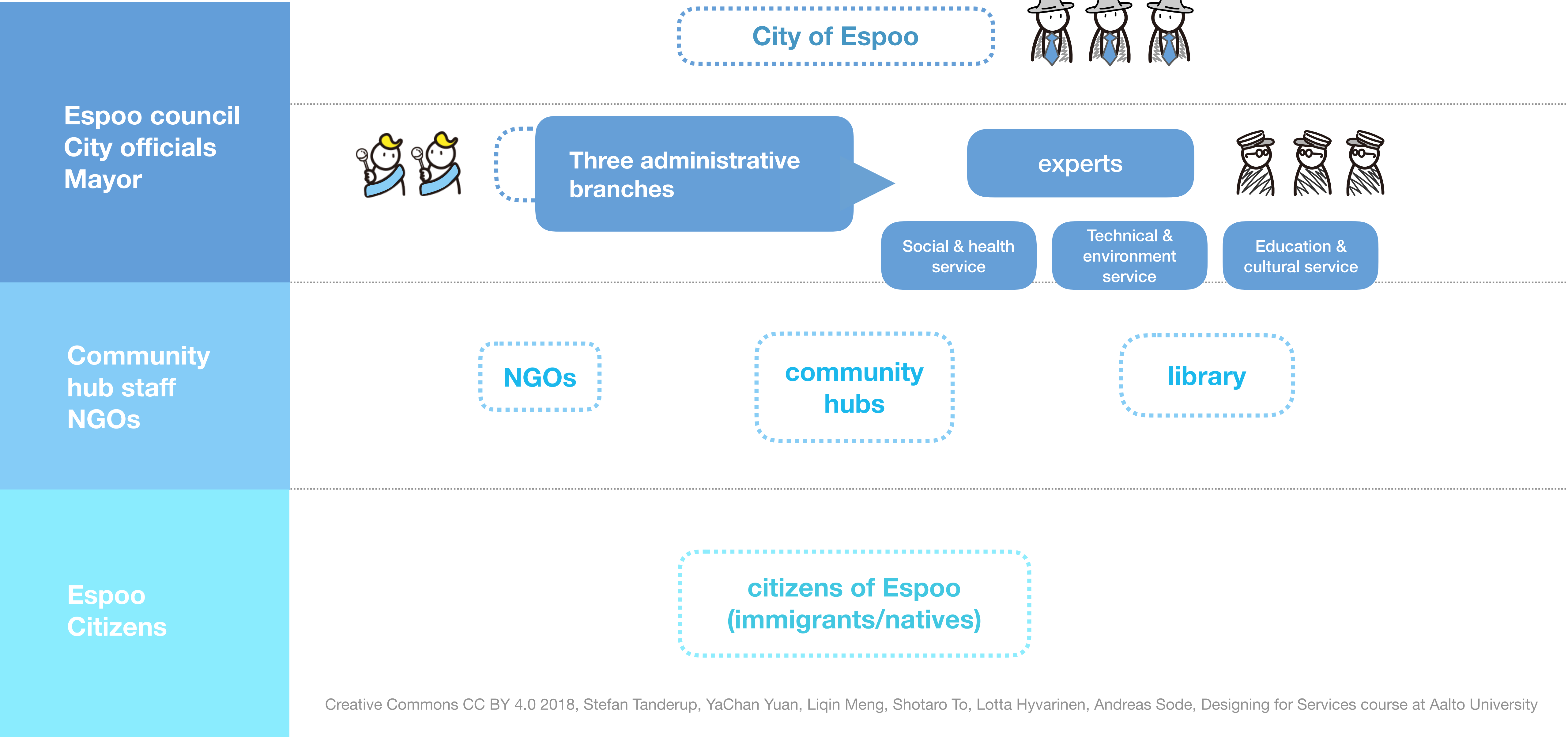
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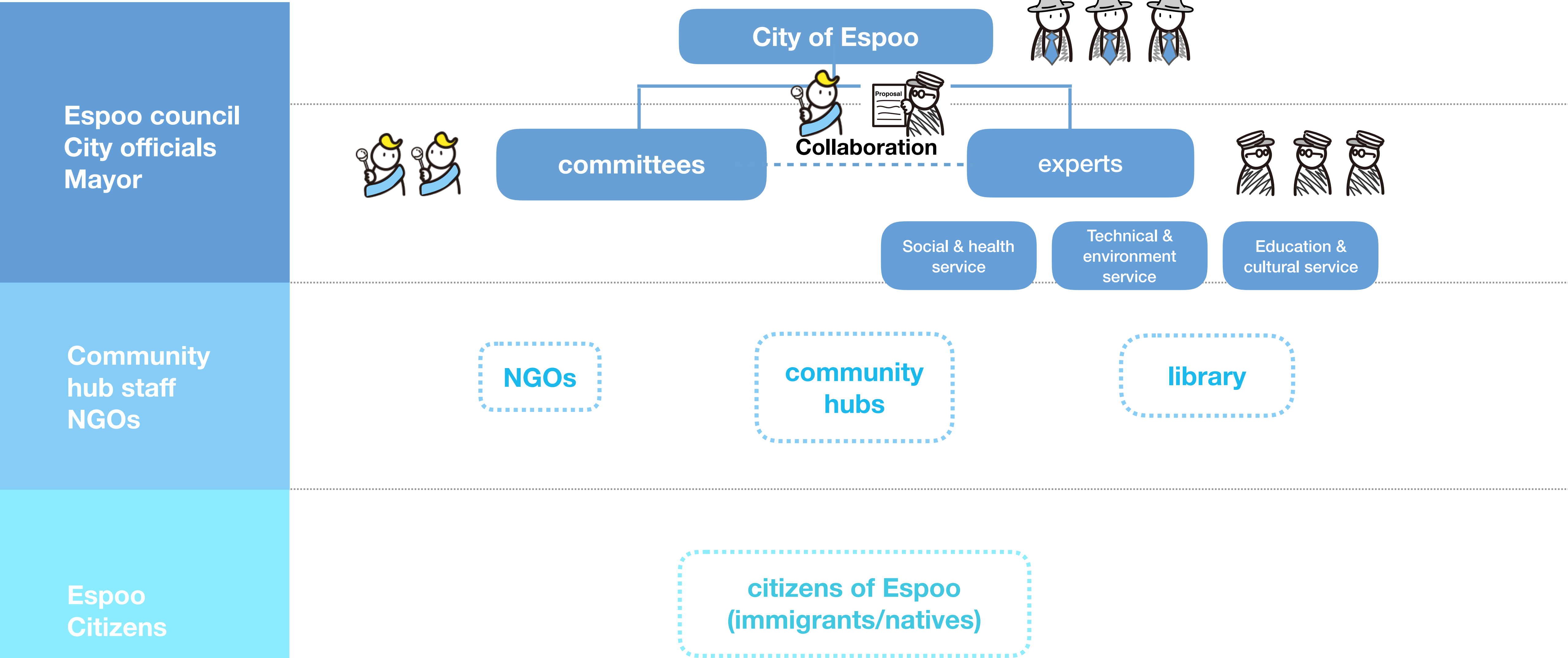
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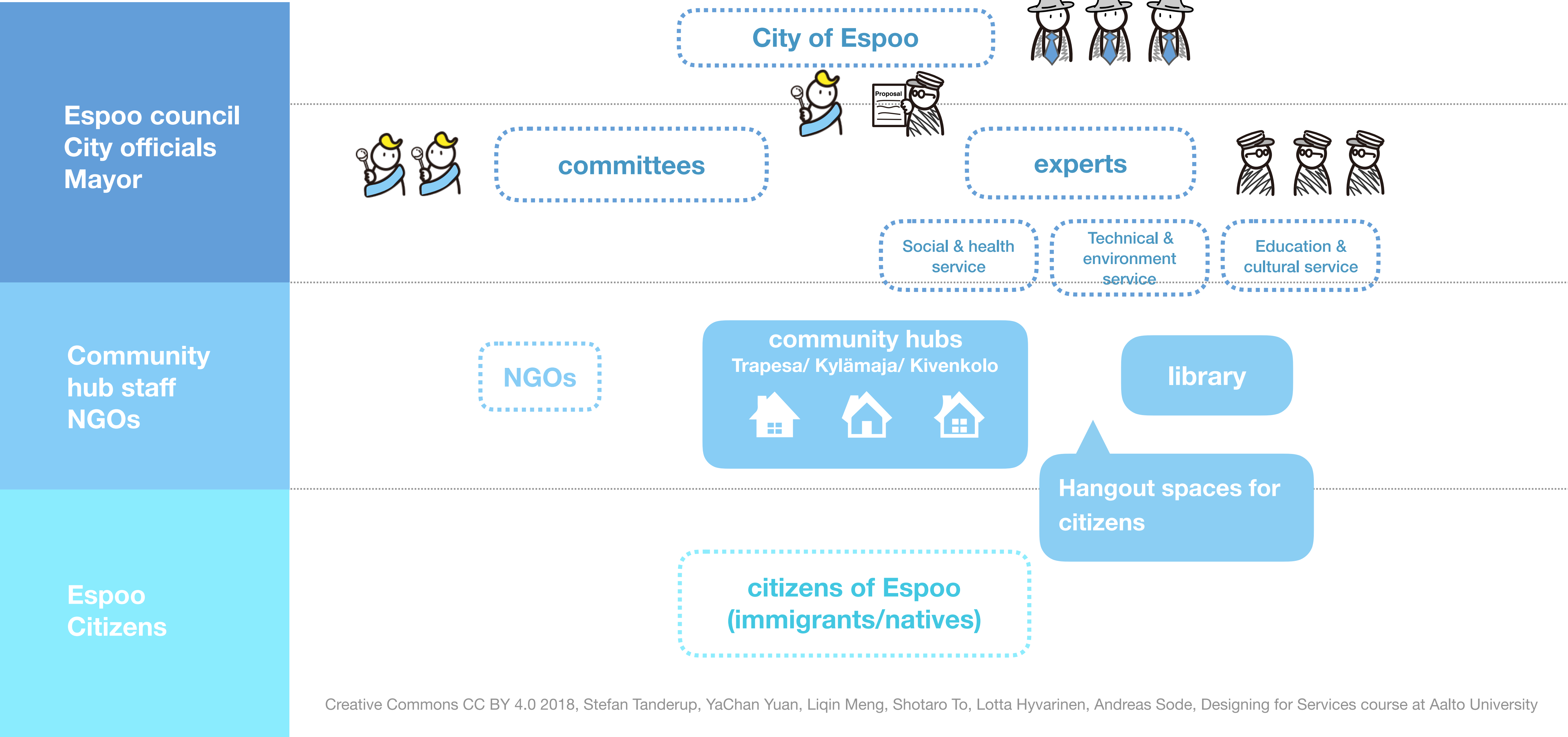
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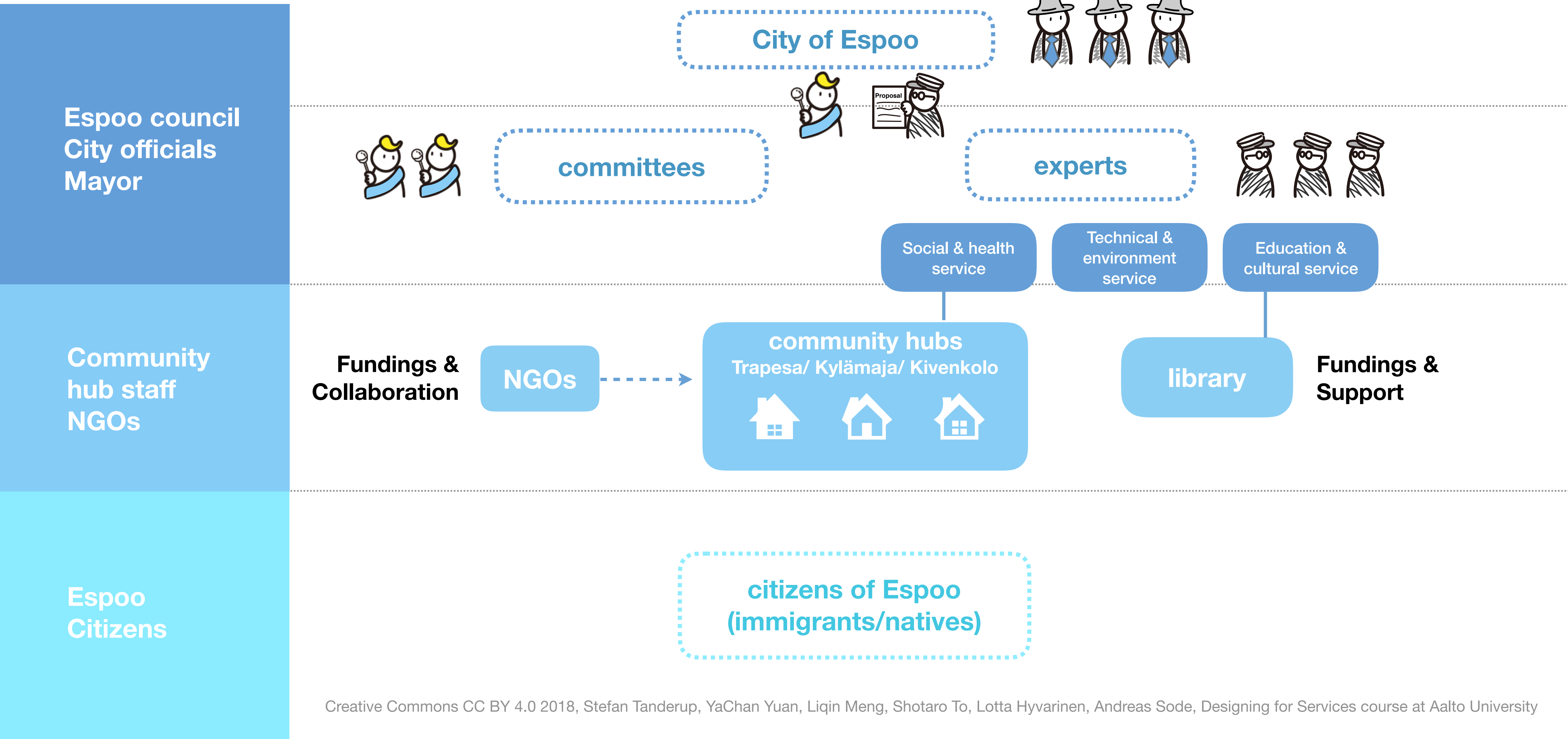


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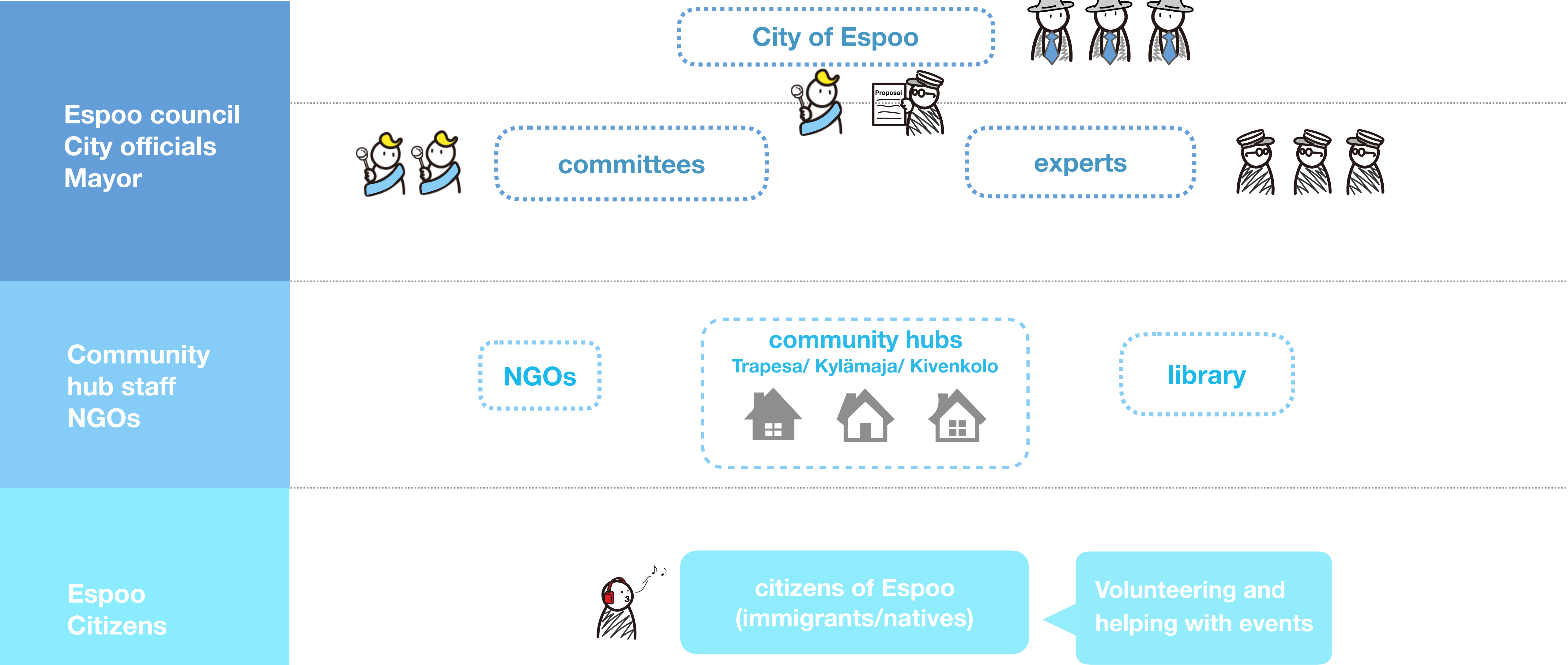




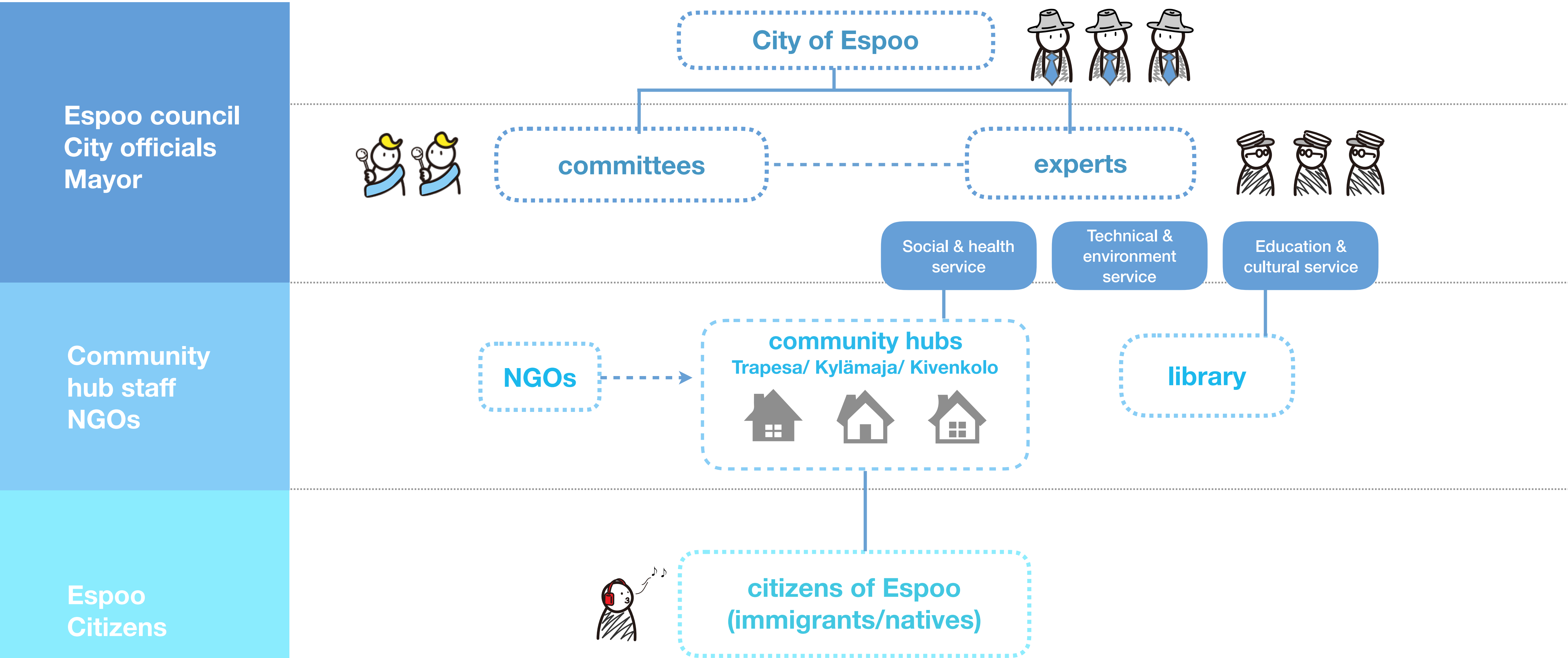
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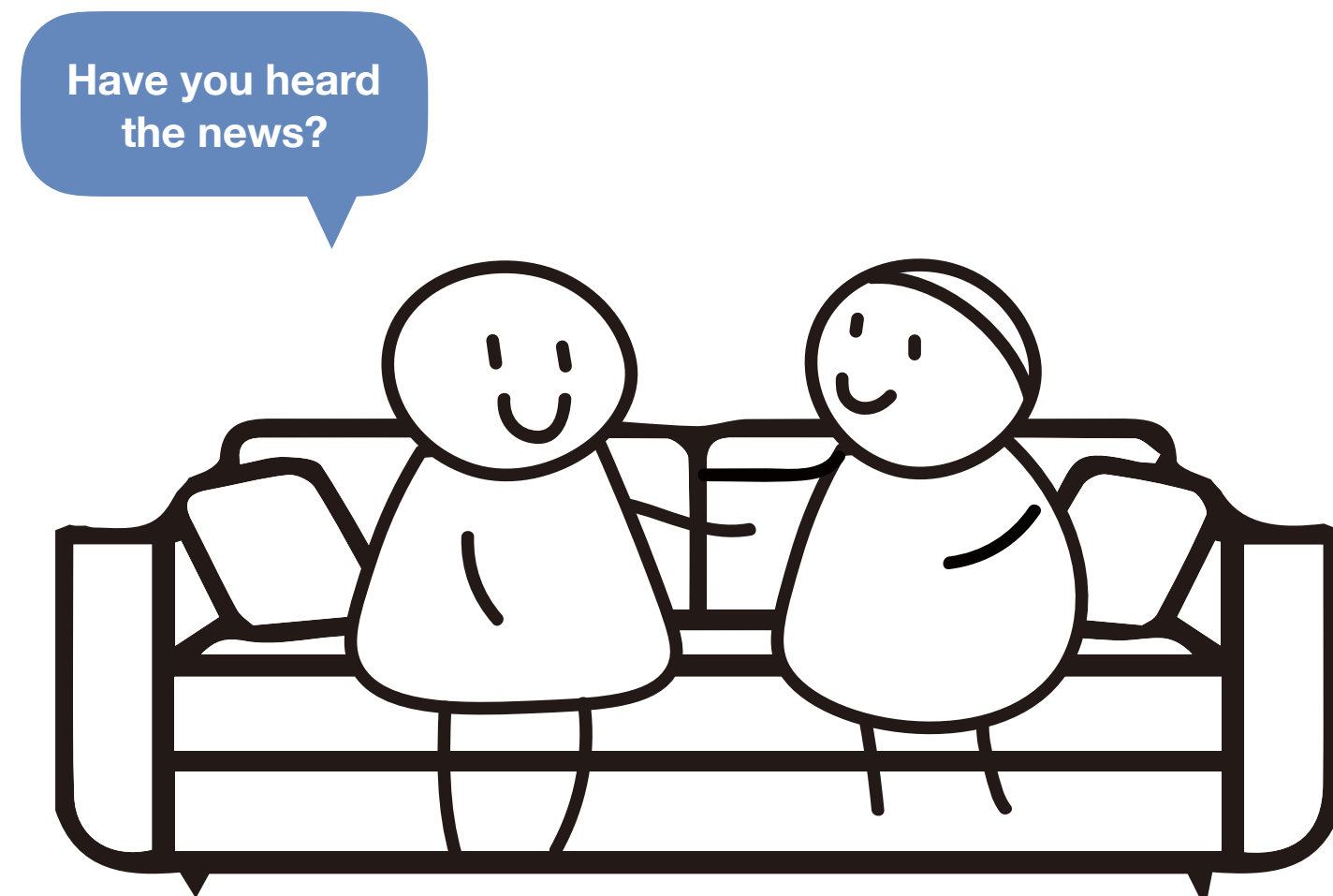
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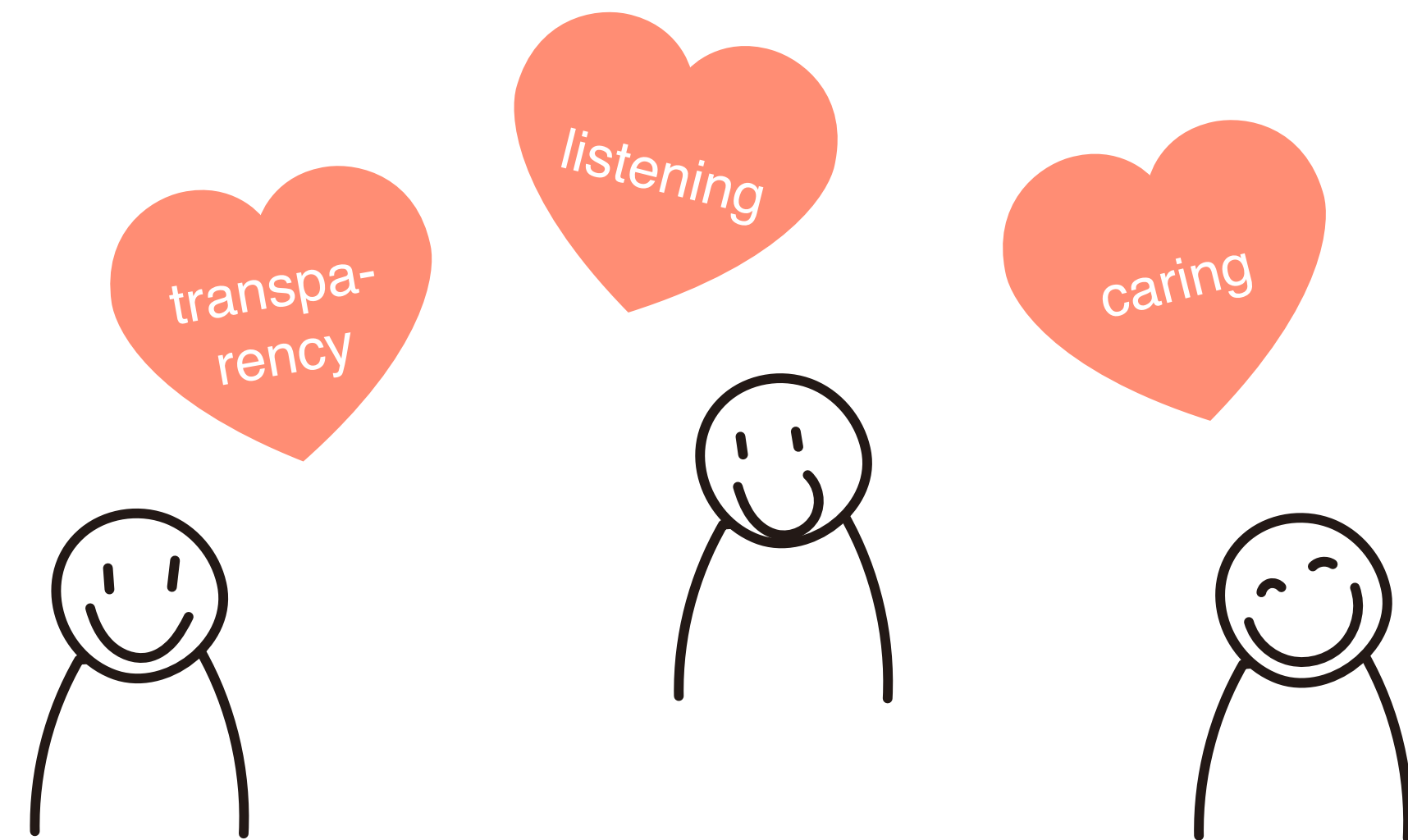
# STAKEHOLDERS



# WHY COMMUNITY HUBS

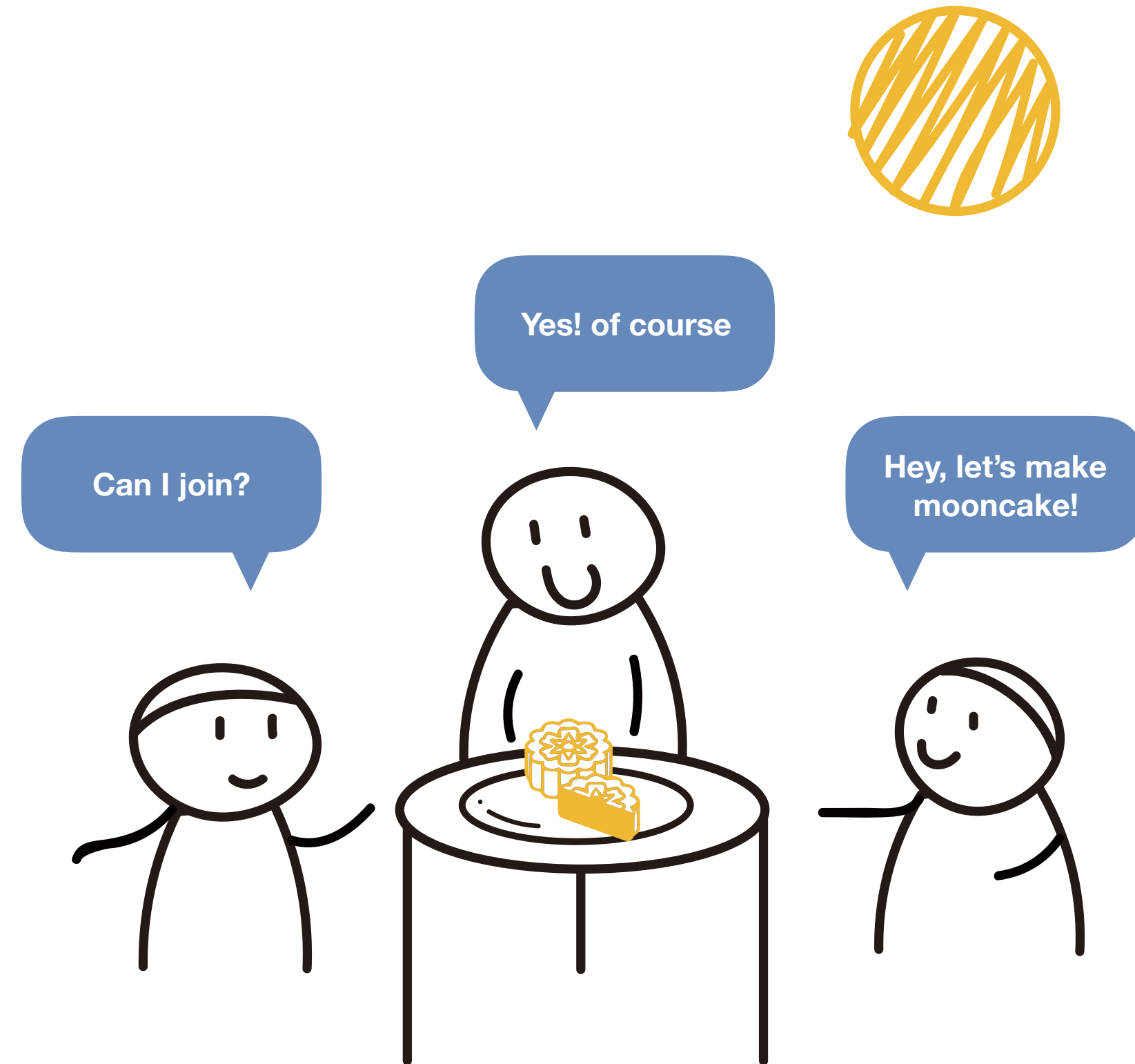


Citizens actively **express their opinions**, because they are in communities they trust.

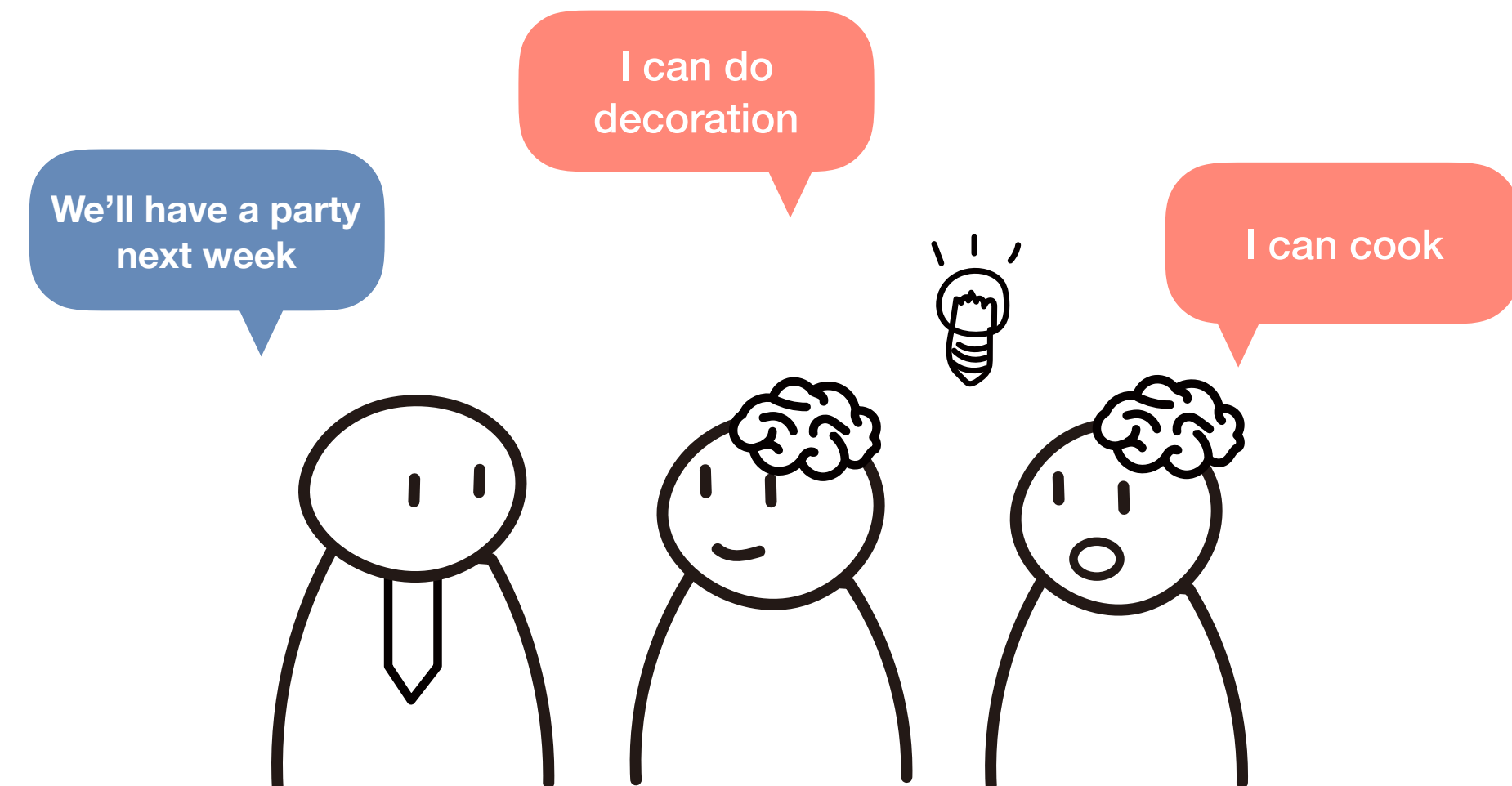


Trust in community hubs is established through **transparency, listening** and **caring**.

# WHY COMMUNITY HUBS



Citizens feel more welcome if their **culture and problems are respected**, no matter the situation.



Citizens participate in activities if they feel like they can **contribute to the activity**. To do so, the activity should be approachable, everyone should have equal rights, and settings should be informal.

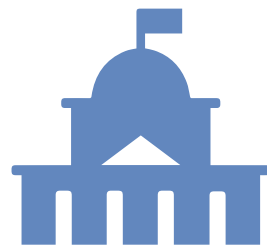
# WHY CITIZEN ENGAGEMENT IS IMPORTANT TO MUNICIPALITIES

According to Hellon's Maria Jaatinen, presentation on Sept 19th:

- 1) The law says so
- 2) Pressure to develop more effective and user centered service processes (increasing competition with private services)
- 3) Need to direct the scarce resources in the right things (that are the most important to the citizens)
- 4) Cities and municipalities need to develop the attractiveness of their area for living and business
- 5) The role of municipalities is changing: emphasis moving from the production of basic services to fostering the wellbeing of the area and its citizens



# PARTICIPATION OF ESPOO CITIZENS



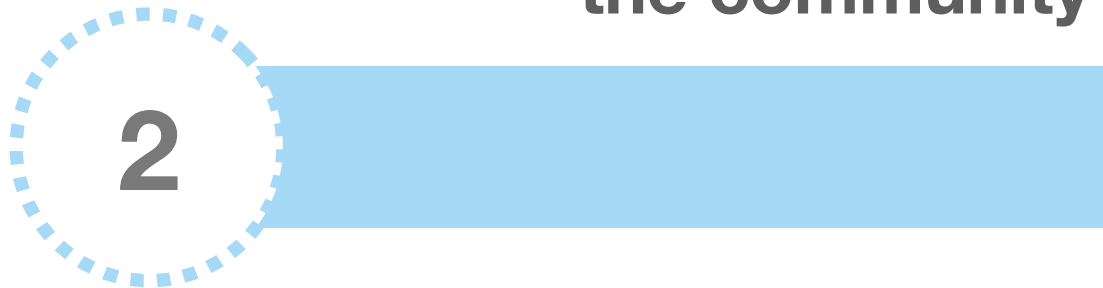
Parliamentary System  
(Voting, Running for  
Parliament)



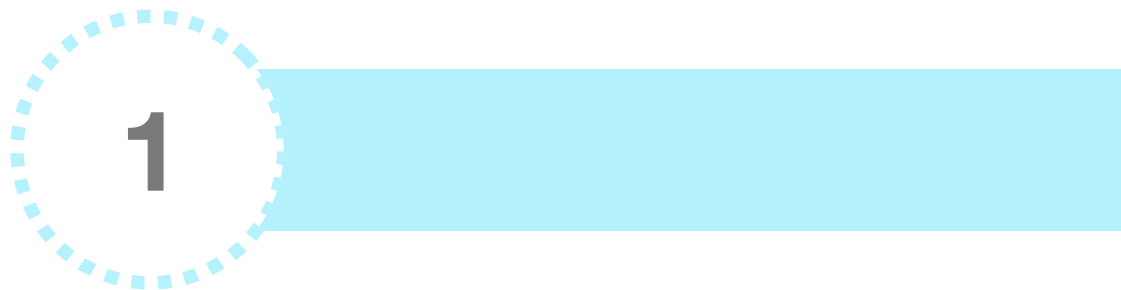
Active participation  
in public matters



Feeling of belonging in  
the community



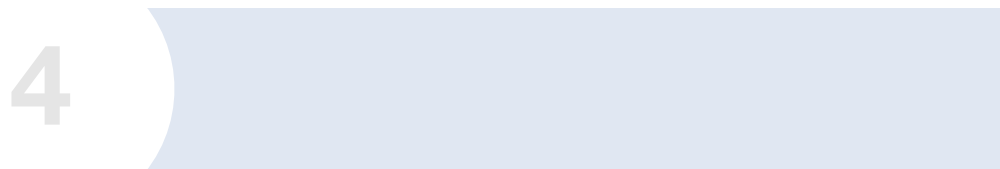
Being aware of what  
is going on



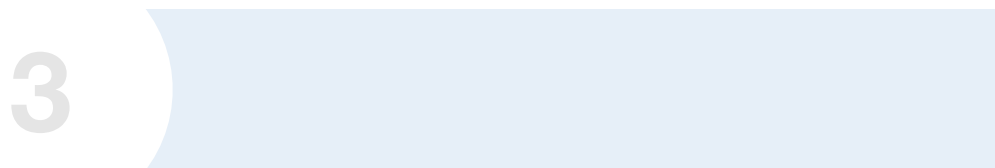


# PARTICIPATION OF ESPOO CITIZENS

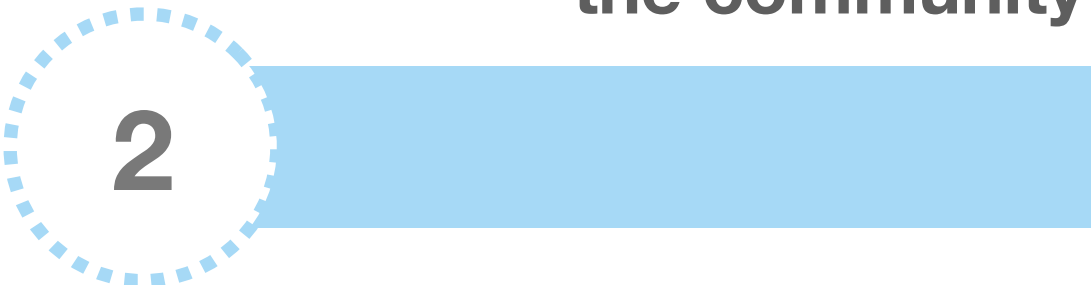
Parliamentary System  
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Active participation  
in public matters



Feeling of belonging in  
the community

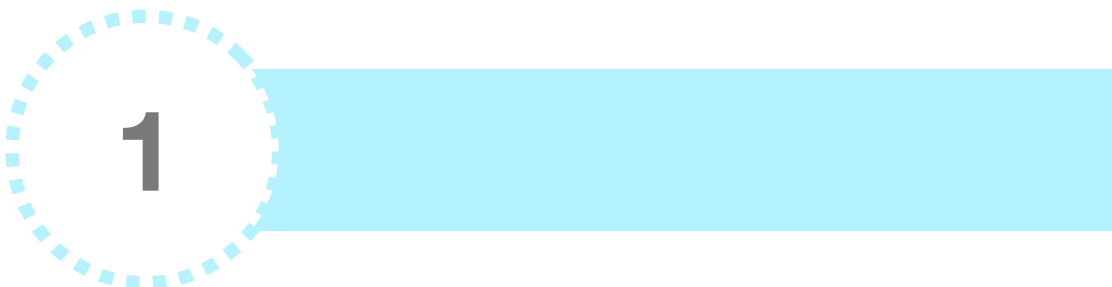


Non-Eager  
Citizen



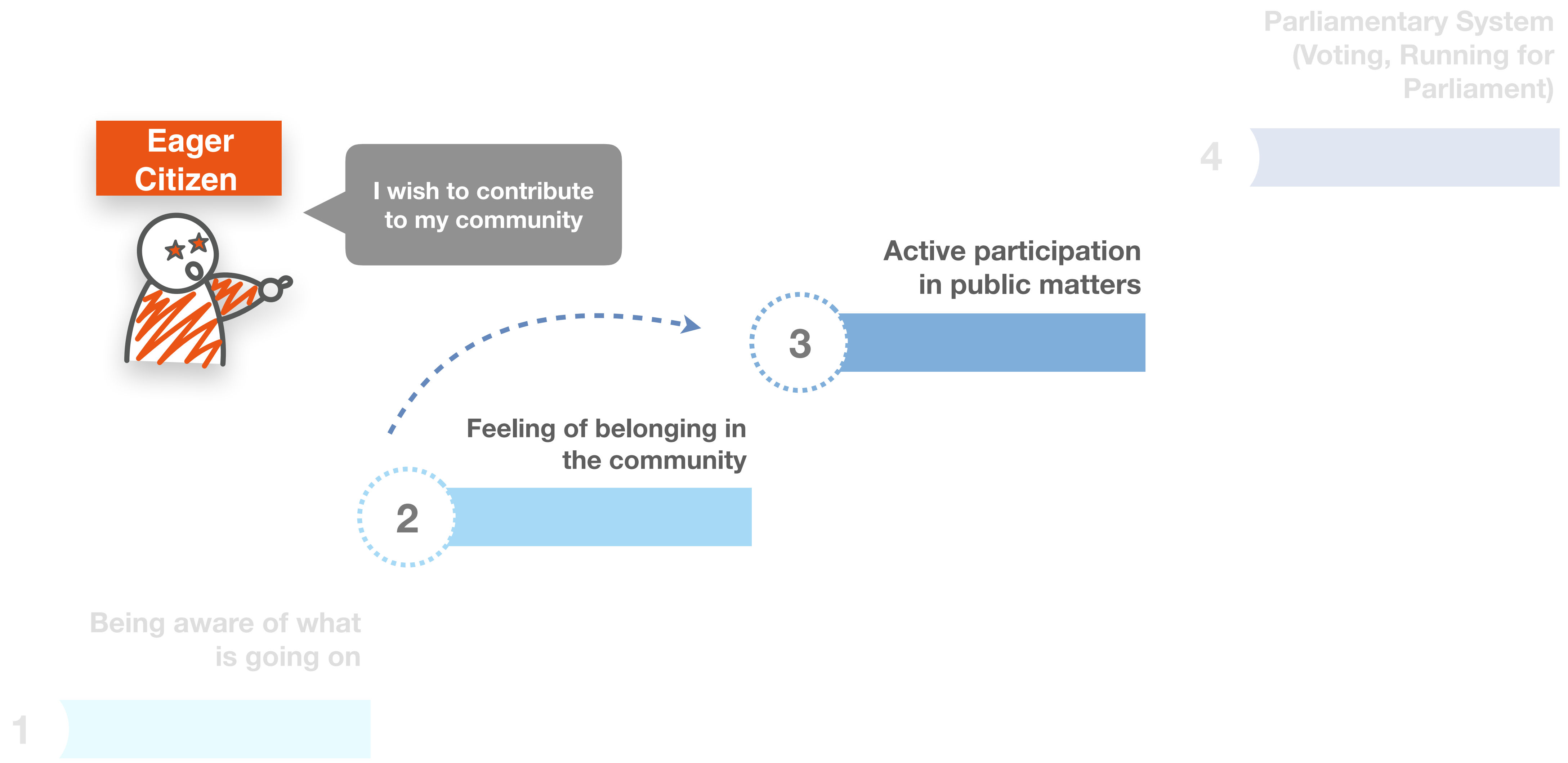
I have no interests  
in participation

Being aware of what  
is going on

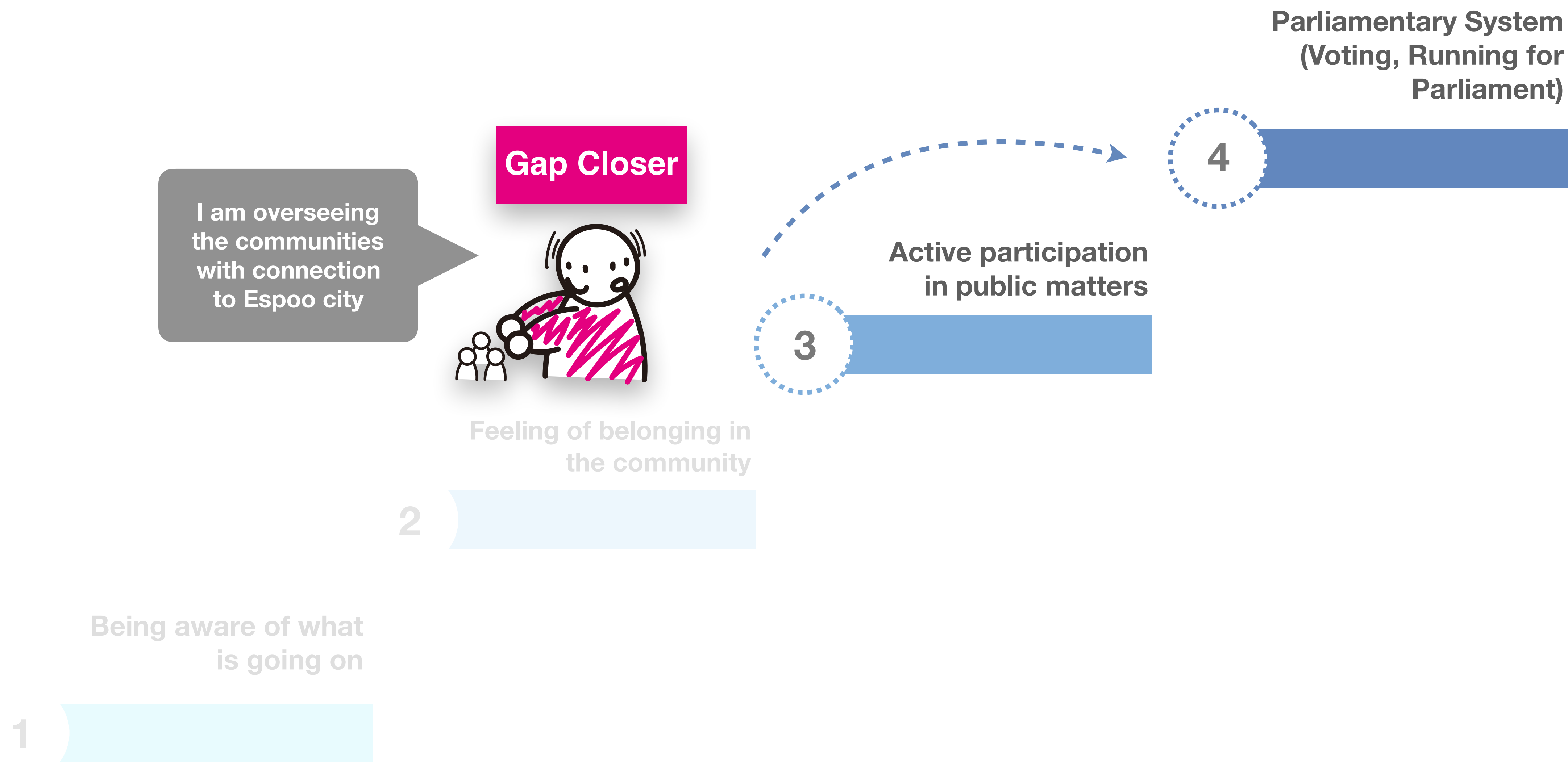




# PARTICIPATION OF ESPOO CITIZENS

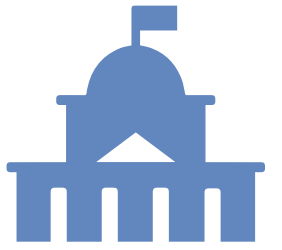


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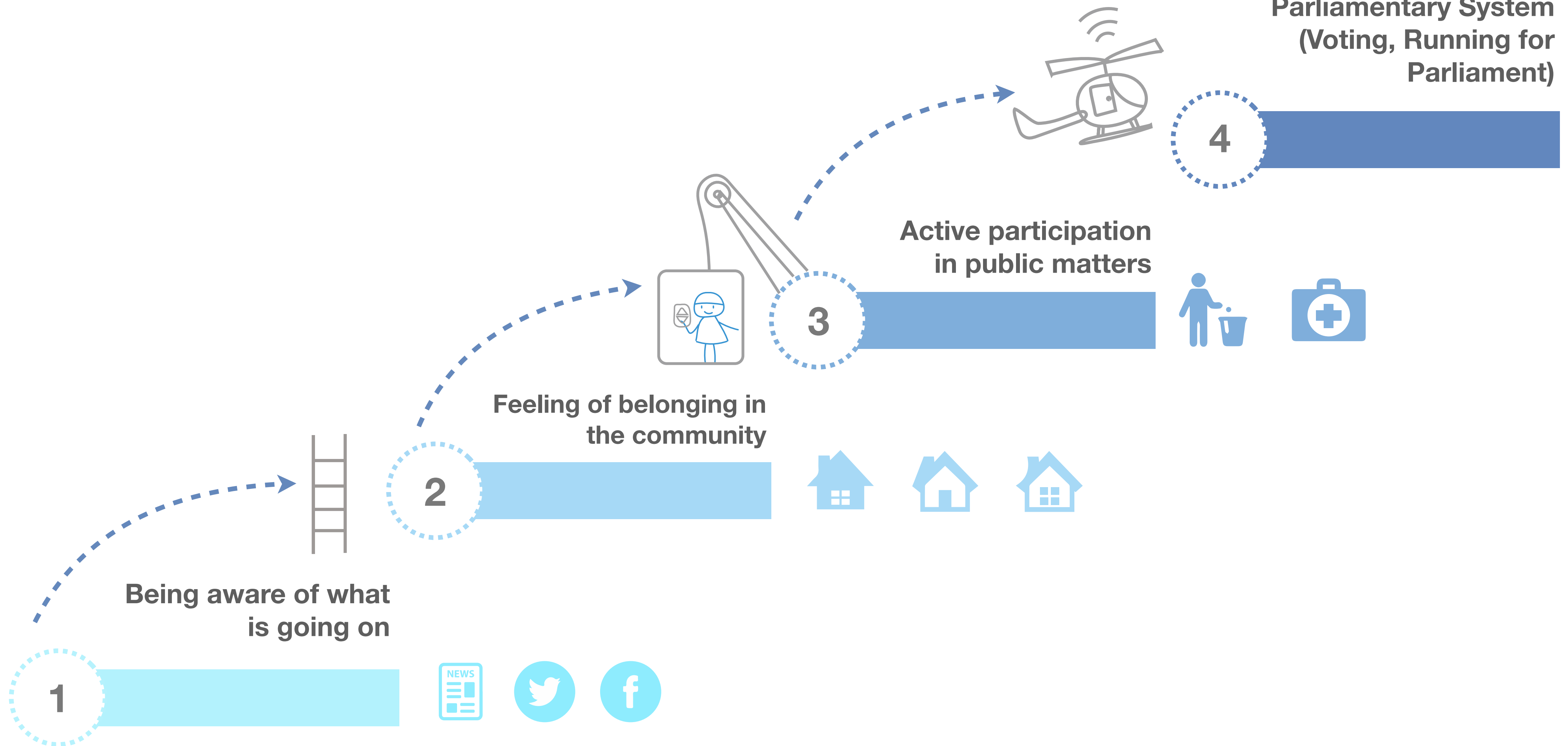


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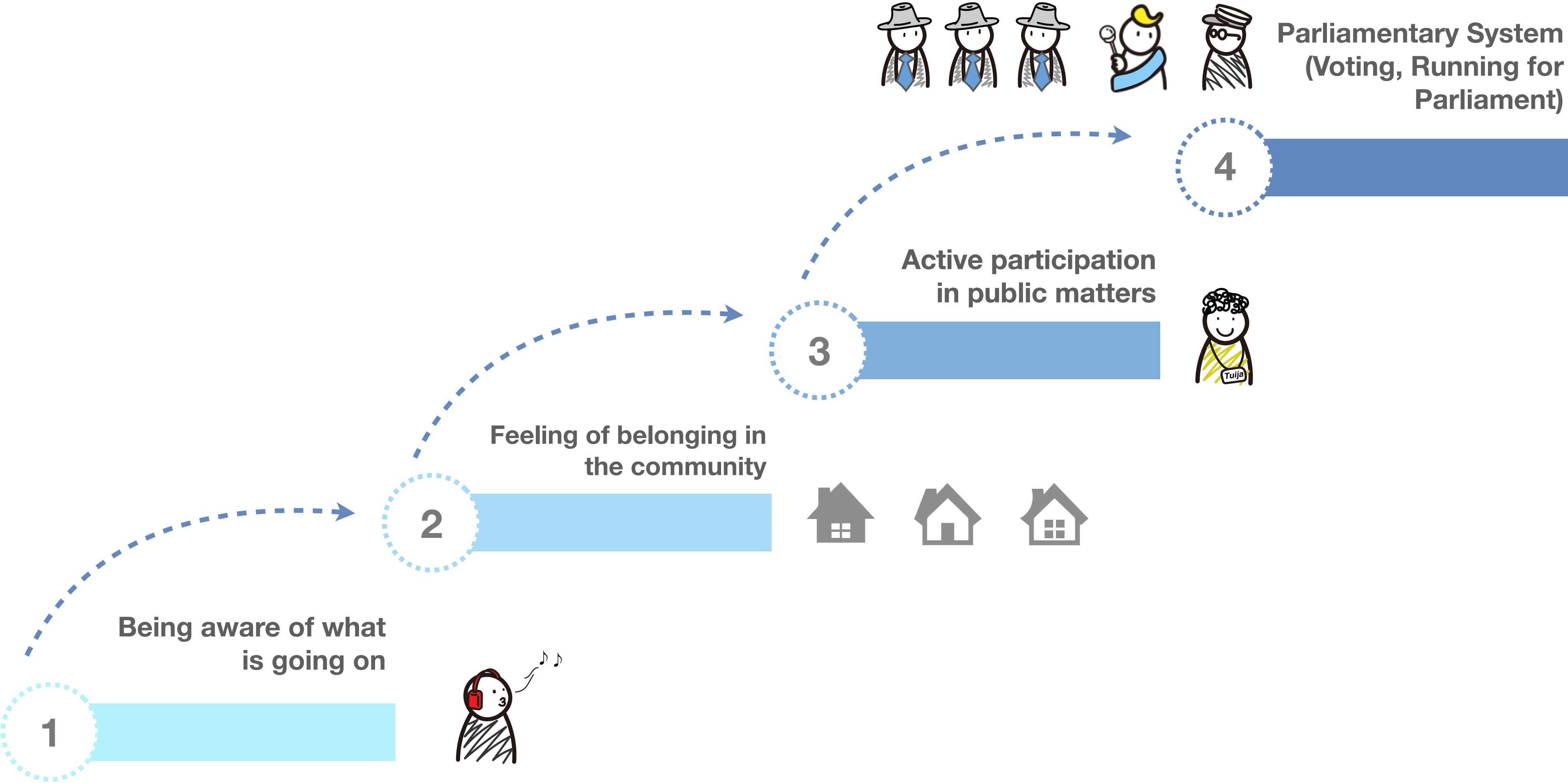


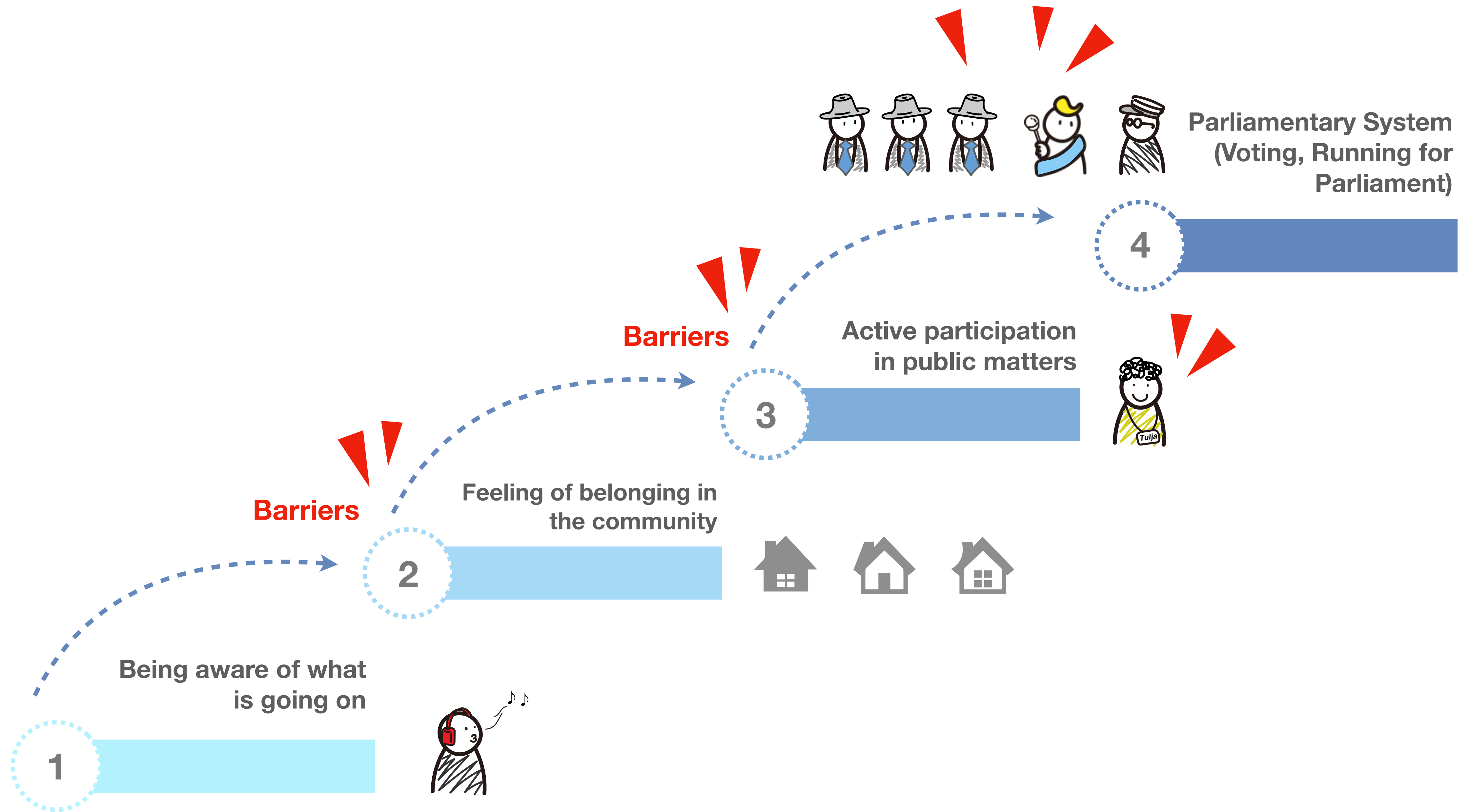


**Parliamentary System  
(Voting, Running for  
Parliament)**



# ESPOO CITIZENS



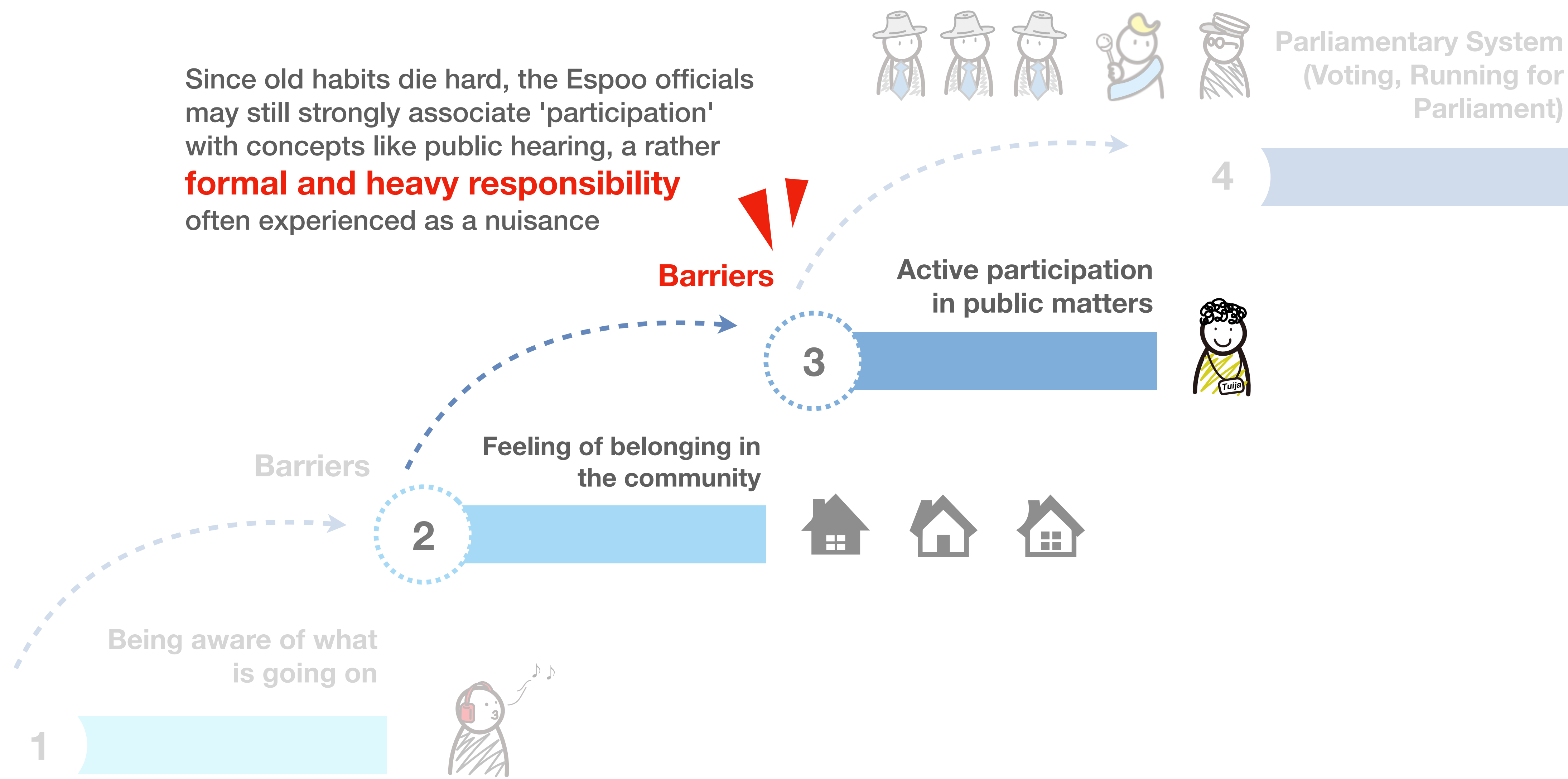


# PAIN POINTS

Because of various different **language** and cultural backgrounds of the citizens and **lack of clear and broadly known channels**, the hubs have difficulty reaching potential visitors



# PAIN POINTS





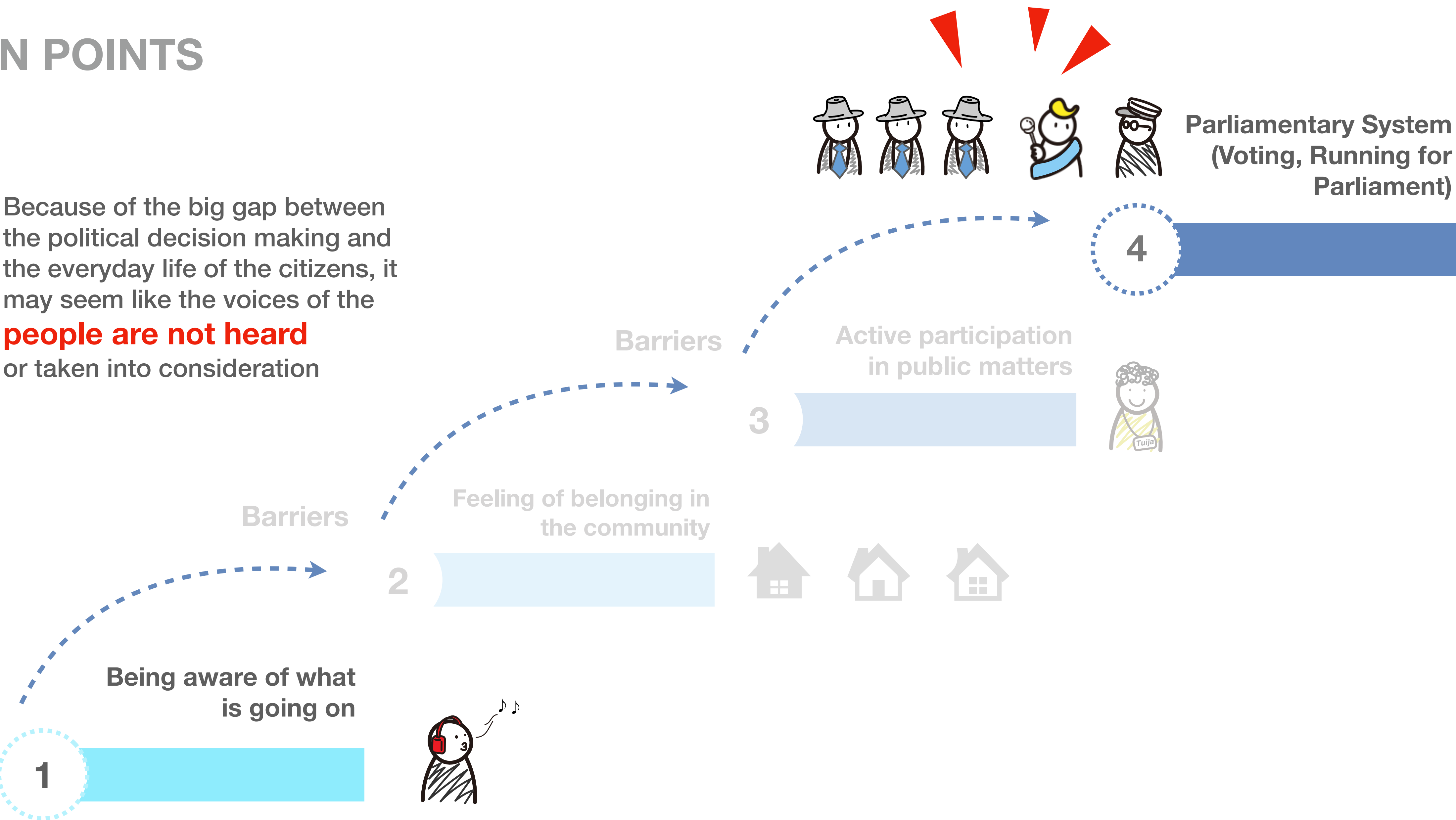
# PAIN POINTS

The Espoo **officials don't** really **collaborate**.  
That is why knowledge 'from the field' doesn't spread, even if there are people involved with for instance NGO's and the community hubs.



# PAIN POINTS

Because of the big gap between the political decision making and the everyday life of the citizens, it may seem like the voices of the **people are not heard** or taken into consideration



# OUR BRIEF

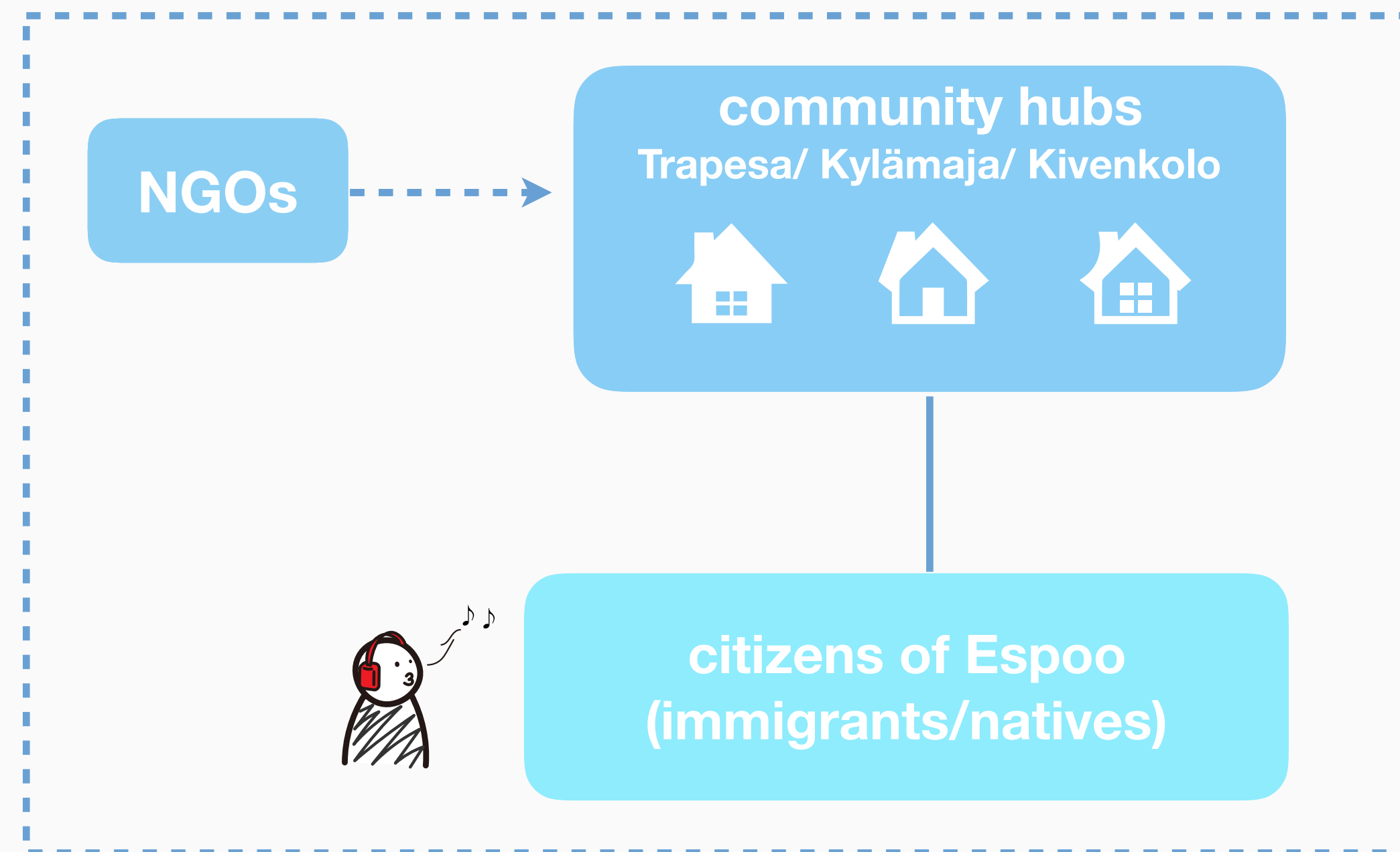
How can the city of Espoo participatory program  
**utilise the knowledge and know-how** of the community hubs?

What elements of their functions could be adopted in the working  
ways of Espoo?

# SOLUTIONS

## OPTION 1

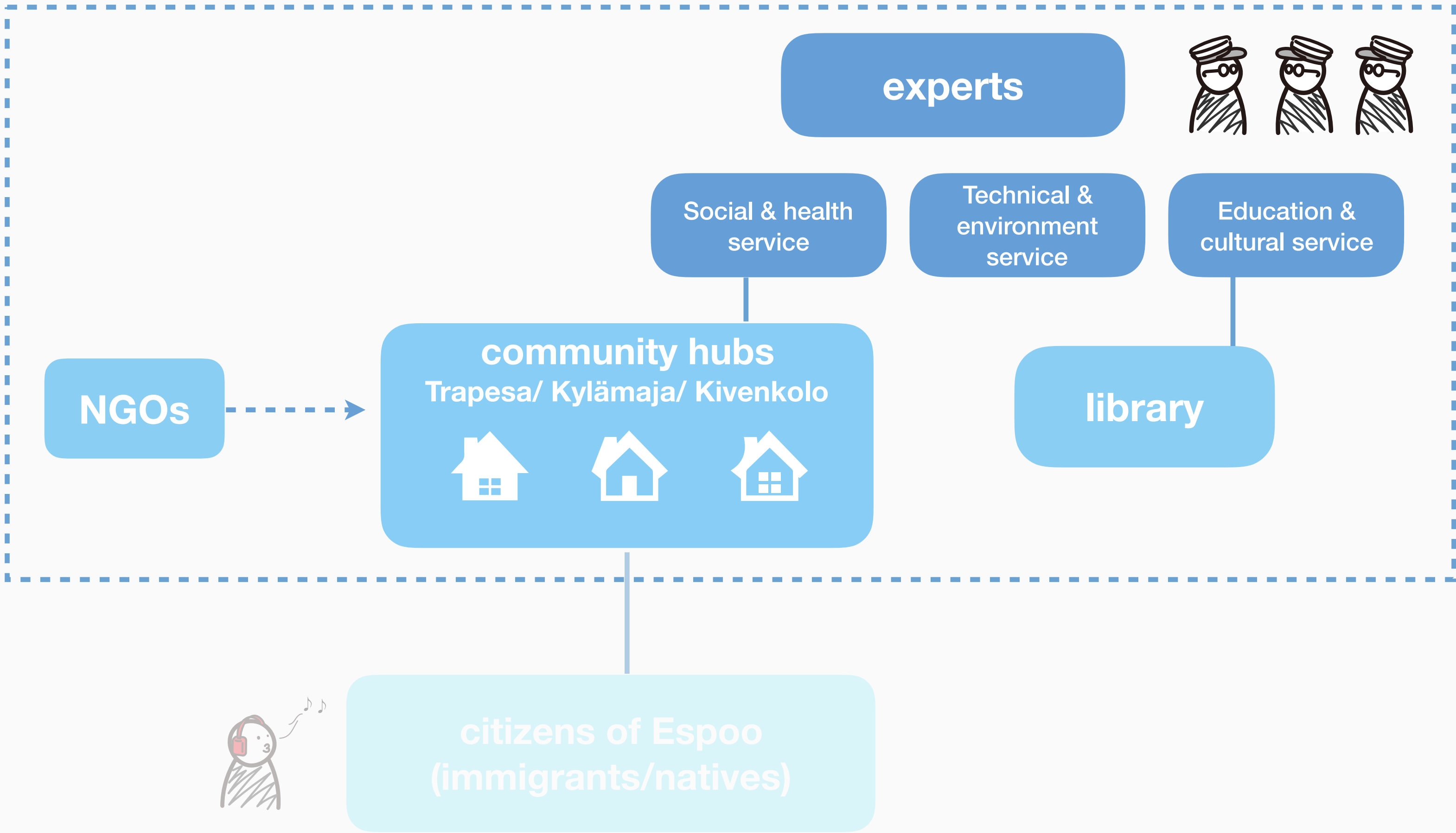
Invest in campaigns inviting more non-Finnish citizens to the hubs with visuals and simplified language.



# SOLUTIONS

OPTION 2

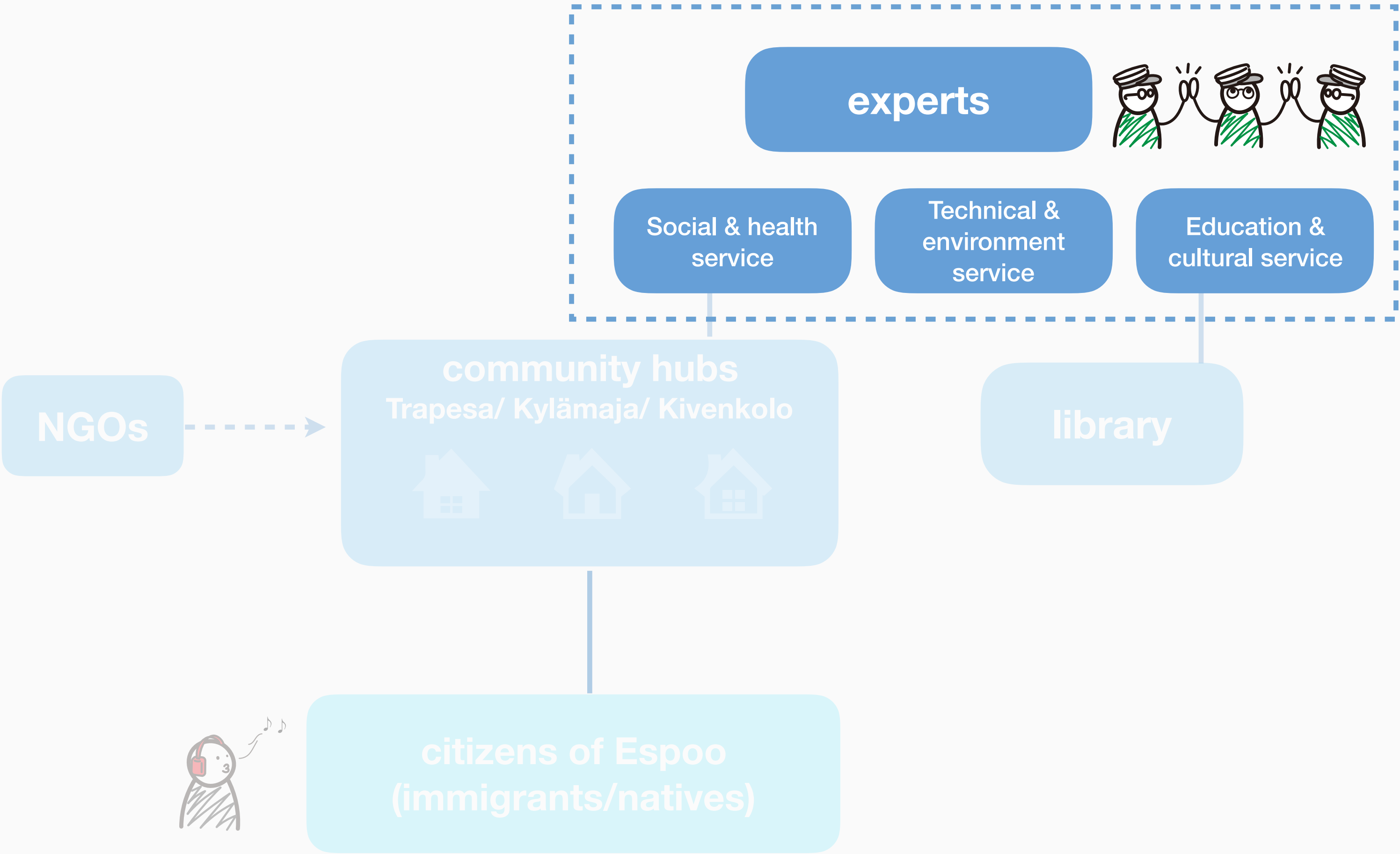
Start organizing & facilitating regular meetings with the staff of the community hubs, to drive the important issues towards the city



# SOLUTIONS

OPTION 3

Preparing Espoo officials  
(the experts) for  
encountering & listening  
to each other through  
game-driven workshops

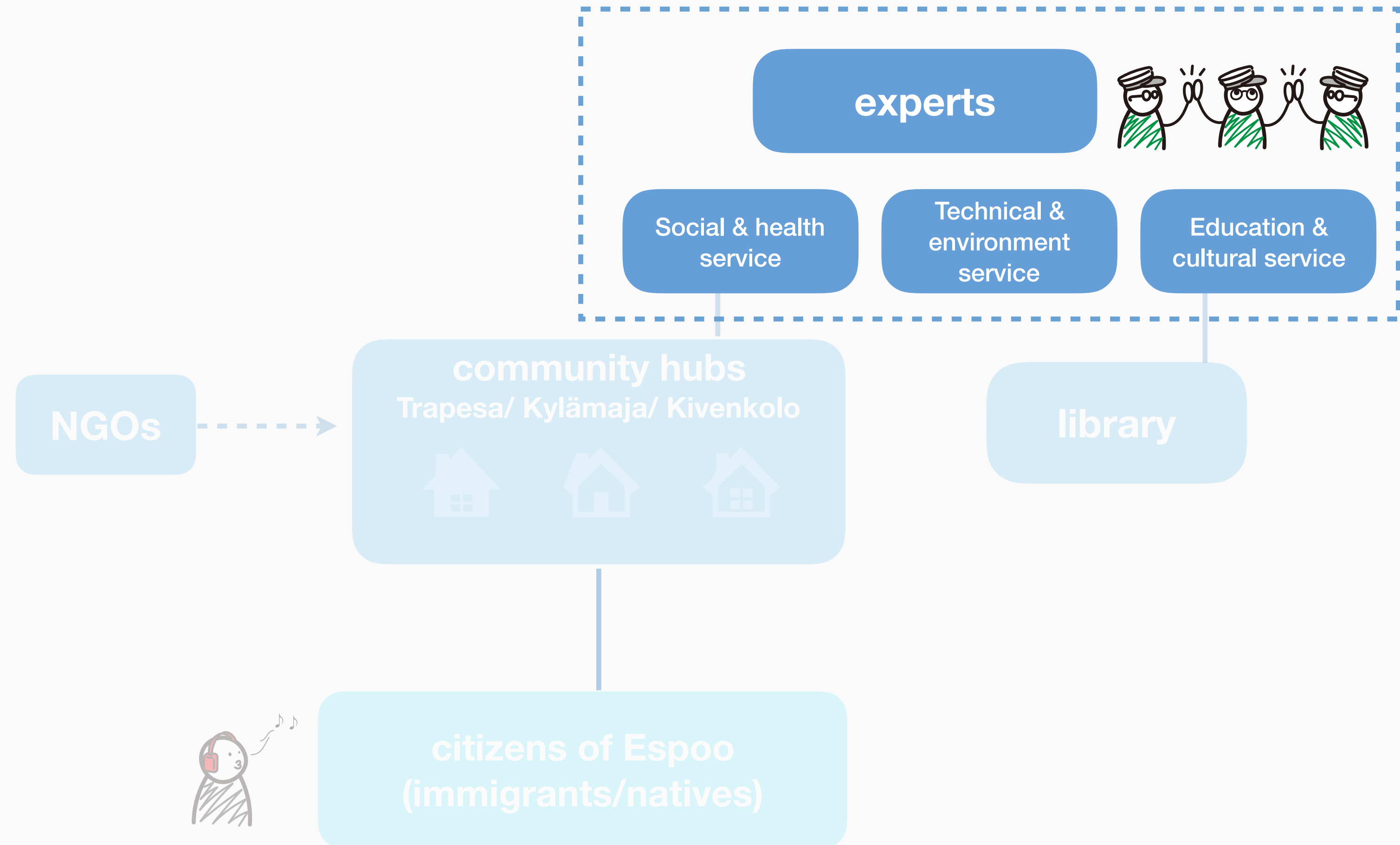


# SOLUTIONS

## OPTION 3

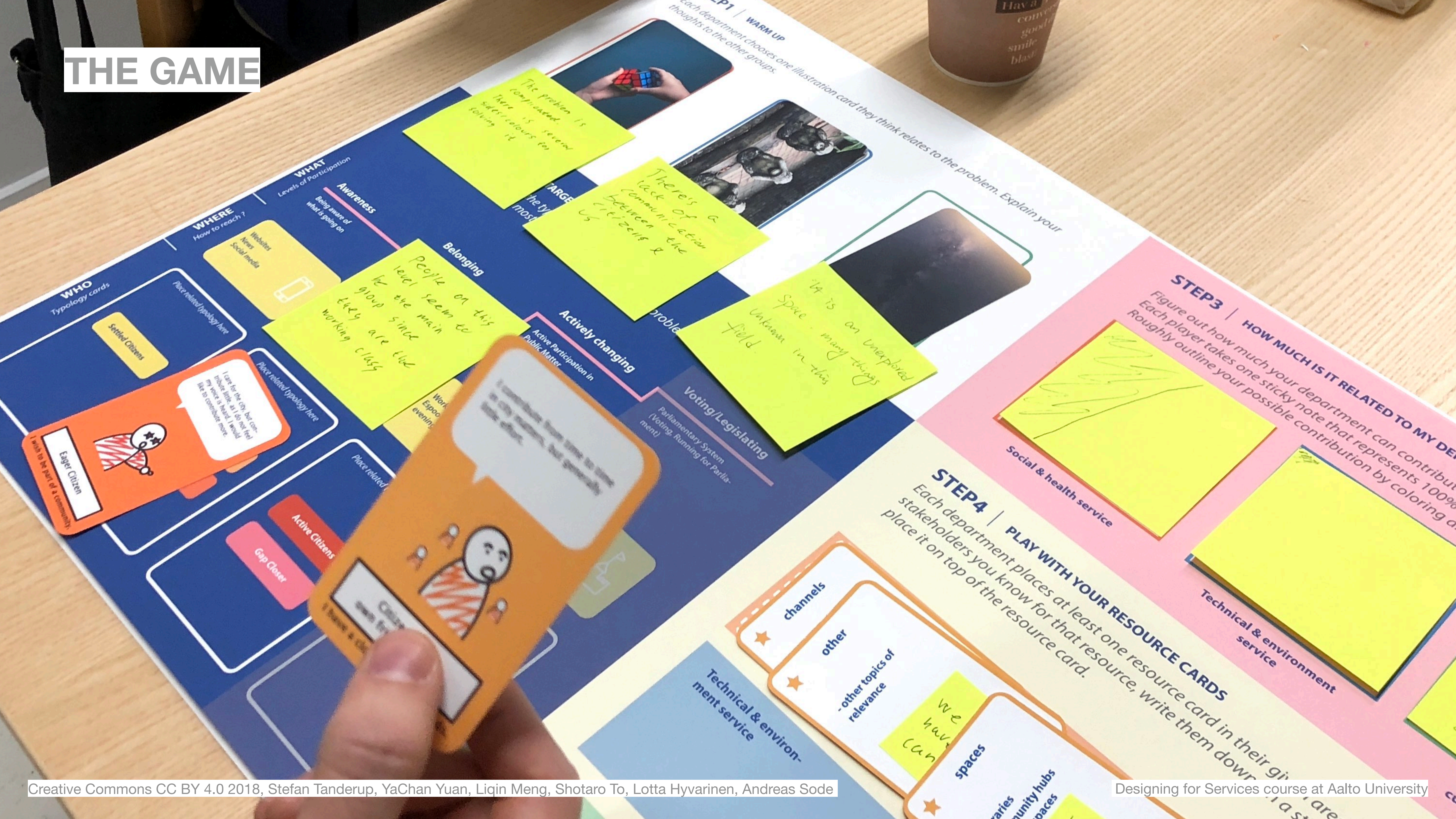
Preparing Espoo officials (the experts) for encountering & listening to each other through game-driven workshops

To kickstart the overall development, we decided to design the game for this step!





# THE GAME





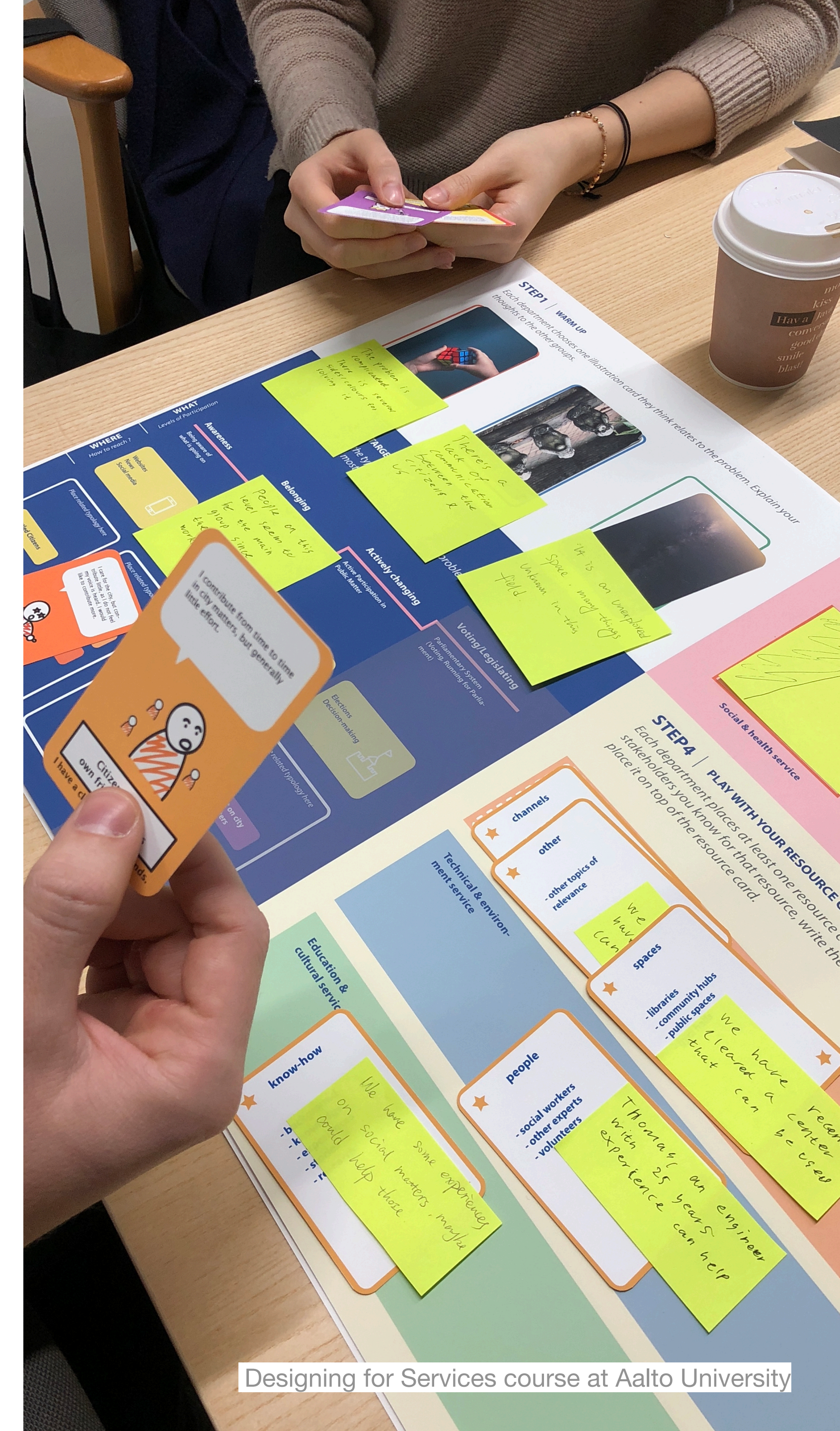
# THE GAME

**Bring problems of the citizens  
to the awareness of the officials**

**Gather the officials around the same  
table to make them see what they  
could share and learn from each other**

**Give new perspectives on 'participating'**

**Prepare the officials to encounter  
the citizens**





# THE GAME

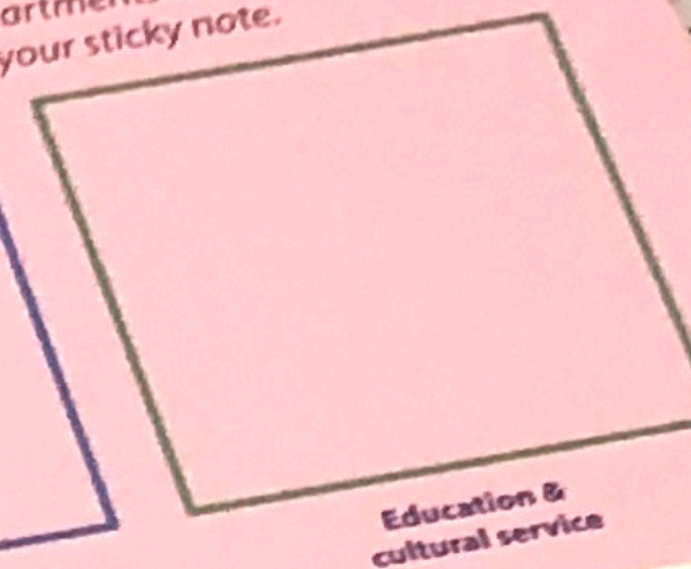
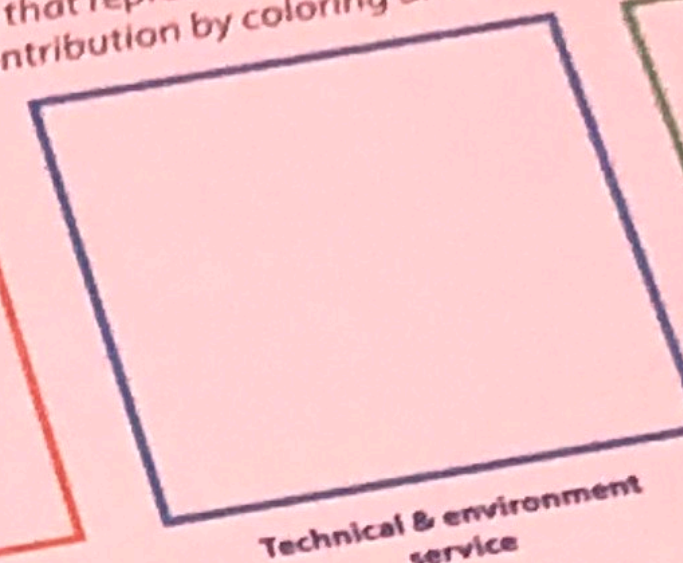
## STEP1 | WARM UP

Each department chooses one illustration card they think relates to the problem. Explain your thoughts to the other groups.



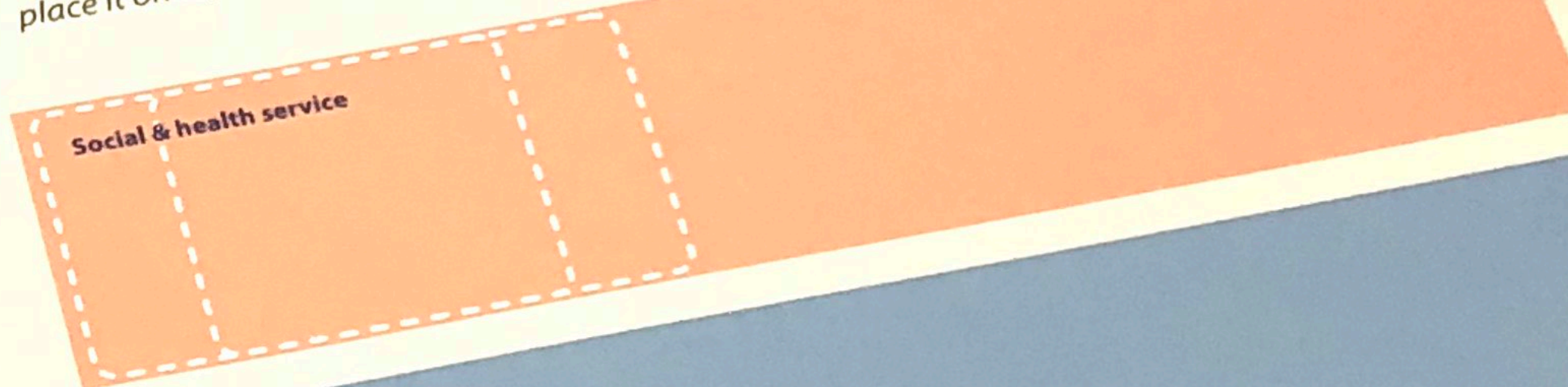
## STEP3 | HOW MUCH IS IT RELATED TO MY DEPARTMENT?

Figure out how much your department can contribute to solving this problem. Each player takes one sticky note that represents 100% of their departments resources. Roughly outline your possible contribution by coloring an area of your sticky note.



## STEP4 | PLAY WITH YOUR RESOURCE CARDS

Each department places at least one resource card in their given area. Figure out stakeholders you know for that resource, write them down on a sticky note, and place it on top of the resource card.



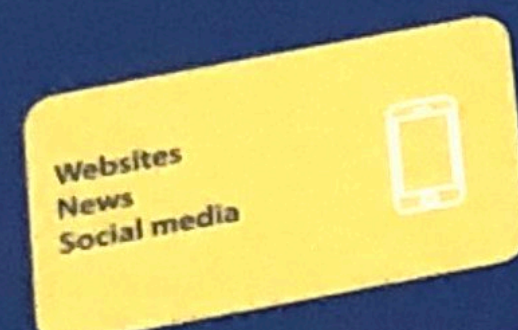
## STEP2 | DEFINE THE TARGET GROUP

Check the information of the typology cards. Discuss and decide on the most relevant target group to this problem.

WHAT  
Levels of Participation

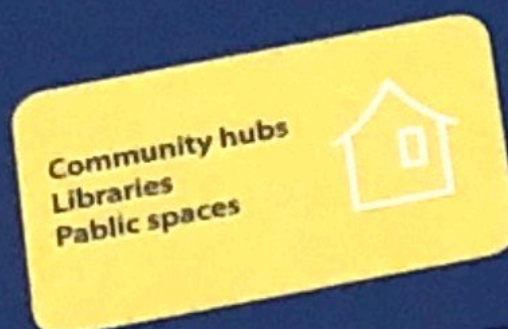
### Awareness

Being aware of what is going on



### Belonging

Belonging in community



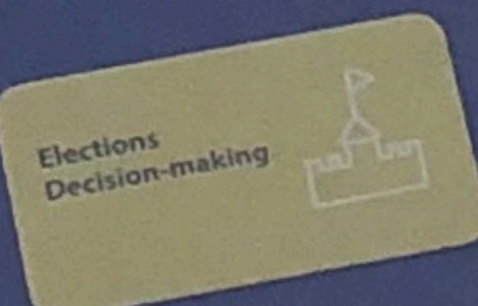
### Actively changing

Active Participation in Public Matter



### Voting/Legislating

Parliamentary System (Voting, Running for Parliament)



Place related typology here

Expert on city matters

Active Citizens

Gap Closer

Place related typology here

Citizens with own friends' circles

Settled Citizens

Place related typology here

Settled Citizens



# THE GAME

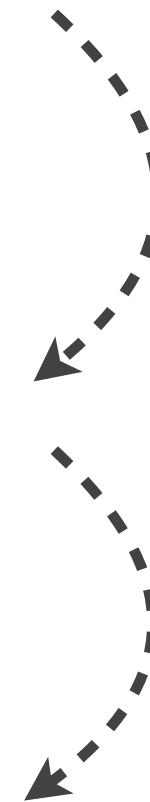


# <3SPOO CARE

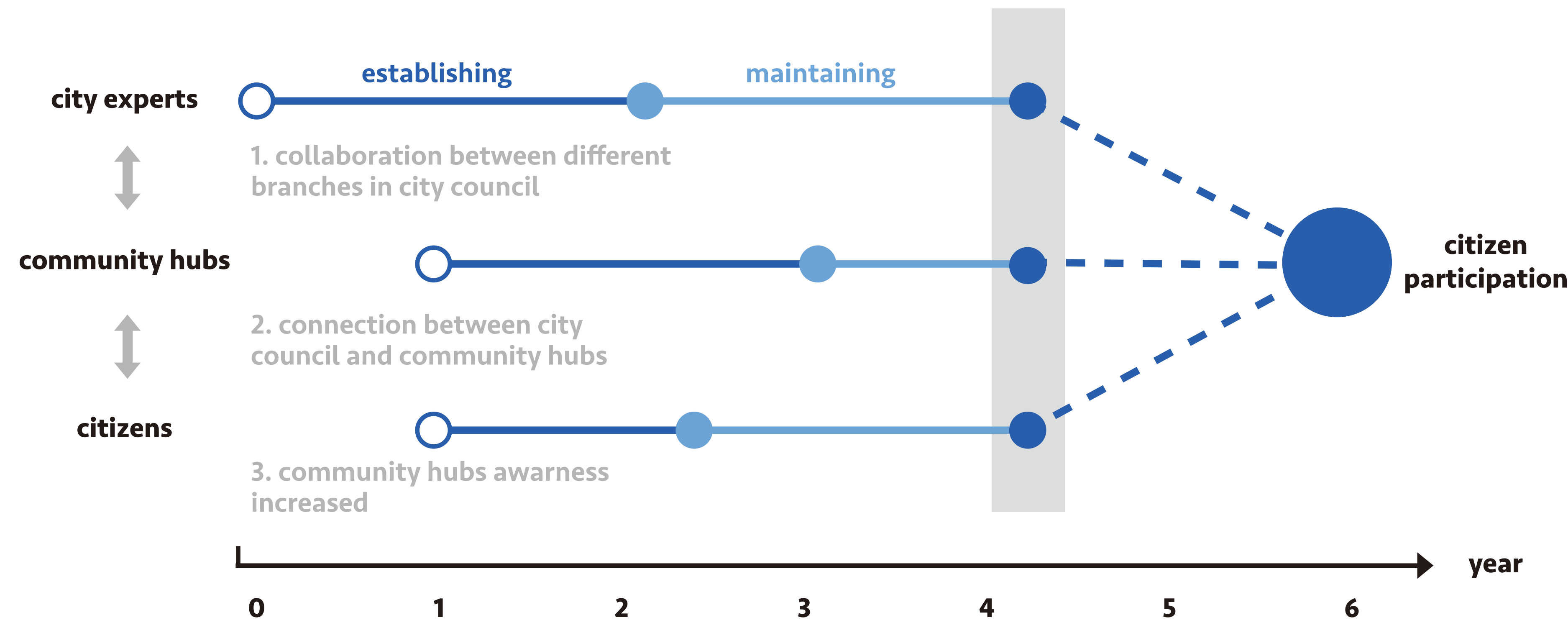
Espoo council, city officials, mayor

Community hub staff, NGOs

Espoo citizens



# CARE





**THANK YOU - KIITOS- TAK - 谢谢 - ありがとう**