



Empower Youth for Work: programme design

Engaging youth in climate change-affected areas to increase their career opportunities

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In rural areas of Ethiopia, Bangladesh, Pakistan and Indonesia, lack of economic opportunities for young people are worsened by the impact of climate change and urbanisation. To develop a proposal for the Ikea Foundation to tackle the issues of poverty reduction, youth empowerment and gender equality, Oxfam approached Butterfly Works for support. Using our method for design thinking, we led a human-centred design workshop to craft a proposal together with the end users themselves.

The Challenge

Putting decision-making in the hands of end users

The overall aim of Empower Youth for Work (EYW) is to give young women and men living in rural climate change-affected areas a voice when it comes to the policies and practices that are designed to lift them out of poverty. To create a programme to support young people in making choices about employment, we took a human-centred design approach. The goal of the kick-off workshop was to raise awareness on the values of design thinking and human-centred design among members of the proposal development team. Our sessions included training on tools, methods and general understanding of the concepts. Based on these sessions, we delivered a customised package that facilitates the inclusion of the target group during proposal development.

Our Method

Co-creation sessions to inspire innovation

Allowing young women and men to collaborate directly with programme developers gives end users a voice from an early stage. By including them to inform the draft of a proposal, we were able to show the advantage of tackling issues from fresh perspectives. This approach was carried on beyond proposal writing; we have also been the design thinking partner for the team in Indonesia, supporting in the design and execution of the programme itself.

The Result

From proposal to implementation

At the heart of the co-creation sessions is the ability to compel key stakeholders to invest in the development and implementation of activities. Butterfly Works trained local country teams to understand design thinking concepts, the tools for research and the value of end user input. The programme designed during the collaborations with end users informed Oxfam's final proposal, which was ultimately approved by the Ikea Foundation. Subsequent training sessions with staff highlighted the importance of keeping end users at the core of all future design thinking activities. Every country team is supported by a design partner to stimulate creative ideas and design from an end user perspective.

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About	Employment, Youth, Entrepreneurship
Location	Indonesia, Ethiopia, Bangladesh, Pakistan
Partners	Oxfam Novib, Ikea Foundation
Period	2015
Services	Human centred design, Innovation
Outcomes	Programme Design

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