

■ **EU-IOM**
Joint Initiative for
Migrant Protection
and Reintegration

Redesigning MLCs in The Gambia to promote safe migration



IOM
UN MIGRATION

Project funded by the European Union
Project implemented by IOM



A YOUNG MAN ON THE VERANDA OF THE MIC IN SOMA-PAKALINDING.

CONTENTS

- 3 Background
- 5 The MICs
- 7 Youth Take Over
- 9 Opportunities
- 14 Design principles
- 16 Scenarios

BACKGROUND

ABOUT THE MICS

At the beginning of this year, IOM partnered with the Gambian National Youth Council (NYC) to create Migration Information Offices (MIC) within existing youth centres over the country. The idea behind creating these MICs is to empower young Gambians to make better-informed migration decisions and returned migrants to advocate for safe migration alternatives.

At the MICs, dedicated staff answers questions of young people regarding migration while raising awareness among communities on irregular migration as well as existing reintegration mechanisms for returnees.

REDESIGN

In a pilot project, IOM partnered up with a designer for social transformation, to investigate how the engagement of young people within the youth centres could be enhanced, thereby contributing to new opportunities for promoting safe migration.

Design-led innovations have provided many opportunities within the humanitarian sector to find solutions to the world's most pressing issues. Human-centred design research offers the opportunity to witness and evaluate challenges directly, in context. Co-creating and testing new solutions together with stakeholders resulted in increased ownership and helped to ensure greater impact. This approach allows for envisioning tailor-made solutions based on people's needs and aspirations.

The partnership provided IOM with fresh perspectives, and many valuable ideas to improve our own and our partners' activities.

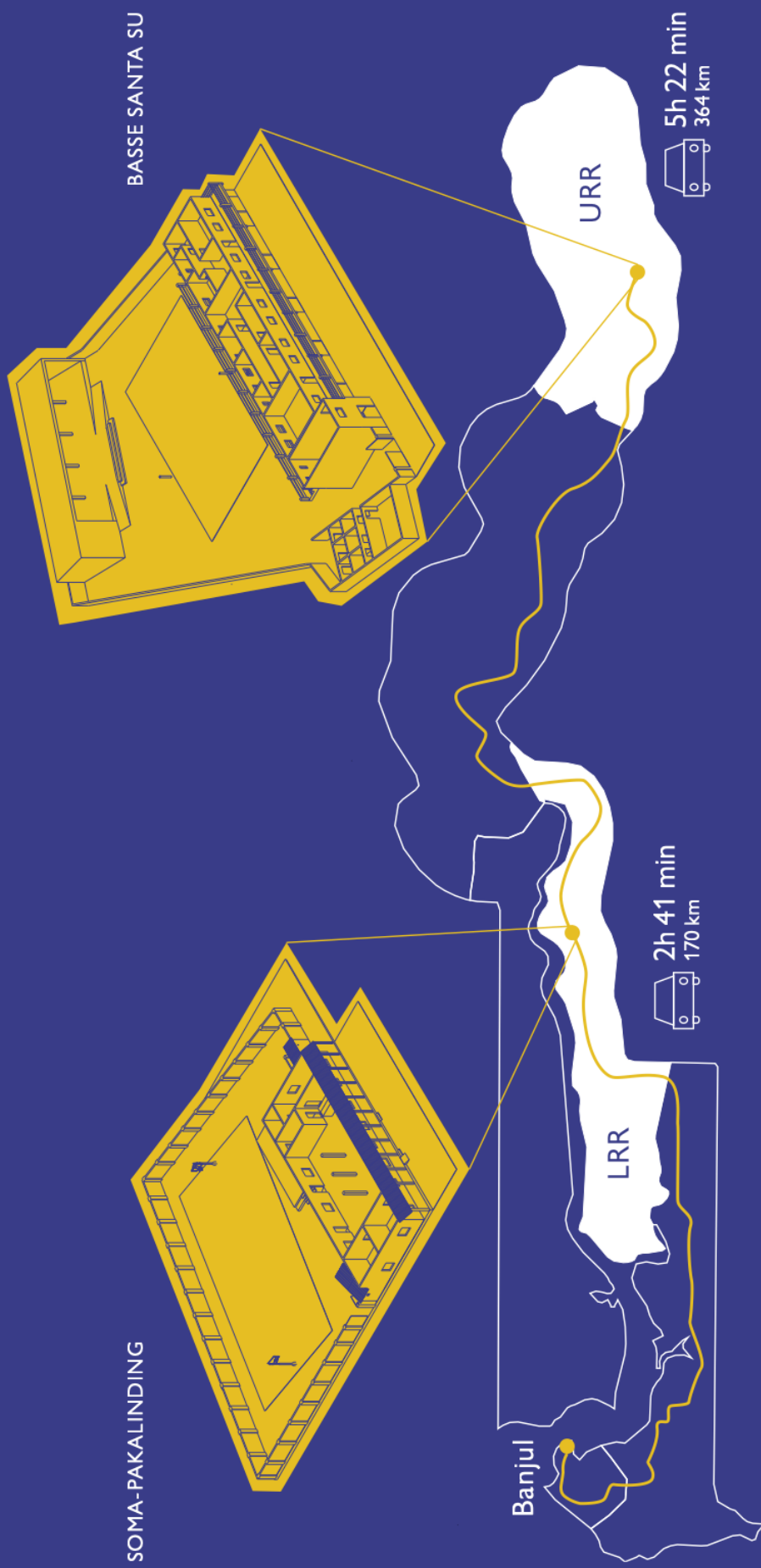
GOAL

IOM invites key actors from the sector to partner up and make the future scenarios for improving the Soma-Pakalinding and Basse Santa Su youth centres a reality, thereby contributing to the promotion of safe migration options and the overall well being of the Gambian youth.



FEMALE BASKETBALL TEAM AT SOMA YOUTH TAKE OVER

THE MICS



[1] THE MIGRATION INFORMATION CENTRE (MIC) IN SOMA-PAKALINDING (LOWER RIVER REGION) IS LOCATED 3 KILOMETRES OFF THE CENTRE OF SOMA. WHEN DRIVING OUT OF TOWN IT TAKES ABOUT 10 MINUTES BY MOTORBIKE AND 30 MIN BY WALKING TO REACH THE CENTRE AT THE BORDER OF THE VILLAGE PAKALINDING. THE SINGLE STOREY BUILDING LIES ON THE TRANS-GAMBIA HIGHWAY WHERE MANY SENEGALESE TRAVELLERS PASS TO CROSS THE BRIDGE OVER THE GAMBIA.

[2] THE MIC IN BASSE SANTA SU (UPPER RIVER REGION) IS LOCATED IN THE CENTRE OF THE TOWN RIGHT BEHIND THE MARKET. IT IS EMBEDDED INTO A BUSTLING NEIGHBOURHOOD OF TRADERS, CAR MECHANICS, MERCHANTS AND FRUIT SELLERS. THE OFFICES OF THE YOUTH CENTRE CAN BE VISITED ON THE FIRST FLOOR. THE FIVE GARAGES OF THE BASEMENT ARE RENTED TO A MINI-MARKET, A BAR, A HARDWARE STORE, A PHARMACY AND A SPORTS EQUIPMENT STORE, WHEREAS THE FIRST THREE QUARTERS OF THE FIRST STOREY ARE OCCUPIED BY A LOCAL FOOTBALL TEAM.



DRAWING CHALLENGE AT THE CO-CREATION WORKSHOPS AT MIC SOMA

YOUTH TAKE OVER

Four weeks of human-centred design research in the field consisted of four phases and small-scale interventions with at its core a Youth Take Over. The research's objectives were the creation an in-depth analysis of local youth's challenges and aspirations, to uncover and trace local potential and knowledge, to identify pull factors and local resources and, finally, to develop, design and test small-scale interventions with and by the youth within the MIC centres. Research activities included daily interactions, mapping of local dynamics and surroundings, and observational learning.

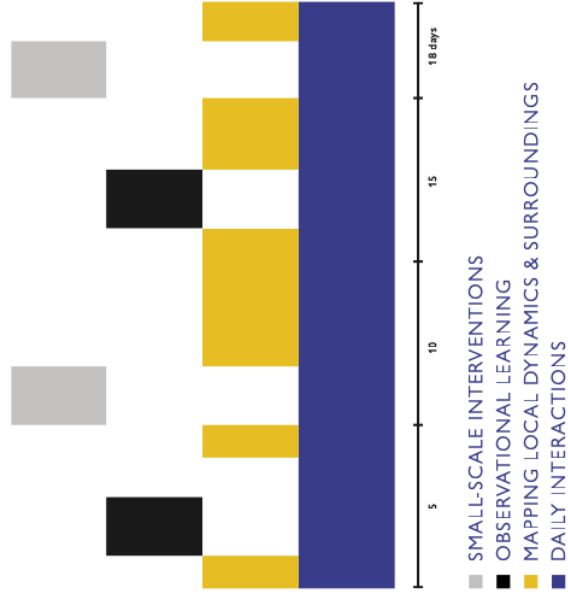
After the initial observation phase, we organised a total of four workshops and co-creation sessions with the teenagers and adolescents from the two visited regions, enabling the youth to organise two days of activities by themselves in each MIC. The Youth Take Over approach bases on a small-scale bottom-up intervention in order to empower young people, activate their creative potential, give them agency and create a sense of ownership. In addition, we were able to identify the possibilities and limitations of the MICs resources and capacities. In that sense the intervention also allowed a better understanding of existing communication channels, youth networks and local organisational structures.

The full field research report can be consulted on request. Please contact lputteaman@iom.int for details.

The complete design research spectrum was made out of:

- Identifying youths challenges and aspirations
- Exploring important youth activity spots
- Co-creation workshops with groups of young people within the youth centres
- Prototyping small-scale interventions
- In-depth interviews with local resource personal
- Immersion in the local environment and daily interactions 24/7
- Understanding the local challenges of youth in Attaya group discussions (traditional tea meetings) within local communities
- Mapping the environmental embeddedness of the MICs within the local context
- Visualising the dynamics between MICs and youth activity spots
- Uncovering and tracing local resources and opportunities
- Identifying pull factors to the MICs at local educational institutions
- Assessing the youth centres spatial structures and resources in a 3D model
- Identifying existing youth networks, communication channels and organisational structures

RESEARCH TIMELINE



DESIGN RESEARCH

EU-IOM Joint Initiative for Migrant
Protection and Reintegration

MAPPING THE RESOURCES OF SOMA



CO-CREATION WORKSHOPS



YOUTH TAKE OVER INTERVENTION



GROUP DISCUSSIONS



EXPLORING LOCAL COMMUNICATION



OPPORTUNITIES

Throughout the research and participative sessions, a number of opportunities for improved engagement within the youth centers appeared. This section offers a brief overview of these potential entry points, before diving into practical solutions and future scenarios.

YOUTH DECISION MAKING POWER

During the two days of Youth Take Over it was both impressive and surprising how resourceful and creative local youth were in creating activities. Within less than 24 hours and on a shoestring budget, a group of 6 to 8 adolescents managed to set up a local talent show, basketball and volleyball competitions, drama and music performances and dancing contests. From producing their own refreshments – who doesn't like a fresh Baobab juice squeezed on spot – to getting parents on board to help with rentals of materials, the teenagers proved to be real masters of organisations.

To build on this potential, the youth centres and their partners could invest in a number of measures that encourage volunteering and keep this unlocked talent active not just today, but for years to come. These opportunities include (but are not limited to):

- Include young representatives in the centres' decision-making bodies
- Find monetary solutions to have easy access to daily funding (cf. mobile money applications)
- Create a funding mechanism that can allow small grants for creative ideas for activities carried out by young volunteers

Find out more in scenarios Increasing diversity & participation for higher impact, p. 31

ORGANISATIONAL MANAGEMENT

With the headquarters based in the capital Banjul and the youth centres a full travel day away, implementation of activities might sometimes fail to follow the ever changing context and fast rhythm of the daily life in Basse and Soma-Pakalinding. Where a nation-wide structure offers advantages in terms of organisational learning, sustainability and capacity, local initiative enhances adaptiveness to the context.

To keep up with the young people's fast pace, the following opportunities were identified:

- Create local MIC membership to establish a community of volunteers
- Partner with local organisations to organise activities within the youth centres
- Train the MIC staff to become full blown youth counsellors with the skills to facilitate volunteer-led activities

Find out more in scenarios Introduce MIC membership, p. 36 and Investing in youth initiatives & local partnerships, p. 21 to 23

QUALITY FACILITIES

Basketball courts being exposed to weather and erosion limit today's sporting activity of the talented young female and male teams of the region. Upgrading them to multi purpose sporting grounds on an international standard would not only enable the youth centre to generate income by hosting interregional tournaments but also to develop the capacities of their teams to a professional level.

To actively support young peoples talent in sports, we suggest to consider following opportunities:

- Upgrade the sporting grounds to a international standard multi-purpose field
- Form a MIC Basketball and Volleyball team (female and male) to increase their visibility for national talent scouts and open the possibility to enter league games
- Host interregional tournaments for revenue making

Find out more in scenarios Investing in quality facilities, p. 17 to 20

AVAILABILITY OF EQUIPMENT

The youth's self-organisation skills and creativity are currently running under the radar. The Youth Take Over showed that with the availability of more equipment, youth participation in activities and self-organised initiatives at the youth centre has significantly increased. This potential could become a reality by introducing an equipment service, where young people have free access to quality tools and sporting and technical equipment to spark their imagination and organise their own activities. Moreover, this measure is likely to be a catalyst for more diverse activities and a better representation of youth interests.

The following opportunities might enable more options and diversity of youth-led activities:

- Introduce an equipment service with quality tools, technical and sporting materials
- Establish a simple and free rental and return-system
- Employ well established MIC members in managing and maintenance position to make use of the benefits of social control

Find out more in scenario Set up a members only free equipment rental service, p. 27

MODULAR FURNITURE FOR THE MIC

The spatial layout of the MICs makes it challenging hosting multiple activities and allow different uses of the space. More flexibility and adaptability is required to go with time and dynamically respond to new developments in the future. Modular furnishing systems can enable a more intelligent use of limited space. They offer the opportunity of being more adaptive to the creation of a multitude of environments according to situative needs.

Ways of staying dynamic and flexible to future activities at the MIC without the need of major spatial modifications, include:

- Design a simple modular and movable furnishing system for the MICs
- Create new storage options to use the space to its full capacity
- Optimise spaces by reorganising their use

Find out more in scenarios Investing in quality facilities, p. 17 to 20

COOKING & CATERING OPPORTUNITY

During the workshops, having refreshment and food on spot motivated people to stay longer at the youth centre or giving them the energy to engage in sporting activities after school. Consequently, creating a daily possibility of buying refreshments and food for small money at the MIC could pull more students to meet at the centre and benefit from the possibilities of learning, training and social activities, improving community building and knowledge sharing. In addition to that, there is the potential of revenue making in providing catering for bigger events such as conferences or tournaments.

To energize and motivate young people at the youth centre, have a look at the following opportunities:

- Introduce a study café with daily lunch and dinner meals and refreshments for small amounts of money
- Employ MIC volunteers (male and female) in the service and the kitchen
- Offer catering services during events to subsidise the study café

Find out more in scenario Open a study café, p. 19

ACCESSABILITY

Young MICs visitors often face difficulties in reaching the centre, especially during the rainy season. The hardest part is to get back home after evening activities, after night fall and without the funds to afford a motorbike taxi. Where we cannot change the weather nor provide transportation refund, we could look into a bike rental service for MIC members. Renting out bikes would possibly increase the participation of young people in general and at evening and night events.

Ways to improve the access to the centre for all youths, include:

- Offer a bike rental service for MIC members
- Offer free activities for MIC members and volunteers

Find out more in scenarios Improving access to the youth centre, p. 24 to 26

MIC COMMUNICATION

During the Youth Take Over, different communication channels were tested including WhatsApp, Facebook, a local radio station and posters. Word of mouth and WhatsApp seemed to be the most effective channels. However, to date, there are no reliable figures on the efficiency of the used communication channels. Probably the most effective measure for improving young peoples engagement at the youth centre would be to adapt the MIC communication to their behaviour and ways of communication and reaching out to their schools and activity spots.

For more adaptive ways of communication there lies an opportunity in:

- Identifying primary communication channels of local youth
- Analysing youths communication behaviour to understand better how to reach them

Find out more in scenario Invest in adapted communication channels for organic outreach, p. 28

EQUAL GENDER REPRESENTATION

Both communities rely on bright-minded and creative young women. During the Youth Take Over, the girls in the team not only took smart decisions, but also gave proof of stronger organisational skills compared to their male fellow. However, the cultural context might impose barriers for young to be heard. Bringing down barriers to equal gender participation would lead to enhanced female involvement and enhanced activity overall, given their resourcefulness.

More equal gender representation could be achieved by the following measures:

- Organise women girls days to raise their visibility and showcasing their many talents
- Create safe spaces for women, where they feel protected and comfortable
- Promote women only activities focussing on their needs and aspirations
- Focus on less gendered sports like Basketball and Volleyball

Find out more in scenarios Create safe spaces for girls & women, p. 32 and Girls & womens day, p. 33

UNTAPPED CREATIVITY

An astonishing amount of untapped creativity among young participants became clear during both workshops and the Youth Take Over. This observation suggests, that creating an environment for experimentation and prototyping, could be fruitful for the dynamic development activities at the MICs.

Ways to facilitate and employ the youth's creative potential include:

- Introduce an open call for proposals to enhance the amount self-initiated projects
- Install a printing & creative lab to foster the development of creative problem-solving skills

Find out more in scenarios Install a printing & creative lab, p. 20 and Launch an open call for proposals, p. 22

FEEDBACK SYSTEM

During co-creation sessions, the innovative and smart suggestions of the young participants came out naturally and in large numbers. Yet the MICs are currently missing out on these ideas due to the lack of a systematic approach on collecting and implementing the youths' feedback for constant improvement of activities.

Ways to incorporate youth feedback into the creation of more adapted activities include:

- Introduce an easy to use feedback channel for youth
- Ask youth for sending in their feedback after activities e.g. via feedback box or WhatsApp
- Publicly vote for proposed improvements in a transparent and democratic process
- Inform youth about the current status of implemented changes

Find out more in scenario Install a member feedback system, p. 31



YOUTH TAKE OVER TYPOGRAPHY AT MIC BASSE

DESIGN PRINCIPLES

The scenarios described on the next pages are built on the following five design principles or key rules that were identified as catalysts for sustainable change. Incorporating these principles in new interventions proposed for the youth centres, their processes, their visitors or environment, might considerably increase the chance of your project's success.

LOCAL

The utilization of local resources, materials, human personal and knowledge is key for a sustainable continuation of activities. Furthermore, it reduces costs, logistics and transport and creates local employment opportunities. Always look for established local solutions e.g. economic models and value chains, which are widely used. See which aspects you can use to make your solution actionable. And last but not least, support local, independent solutions in creation, production and marketing.

LOW TECH

Each solution should be easy to build, install, use and maintain. Furthermore, they should be resilient, self-explanatory and have a certain fault tolerance. There should be no need of an expert or specialist to repair your solution. Technical equipment should not be dependent on a constant energy supply. Instead look for solutions which are using renewable energy sources such as solar power and equipment with the possibility of energy storage to bridge power cuts.

AESTHETICALLY SENSITIVE

Effectiveness and aesthetics go hand in hand, as the design of your solution should fit a local understanding of aesthetics and the visual environment. Even simple and low-cost solutions should communicate value through their design.

YOUTH CENTRED

The empowerment of the local youth has proven to be a key driver for sustainable development from experiences. They are experts of their lives and usually know best, what they really need. In order to unlock their creative potential look for solutions and systems, which give them space and enable self-initiated activities and provide them with the required support. Incorporate youth in your decision-making processes might lead to better adapted solutions.

SMALL SCALE

By using small scale interventions, you can easily test new ideas, reveal hidden challenges and as a result, create unexpected and simple solutions, which have the potential to make a real impact and eventually affect sustainable behaviour change.

PROMOTING SUSTAINABLE SOLUTIONS

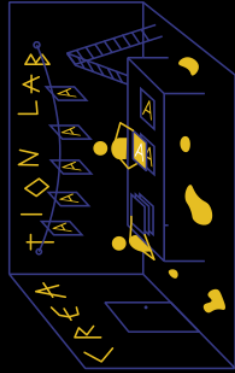
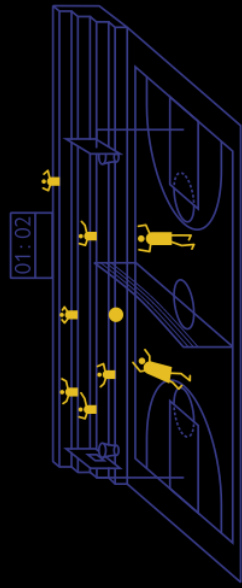
Designery ways of problem-solving enable a holistic view of the local challenges concerning the youth and the MIC centres. Co-creating and testing ideas within the local context allowed to identify interlocking processes and to come up with reality-based scenarios that – when implemented as a whole rather than as a sum of its elements – can lead to adapted and sustainable solutions.



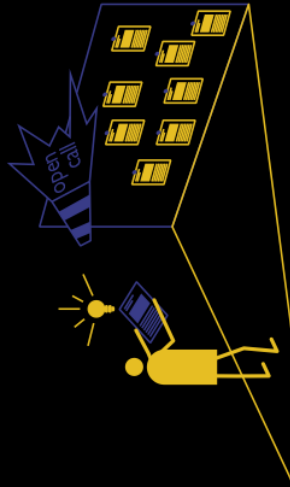
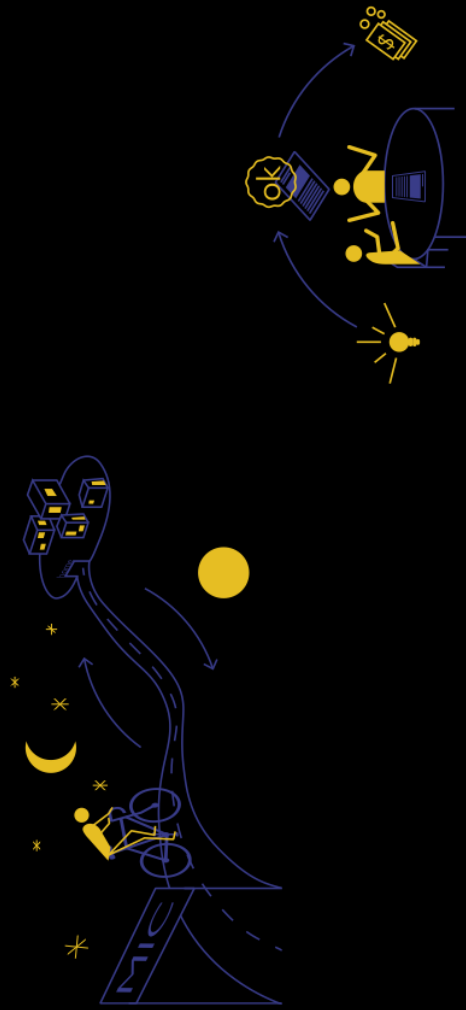
CO-CREATION WORKS-HOP DISCUSSION AT MIC BASSE

SCENARIOS

EU-IOM Joint Initiative for Migrant Protection and Reintegration



Imagine ...

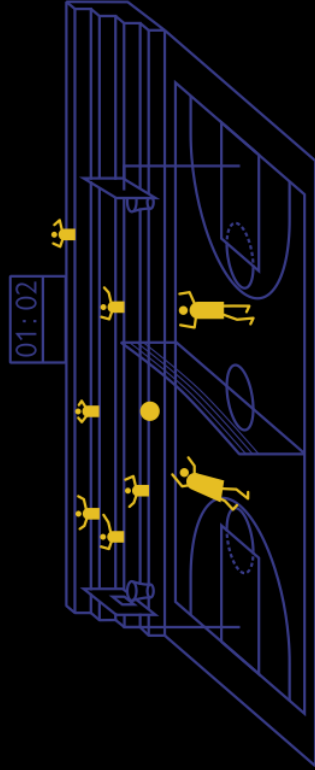


BASED ON THE IDENTIFIED OPPORTUNITIES ON P. 9 WE HAVE DEVELOPED A VARIETY OF VIABLE SCENARIOS. THEY ARE TAILOR-MADE SOLUTIONS TO COMPLEX PROBLEMS AND CANNOT BE TREATED AS STANDALONES AS THE EXAMPLES IN PROMOTING SUSTAINABLE SOLUTIONS, P. 14 SUGGEST. EACH SCENARIO CLUSTER ADDRESSES ONE IDENTIFIED OPPORTUNITY AND ITS MULTIPLE SOLUTIONS. TOGETHER THEY ARE THOUGHT TO INSPIRE CHANGE AND VISUALIZE HOW GREAT IDEAS MIGHT BECOME A REALITY IN THE NEAR FUTURE.

INVESTING IN QUALITY FACILITIES

ESTABLISH INTERNATIONAL STANDARD

TRAINING GROUNDS



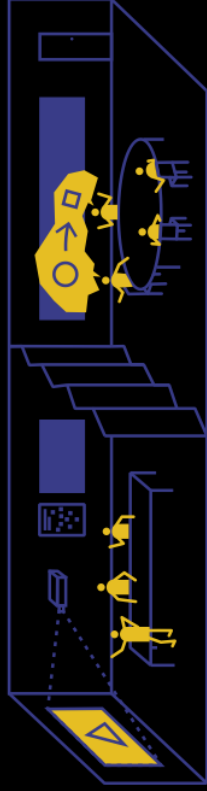
The brand new multi-purpose court behind the MIC is bustling of activity. Fatou is often coming here to play Volleyball after high school and to refresh her body and mind before she is going to the study café to continue learning. She likes the relaxed atmosphere and there is even a open air gym. A smile run over her face as she sees her brother. He is there again to pump and strengthen his body. At least it helps him to channel his energies, Fatou thinks and smashes the ball over the net. 1:0 for her team! Soon there will be a tournament of the MIC Basse against MIC Soma-Pakalinding here. Fatou's secret wish is to become a member of the MIC Basse Volleyball team. She closes her eyes and listens to the cheering crowd and around her, if that dream would only become true.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Quality facilities	A INTERNATIONAL STANDARD TRAINING GROUNDS	The same ground can be used for different sports activities Relief of stress & frustrations Facilitating team building Enabling professional sporting careers	1. Collaboration with donor organisation 2. Standard sporting Equipment e.g. balls, nets ... 3. Solar powered lights for night training sessions 4. First aid kit 5. Showers & changing rooms 6. Facility manager
	B HOSTING TOURNAMENTS	Interregional competitions and exchange between youth organisations and MICs Revenue making for the MIC Reaching out to youth of the region Disseminating information on migration to a great public	1. Ticketing system & finance management 2. Building up a regular exchange network for collaboration between MICs of The Gambia
	C OPEN AIR GYM	Promoting good health for mind and body in an engaging atmosphere	Training machines suitable for outdoors

INVESTING IN QUALITY FACILITIES

INTRODUCE MEETING & CONFERENCE

ROOMS FOR YOUTHS



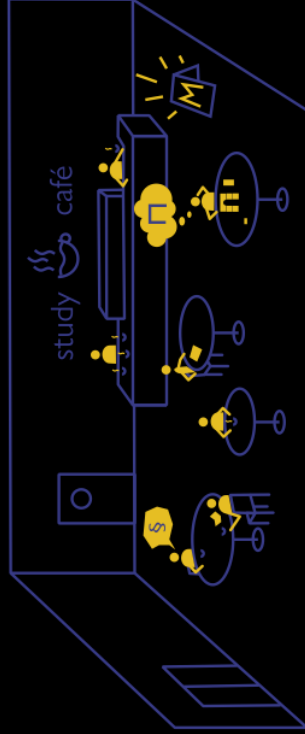
It is Friday morning. The MIC guest-house is fully booked. Today local youth organisations of the region are meeting to discuss the further development of youth activities in the region. The new installed conference rooms have facilitated the increase of direct participation of all actors. Regular meetings are held once monthly to coordinate joint-youth initiatives and look into possible collaborations which are beneficial for the youth and initiated by the youth. In the last time they have agreed on the extension of exchange between the MICs.

This will support mutual sharing knowledge and experiences. Moreover, the initiative *Returnee*experts by the young bright minds of MIC Soma-Pakalinding has been widely welcomed as an effort for perception change and reintegration and is now in its first phase for implementation.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Multi-purpose facilities	MEETING & CONFERENCE ROOMS FOR YOUTHS	Sharing ideas & inspiring others with new fresh visions Facilitating self-organisation & coordination between different youth organisations and activists Giving space for a variety of discussions and events, literature evening	1. Easy booking system 2. Rules for use & maintenance

INVESTING IN QUALITY FACILITIES

OPEN A STUDY CAFÉ



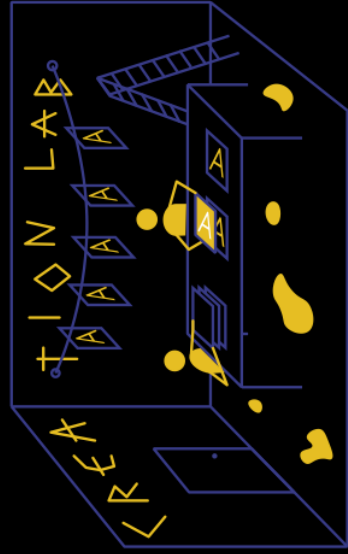
It is Tuesday afternoon 3 pm Awa and Fatou just left the school building after arts class. They received the task to have a presentation about Afro-futurism this Friday, but yet they could not do any research at school. Fatou's stomach is expressing discontent. She needs something for lunch and then continue working on the assignment. Awa proposes to go to the MIC's study café where they have internet access and some daily menus. It comes in handy. Later on Awa has to go for rehearsal of her drama group and Fatou will train with her Volleyball team for the upcoming tournament at the MIC. After Lunch, they lend two laptops from by simply leaving their ID at the bar. They sit down at a cosy corner of the café with a tea and start working. By coincidence they meet Bamba, an art savvy friend of theirs. He offers to help them with the presentation, as he is an expert on the topic. Thanks to Bamba they finish the presentation one hour before their next activities and spend some more time talking about their study aspirations.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Study & learning space	STUDY CAFÉ	Attracting high school students to come to the MIC	<ol style="list-style-type: none"> 1. Internet access 2. Study desks 3. Laptops with internet access 4. Access to e-learning offers e.g. subscriptions to platforms 5. Pre-installed Microsoft office, Adobe Creative Cloud student licences 6. Voluntary café crew, run by the youth 7. IT-specialist for maintenance
		Creating a unique meeting place and learning environment for the youth, where they can share ideas	
		Bring young people in contact with inspiring bright minds	
		Preparing for and learning about higher education	
		Doing research for self-initiated projects	
		Revenue making for the MIC with sold refreshments and snacks	

INVESTING IN QUALITY FACILITIES

INSTALL A PRINTING &

CREATIVE LAB



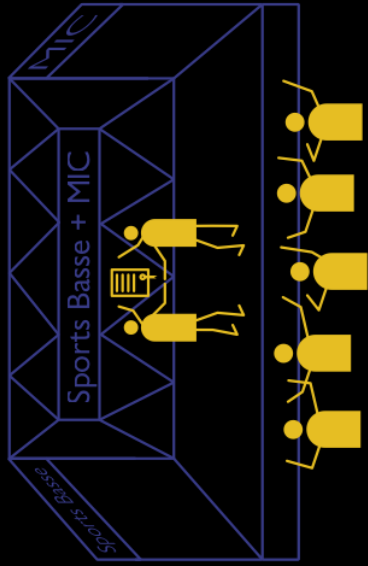
The local drama jam is to be hosted at the MIC in a week. Abdoulaye and Awa, the organizers of the event have already sketched their design for the advertisement posters. For the afternoon, they mobilized some friends to print them in bright vivid colours. Surely, they will create some attention for the event, when they are pasted all over the town. As they arrive at the printing lab, Bamba the tutor has already prepared all the working stations. The are ready to go. In the process they realize that they also would need some signage to direct the visitors to the different stages in the MIC courtyard. In the material storage room they find some wooden planks they quickly cut with the saw into different shapes and print on them. Exciting! At the early evening they already have printed over 100 posters and t-shirts for the drama staff and costumes.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Creative space	PRINTING & CREATIVE LAB	Enabling creative ideas of youth can take form and shape	<ol style="list-style-type: none"> 1. A screen printing kit with colours, screens and press 2. Printing materials e.g. paper, textiles, glass, wood, metal 3. A toolset with some basic measuring tools, cutters, scissors, pens, glue etc. 4. Tutor or volunteers 5. Regular workshops on learning how to use the equipment
		All advertisement for events and t-shirts etc. can be printed here without to rely on the expensive low quality printing from regular print shops in the region	
		Hosting workshops and creative sessions	
		Activating youth creativity and initiatives e.g. poetry group collaborates with the graphic artists etc.	
		Decorations & signs for events at the MIC can be directly printed here on a great variety of materials e.g. paper, textiles, glass, wood, metal	

INVESTING IN YOUTH INITIATIVES &

LOCAL PARTNERSHIPS CREATE

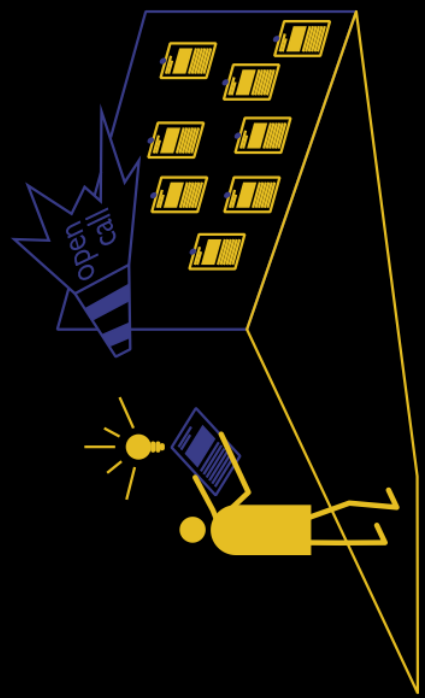
LOCAL PARTNERSHIPS



It has been three months now, since the MIC centre has established the partnership with CREATIVE SPARK BASSE. The youth activities and visitors engagement have tripled since then. Many youth spend their entire after school time at the MIC, to engage in sports, study at the library and learn about higher education, reproductive health or migration. The new partnership has also made it easier for the MIC staff to focus on their daily tasks of counselling returnees and facilitate youth initiatives.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Local partnerships	INVOLVE LOCAL THIRD PARTY ORGANISATION FOR ACTIVITY & EVENT MANAGEMENT	Introducing a program-based approach with regular recurring events and activities with space for self-initiatives by youths	<ol style="list-style-type: none"> 1. Finding the right local partner with the capacity to run the management of activities 2. Evaluation system for measuring the impact 3. Regular reports 4. Feedback system for youth
		More activities and variety of events	
		Increased independence from administration in Banjul and local agility	
		Direct and fast financial support	Fast implementation of new ideas respecting local possibilities & context

INVESTING IN YOUTH INITIATIVES & LOCAL PARTNERSHIPS LAUNCH AN OPEN CALL FOR PROPOSALS



Yesterday, Hamza, the communication officer, have posted an open call for proposals on the blackboard. Today his office is running hot. Almost every minute someone is bringing him a filled form with his idea new activity's at the MIC. These already covering two third of his desk. Piling up and up. Luckily, Baboucar and Abdoulaye are helping him to sort the proposals according to theme and compiling them into a presentation on Thursday evening.

Thursday evening, 6 pm: Hamza is presenting the handed in proposals to the jury and the youths gathering around the stage. The votes are counted. And the winner is ... the gardening project. This will bring seasonal fresh ingredients for the lunch menu at the study café. The winning team is dancing on stage and everyone is joining in.

But now the hard part is coming, the implementation. Luckily, the gardening boxes can be build in the MIC workshop and a local farmer will surely donate some earth and seeds to grow the first vegetables.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
New ideas	OPEN CALL FOR PROPOSALS	Brings fresh ideas into the MIC and improve activities	<ol style="list-style-type: none"> 1. Regular open calls for proposals 2. A jury consist of youth and facilitators for evaluation and 3. Democratic and transparent process of selection of the proposals 4. Budget for implementation
		Activates youths creativity and local knowledge	
		Facilitates the dynamic development of new offers and activities	
		Advocates for co-design and active youths participation	

INVESTING IN YOUTH INITIATIVES &

LOCAL PARTNERSHIPS IMPROVE FUNDING SYSTEMS

TO ALLOW EASY TRANSFERS



Amadou has an idea. He would like to invite the youth for a workshop visit at local self-entrepreneurs and artisans to give them insights into craftsmanship and job opportunities in the Basse region. He already talked to some of carpenters and welders and a returnee, who is successful chickenfarmer. They all agreed on giving a tour to a group of 30 youths, talking about their experiences and challenges of running an own business. Fortunately, they will offer it for free. Nevertheless, he would like to do a little documentary and prepare some Info materials and a notebook for each participant so they will have a record of their learnings from the day and a list of contacts. Amadou has not much time. Already more than 60 people are interested in the workshop visit. He quickly needs to find some financial support to make it happen. The next morning he meets Hamza, the youth facilitator at the MIC. As they have already discussed and approved Amadou's idea, Hamza gives him the required cash money to buy the materials he needs. Amadou is happy. His tour is fully booked for the coming Saturday. He already plans to do a second tour for the people who didn't had the chance to join the first one. If this continues to be a successful format, he even could ask small money from his participants to finance the materials and establish it as a regular offer at the MIC.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Decision making by youth	BUDGET FOR FAST IMPLEMENTATION	Accelerated implementation of fresh ideas	1. Grant management 2. Cash money 3. Own budget for immediate implementation
		More independent and on point decision making respecting the local context and resources	
		Improved representation of the youth wishes and needs within the activities and services provided at the MICs	
		Direct participation of youth creates a sense of belonging and ownership	

IMPROVING ACCESS TO THE YOUTH CENTER

CREATE A BIKE RENTAL SERVICE

FOR MIC MEMBERS



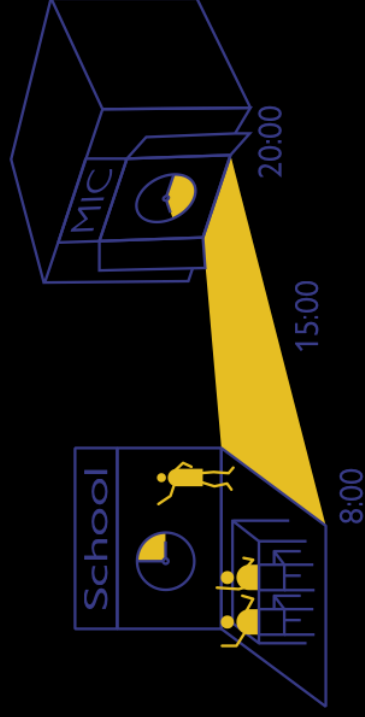
Bakary and his friends were attending a workshop on reproductive health at the MIC this evening which delayed because of an extensive after discussion. It has already gotten dark. Usually, he would be worried, because he would have to spend his last savings on a taxi ride home. But since he has signed up for a MIC membership, he has access to the free bike rental service. The next day, he returns the bike to the MIC and volunteers as a coach in the afternoon training sessions of the basketball team. Coming home at night hours has just become an option.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Free transportation solutions	BIKE RENTAL SERVICE FOR MIC MEMBERS	MIC membership for volunteers give access to the free rental of a motorbikes	1. MIC membership for volunteers 2. Tutor with mechanic skills 3. Regular bike repair & maintenance for security reasons
		Increased attendance for events at evening hours	
		Better mobility to communities	
		More flexible mobility and transporting options for the MIC	
		Possibility of shuttle-service for bigger events	

IMPROVING ACCESS TO THE YOUTH CENTER

ADAPT MIC OPENING HOURS

TO VISITOR'S ROUTINE



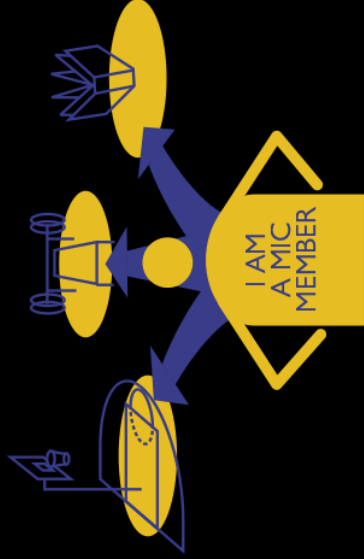
It's 4 pm. Usually when Amadou and Bamba finished school, the MIC centre's office hours were already close to end. This has changed since the new flexible opening hours are running and offered them the possibility to spend their evening hours for studying and sports training at the centre. Lately, Bamba wanted to propose a new activity at the MIC. Luckily Hamza, the youth facilitator, was still there and helped him to complete the form for handing in his proposal.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Opening hours	MIC OPENING HOURS ADAPTED TO YOUTH BEHAVIOUR	<p>Youth benefit from opening hours, which are in correspondence to their daily routine</p> <p>Improved access to services at the MIC, will increase youth engagement</p>	<ol style="list-style-type: none"> 1. Availability of more staff, tutors, volunteers 2. More flexible working hours of the staff

IMPROVING ACCESS TO THE YOUTH CENTER

MAKE ALL ACTIVITIES FREE

FOR MIC MEMBERS



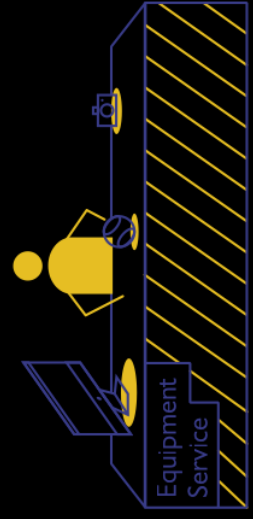
This month came with a lot of expenses for Bamba as he had to repair his leaking roof, and supported his brother with fuel for the motorbike. Now he is almost blank. But no reason to worry, he still can access and use the open air gym at the MIC to relieve his stress. It is free of charge. And anyway, good friendships and health simply can't be bought with money.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Lack of money	FREE ACTIVITIES AT THE MIC	<p>Border-less inclusion of youth with a lack financial resources to help them employing & developing their skills</p> <p>Enabling the active participation of all youth in the region</p>	<ol style="list-style-type: none"> Subventing and cross-financing activities through income generation Offering free activities in exchange for volunteering or tutoring

INVESTING IN EQUIPMENT

SET UP A MEMBERS ONLY FREE EQUIPMENT RENTAL SERVICE

RENTAL SERVICE



Yesterday, Baboucar and Hamza had an idea. They would like to screen their documentary of the recent activities at the MIC, which they have filmed with the new system camera and filming gear available in the equipment service. They would like to show it to their friends in the courtyard, using the covered stage. Luckily they already identified their needs and reserved the projector, the roll-up screen and the chairs for about 30 people via the WhatsApp channel. This afternoon around 13h they can pick it up and start the set-up for tonight after the rehearsal session of the drama group. Hopefully many will join.

At 8 pm: The screening starts. All the seats are occupied and also the drama group and the people from the open air gym have joined. Even Amadou, the equipment service tutor has come. Thank god, Fatou has prepared some homemade Wonjo as refreshment, this will motivate people to stay until the end. Baboucar and Hamza will refund her for her efforts with the money left from their last filming workshop.

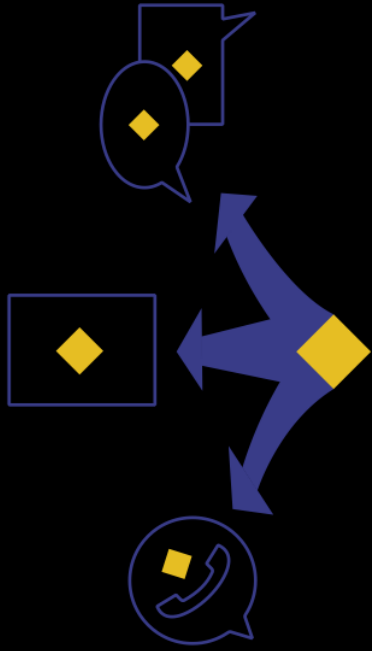
At 10 pm: Many have enjoyed the screening and help to bring the equipment back. Baboucar and Hamza are happy. It was a success. Some have asked them if they can learn how to make their own documentary. They invited them for the next session on the coming Tuesday afternoon at the MIC meeting room.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Quality equipment	EQUIPMENT SERVICE	<p>Possibility of reserving and renting technical equipment suitable for a variety of events and activities</p> <p>Enabling the active participation of all youth in the region</p>	<ol style="list-style-type: none"> 1. A set of equipment, which enables flexible use for different activities: e.g. musical set, stage lights, camera, board games, sporting equipment, adapters, projectors, multi-purpose furniture, laptops etc. 2. Equipment service manager or tutor

IMPROVING THE YOUTH CENTER'S

OUTREACH INVEST IN ADAPTED COMMUNICATION

CHANNELS FOR ORGANIC OUTREACH



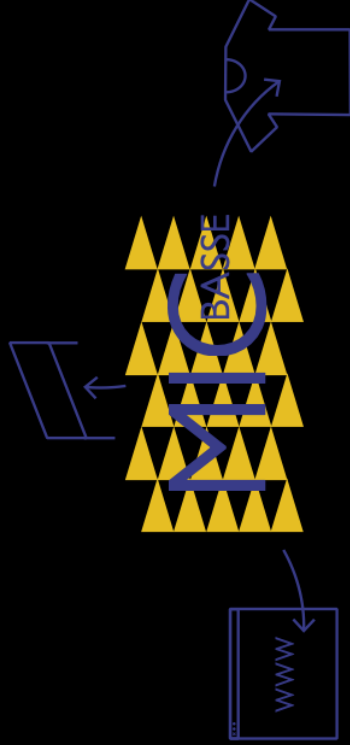
The Basse music festival with many local artists will take place at the MIC soon. Adama, the new MIC communication officer uses his knowledge about the regions primary communication channels to disseminate the information to different youth organisations in the Upper River Region. In order to reach a broad audience he posts the event details as well on the MIC home page and ask his assistants to share the information on their WhatsApp statuses. At the festival, he will ask visitors about their preferred way of being informed and incorporate this insights into the communication strategy for upcoming events. This enables him to constantly adapt the MIC communication towards his audience.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Organic communication	A ADAPTED COMMUNICATION CHANNELS	A more adapted way of communication will reach the target youth on their prior channels Information about events can strategically be disseminated and thus reach a more specific target audience	1. In-depth knowledge of user specific communication channels 2. Local communication officer 3. Knowledge of composing the right channels directed to the target audience
	B SECOND DEGREE OUTREACH	Reaching youth of second degree, beyond the usual close friends network on social media or word of mouth	

IMPROVING THE YOUTH CENTER'S

OUTREACH DESIGN A VISUAL IDENTITY

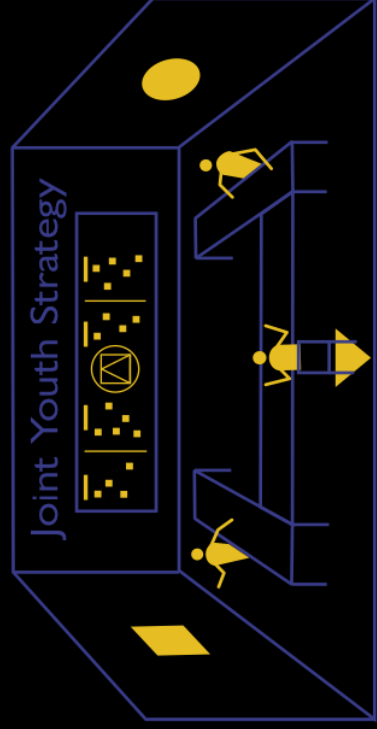
TO IMPROVE VISIBILITY



The new logo looks stunning. A simple word mark with bright colours, recognisable from far. This new bold MIC identity is the result a three days co-design competition all the MICs of The Gambia. Each region has the same wordmark but a specific local visual signage and colour range. Some of the youth was so excited that they already painted it on the entrance gate and others have created T-shirts in the printing lab. Now the MIC finally becomes visible as a youth centre.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Improve visibility	DESIGN OF A CORPORATE IDENTITY FOR THE MICS	<p>A strong and recognisable corporate MIC identity will create higher visibility within and beyond the region</p> <p>A locally co-designed logo will improve the identification with the MIC among the youth</p>	<ol style="list-style-type: none"> 1. A corporate identity with the flexibility of dynamic adaptation over time e.g. fluid identity, modular word-mark with sign 2. Flexible and easy to use in colour, black and white 3. No rigid corporate guidelines, allowing some creative use of it (will happen anyway).

IMPROVING THE YOUTH CENTER'S OUTREACH OPEN OFFICE SPACES FOR LOCAL YOUTH ORGANISATIONS



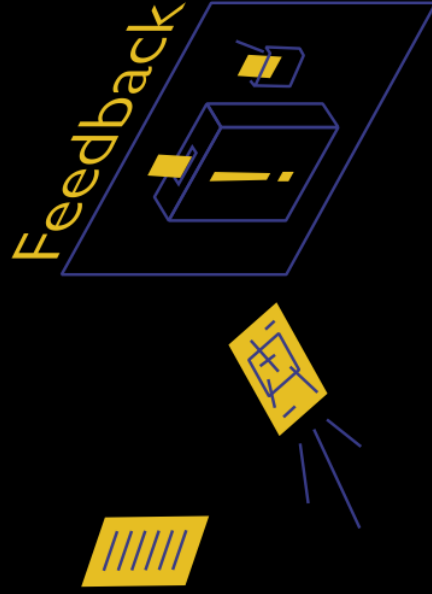
Finally all the youth organisations of the region are working under one roof together. The coordination between the different actors has become much more dynamic. Ideas are discussed in the café break and quick agreements can be negotiated by just scheduling a quick meeting in the conference room. Through the centralisation, most efforts concentrate on directly addressing the youths challenges without the need of running through bureaucratic hurdles.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Increase collaboration	OFFICE SPACES FOR LOCAL YOUTH ORGANISATIONS AT THE MIC	Unbureaucratic and agile decision making on youth matters	Reorganisation of current office spaces at the MIC
		Increased collaboration between the youth organisations	
		Joint efforts in addressing challenges lead to better suited real-life solution with impact	

INCREASING DIVERSITY & PARTICIPATION

FOR HIGHER IMPACT INSTALL A MEMBER

FEEDBACK SYSTEM



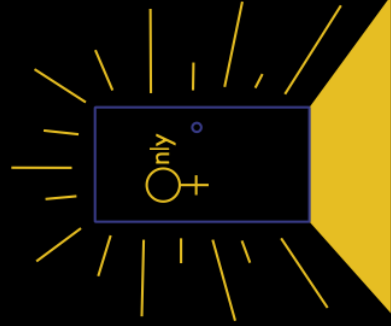
The day after the poetry slam event, Adama, the MIC communication officer, counts out 40 messages from the feedback box. In order to analyse the feedback, he starts to categorise the different directions and issues mentioned with post-its on the wall. Soon he identifies the main challenges. Adama decides to announce a public discussion round for the coming Thursday evening after the Volleyball tournament. Many follow the call and gather to discuss the matters. Finally they negotiate an agreement. Adama forwards the results of the discussion to the program manager in order to incorporate the changes.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Increase representation	FEEDBACK SYSTEM	Giving youth the chance express their feedback on activities and past events will improve those	<ol style="list-style-type: none"> 1. Feedback system 2. Public discussions 3. Analogue and digital feedback channels e.g. feedback boxes and WhatsApp 4. Board of suggestions 5. Incorporation of feedback in existing offers
		Help a dynamic development of future activities at the event	

INCREASING DIVERSITY & PARTICIPATION

FOR HIGHER IMPACT CREATE SAFE SPACES

FOR WOMEN & GIRLS

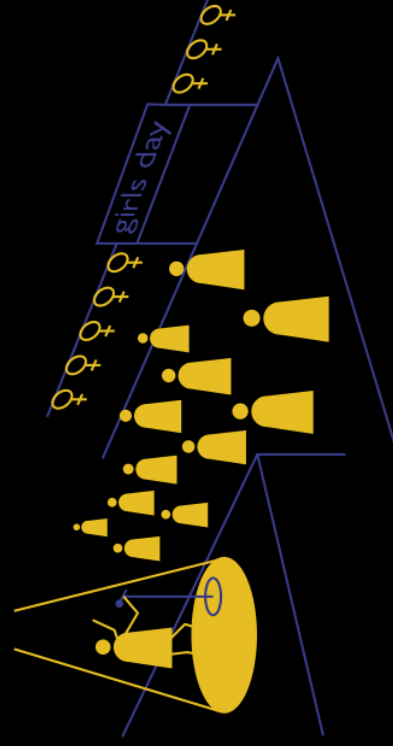


Binta and Fatim are tired. They have trained the whole day on the volleyball field. Now they need a break from their male fans. As they reach the door of the safe space, they quickly type in the code and enter. Inside they finally are in a comfortable environment to cool down. After having a shower and changing their clothes, they sit down on the sofa and recap their game strategy. Awa comes in and offer them some tea. Together they are managing the women council of the MIC. Quickly they have sketched out the topic of next session. However, they feel they would need a second opinion on this. So they head out of the safe space to see Fatoumata the female program manager, which gives them useful information on organizational matters. Happy with their result, Binta, Fatim and Awa finally can relax and enjoy their evening together in the women's lounge.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Gender balance	SAFE SPACE FOR WOMEN & GIRLS	Spaces designated and designed by women and for women's needs facilitating an equal standing and participation of women within the MIC activities	<ol style="list-style-type: none"> 1. Designed by and for women only 2. Furnished for women's needs 3. Secured access
		Women only spaces create an environment which is not accessible for men and thus enable the unfolding of female interests	
		The feeling of safety and well being unlocks the full potential and sensitivity of women	
		Protection of female integrity	

INCREASING DIVERSITY & PARTICIPATION

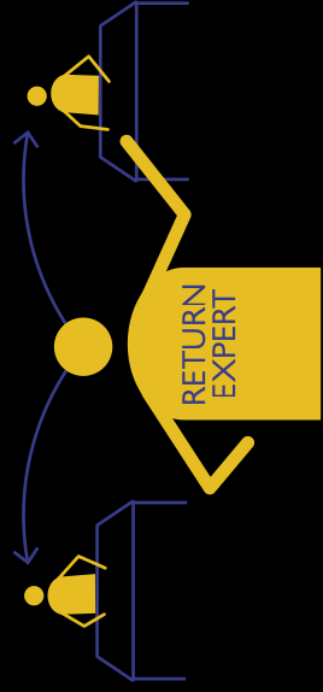
FOR HIGHER IMPACT GIRLS & WOMEN DAY



Binta and Donna have organized this months women's poetry day. The have invited inspiring female writers and speakers to bring their message to the women of Soma. It is 7:30 pm. The courtyard is crowded. The stage is ready and the speakers are lined up on the podium. Everything is decorated with candles who are now being lit by the assistants as the sun slowly goes down and reveals a warm spectrum of colours, which illuminates the scene. The opening starts with music from a local band. Then, Binta welcomes the many who have followed the call. A night full of stories and poetry awaiting the young women of Soma in a cosy and engaging atmosphere. Yes, women can! Donna and Binta are proud to have showcased the talent of the young women of the region and hope to have inspired others.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Women only activities	GIRLS & WOMEN DAY	Building up self-confidence and empower women-centred decision making	<ol style="list-style-type: none"> 1. Monthly activities organized by women, for women 2. A women-centred approach
		It gives them an equal share of participation within the MIC activities	
		Women only activities are strengthening their standing within the community	
		A space to unfold their skills and sensitivity and advocate for equal rights	

INCREASING DIVERSITY & PARTICIPATION FOR HIGHER IMPACT RETURNEXPERTS



Adama returned one year ago from Libya, where he used to work at a local car mechanics. Since he is back, he is the subject of many comments. They say, that he has failed, that he just did not tried hard enough. But this has changed. Recently the MIC Soma-Pakalinding launched the program RETURNEXPERTS. A friend of Adama gave him the tip, he immediately applied, did his tutor training and was accepted. Every second Tuesday afternoon, he passes on his skills in a bike repair session at the MIC. Since then, Adama is a high regarded member of his community and among the local youth. Many youth are inspired by his example and decided to find ways to employ their skills in Soma.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Returnees	LAUNCH A REINTEGRATION PROGRAM	Sharing their knowledge and skills acquired abroad with young people	<ol style="list-style-type: none"> 1. Tutor training for Returnees 2. Identifying their skills and looking into possibilities to apply them within MICs activities 3. Small payment for their services, cross-finances through income generation e.g. from sporting events or tournaments
		Improved self-confidence and acceptance of returnees within the community	
		Shifting the perception from failure towards success	
		Personal facts and stories about irregular migration might make young people think twice about embarking on a dangerous journey	

CREATING OWNERSHIP

BY INVESTING IN TEAMS & VOLUNTEERS

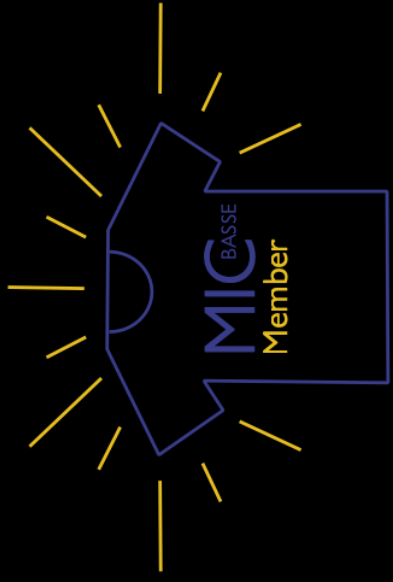
CREATING MIC BASKETBALL & VOLLEYBALL TEAMS



It is a sunny morning. Yet the moist-warm air evokes a feeling of freshness. The numb sound of pumping basketballs on hard ground and the shouting youth mixes with the music of a ghetto blaster. The brand new basketball court behind the MIC is bursting of activity. The female team of MIC Basse is preparing for the tournament on the weekend against the MIC Soma-Pakalinding. This time, there is no room for failure. This time we will bring the trophy home. Their trainer has made this very clear, thought they have a competitive advantage. The new solar-powered spotlights have just been installed two month ago, enabling them to train at night when the heat of the day has passed. Fatou and Mariama are excited, they heard the rumours about a talent scout coming to watch the game. After all their hard work, this might be their chance to embark on a professional sports career.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Teams	MIC BASKET- & VOLLEYBALL TEAM (FEMALE / MALE)	<p>Enabling professional sports careers</p> <p>Facilitating team building</p> <p>Building up a MIC fan community</p> <p>Interregional competitions and exchange between youth organisations and the MICs</p> <p>Revenue making for the MICs</p>	<ol style="list-style-type: none"> Standard sporting Equipment e.g. balls, nets ... Team trainers Inviting talent scouts once or twice a year Building up a regular exchange network for collaboration between the MICs of The Gambia

CREATING OWNERSHIP
 BY INVESTING IN TEAMS & VOLUNTEERS
 INTRODUCE MIC MEMBERSHIP



Hamza the youth facilitator goes through his monthly evaluation report. It has been two months now since the launch of the MIC Membership program. Over 100 people have registered and are actively involved in supporting the activities at the MIC. Also the quality of the offered events has improved significantly. More youth is attending and using the MIC facilities on a regular basis. Most surprising, it is suddenly clean and tidy everywhere. Apparently, the youth has taken ownership and responsibility over this place. For many, the MIC has become a hotspot, like a second home.

FOCUS	SUGGESTION	UNLOCKED POTENTIAL	REQUIREMENTS
Volunteers	MIC MEMBERSHIP	More volunteers to support the activities at the MIC	<ol style="list-style-type: none"> 1. Launching a MIC membership program 2. Members training of for volunteering certain activities 3. Registration of members and validation of their work at the MIC 4. Coordination of Member meetings
		Benefits for MIC, memberships e.g. free bike rental service, free access to all events and activities	
		Creation of the feeling of belonging and sense of ownership	
		Active and direct participation of the youth	



AUTHORS

SIMON MEIENBERG
DESIGNER FOR SOCIAL INNOVATION

LUCA PUTTEMAN
IOM – REGIONAL AWARENESS RAISING OFFICER
REGIONAL OFFICE FOR WEST AND CENTRAL AFRICA

IMAGES & ILLUSTRATIONS

SIMON MEIENBERG
DESIGNER FOR SOCIAL INNOVATION

CONTACT

THE FULL FIELD RESEARCH REPORT CAN BE CONSULTED
ON REQUEST.

Please contact lputteman@iom.int for details.