

**ATLANTIC  
YOUTH  
CREATIVE  
HUBS**



Shaping the future for an innovative economy

YOUTH PERSPECTIVE

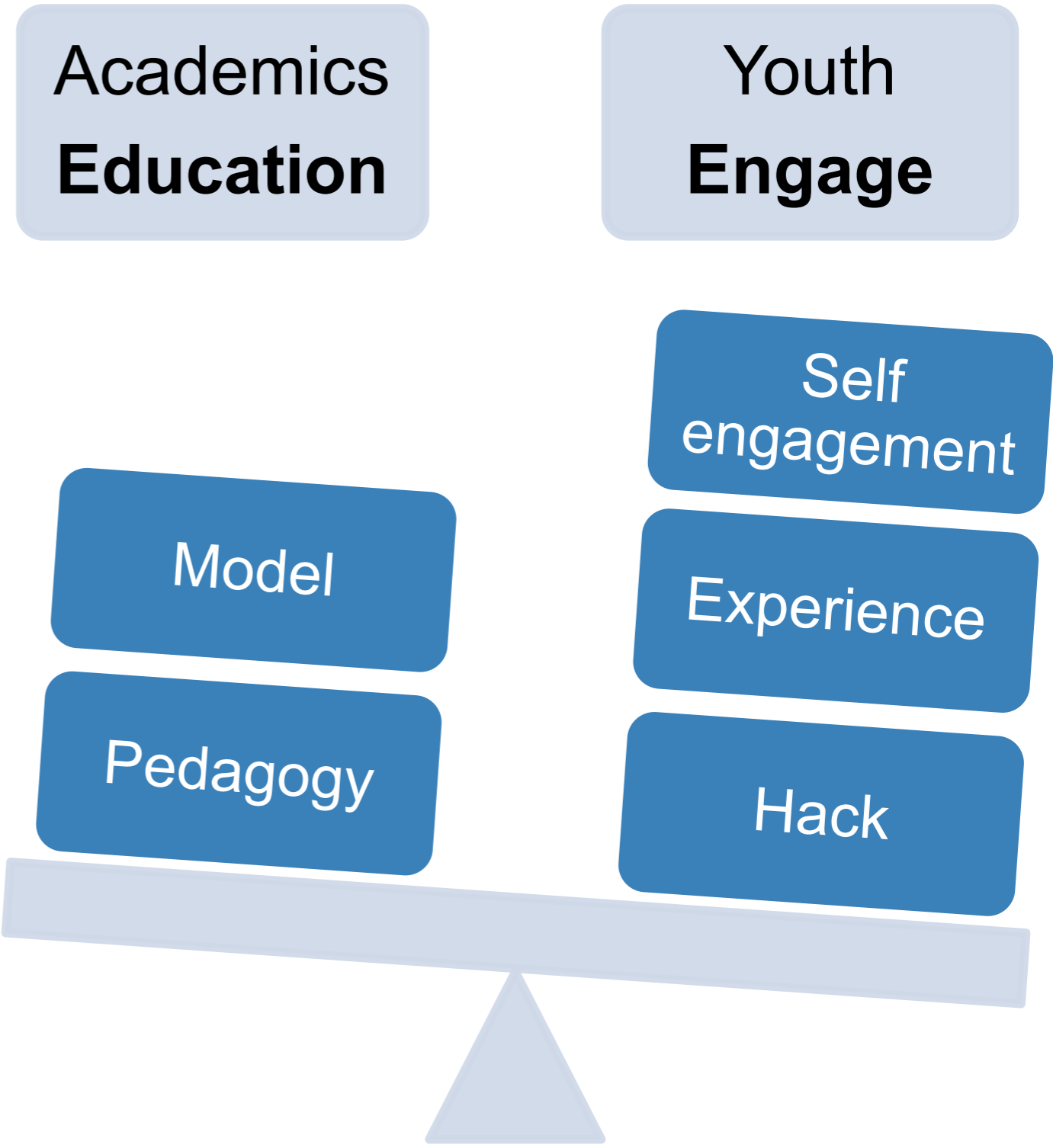
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**CHANGE OUR  
VISION**





# PURPOSE - NON FORMAL EDUCATION



Academics  
Education

Youth  
Engage

Model

Pedagogy

Self  
engagement

Experience

Hack

**WHAT IS EDUCATION AT DIGITAL  
CULTURE ERA ?**

**« PRACTICE BASED EDUCATION »**

**L'École de design Nantes Atlantique**







# AYCH EDUCATION PRACTICE - NON FORMAL & PRACTICE BASED



4G	Levels	Behaviour for Creative Skill - 'Design Thinking'
Grasping it	Level 1	Young Person participates in 'Design Thinking' AYCH workshop.
Getting it	Level 2	Young Person understands that good design requires research, putting yourself in the users shoes, methodology and iteration, and the young person can talk about these with some confidence.
Got it	Level 3	Young Person applies their understanding of 'Design Thinking' in a Creative Jam/Hackathon or in taking their own product idea. Can evidence the process with photos/ diagrams/ judges' comments.
Giving it	Level 4	Young Person successfully mentors other young people in the Design Thinking approach.

Creative Skills	KET skills	Entrep. skills	Transferable Skills
Photography	Additive manufacturing (3d printing)	Marketing	Communication
Filming	Coding and programming	Pitching and presenting	Flexibility
Sound design	Subtractive manufacturing (milling, laser cutting, vinyl cutting)	Idea generation	Resilience
Fashion design	App and Web development	Business planning	Leadership
Illustration	VR/AR - Immersive technologies	Market research	Consideration
Design thinking	Internet of Things	Raising finance	Problem-solving
	Website management	Financial planning	Curiosity
	Digital design	Networking	Collaboration
		Intellectual property	Innovation
	Drone tech	Sales channel	Confidence
		Branding	Independence
		Product design	Friendliness





## Declaration of Liverpool 2019

Atlantic Youth Creative Hubs (AYCH)

This declaration was prepared and agreed by AYCH Partners covering France, Portugal, Spain and the United Kingdom and Ireland at their meeting on 24 January 2019 in Liverpool, in recognition of our rapidly changing world and the common global challenges we face.

AYCH Partners represent existing, evolving and emerging youth, education and entrepreneurship organisations and a range of nationalities, genders and generations. We believe that education is fundamental to our meaningful membership of a global community and as a partnership we focus on encouraging and empowering young people to develop positive and alternative ideas on how to address Global Challenges.

AYCH stimulates creative, innovative and interdisciplinary approaches offering new ways of learning and working, providing opportunities and tools to embrace Key Enabling Technologies within an environment outside of educational spaces, sharing the experiences freely.

We make this declaration as a common aspiration for Europe, for all AYCH participants, experts and Partner teams.

### Article 1: Global Challenges and Human Action

AYCH recognises that the world is experiencing an accelerating and ongoing period of unprecedented climatic and social change resulting from human activity.

The interrelationship between humans and their environment is such that we commit to a sustainable way of life where the use of technology, adoption of a circular economy and the careful use of resources can mitigate our impact on our environment.

### Article 2: New Economies and Sustainable Practice

Sustainable Practice is central to all aspects of our delivery and behaviour.

AYCH, as an emerging model, aims to prepare young people for new economic and societal paradigms, aiming to achieve a balance of natural, human, and capital resources.

### Article 3: Learning Key Enabling Technologies and Enterprise Skills

AYCH will introduce young people to Key Enabling Technologies and encourage their application within an environment exploring both the moral implications and beneficial impacts they can have.

AYCH will develop young people's Enterprise, Entrepreneurship, Employability and Transferable Skills, encouraging their application in product and service development.

### Article 4: Working collaboratively across borders

Collaborative, considerate, creative and open ways of working are core values of the project. We will openly share our values, methods and tools to disseminate good practice and experience.

AYCH Partners agree we have a responsibility to help Young People to live independent and fulfilling lives building shared, inclusive and balanced prosperity to make the world a better place.

The below partners commit to the aims and vision outlined in this declaration and have signed this document, as a partnership, on 24th January 2019, in Liverpool, United Kingdom.

# EMPOWERING YOUNG PEOPLE TO DEVELOP POSITIVE & ALTERNATIVE IDEAS



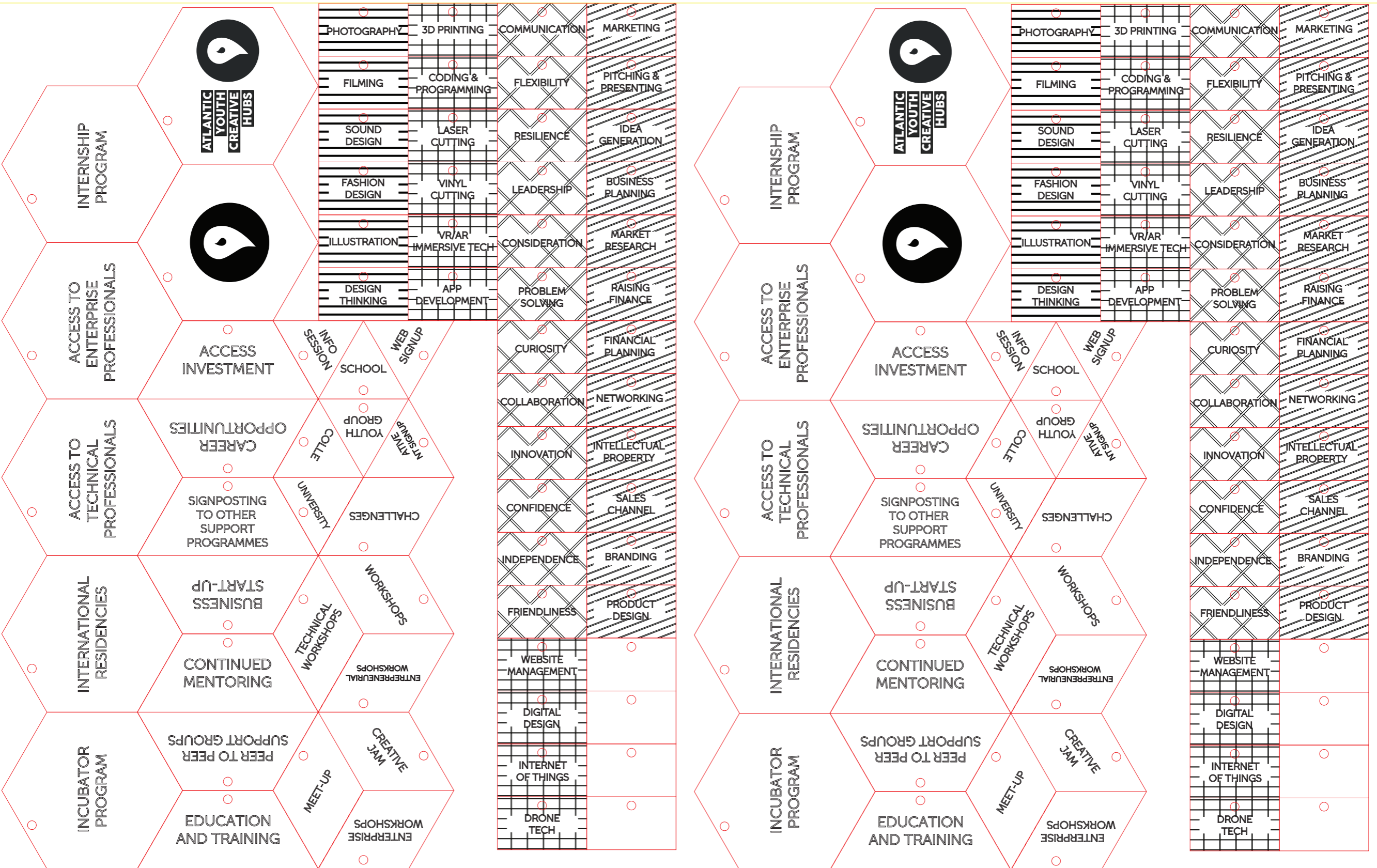
(CO)-DESIGN IT !

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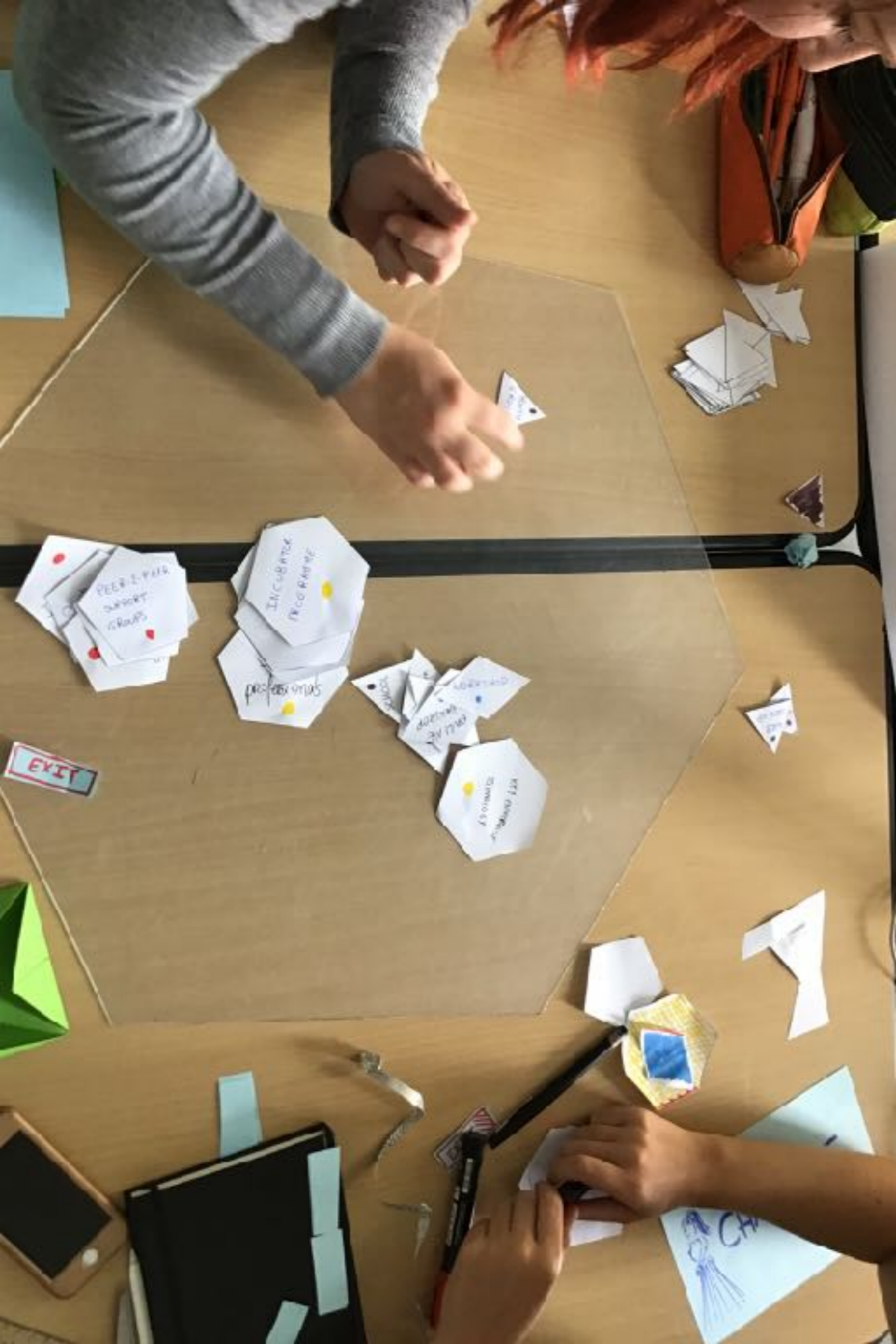
**MAKE IT  
HAPPEN**



# MAKE IT HAPPEN IN THE HUBS











**Interreg**

**Atlantic Area**

European Regional Development Fund



EUROPEAN UNION

## D-I-Y : MAKE YOUR AYCH QUEST !

Things you will need:

## To Start:

en.aychcases

Rechercher

Derniers changements Gestionnaire Multimédia Plan du site

# ToolBox

## Atlantic Youth Creative Hub

Home

### TOOLS

- [About Tools](#)
- [Understanding](#)
- [Creation & Ideation](#)
- [Business Dev](#)
- [Prototyping](#)

### CASE STUDIES

- [AYCH cases](#)
- [Inspiring cases](#)
- [Previous initiatives](#)
- [Dissemination](#)

### AYCH TOOLS

- [AYCH journey map - WIP](#)
- [Echofablab](#)

### PEOPLE

- [Inspiring Talks](#)
- [Expert AYCH talks](#)

### CONTRIBUTORS

- [How to describe a tool ?](#)
- [How to describe a case study ?](#)
- [How to describe inspiring cases ?](#)
- [Recherches en cours](#)

### WIKIWORK

- [SideBar](#)
- [WikiTips](#)

- [Creative jam, Lugo \(April 2018\) - \[english / french\]\(#\)](#)
- [Innovation Challenge @ L'Ecole de design Nantes Atlantique \(April 2018\) - \[english / french\]\(#\)](#)
- [Brest, Three hours for tools & methodology dissemination \(May 2018\) - \[French / English\]\(#\)](#)
- [Plymouth, 3 days workshop \(July 2018\) - \[english / French\]\(#\)](#)
- [Innovative spaces & graphic facilitation @Angouleme - \[english / French\]\(#\)](#)
- [AYCH OCEAN, in progress](#)



or clean the burnt edges with a damp cloth. This will save you from getting black marks on your hands and clothes later.



# AYCH QUEST

With journey maker, you have power !



Aditya Joshi, Charline Havart, Dorcas Velez, Seunghoon Han, Lucie Sénéchal, Suzie Razafimihery, Milonise Bikongé



## OUR AIM

We worked on management tools for the AYCH project, especially on the development of a new tool for journey follow-up for the youth.

From a basic text file, our idea was to create a dynamic version of it, using different shapes and colors. We needed to differentiate the several steps really easily.

Furthermore, as this game is dedicated to youth we wanted to enhance the playfulness of the game, and create a personal tool that could be

## HACK THE EDUCATION

Give power to youth to choose their own path. We could see the results of education through skills and not schools and exams. Be the major actor of your future. And be free to construct your own CV with what you like and want to become !

## COMMUNICATE

The path you create with this tool is an easy way to share your journey with someone else. With your counsellor you can create your education path that fits the best to what you want. It is the best way to reach your goals.





ENGAGE

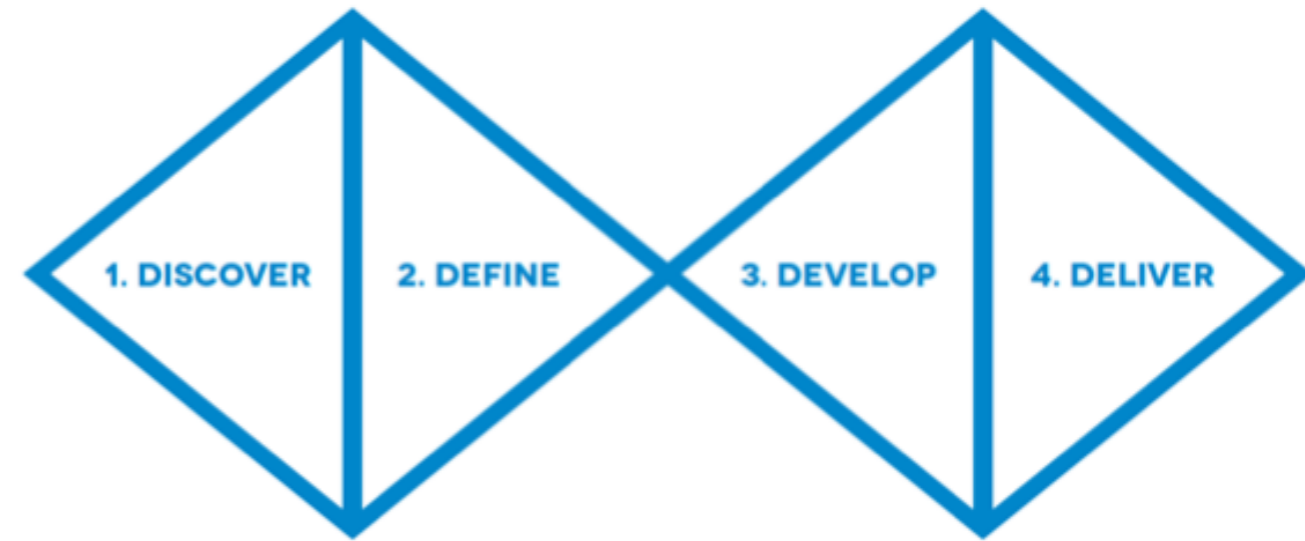
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**RE-FRAME  
TOOLS**



# DOUBLE DIAMOND METHODOLOGY

> 3 SETS OF TOOLS



CONTEXTUALIZE

CONCEPTUALIZE

BUILD









# HACK CREATIVE JAM(S) - BRIGHT MIRROR



<b>FAITS DIVERS</b> Finally, SIGI is easy Page 5	<b>UNEXPECTED FACT</b> La France bat l'Angleterre au rugby 29 - 3 Page 17	<b>FINANCE</b> Les controleurs de premier niveau partent en vacances Page 4
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**Charente Libre**  
Olivier DALEZ, animateur de l'atelier de ...  
Mardi 5 mars 2019  
10,80 €  
ATLANTIC BRAINSTORMING CREATIVITY & JOBS

## Premier creative jam à Angoulême

Bright mirror - une journée dédiée à réinventer la ville par ceux qui la vivront : quels scénarios pour 2045 ?

**EDUCATION**  
L'Ecole de design Nantes Atlantique déménage à Angoulême



Le trajet a pris 3h30 sous des orages terribles et une pluie diluvienne mais l'école a su emporter le minimum.

## Une partie de cartes innovante



Les participants ont utilisé de nouvelles méthodes créatives pour générer des scénarios

**Interreg Atlantic Area**  
European Regional Development Fund







## STUDENTS AS AMBASSADORS (INTERNSHIPS)

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TO CONCLUDE

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**SUSTAINABILITY ?**

« Disorder  
in that process? »



# AGENCY



**YUVAL NOAH HARARI**  
historien et professeur d'histoire israélien

Selon sa théorie fondamentale, c'est notre capacité à raconter des histoires qui nous a permis de dominer.

« Ce qu'il se passe actuellement, c'est tout simplement l'effondrement de l'histoire, dit-il. Nous assistons à l'effondrement du scénario et, lorsque nous ne disposons plus d'une trame pour nous expliquer ce qui se passe dans le monde, alors l'insécurité et la confusion règnent. » C'est une conclusion à l'image de Harari – les êtres humains n'existent pas sans une bonne histoire.

L'autre raison de notre insécurité est, bien sûr, la technologie, qui provoque des changements rapides et déstabilisants auxquels nos vénérables institutions sont tout simplement incapables de s'adapter. « Ni l'électorat ni les gouvernements ne sont capables de donner un sens à ce qui se produit. C'est pourquoi, logiquement, ils ressentent une forte insécurité », explique-t-il.



« Si la technologie est une drogue, alors quels en sont les effets secondaires? »

**CHARLIE BROOCKER**,  
créateur de la série Black Mirror

*rtista australiana de ciencia ficción*

« Il faut absolument que le design, l'art, la créativité s'emparent du story telling sur le futur pour que la science ne façonne pas seule notre évolution. »



**OLIVIER BALEZ**  
Explorer le futur