

Future of Work Co-creation workshop

October 2019,
One Young World summit, London



Ministry of Foreign Affairs of the
Netherlands

BUTTERFLY WORKS
co-creating social change

Contents

| | |
|--------------------------------------|----|
| Introduction | 2 |
| Co-creation approach..... | 3 |
| Recommendations..... | 4 |
| Future of Work workshop..... | 5 |
| Preparation: photo exploration | 5 |
| Facilitation: workshop | 7 |
| Outcomes..... | 10 |

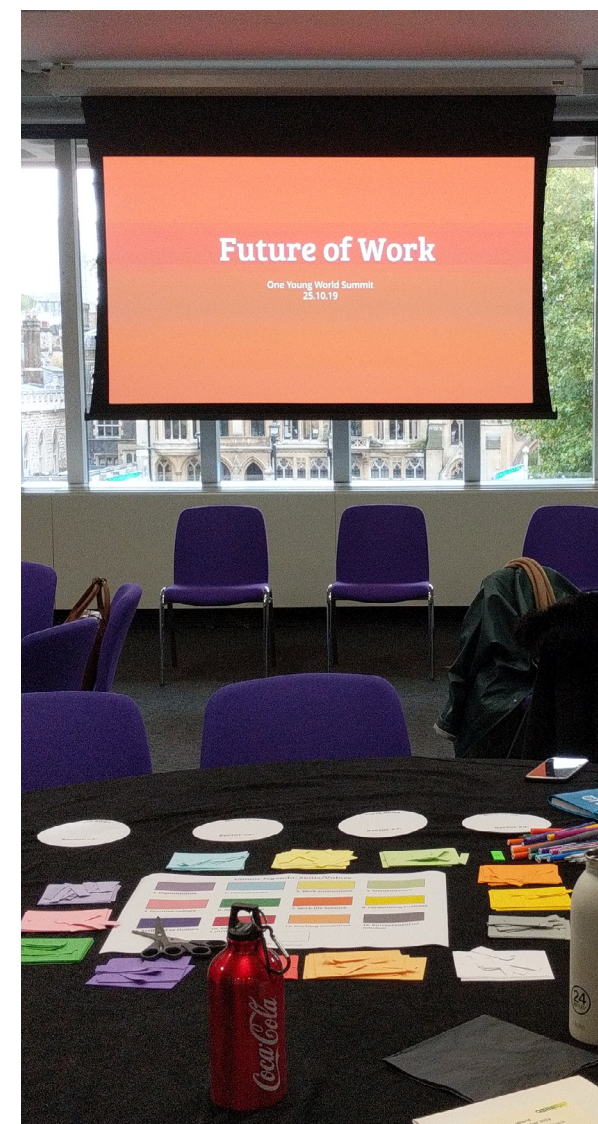
Introduction

This report provides an overview and the main outcomes of the co-creation process facilitated by Butterfly Works for the Ministry of Foreign Affairs of the Netherlands on the theme “The Future of Work” The activities were conducted with youth leaders before and during the One Young World summit 2019 in London.

This report provides an overview of the workshop and its preparation, all the outcomes that were generated during the conference as well as insights and opportunities formulated during this process.

Objective

The main objective of the workshop was to understand how 50 youth leaders from different regions of Africa (North Africa, West Africa, Horn of Africa/Sahel) and the Middle East, see the Future of Work. In other words, which sectors and skills are most important to their future vision of work within their contexts and based on their lived experiences.



Co-creation approach

Butterfly Works

Working with Butterfly Works, the Dutch Foreign Ministry had an experienced team of co-creation facilitators and design thinkers to ensure outcomes that inform a truly participatory process of informing the Ministry in its strategy towards the Future of Work.

Butterfly Works is a social design studio specialised in developing education and communication programmes within international development for a wide range of topics and for users from many different cultural backgrounds. Building on 20 years of experience in over 25 countries, we apply tools and methods from the creative sector to design solutions for social impact worldwide.

Co-creation

Using a co-creative approach to gather insights and form future visions of work together with the youth leaders, we ensured a strong sense of ownership by the youth leaders and workable, practical solutions, which support long-term sustainability and which the Foreign Ministry can take forward.

Co-creation is more than a simple collaboration. It is about truly honouring different insights and including stakeholders who not only inform the design process, but also engage in it. We complement co-creation with a design thinking approach in which there is an emphasis on thinking outside the box, visualising your ideas and testing ideas as soon as possible.



Recommendations

In this section, the most relevant insights gathered throughout the whole process are presented in the form of recommendations. These are valid for all the four regions involved. The following chapters present more sector-specific and region-specific insights.

Make agriculture attractive for youth

In all the four regions, agriculture was perceived as the most relevant sector for the future. However, in all the regions, youth see agriculture as a “duty occupation”. To shift the perception of agriculture from a subsistence activity to a profitable business, it needs to become attractive for young people. By educating youth about careers and skills and by bringing a creative and entrepreneurial mindset to the sector, agriculture can be more attractive to youth, thereby becoming competitive. Investing in digitalization in this sector can improve engagement and accessibility of youth. This means looking at new ways of using data and using technology for increased production. This is also strongly linked to the area of environmental sustainability.

“ **Proper working conditions would make it more prestigious for youth -who leave their farms- to work there.**

North Africa

“ **Agriculture is a well paying venture and youth ought to embrace it and stop viewing it as a dirty business.#the future of work**

Horn of Africa

Invest today in education (practical and entrepreneurial) and infrastructure as cross-cutting enablers

One of the biggest needs to improve the education to prepare youth for the future of work, is the lack of practical skills and 21st century skills. In all the sectors, the youth identified the need to deliver targeted and practical programmes and training to fill the current skills gap. They also say that through supporting entrepreneurship and entrepreneurial mindsets, new jobs can be created. The youth emphasized that IT skills are particularly relevant as they can guarantee the inclusion of marginalized target groups (such as women and people with disabilities).

“ **#futureofwork: encourage and empower women in leadership**

Middle East

“ **More value might now be placed on skills rather than university degrees, requiring schools especially in Nigeria to make their curriculum more practical rather than just theory as is the case now**

West Africa

The other biggest cross-cutting challenge for the future of work came out to be infrastructure. In particular, in the sectors of agriculture and manufacturing, roads, railway lines and better modes of transportation are a requirement to cut on production transport costs and ensure goods get to market on time. On the other hand, making

sure that Internet and electricity is consistently supplied is a need for all the sectors, since digitalization came out to be an unavoidable trend.

“ **#TheFutureofWork requires massive investment in urban infrastructure! Mass transit system is very key here! The future of work is fast paced, people and resources need to move seamlessly to create an effective ecosystem- a functional underground transport system, ground transport systems with access to internet , water transportation .. etc.**

West Africa

Focus on digitalization and IT is the future in the future

While education and infrastructure were seen as the most urgent factors to act upon today, investments in the IT sector were perceived as relevant more in the longer-term. Since in this sector Artificial Intelligence was predicted to become widespread, attention should be paid on how to make it complimentary (and not a better alternative) to the value of human intelligence and skills.

“ **Focus on education and training on IT professions and opportunities for the future.**

North Africa

“ **AI should be complementary for adding value to facilitate human works**

West Africa

Formalise the creative sector based on cultural identity

The creative sector was seen as particularly relevant in all the African regions involved. This is because Africa still has a strong cultural identity that youth leaders believe should be maintained. Especially in the subsaharan regions, the youth emphasised the need to built on local knowledge and values and thus creating a pride in the own culture.

“What works in other areas “like Europe” might not work in Africa. Hence the need for Africa to have creative culture integration in their manufacturing.”
Horn of Africa

The creative sector offers a lot of possibilities regarding the future of work in this respect, such as providing a means for more people to be involved in creating a shared identity. However, in order to to sustain economic sustainability, the youth see that many businesses within the creative sector could benefit from transitioning from informal to formal work.

“Creative businesses need to be more structured and focus on income generation as a way to reach sustainability.”
North Africa

“#futureofwork #fashiontechnology #sustainability #ethicalfashion how technology merges with crafts to enhance it. Machinery that is complementing the human skill not eliminating it.”

Middle East

Exploit entrepreneurship to foster sustainability in the green economy

Entrepreneurship was seen as a flexible, effective and enduring way to create new solutions to today's needs and challenges in the Green Economy sector. Sustainability was seen as a complimentary theme to this, as it concerns the environment in which all the sectors will conduct their work in the future, regardless of region.

“Build green startups with a mindset of test-iterate-pivot and not only focus on impact.”
North Africa

“More entrepreneurial solutions to achieve green economy.”
Middle East

Social impact becomes everyones business

Inclusivity and being aware of the social and environmental impact of a business is included in all the comments throughout all sectors and themes. If we are mindfull to be inclusive and have the right regulations in place, it can become “the normal” way of doing business in the future. Themes that were mentioned are: being inclusive of all people, creating infrastructures that enable all to have access and that are environment friendly.

“Promote ways on being diverse and inclusive to be able to get contributions from all players of the economy.”
Horn of Africa

Work on a national and local level to create impact

Even if many challenges and barriers to development were shared among all the regions, the youth agreed that action should be taken at a national and local level in order to be most effective and targeted. It is important to keep in mind that there are differences between regions, but also countries and cities.

“We were able to see many perspective of the Future of Work. Because some skills, which they say are the skills for the future, while they not apply for out reality in Africa.”

North Africa

Future of Work workshop

Preparation: photo exploration

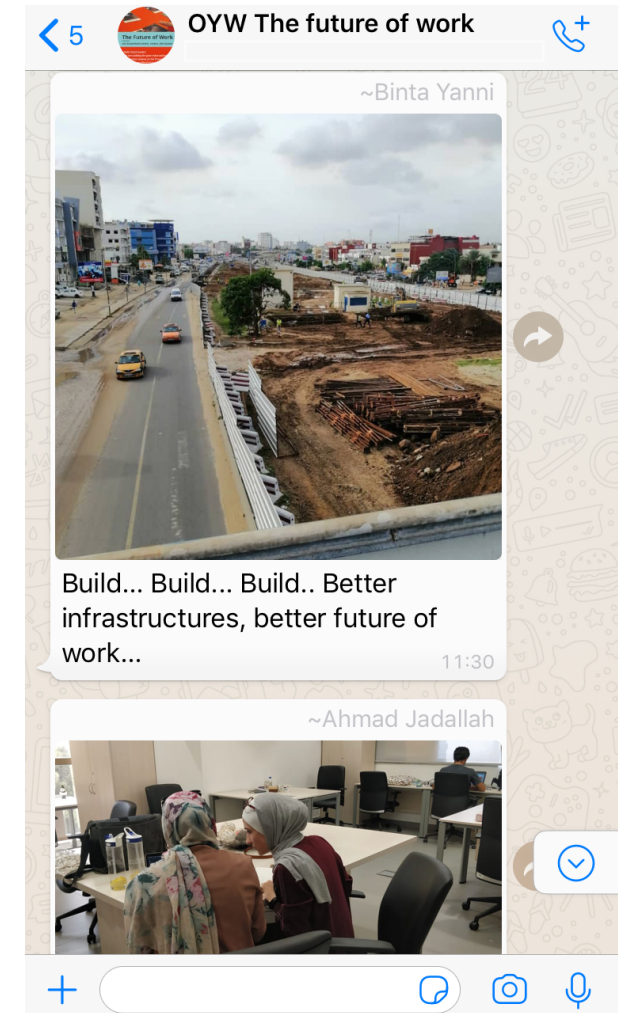
In the 2 weeks leading up the conference, Butterfly Works created and facilitated a photo exploration assignment with 11 participants of the workshop. The participants signed up through email and we made sure to have representatives of every region. Once we had all the names and numbers of the photo exploration team, we created a WhatsApp group, where we shared the instructions: to take 2 photos every day, for the duration of 1 week. The photos should be of people, places or things that represent the future of work, from their perspective. We asked the participants to also add a description of each photo. As the pictures were shared with the whole group, they also served as inspirations for others in the group.

This activity provided unique (visual) insights into how young people see the future of work. The pictures were used by Butterfly Works to offer visual inspiration and to determine cross-cutting themes surrounding work shared by the participants to prepare the 1.5-hour session.



“**(The photo exploration) was interesting because everyone was taking pictures of what reflects their contexts and their countries, so we got to see so many perspectives in very little time.**

Sara, Lebanon



Screenshot of the WhatsApp photo exploration

Outcomes

The 82 pictures with the captions shared on the Whatsapp group were analysed by Butterfly Works and clustered per theme. From this clusterization twelve themes emerged. We did a second review of all the images and tagged them with the 12 themes. Each picture might belong to more than one theme. This is an overview of the 12 themes, based on the amount of tags. We have added a short explanation and an example for the top 6 themes.

Entrepreneurial mindset (tagged 29 times)

Under this theme were clustered pictures referring to the qualities of an entrepreneurial mindset such as: being focused, agile, adaptive, multitasking, resourceful, resilient, to be able to scout new opportunities and innovate. The images that are tagged with entrepreneurial mindset show that there are many opportunities for entrepreneurs and they highlight the need for youth to have the right skills and mindset to go after these opportunities.



“ SMEs run by women are ‘sweet’ locations to make business interactions besides the tourism effect. #women led SMEs #interactions #tourism #future of work

Alexander, Ethiopia

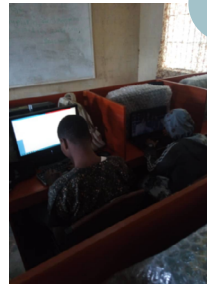


“ The future of work is innovation! the rise of blue collar jobs, youths fixing it rather than waiting for the formal sector and government to fix it, thereby creating employment for themselves.

Ibijoke, Nigeria

Inclusiveness (tagged 19 times)

For this theme, we labeled all the pictures that mentioned that work needs to be accessible to all. There were examples of adapting the working conditions to enable women, elderly and people with disabilities to be productive employees and employers.



“ These are blind students typing/working on the computer (...). With this development, we hope to have blind graduates with employable skills.

Ademola, Nigeria

Creative culture (tagged 17 times)

In this cluster we included the pictures that were addressing aesthetics, design skills, cultural heritage & creative thinking as fundamental factors for the Future of Work. Most comments were made on the need for creative skills and design in manufacturing or marketing, but there were also comments on the need to preserve cultural heritage and crafts.



“ #Design is one of the most important skills that everyone needs to learn or at least know about, because as time goes on, Earth will be more crowded and visual pollution will spread.

Yaakoub, Algeria

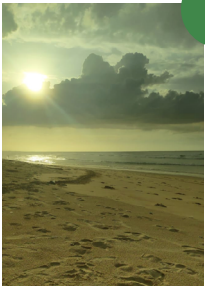


“ #The future of work... #Clothing... #fashion... When the past will become the future... When people will be tired of wearing industrial clothes they may be back to this precious and beautiful hand maid fabric...

Binta, Nigeria

Sustainability (tagged 17 times)

All the pictures referring to a future with fewer carbon emissions and (water) pollution, to environmentally-friendly agriculture, to recycling, green energy and waste treatment were tagged with sustainability. Most examples had to do with waste management and agriculture, but there were also ideas on sustainable fashion and tourism.

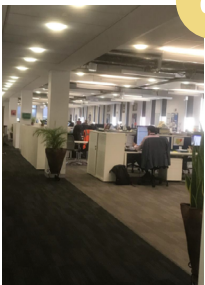


“ #futurework. Africa seaborders a real paradise on earth to exploit and sell the destination to ec-tourists. The future is here a beach full of sand textured by the reflection of the sun..

Ibrahima, Senegal

Work environment (tagged 16 times)

This theme entails all the pictures that mentioned the physical work space or the work environment. The youth mentioned that places where people work are changing: they are becoming more flexible (people work remotely, from home or in co-working spaces) and the spaces are more informal (more team building activities and a more playful atmosphere).

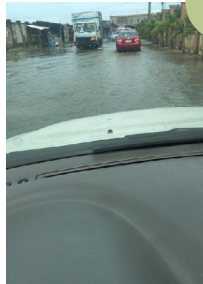


“ Co-working spaces are the future of entrepreneurial growth and sustainability in Nigeria. The significant rise of these single integrated locations with shared resources and flexible work stations are disrupting the way we do business in Nigeria.

Ibijoke, Nigeria

Infrastructure (tagged 14 times)

We clustered all the pictures that expressed the need for improved roads, transportation systems and access to power electricity and Internet to guarantee a better Future of Work. These came mainly from Nigeria, emphasizing the need for good infrastructure to grow and flourish.



“ This is Lagos! Every time it rains the entire city shuts down. WiFi Services and cable TV services become epileptic. We need to make our cities more sustainable

Nkechi, Nigeria

Education & Learning (tagged 13 times)

Under this theme we have labeled all the pictures that stressed the importance of different ways to gain practical skills, creative skills and personal development. The youth emphasized the need to enable learners to grow as people and to have practical skills that are linked to the jobmarket.



“ The colleges and universities (...) often offer little or no practical training to help youth reach their full potentials. (...) But with a little adjustment in the academic curriculum of these institutions, I believe Nigeria will become greater.

Ademola, Nigeria

Working conditions (tagged 11 times)

Within these cluster are the pictures in which the youth stressed the importance of better conditions for the workers of the future such as salary, safety, rights and secondary work conditions.

Work-life balance (tagged 11 times)

We included in this cluster the pictures mentioning that in the Future of Work, more time would be dedicated to leisure family and friends.

Digitalization (tagged 11 times)

This theme encompasses the pictures that addressed digitalization as a great enabler for the future of work. Work can be done through digital channels and access to information that happens anywhere at any time.

Artificial vs Human (tagged 7 times)

We included in this theme the pictures where the youth highlighted that the role of people & nature in work and production is changing because of Artificial Intelligence.

Formalising business (tagged 5 times)

This theme includes the pictures where it was stressed out the importance of formalising the growing informal sector.

Co-creation workshop at One Young World summit, London

Workshop activities

Introduction and presentation

The 1,5-hour workshop at the One Young World summit in London was kicked off by an introduction word by Tijmen Rooseboom, the Dutch Ambassador for Youth and a representative of the International Labour Organisation. After an introduction of the workshop and its objective, we set the scene with a short envisioning exercise to bring the minds of the participants in the future. We then shared the outcomes of the photo exploration by presenting the 12 themes that we collected from the participants during the photo exploration.

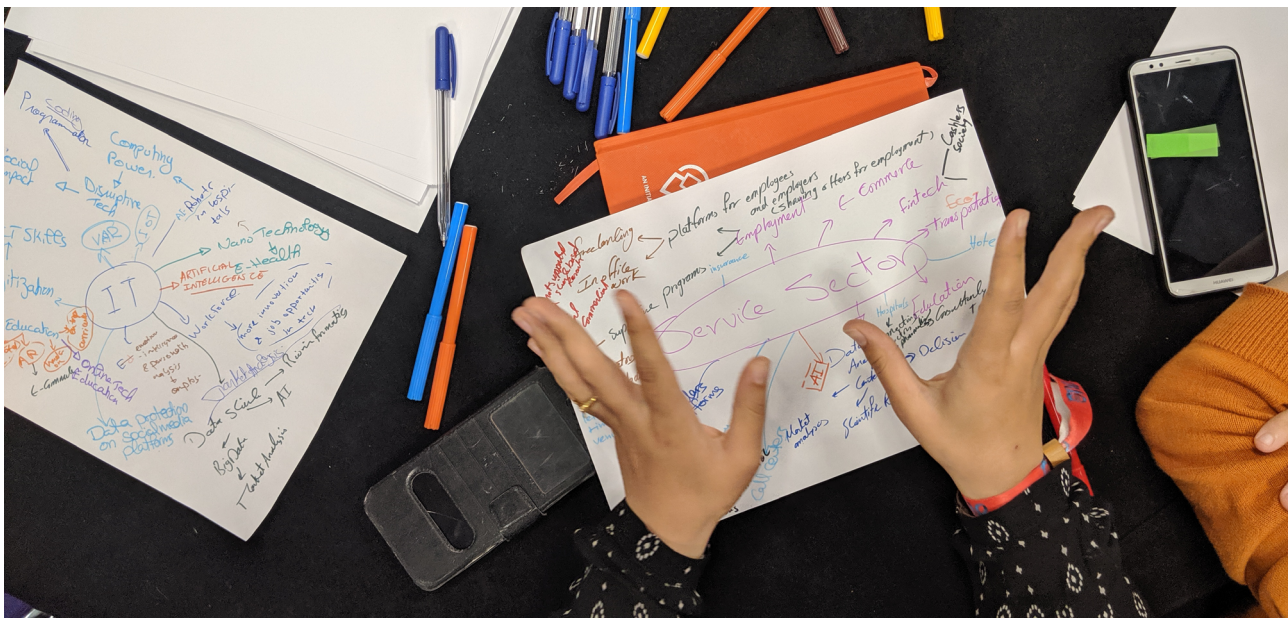
Sectors brainstorm - mindmap

After the introduction the participants started to brainstorm per region. Each region created a mindmap for the six work sectors, identified by the Dutch Ministry of Foreign Affairs as the most relevant for the Future of Work (Agriculture, IT, Creative Sector, Manufacturing, Green Economy and Service Sector). These work sectors were also present in the photos that were taken during the research. This exercise was done in order to encourage the youth to thoroughly think about the work sectors and share their points of view.

Sectors top 4 - voting

Once the mindmaps were created we asked each participant to individually vote for the 3 most relevant work sectors from their brainstorm. We did this by giving each participants 3 stickers which they could place on the sector that they found the most important. Each group created a "top 4" of their preferred work sectors.

The names of the sectors with their rankings were written on round labels. On each of the round labels we placed a glass.



Co-creating a Future of Work exhibition

As a last step, the participants were invited to reflect on the themes they found most relevant for the sectors of their region's "top 4".

Each participant could use 3 theme-colored wooden beads to assign to a certain work sector. For each theme bead they used, they wrote a personal message or a recommendation to the Ministry Of Foreign Affairs and other policy makers.

The outcomes of this exercise is, therefore, the representation of the participants' vision of a Future of Work. It shows the most relevant work sectors with the cross-cutting themes and messages that are important to achieve success.

Wrap-up discussion and closing remarks

Finally, the youth were invited to share their perspectives, answering the following questions:

- What sectors did you select and what was your message
- Do you feel prepared for the Future of Work?

During the workshop, several user stories in which the participants shared the themes and the sectors they mentioned were video-recorded.

The Ambassador for Youth and ILO representative also shared some closing remarks as a response.





Participants of the workshop working on the exhibition

Outcomes

Most relevant sectors

This graphic shows the results of the voting session which resulted in a top 4 of most important sectors per region.

Apart from the Middle East group, in which all the sectors had 5 votes, the other three regions ranked their top 4 sectors by relevance.

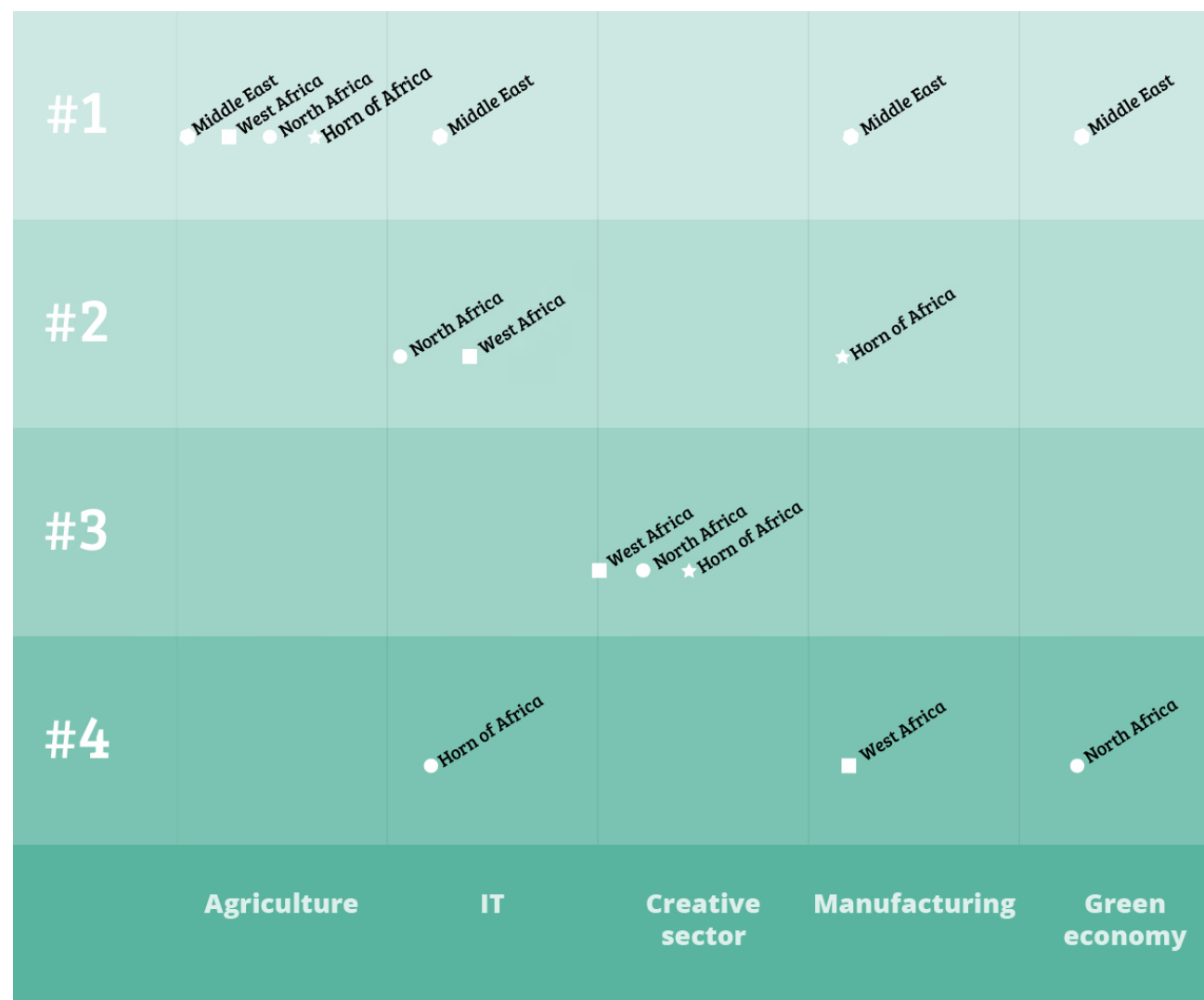
Agriculture and IT were the 2 sectors that were selected by all. Agriculture was ranked as number 1 for all the regions.

All the African regions ranked the creative sector as the third most relevant. The Middle East was the only region that didn't have it in their top 4.

The manufacturing sector was chosen by all except for North Africa.

Finally, green economy had votes from North Africa and the Middle East and not by sub saharan regions. But as we look into the messages about the other sectors: sustainability and climate are important, especially in agriculture and manufacturing.

The service sector was the only sector not included in any top 4, although West Africa did link it to the manufacturing sector.



Most relevant themes per region

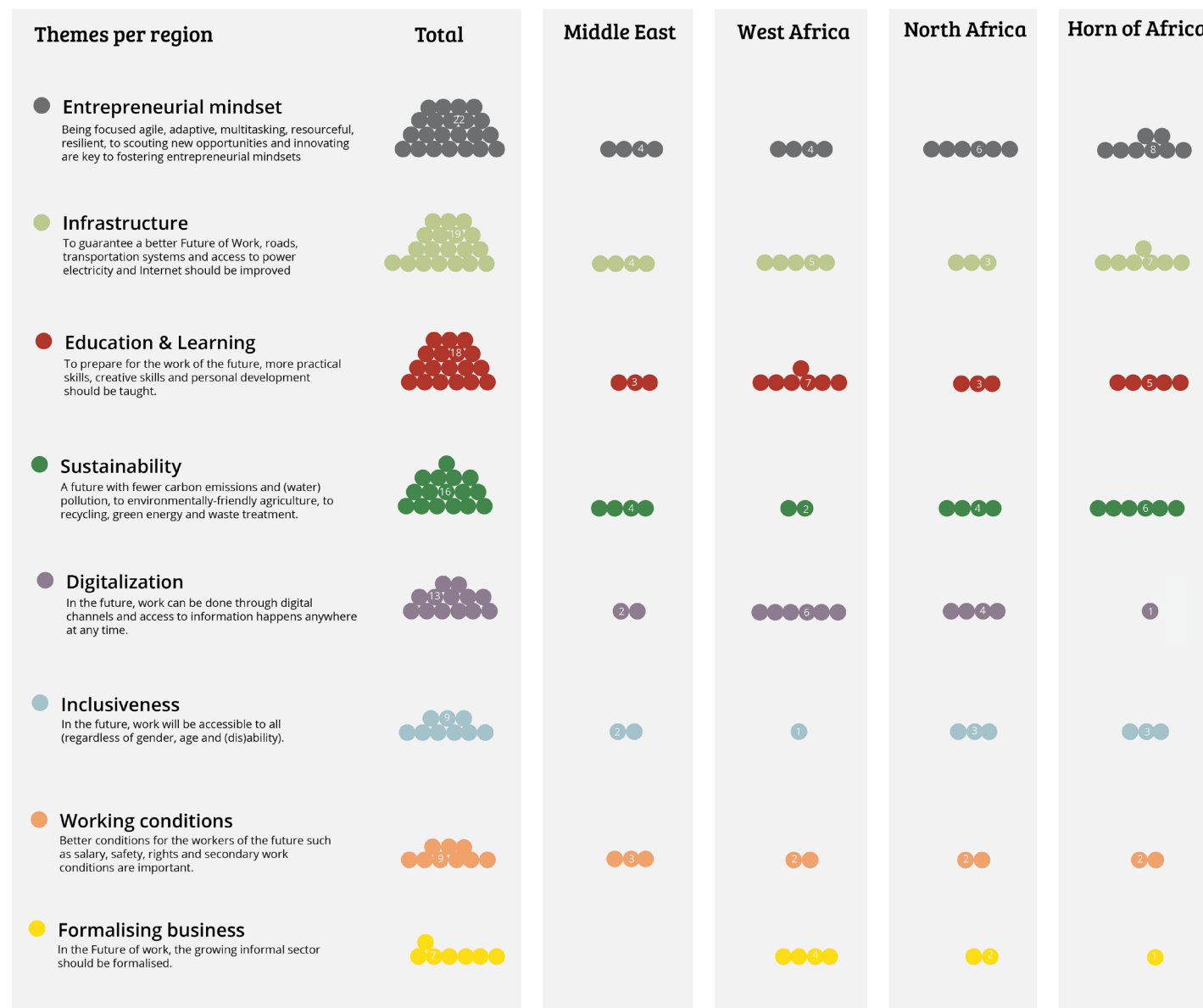
These tables give the result of the voting that was done on the themes. Each participant was given 3 votes (in the form of a coloured bead) that they could assign to a worksector. We give an overview of the division per region and per work sector.

The most voted theme was entrepreneurial mindset, with 22 votes. Which has the highest votes in the Horn of Africa, followed by North Africa. This aligns with the outcomes of the photo exploration, where it also had the most tags. The second most voted theme was Infrastructure, with 19 votes. This theme also has most votes from the Horn of Africa, followed by West Africa. The third most voted theme was education and learning, voted 18 times. This theme was also assigned to all the sectors, but it was particularly important for the youth from West Africa, in particular in the sectors of agriculture and IT.

Digitalization was quite a popular theme as well, with 12 votes, mostly selected by West Africa and very few in the Horn of Africa.

Inclusiveness was voted 9 times and is quite equally spread over the regions, the same goes for the themes on working conditions.

There were 4 themes that didn't receive many votes. One of them was creative culture, which was much more prominent in the photo research.



Infographic showing the theme legend and the themes mentioned per region

Most relevant themes per sector

This table gives the same results, but it shows how the themes are divided per worksector. The results align with the votes that were given per worksector, as agriculture has the most votes and green economy the least.

Here you see that the entrepreneurial mindset was specially assigned to the agricultural sector.

Infrastructure cuts across all the sectors, but was especially relevant in the agriculture and manufacturing sectors.

Digitalization was particularly linked to agriculture, and a lot less to IT and creative sector. It was not connected to manufacturing or green economy.

Inclusiveness was mostly associated with IT sector, seen as able to include currently marginalized target groups because it expands accessibility.

The theme working conditions was voted 9 times and was especially linked to agriculture, where the youth see the opportunity to attract young people, if the working conditions were more attractive.

Formalising business was voted 7 times, 4 of which were regarding the creative sector in West Africa.



Infographic showing the theme legend the themes mentioned per work sector

Middle East

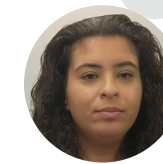
During the One Young World summit, this group consisted of 9 youth leaders. This is an overview with the votes that were given by these 9 people to each of the top 4 sectors in the Middle East. It shows which themes they find most important for each sector and it highlights some of the quotes that were added to the themes.

For the Middle East, all the four work sectors had the same relevance (5 votes each). This is also reflected in the themes, which are quite evenly distributed over the different work sectors.

We see much more emphasis on green economy and sustainability than in any of the other regions. The youth referred sustainability to the use of natural resources and materials, highlighted the importance of a match between regional demand and production and stressed the importance of embedding green economy in infrastructures. Also, Middle East was the only region among the four that considered Manufacturing as a priority.

Entrepreneurial mindset, Education & Learning and Infrastructure are mentioned as relevant themes in 3 out of the 4 work sectors. In particular they stressed the need to look at traditional challenges in innovative and sustainable (both from an environmental and a profit perspective) ways.

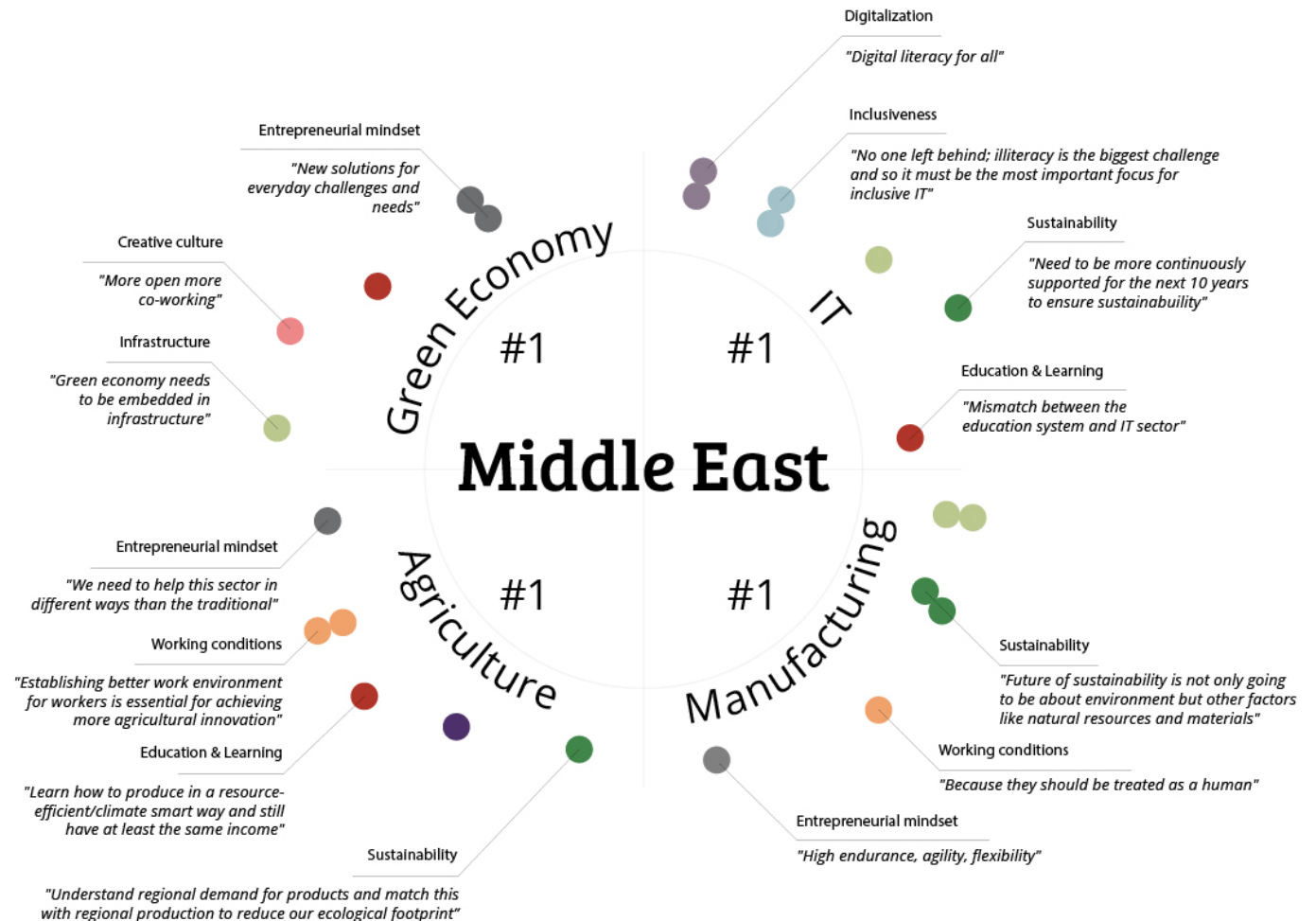
The working conditions have relatively more votes, emphasizing the need to treat people well and attracting them to a sector by improving working conditions.



“

“The green economy really needs to be embedded in infrastructure in every possible way”

Lynn, Jordan



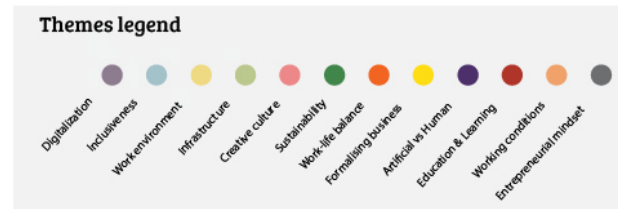
West Africa

At the workshop there were 12 youth from West Africa and Sahel. This is an overview with the votes that these 12 people gave to each of the top 4 sectors in this group. It shows which themes they find most important for each work sector and highlights some of the quotes that were added to the themes.

In this region the votes are mostly given to the top two work sectors: agriculture and IT. Education plays a big role for both, preparing the next generation for these two fields. In agriculture there is a focus on ensuring the sector is professionalised and modernised. In order to make agriculture a competitive work sector, the youth believe that agriculture needs to make more use of digitalization. Also, the youth stressed the importance of having more practical trainings and vocational skills in order to meet the technical needs of these sectors.

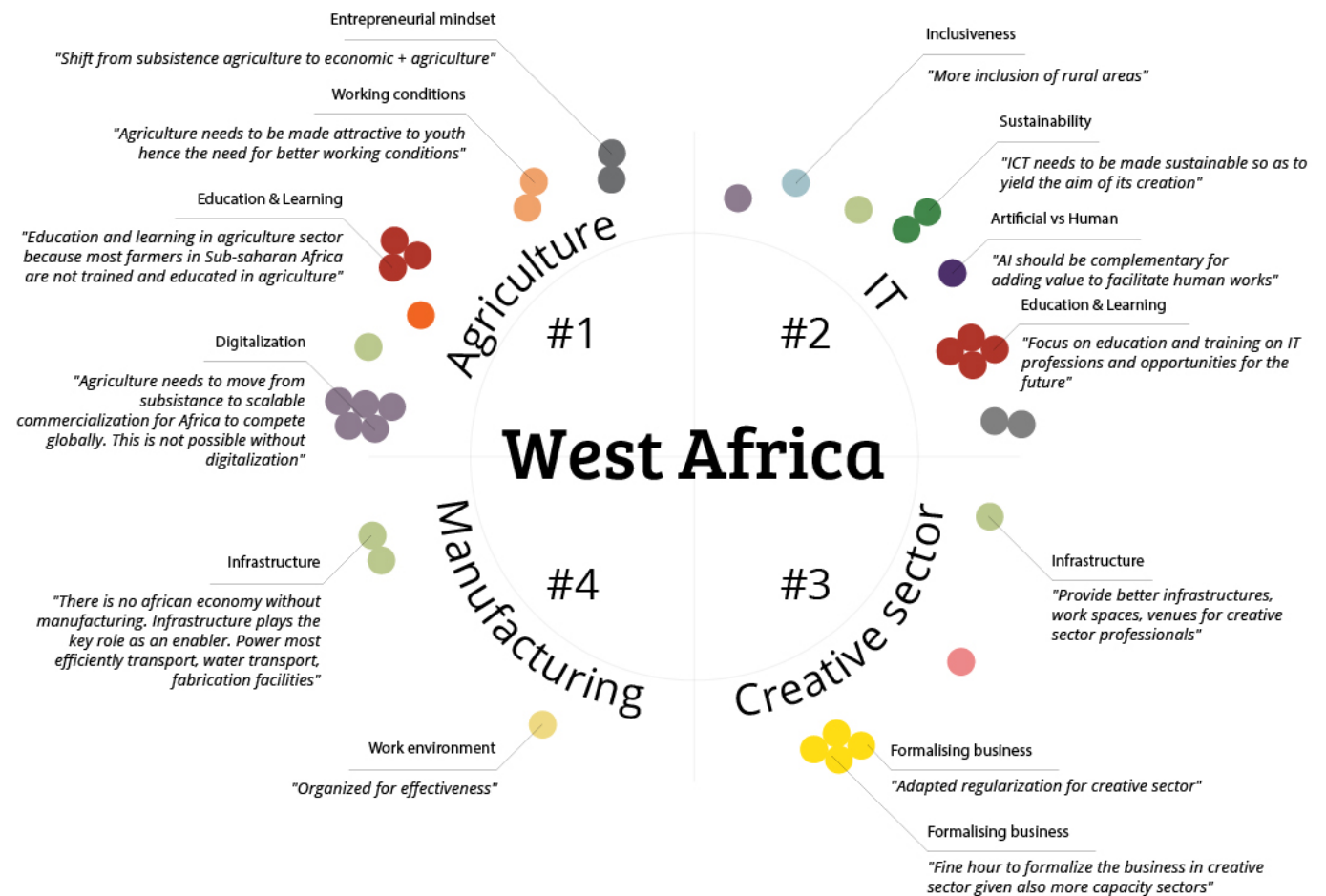
This region was the only one among the others that stressed the importance of formalising the creative sector. In the creative sector the profesionalisation is needed, indicated with the “yellow” votes.

Green economy or environmental sustainability are less prominent in this region, the focus lies on supporting people to grow and professionalise their business.



“I believe that when it comes to IT, it has to be more about education and learning, because understanding has always been a key point in the evolution of the world”

Cheik, Mali



North Africa

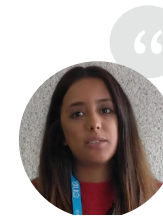
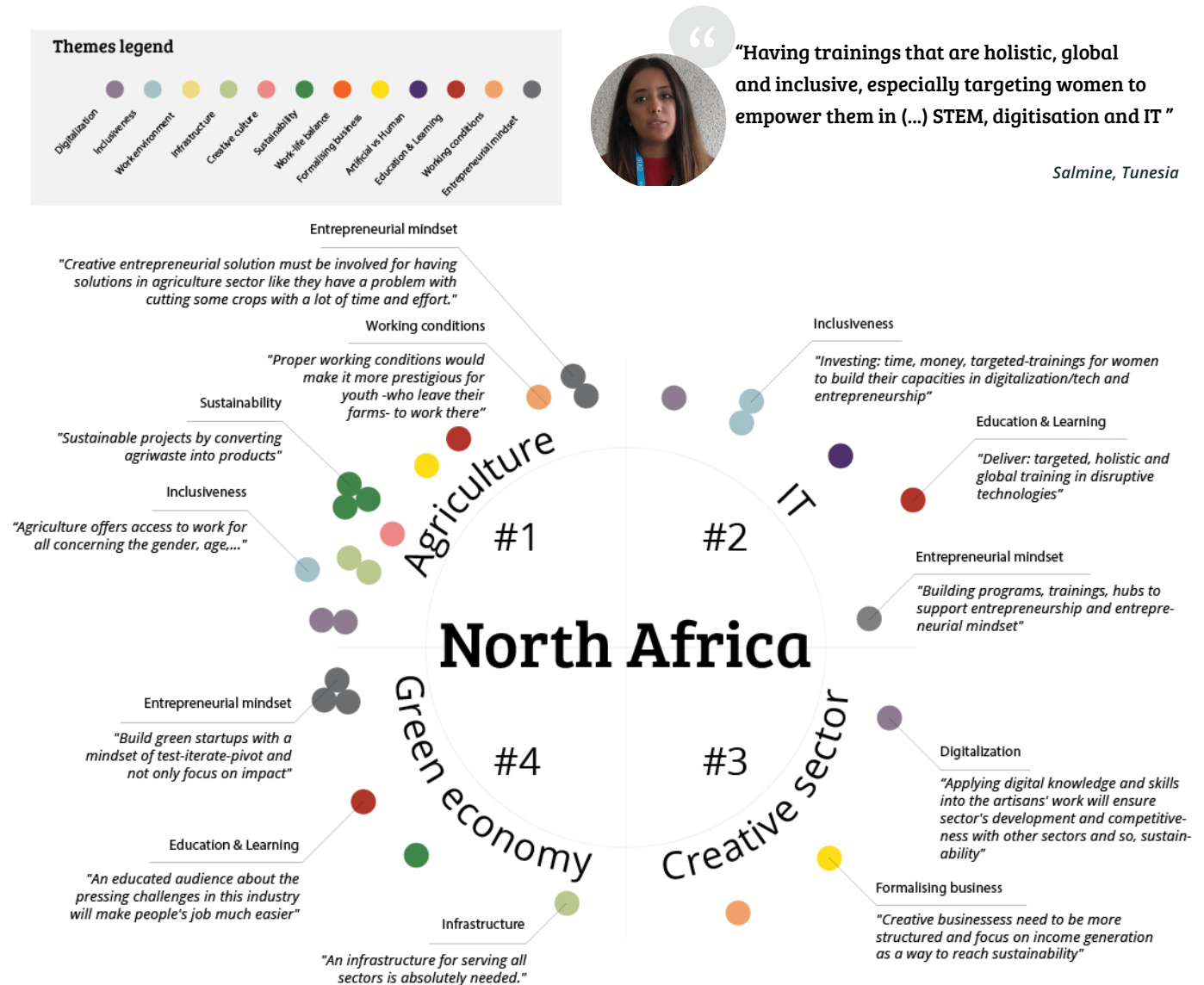
This group was formed by 11 youth leaders. This is an overview with the votes that were given by these 11 people to the top 4 sectors in this region. It shows which themes they found most important for each sector and highlights some of the quotes that were added to the themes.

In this region the votes are mostly given to agriculture, which has comments on almost all the themes including sustainability, entrepreneurship, digitization and infrastructure. The advice has a focus on innovating the sector, making it more attractive to youth and including more sustainable practices. They also emphasised the need to support rural and smallholder farmers to maintain access to the market and increase their income.

The IT sector is seen as a good sector to be much more inclusive, in particular thanks to targeted trainings.

The green economy was voted as number 4 in importance of work sectors, after the creative sector. But in this last exercise it did get the same amount of comments as the IT sector (which could be seen as a discrepancy in the votes). The reason of this might lie in the fact that a great importance was given to sustainability in the agriculture sector. The green economy is seen as a sector where many opportunities for entrepreneurs lie, such as the opportunities to focus on agile startup mindsets.

The creative sector, even if voted as number 3, was addressed only with three themes, all focus on a more professional and digital creative sector.



"Having trainings that are holistic, global and inclusive, especially targeting women to empower them in (...) STEM, digitisation and IT"

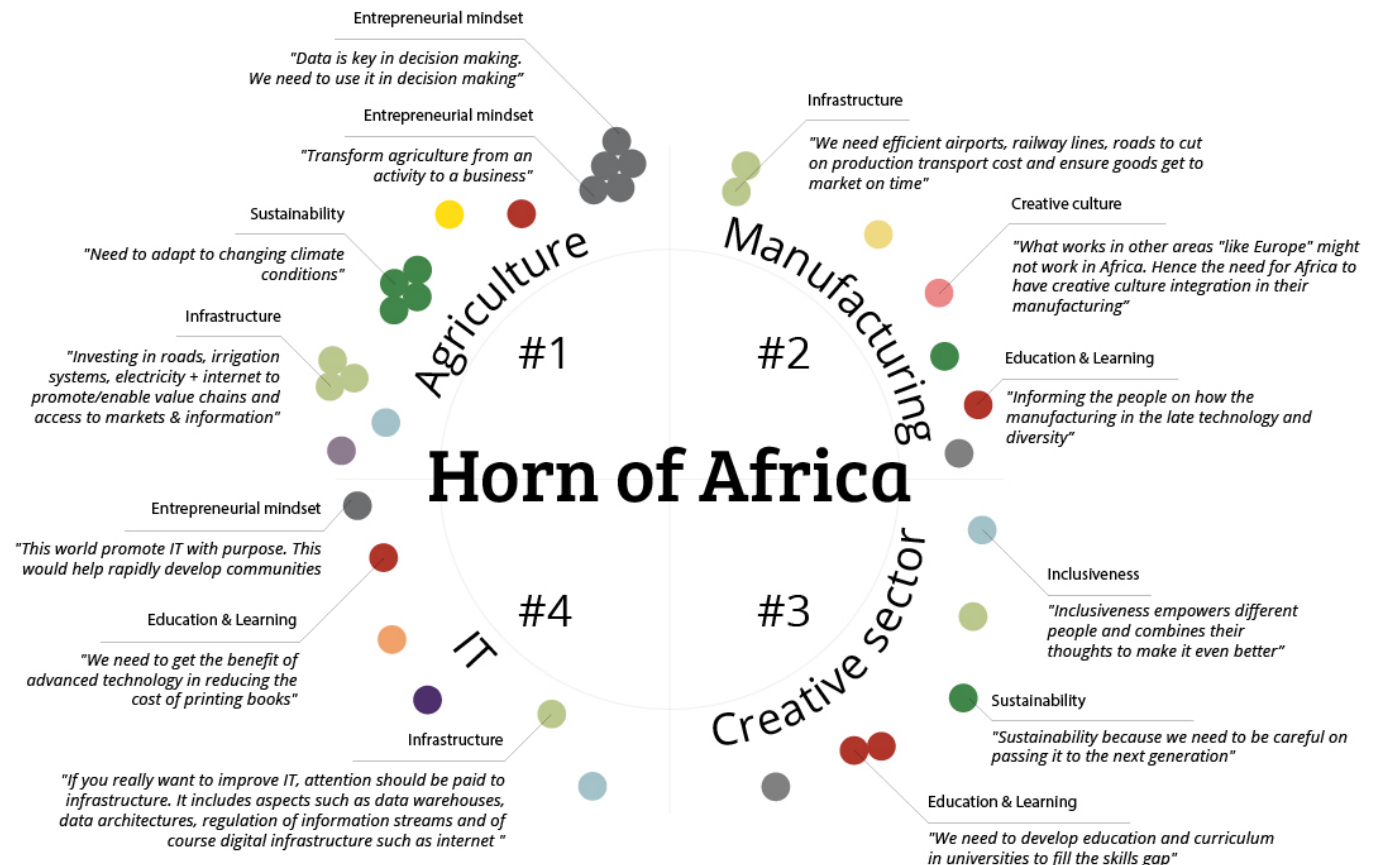
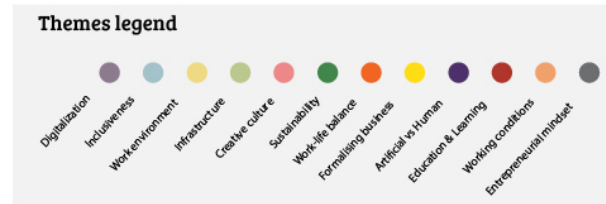
Salmine, Tunisia

Horn of Africa

At the workshop there were 11 youth from the Horn of Africa. This is an overview with the votes of these 11 participants that were given to each of the top 4 sectors in this region. It shows which themes they found most important for each sector and highlights some of the quotes that were added to the themes.

Also in this region the votes are mostly given to agriculture, with a focus on improving the infrastructure but also to modernise and professionalise the sector. The comments on entrepreneurship (5 votes) included ideas to change the mindset of farmers to become entrepreneurs, making use of data and processing and marketing their produce. The 4 votes on sustainability all say that the agriculture sector needs to be prepared for climate change.

In all sectors there are comments to improve the infrastructures, both transportation type, in order to allow to product to arrive to the market on time and to enable the value chain, and the the IT type, to allow an efficient stream of information and data, which are seen as key elements (in decision making, for example). Also, entrepreneurial mindset is a cross sector theme, but as a great relevance for agriculture, where it can create many job places. Finally, sustainability plays a role in many sectors, all except the IT sector. The youth expressed the urgency to adapt to the changing climate conditions for the next generations.



"... Agriculture, in my country that is not an area that the youth want to work in or be employed, because there is no infrastructure provided"

Samrawit, Ethiopia



Ministry of Foreign Affairs of the
Netherlands

Thank You!



Thanks to One Young World for
having provided the time and
space to hold the workshop
during the OYW summit 2019



BUTTERFLY WORKS
co-creating social change

Ms. van Riemsdijkweg 57
1033 RC Amsterdam
The Netherlands

www.butterflyworks.org
tel. +31 (0) 20 47 11 780
inspire@butterflyworks.org