Atlantic Social Lab

Cooperation for the promotion of Social Innovation

ATLANTIC SOCIAL LAB
STUDY VISIT REPORT - STUDY VISITS HELD IN DERRY

Interreg
Atlantic Area
European Regional Development Fund

EUROPEAN UNION

A. GENERAL INFORMATION

Date	6 – 03 – 2018	**Location:**	Derry[1]
Name	Kippie		
Legal Status	Social Enterprise		
Contact Details	Responsible: Katherine Rowlandson Email: katherine@kippie.org.uk Phone no.: 07808161558 Website: www.kippie.org.uk		

B. SHORT DESCRIPTION

Objectives *(identify the main goals of the project and target groups addressed)*	Kippie, has a mission of meeting the needs and expectations of the local community through the provision of education and training, contributing to the improvement of the quality of life of the population, more specifically, they work with the young population with or without learning difficulties. This Social Enterprise do this by delivering tailor made workshops teaching a range of transferable skills through the process of making mobile games taking the youngsters from concept to market. Thus, Kippie is committed to improving the life chances and opportunities of young people. The aims of the organisation is to teach a range of transferable skills through the process of mobile game design, manufacture and marketing, working through tangible social issue topics with young people.
Methodology *(identify the methodological principles, mode of operation and level of intervention)*	The operation mode of this project has as a main objective the participation of young people with or without disabilities and learning difficulties in the design and construction of mobile applications, more specifically games. First of all, The Kippie mechanism of action will allow two things: First it will allow a greater socialization among all team members who are working on the application, that teamwork and socialization subsequently will provide essential soft skills for life and work in society. Second from its participatory methodology will allow learning and gaining competences and hard skills, such as, digital image manipulation, storytelling, art work, sound recording and coding, that would otherwise be impossible. On the other hand, the applications that the organization makes with the young people's help have some social issues and challenges behind them and allow the final user to "tell his story". It is a game that people (more likely to be used and played by young people) can play and to pass through the chapters by speaking about their life problems and challenges, doing so, they have to learn how to deal with societal pressures. The organization has this saying to explain what they do and what they want to achieve with their games - "Games can tell stories and communicate in ways other media can't. Find a new way to tell your story and have your voice heard".

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[1] Photograph 1 - Partnership of the Atlantic Social Lab before the start of the Coordination Meeting in Derry

C. MAIN FINDINGS

Social Needs *(identify the social needs the organisation intends to fill)*	With this project, Kippie[2], intends to meet and fulfil the following social needs: • Integration needs of young people (with and without learning needs); • Inclusion and Socialization needs of young people (with and without learning needs); • Training, qualification and formation needs of young people (with and without learning needs); • The need that young people have to obtain soft and hard skills for the future (with and without learning needs); • The Needs of social integration of the most oppressed and introverted young people. The game idea is working through tangible social issue topics with young people and for them. It is observable that the main social need that this project – Kippie - wants to achieve is the inclusion, socialization and integration of the young individuals in society and in the labour market. To achieve this goal, the social enterprise, encourages young people to discuss and find practical ways of dealing with societal pressures through the framework of computer games design.
Social Innovative Practices *(identify the main social innovative practices developed and the extent to which the work developed responds to those needs)*	The practice of social innovation that will be highlighted in this project is the Social Enterprise - Kippie, as a whole. The whole Kippie project is embedded and rooted in a web of socialization, inclusion, integration, training and formation of young people. There are several activities that promote learning, qualification, socialization and inclusion of these individuals. The process of deciding on the theme or topic, and how to communicate it to the audience within the structure of an interactive game or story requires the development of certain skills, such as: creative problem solving; creative thinking; working and making decisions as a group; sharing ideas and experiences; considering practical responses; examining possible outcomes and the ability to analyse an issue and approach it in abstract ways. On the other hand, there is the hard skills that the young people will learn, making and promoting a mobile game covers a wide range of practical skills, such as: script writing; programming; social media for promotion and marketing; music recording and digital manipulation; digital image manipulation; games design and theory; graphic design; animation and planning, scheduling and budgeting. Finally the programme culminates in bringing the game to market and providing opportunities for the young people to pitch / market the game to companies and groups of interested people, with will provide them a grounding in basic entrepreneurial / business start-up skills.
Collaboration and Networks *(identify the main connections of the organisation)*	Its collaborative network has as agents, the Derry City Council, other Social Enterprises, the North West Enterprise, and the National Government.

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[2] Photograph 2 - Logo of the Social Innovation Project - Kippie, the project was presented in a classroom context, for this reason, there are no photographs of the physical facilities of the project.

D. MAIN CONSTRAINTS TO SUCCESS	
Challenges and Barriers *(identify the main problems that the organisation faces: financial resources, human resources, networks, innovative environment…)*	The biggest challenges this organization faces, are the economic and financial challenges, since they are heavily dependent on national and regional funds and on the goodwill of local enterprises. Another problem that Kippie faces, also related to the lack of funds, is that, this Social Enterprise only has three members and unfortunately, they are unable to hire anyone else. Thus, they have to do a multiplicity of tasks and work after hours, but still, they are not capable to give the answers they want to all requests.

E. CONCLUSIONS	
Key Concluding Lines	In conclusion, the Social Enterprise - Kippie, and their projects as already mentioned throughout the report, intends to "give" a better quality and perspective of life for the young people, the key ingredient is their integration, inclusion, socialization, training and qualification. The organization works with the community, organizations, enterprises, and groups of people to explore new and creative ways of addressing the issues that are important to young people, for that, they work though tangible social issue topics with them. They do this, by delivering tailor made workshops teaching a range of transferrable skills through the process of making mobile games taking the young people from concept to market.
Other information considered relevant	Nothing relevant to add.

Study Visit Photos

*Figure 1 - Partnership of the Atlantic Social Lab before the start of
the Coordination Meeting in Derry*

Figure 2 - Logo of the Social Innovation Project - Kippie.

Partner: Centre for Social Studies of the University of Coimbra

Author(s): Fábio Sampaio

Review: Hugo Pinto and Atlantic Social Lab Partners