

EuroTeQ Collider 2024

Challenge

Community building and communication @ AzubiWerk München e.V.

Category

Technology

Focus

Entrepreneurship

The AZUBIWERK München is a joint project of the City of Munich, the DGB-Jugend and the Kreisjugendring München-Stadt. We aim to improve the living, training and housing conditions of vocational trainees in Munich in the long term. One of our central tasks is to create and provide affordable housing for vocational trainees. 1,000 apartments are to be created through the project in cooperation with the city's residential development company Münchener Wohnen. Apprentices who are of legal age and are completing their training in the city of Munich can apply for the housing, taking social aspects into account. This includes trainees in dual vocational training as well as Munich vocational, specialist, technician, master craftsman and technical college students. We offer our residents general social advice in the form of open consultation hours. The topics are varied: education, relationships, family, finances and health, and regular leisure activities help to build relationships in a relaxed atmosphere. In order to meet the needs of the trainees and promote democratic participation, we are establishing far-reaching co-determination structures. Our residents can hold spokesperson positions and are even represented on the board. Regardless of whether it's about refurbishing the communal rooms, organizing events or getting involved in internal workshops.

Problem definition

We are faced the challenge to reach the vocational trainees in our buildings with our offers (information), to integrate them into our co-determination structures (activation/representation) and also to manage them using a central solution (communication & data exchange). Different social criteria (income, precarious housing situation, voluntary work) are weighted when selecting applicants. Applicants are selected by lottery. We are seeking a digital solution for the lottery procedure. The technical solution we are looking for will bring together and network the above-mentioned aspects - information, activation, communication, data exchange and lottery - in one system.

Description

We are searching for a technical solution that integrates and connects the aspects mentioned above - information, activation, communication, data exchange, and solution - into one system. The goal is to achieve not only more effective management and better communication with the residents but also a positive impact on their personal development and the success of their education through our socio-pedagogical offers and our participation. However, we need to reach the young apprentices, which proves to be a challenge. Therefore, we are seeking ways of activation and participation within our community. With our offers, we aim to create a positive environment for our residents that supports them during their education, strengthens their personal development, and opens up opportunities for participation. We want to enhance skills that they will need in their later lives as part of a democratic society.

Key questions

- How do we reach our residents for our counseling and leisure activities (engagement; information)? - How do we activate the target audience for the topic of participation? - How can we give apprentices a voice and encourage them to take responsibility for themselves and others through self-managed structures (activation; value of volunteering)? - What tools could support community building? - How can we systematically bundle and optimize different communication channels and topics? - What might a digital applicant and resident management system look like (administration, solution, communication)?

Links

<https://azubiwerk-muenchen.de/> https://stadt.muenchen.de/infos/azubiwerk_muenchen.html

Skills

knowledge of the target group (social, economical, political) / technical /IT skills / Processmanagement

Partner

The primary task of AzubiWerk München is to create and provide affordable housing. We do this in cooperation with municipal housing associations. It aims to further network existing counseling and support services for apprentices in Munich and give additional weight to apprentices' concerns.