

Empowerment for sustainable change

Investments for youth in vulnerable areas

**SVERIGES
STADSMISSIONER**



Postcode Lottery Group

Lotteries for a better world



VRIENDEN
LOTERIJ



14.5
BILLION EUROS

Raised for charities
and good causes





Over 1 billion Swedish kronor to 62 organizations



What we work for:

#01

Transforming
vulnerable areas
into thriving
communities

#02

Prevent exclusion
and contribute to a
more sustainable
society

#03

Create
measurability for
preventive
investments.

**ÖSTERGÖTLANDS
STADSMISSION**



**SVERIGES
STADSMISSIONER**



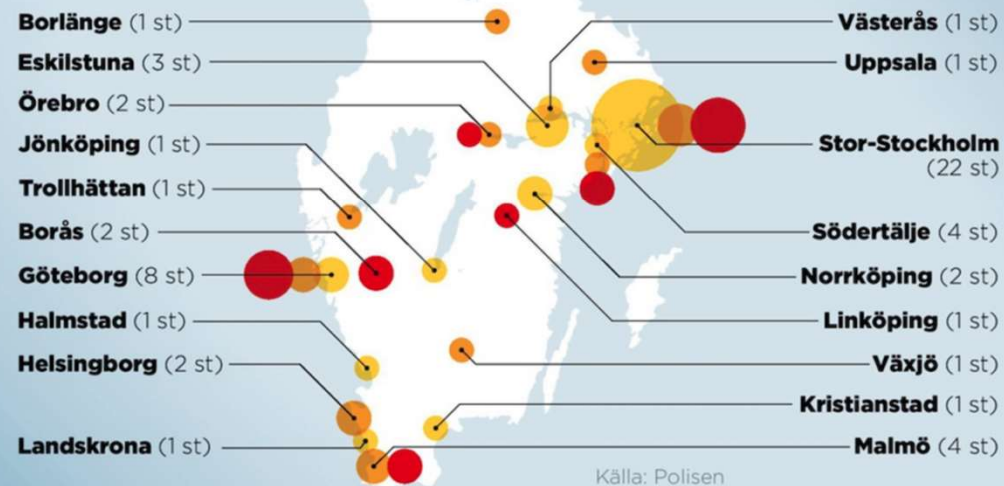
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Utsatta områden

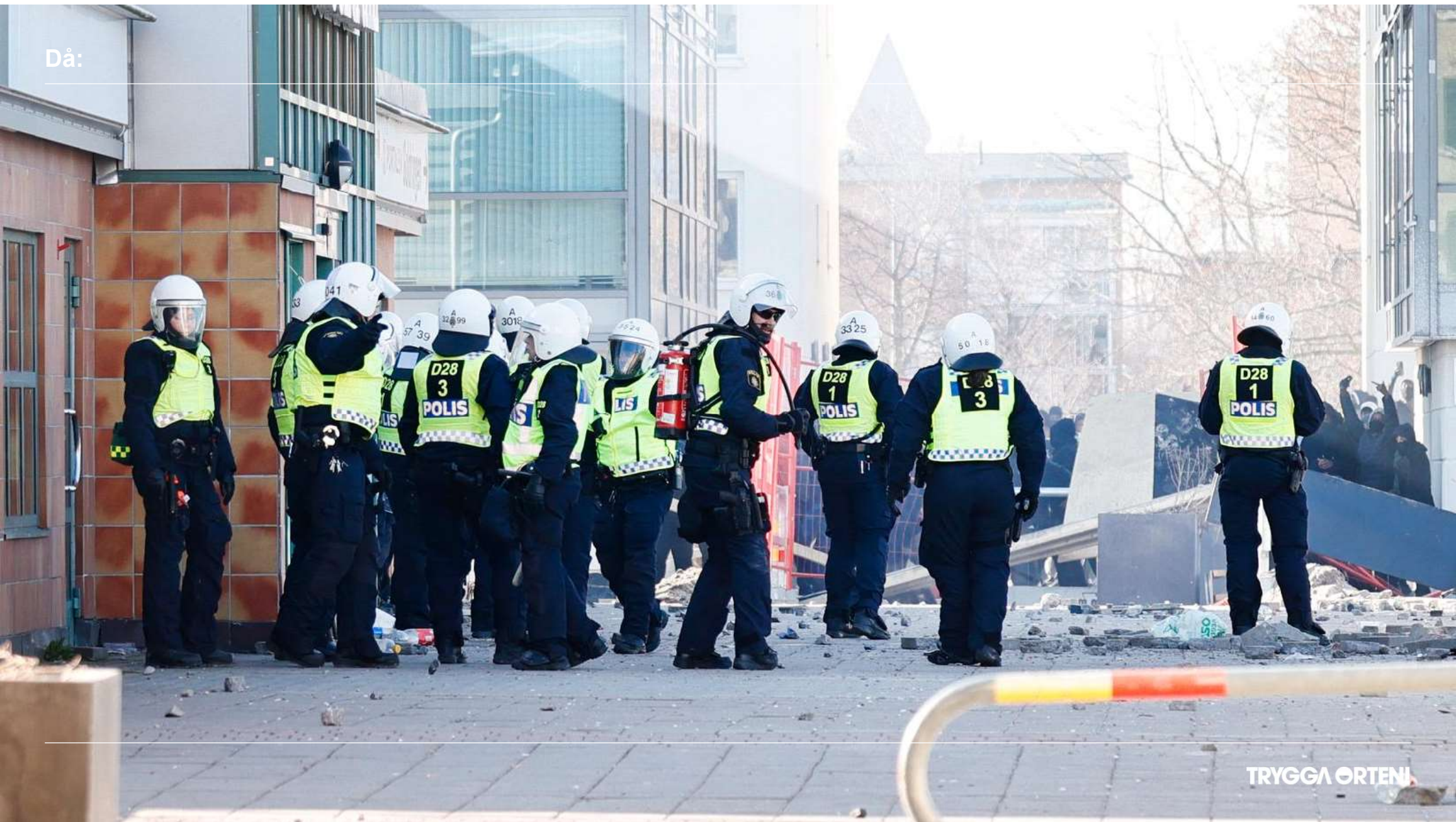
Polisens 59 utsatta områden 2023.

- Utsatta områden (27 st)
- Riskområden (15 st)
- Särskilt utsatta områden (17 st)



Källa: Polisen

Då:



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Why the need social investments?

■ = Vulnerable area



Exempel är Hageby-Navestad, från pilotprojekt i Norrköping. Fakta från statistik Norrköpings kommun, ekonomifakta, RF-SISU 2021

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Littered areas affect well-being and safety

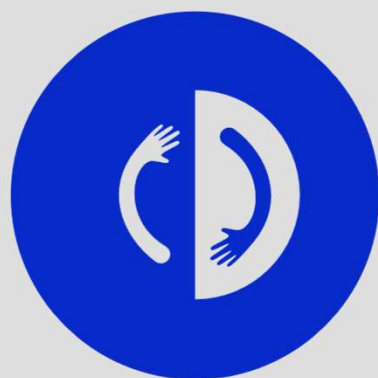


Insecurity is highly linked to crime and according to the "Broken Window" theory, crime should be combated by addressing even small signs of disorder in residential areas and in the rest of society - such as broken windows, graffiti and littering.

Ecological sustainability – a requirement for social and economic sustainability



The concept



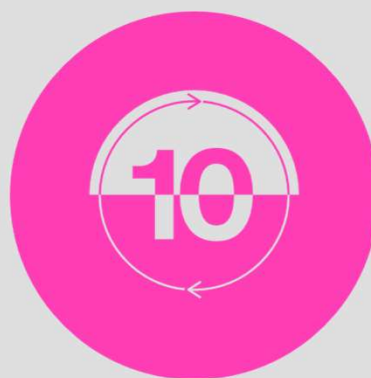
Social
hållbarhet

+



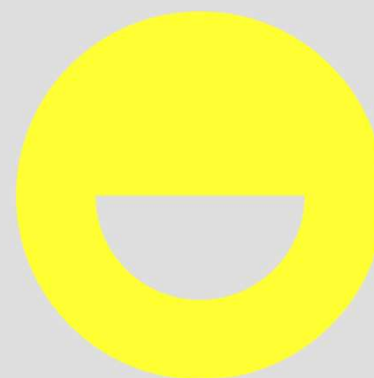
Ekologisk
hållbarhet

+



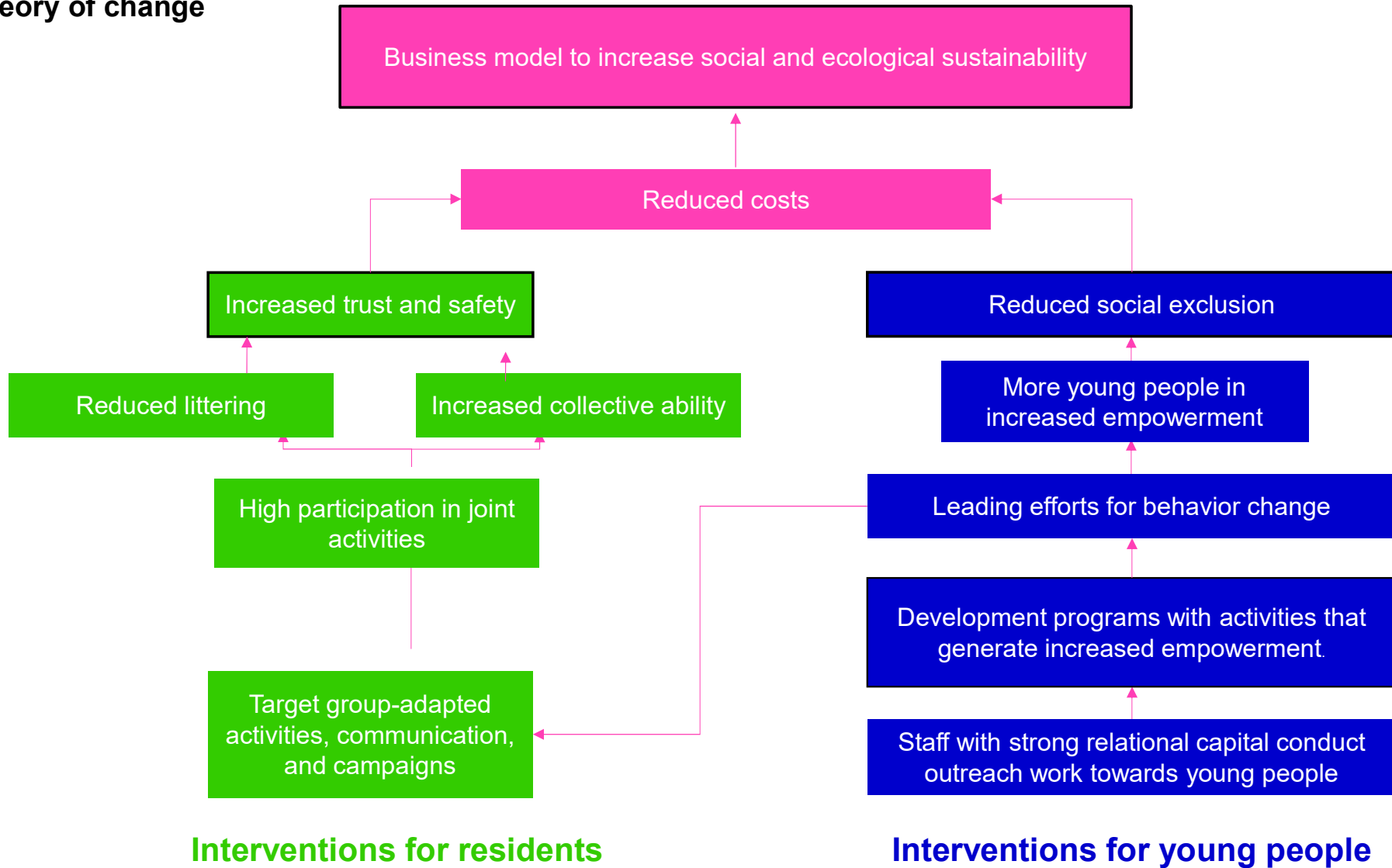
Ekonomisk
hållbarhet

=



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Theory of change



What we do!

#1

Long-term learning

Study support, study techniques and motivation

#2

Meaningful leisure

Holiday activities, cooperation with associations

#3

Work-life activities

Holiday work, preparatory internships, study visits

#4

Personal development

Leadership academy, projects, lectures, mentoring, workshops, group and individual support.



#5

Environment & sustainability

Collaboration with property owners, cost calculations, litter measurements, anti-littering measures, behavioural initiatives, communication campaigns.



#6

Engagement & trust

Community dialogue, supporting local champions, supporting schools (Green Flag), summer jobs for sustainability, sense of belonging, events & activations.

Leadership academy

Parts:

#1 Inspiration, Values, and Participation

Inspiration from role models. Gain insights into how you can contribute through the Leadership Academy.

#2 Leadership & Team Building

Learn about leadership and teamwork, leadership phases, and roles.

#3 Norms & Identity

Understand norms, values, and democracy. Increase awareness of your ability to influence.

#4 Sustainability

Increased knowledge and engagement on global and local levels. Learn how you can make a difference.

#5 Projects

Learn how to lead and drive change using the right tools. Develop project plans and create change in your community.

#6 Jobs

Possibilities for summer jobs, weekend work in Second Hand shops, supervising young kids in new projects.

Vad gör Trygga Orten i praktiken?

#1

Long-term learning

Study support, study techniques and motivation

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Meaningful leisure

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Mapping

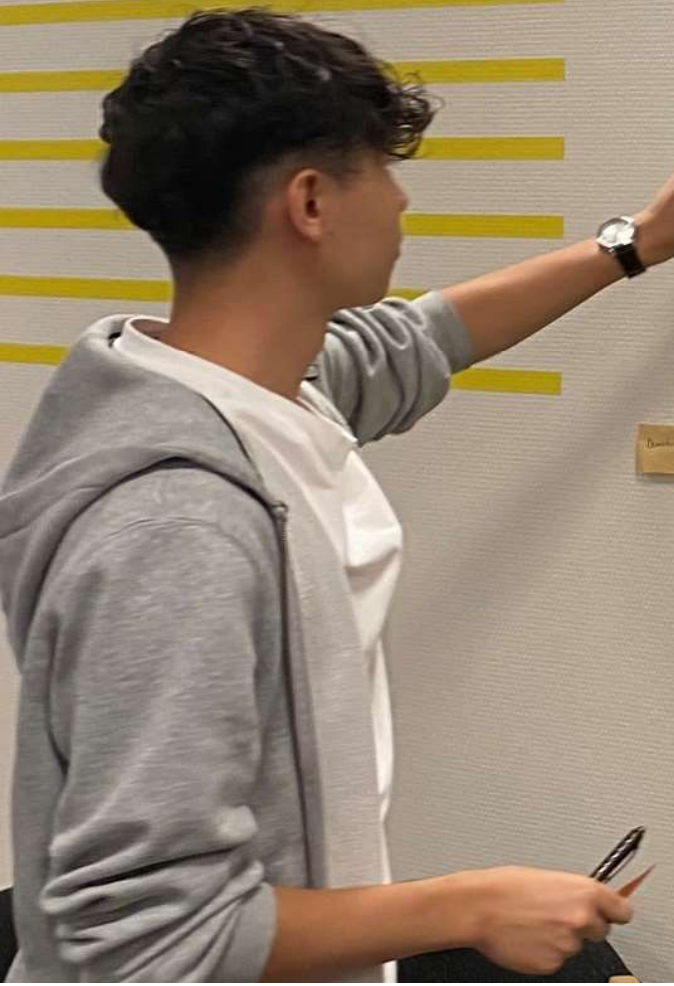


Actions



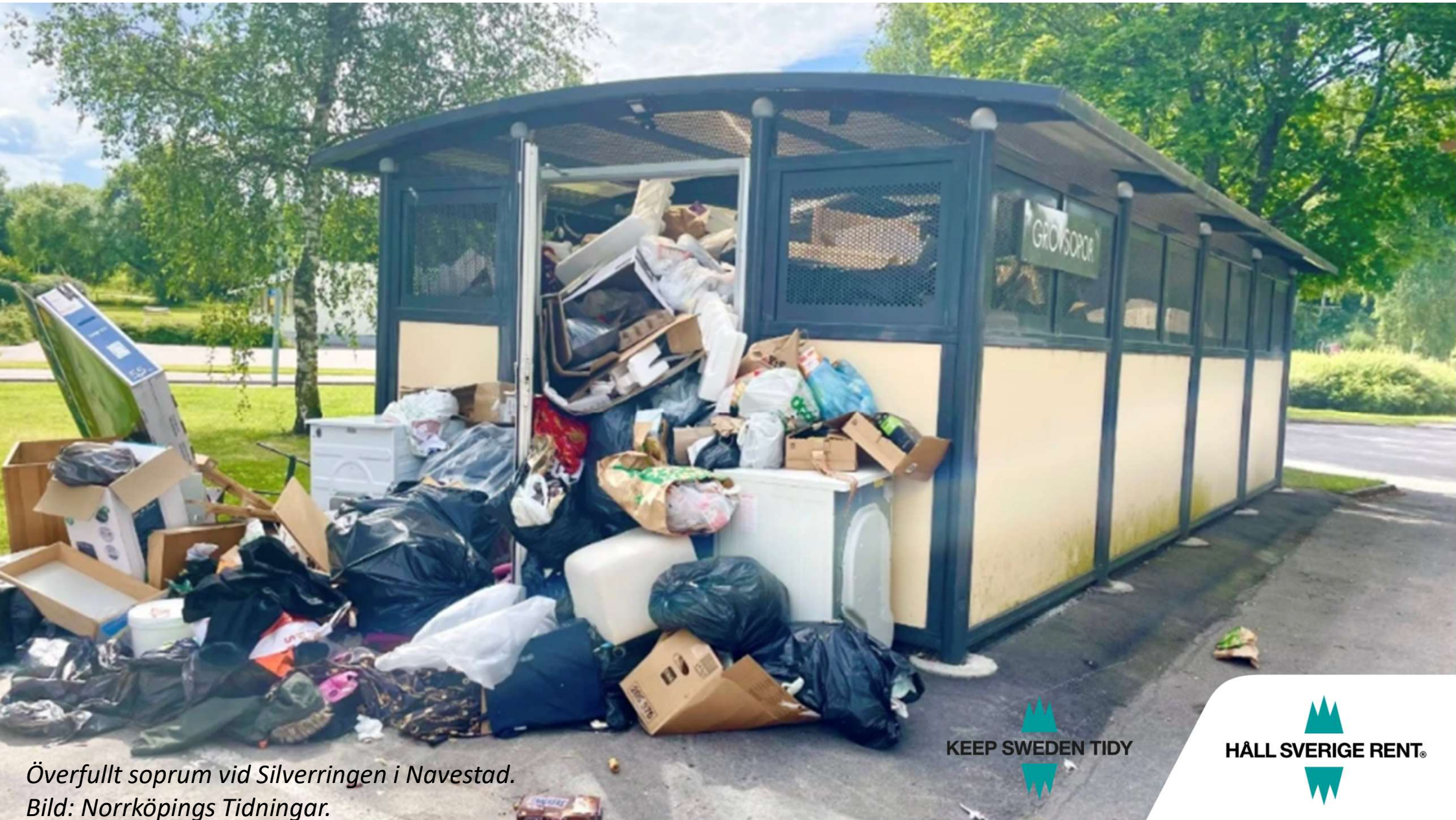
Community engagement





**Ekologisk
hållbarhet**





Överfullt soprum vid Silverringen i Navestad.
Bild: Norrköpings Tidningar.

KEEP SWEDEN TIDY

HÅLL SVERIGE RENT®

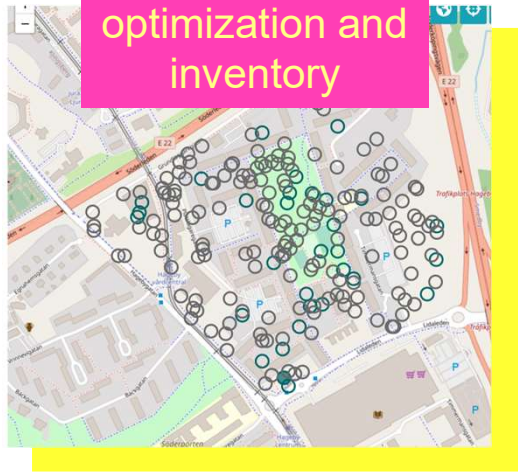
Nudging and action



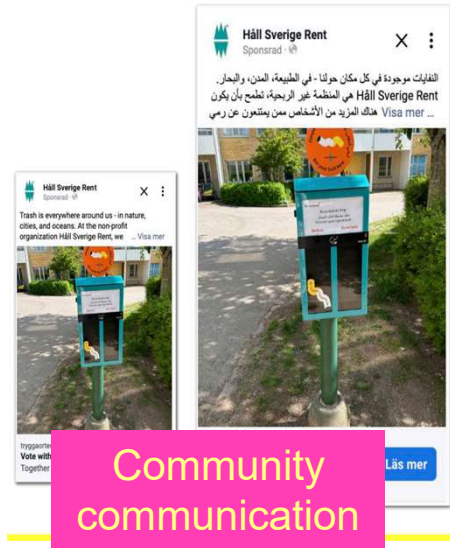
Infrastructure optimization and inventory



Cigarette disposal solutions



Support local champions



Community communication



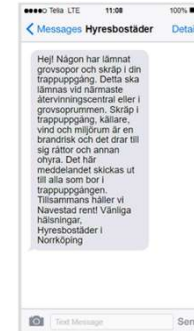
Nudging



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Results & evaluation?

Littering and garbage



38% fewer waste-related incidents

57% improvement in conditions at waste disposal sites

Incidents



Level of incidents



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ACTIVITIES

**SHORT TERM
EFFECT**

**LONG TERM
EFFECT**

School
Leisure
Work
Personal development

"Räkna med hållbarhet"
8 questions
Observation – 8 behaviors

Outcome of primary data,
economic calculation of
effect

NPS

Net promotor score

SURVEY

OBSERVATIONS

SCHOOL RESULTS, JOBS

LITTERING, SAFETY

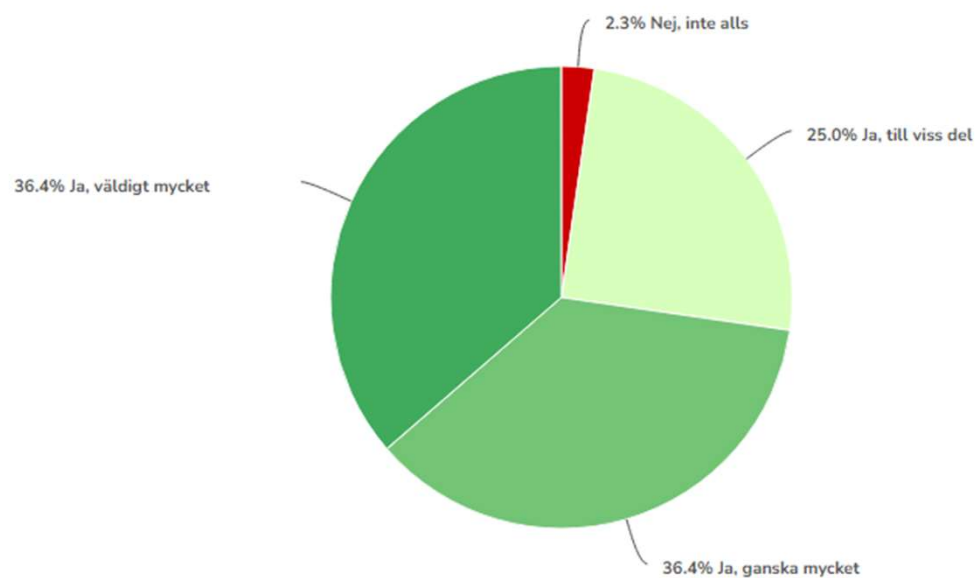
NPS - recommendation

1. Hur sannolikt är det att du skulle rekommendera Stadsmissionens verksamheter till andra?

NPS® Score: 65.2

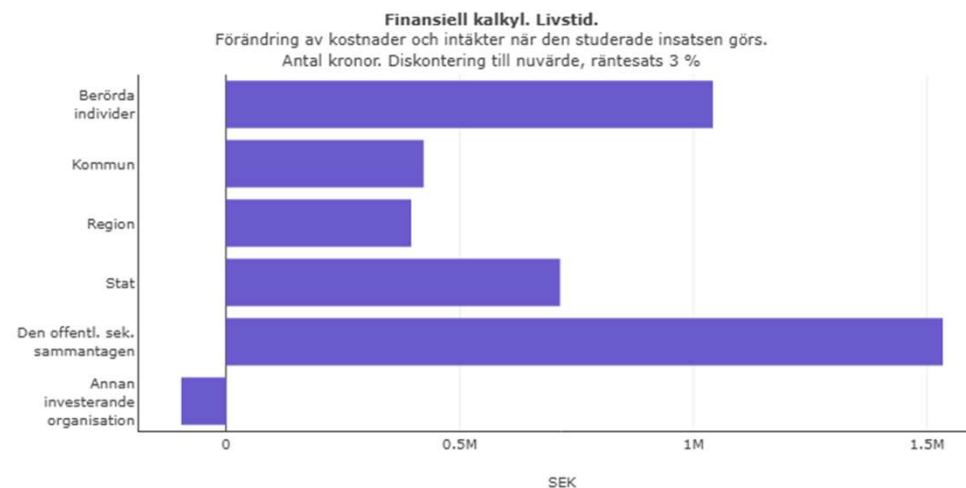
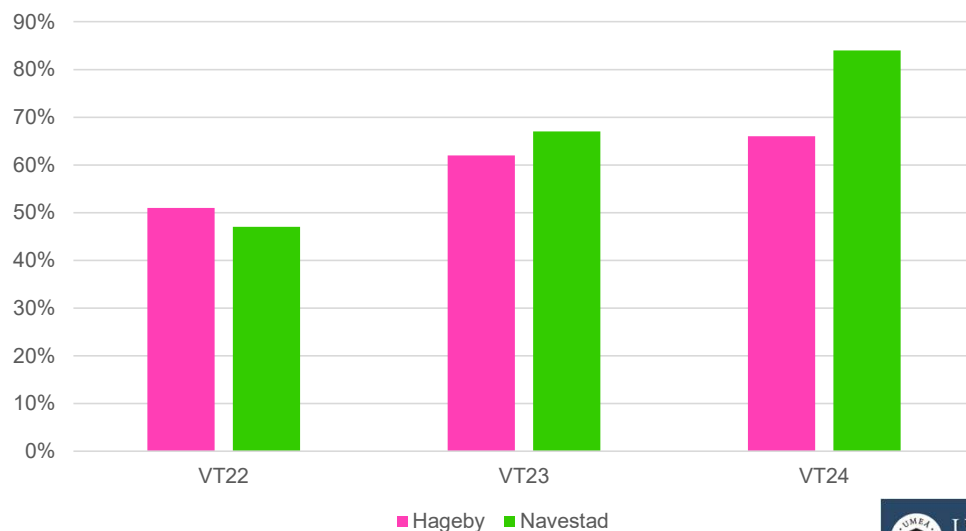


Anser du att ditt deltagande i våra verksamheter ökat din förmåga att nå de mål som är viktiga för dig?



Study results

High school examination



37 %

more young people completing secondary education 2022-2024



1 student completing high school generates

150 000 euro in public

socio-economic benefits.

750 000 euro

socio-economic gains from employment transitions



2 500

participant meetings in the project.

500 unique persons

The future?

#1

Local partnership

Process since start
together with local
housing companies

#2

New projects

Apply for ESF etc.

#3

Export to new cities

Linköping
Stockholm

#4

Long term finance

Creating local and national
partnerships



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Films



Parts:

#1 Leadership academy

<https://youtu.be/U7VYIYaJRjk>

#2 Project – Power In Da Hood

<https://youtu.be/R-7i4mV7cSI>

#3 Study help

https://youtu.be/vRwE8a_zMas

#3 Navestad Together

<https://youtu.be/TIFaWoJZqjo>