



Community Catalyst

Your Vision in Action

*Design
Challenge*

How can we promote better life through volunteerism?

As North America's leading volunteering platform, JustServe continues to expand the boundaries of volunteering.

Sponsored by JustServe, we worked on exploring innovative, efficient, and valuable ways to **use volunteering to address social issues.**

We focus on...

Community Revitalization



How can volunteerism **stay** in aging, deactivated and post-disaster communities, and help residents rebuild their homes **systematically**?

Why is it important?



FEATURE

White New Orleans Has Recovered from Hurricane Katrina. Black New Orleans Has Not.

August 29, 2016

Post-Hurricane Katrina, three generations of New Orleans women remain in historic neighborhoods though gentrification makes it harder

OCTOBER 19, 2016 - GENTRIFICATION / MAJIN COLLABORATIVE PROJECT

A characteristic of disaster relief efforts is a sense of urgency to stop the bleeding.

BUT what happens after?

2, 3, 4 or even 10 years after a tragedy. How does a town, community, city rebuild long term for the future?

Rebuilding a community takes a systematic effort over a long period of time. We hope to empower community revitalization through a self-sustaining volunteer system. Just as JustServe's vision indicates: We "heal" our communities by serving them.

Outcome



Community Catalyst

What is it?

A 5-step end-to-end platform to help communities rebuild and transform beyond the disaster relief stage.

What we do?

01 - Create community vision

Use generative design + agile methods to crowdsource and define community vision.

02 - Partnership and investments

Create conditions for community-led transformation.

03 - Volunteer and project management

Activate space quickly through modular and adaptable environments to support any need.

Core principle

“Ownership is the foundation of community. Full stop.”

Service Overview

Three principles

Critical for the work to be effective and impactful

Five steps

Systematically engage people and resources

One network

Potential stakeholders that work to reflect and realize the needs of the residents

Insight to impact

Transparency

Crowdsourcing

Create Together

01

Make A Plan

02

Get It Fund

03

Get To Work

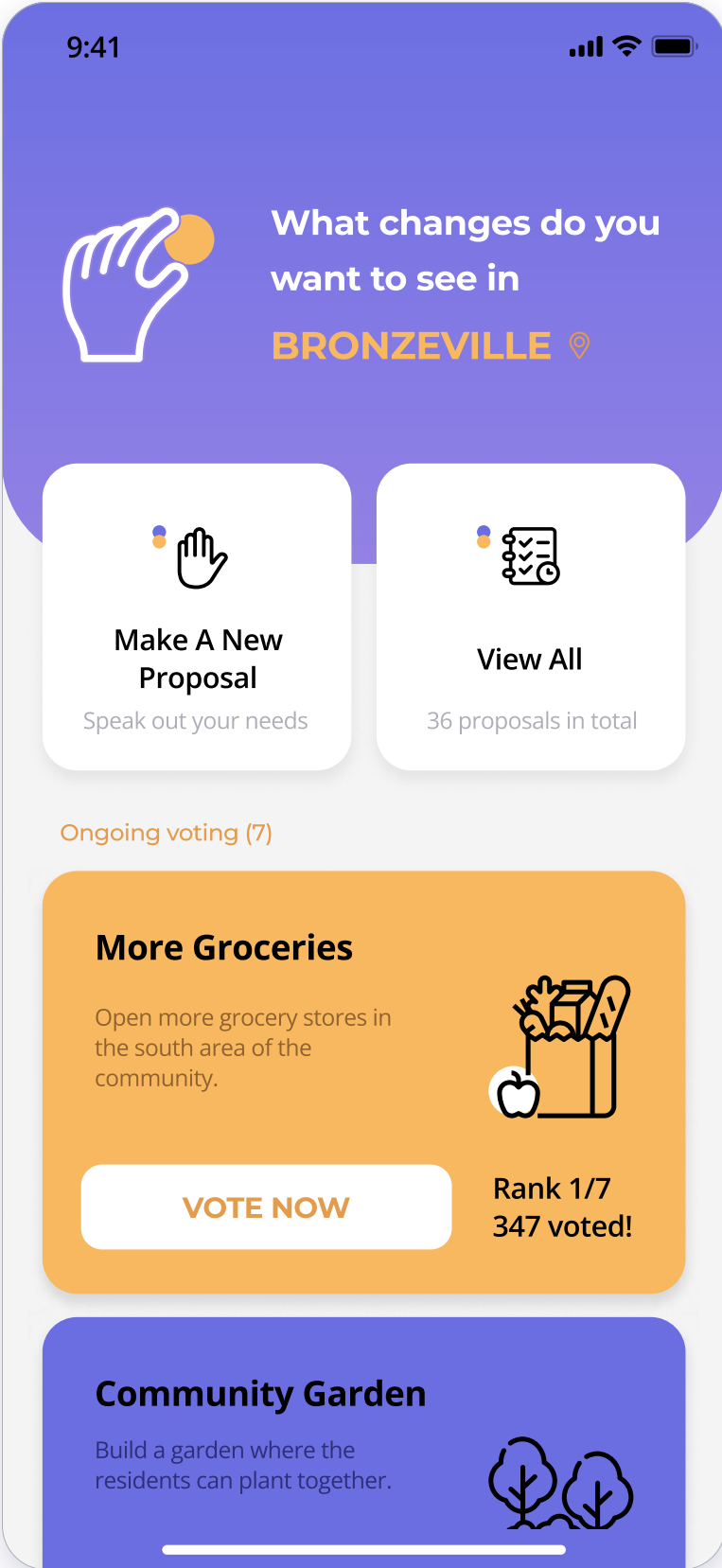
04

Reinvest

05

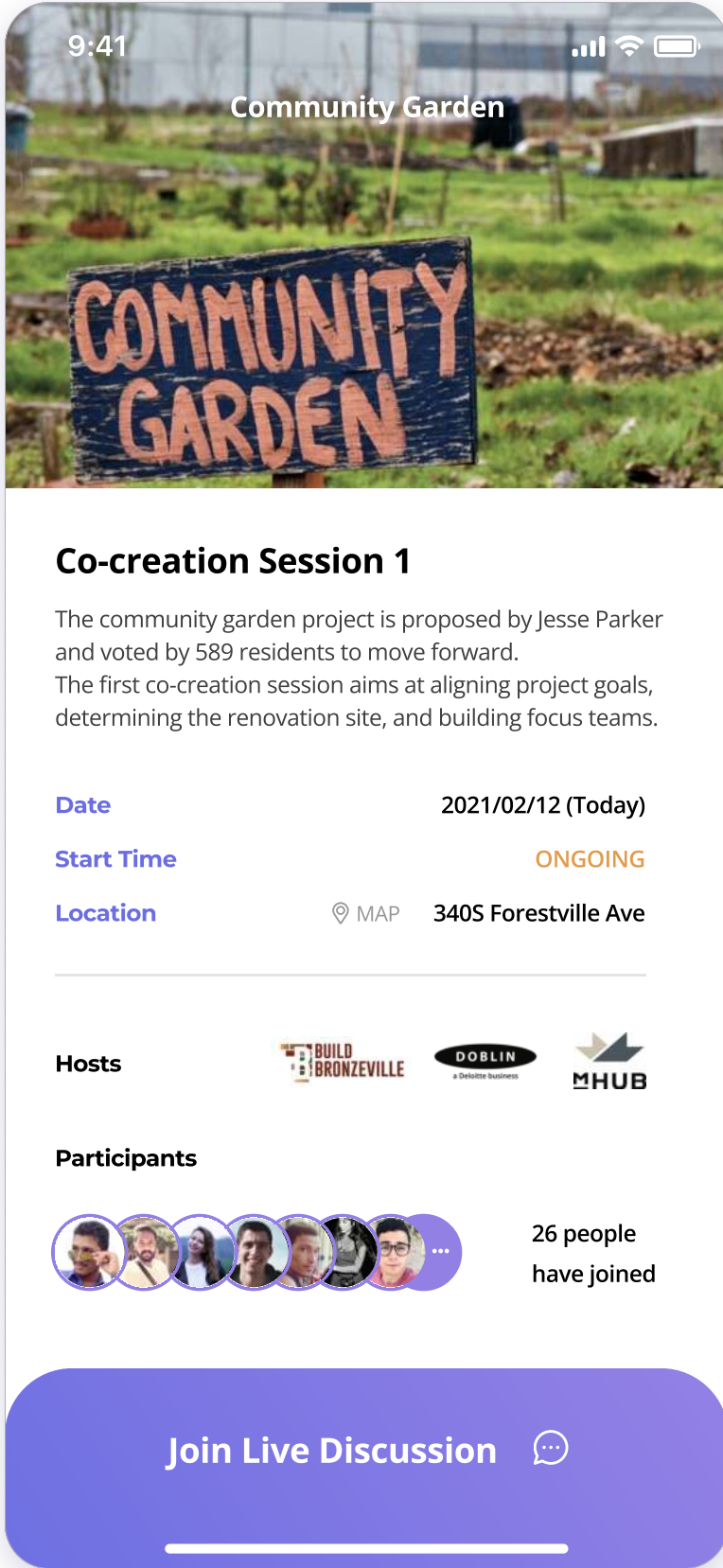


APP Experience



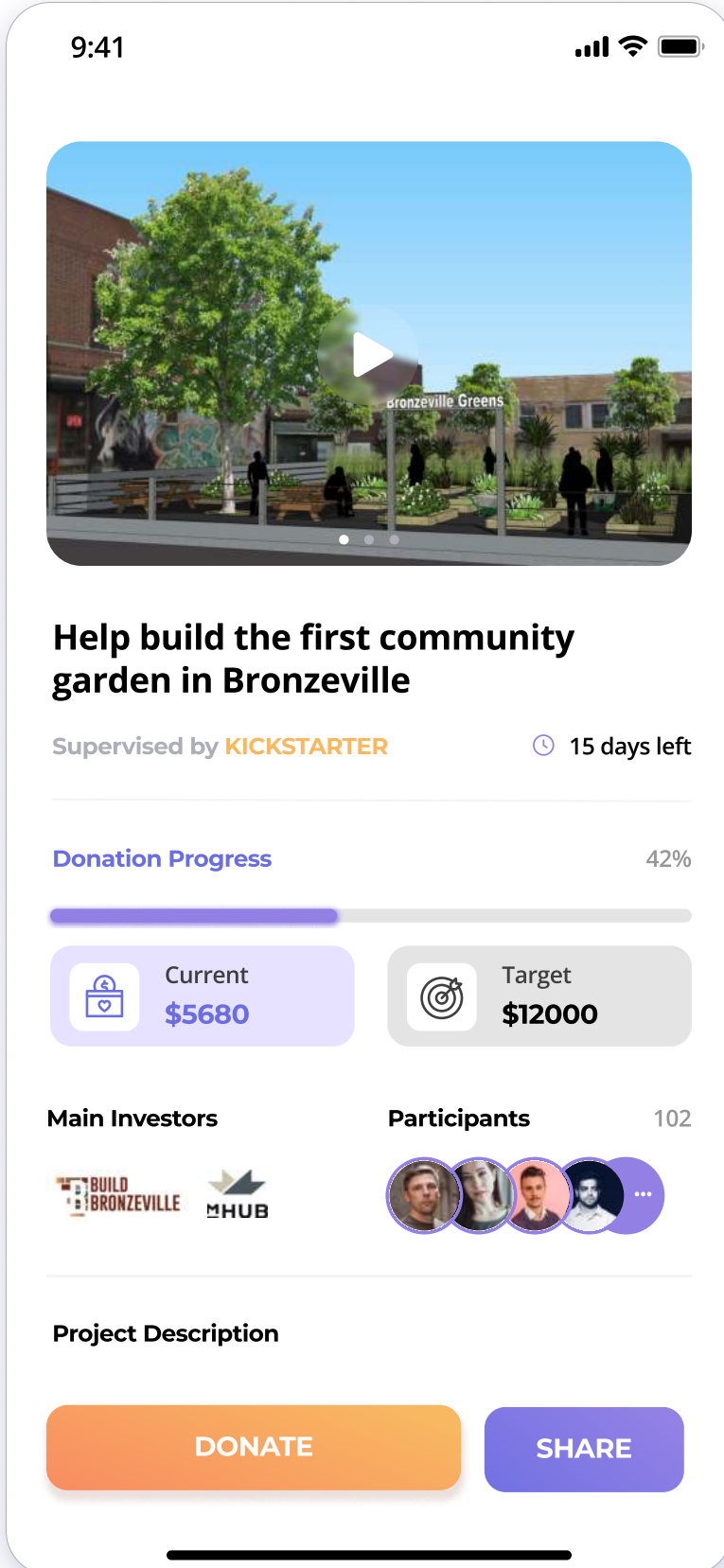
Create Together

Collect needs from community



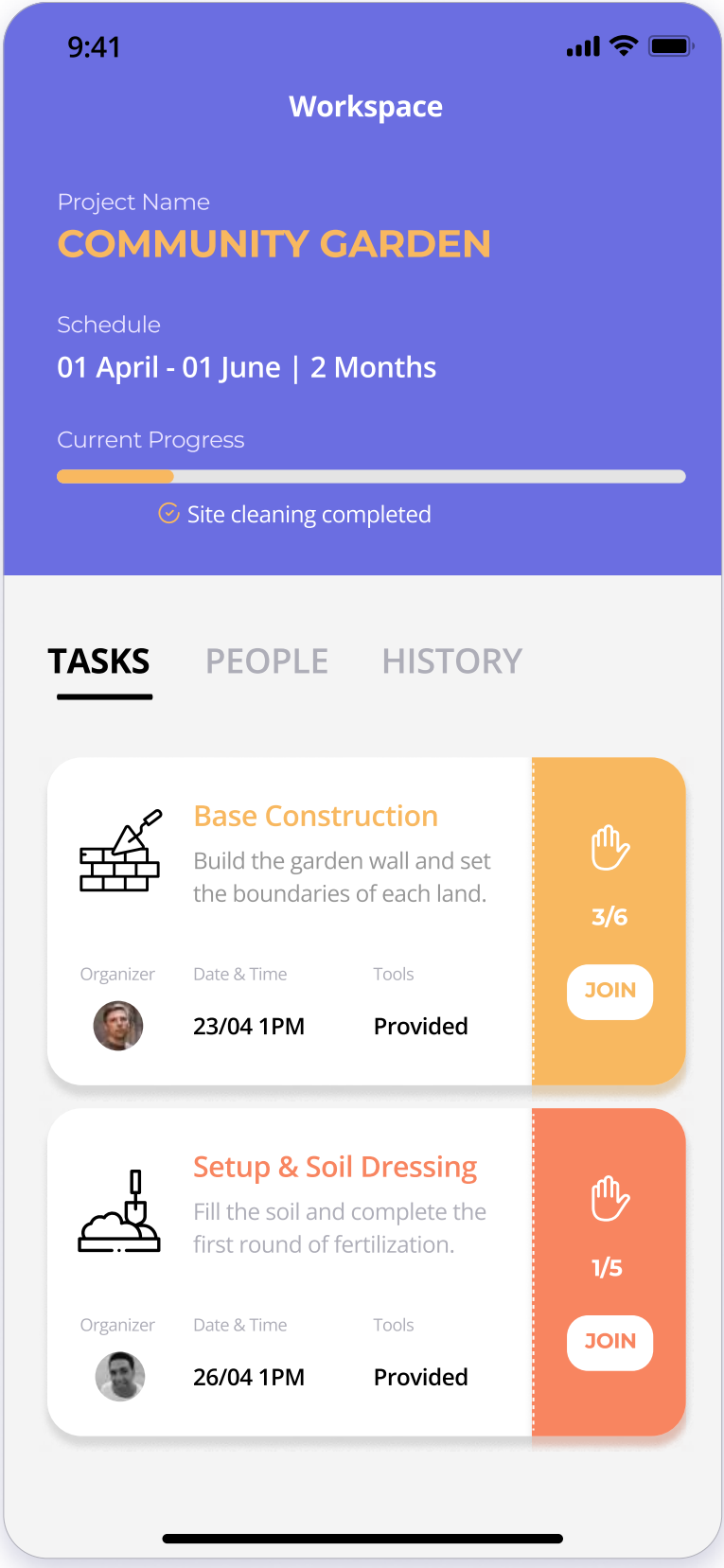
Make A Plan

Make plans for actionable projects



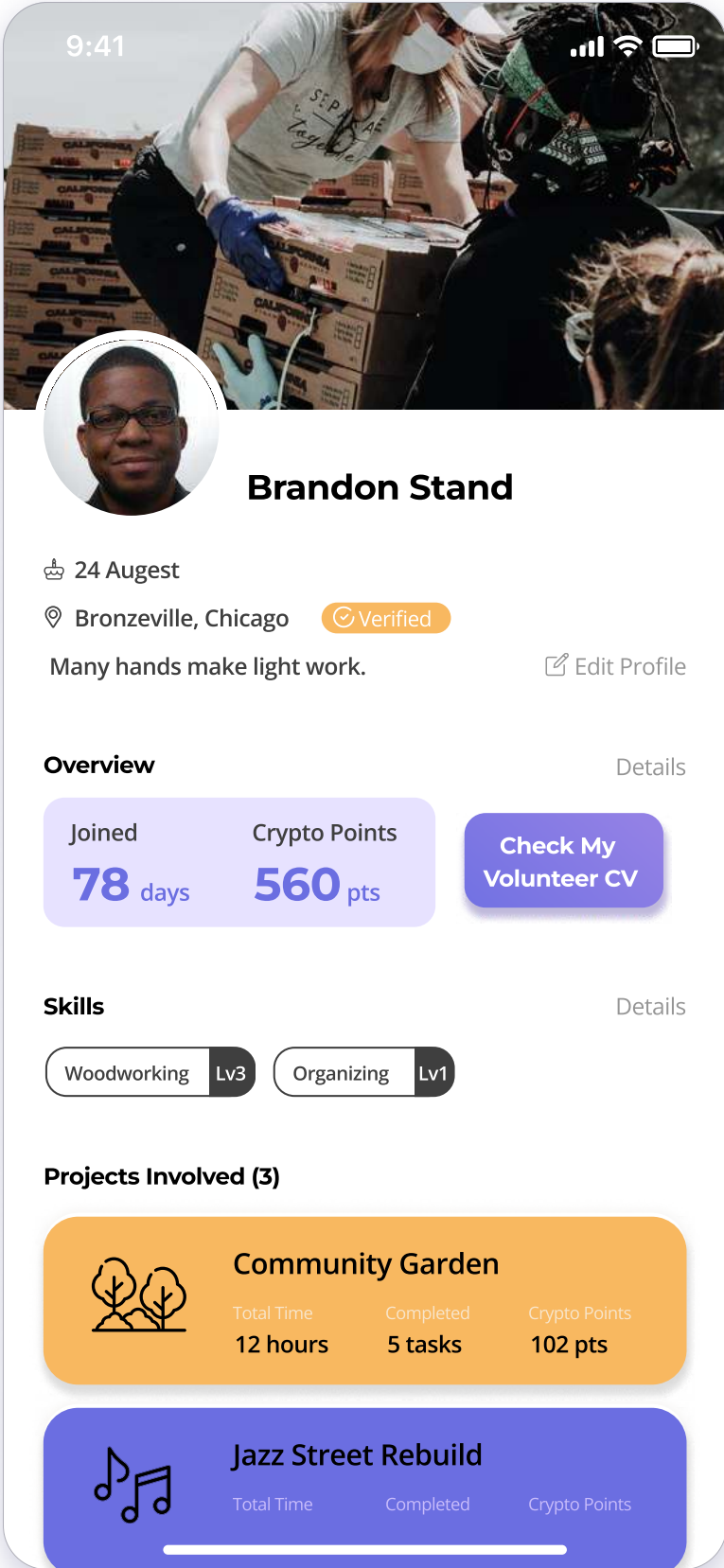
Get It Fund

Initialize and open public channel for funding



Get To Work

Get involved and track project progress

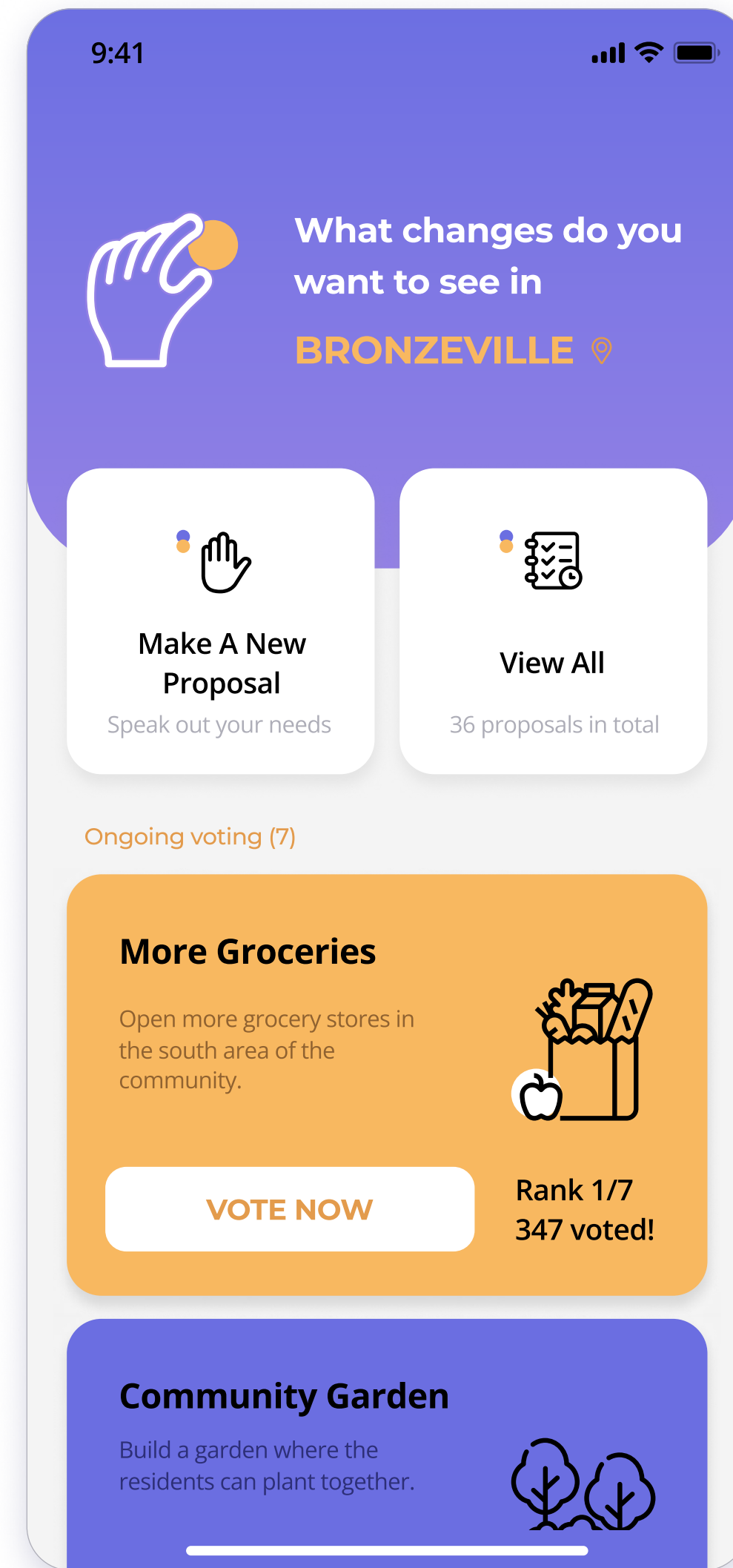


Reinvest

Record contributions and gain certificates

01 Create Together

- Collect high-priority key issues through partnership with the local government.
- Mobilize volunteer contributions from the community through strategic marketing activities.
- Crowdfund and co-create community vision through cloud computation and machine learning.



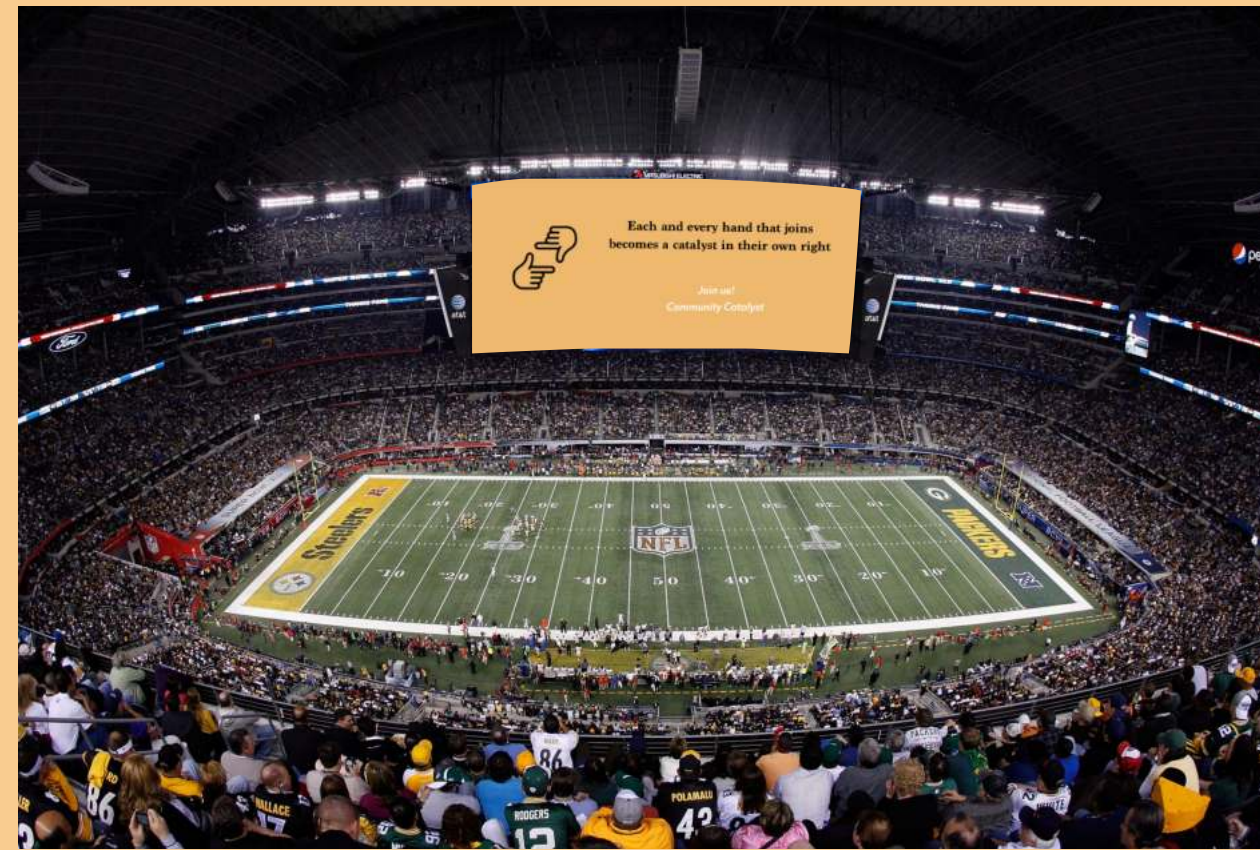
Touch Points

How do we make people care?

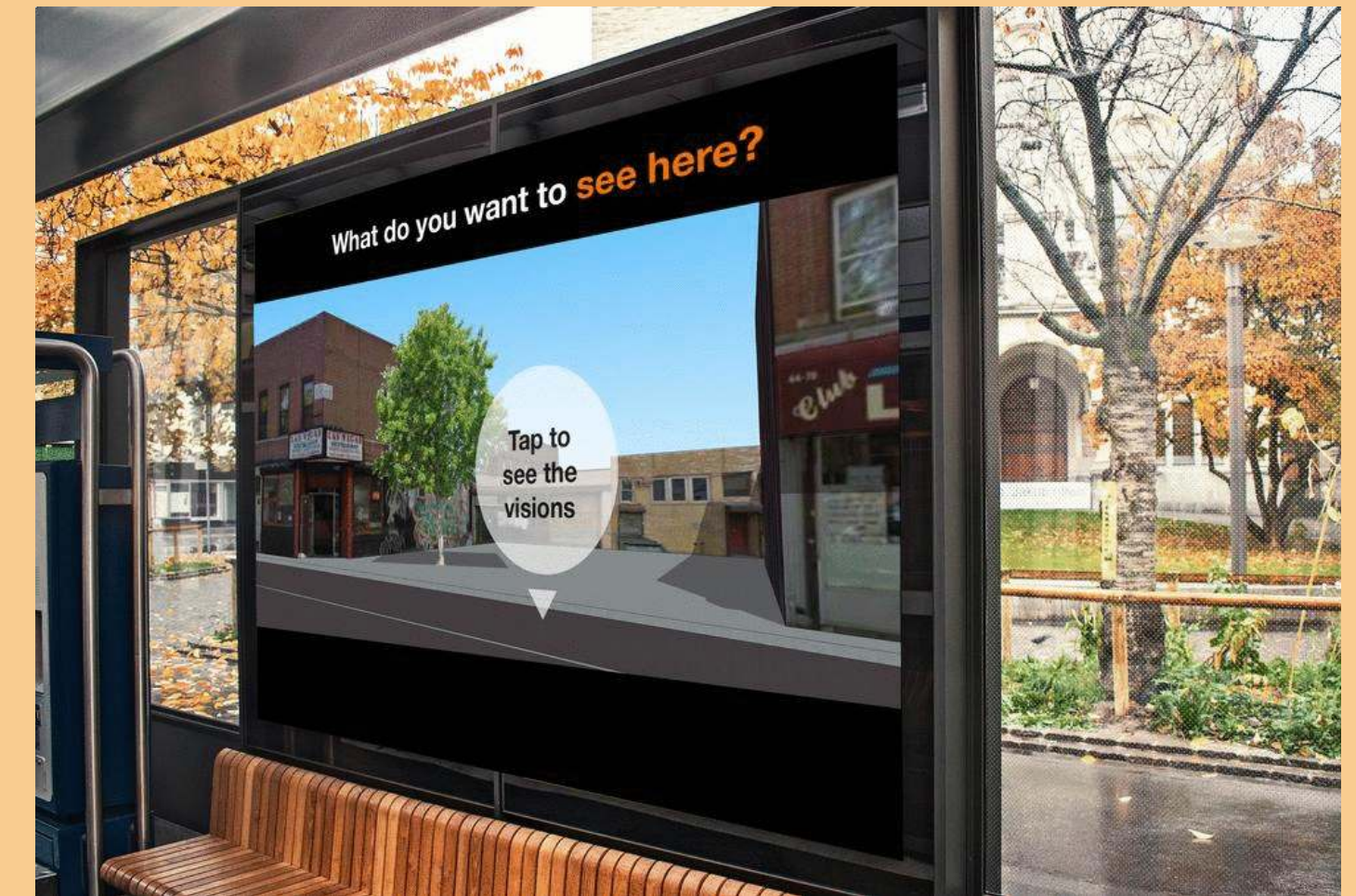
Unexpected marketing

Hyper local conversation

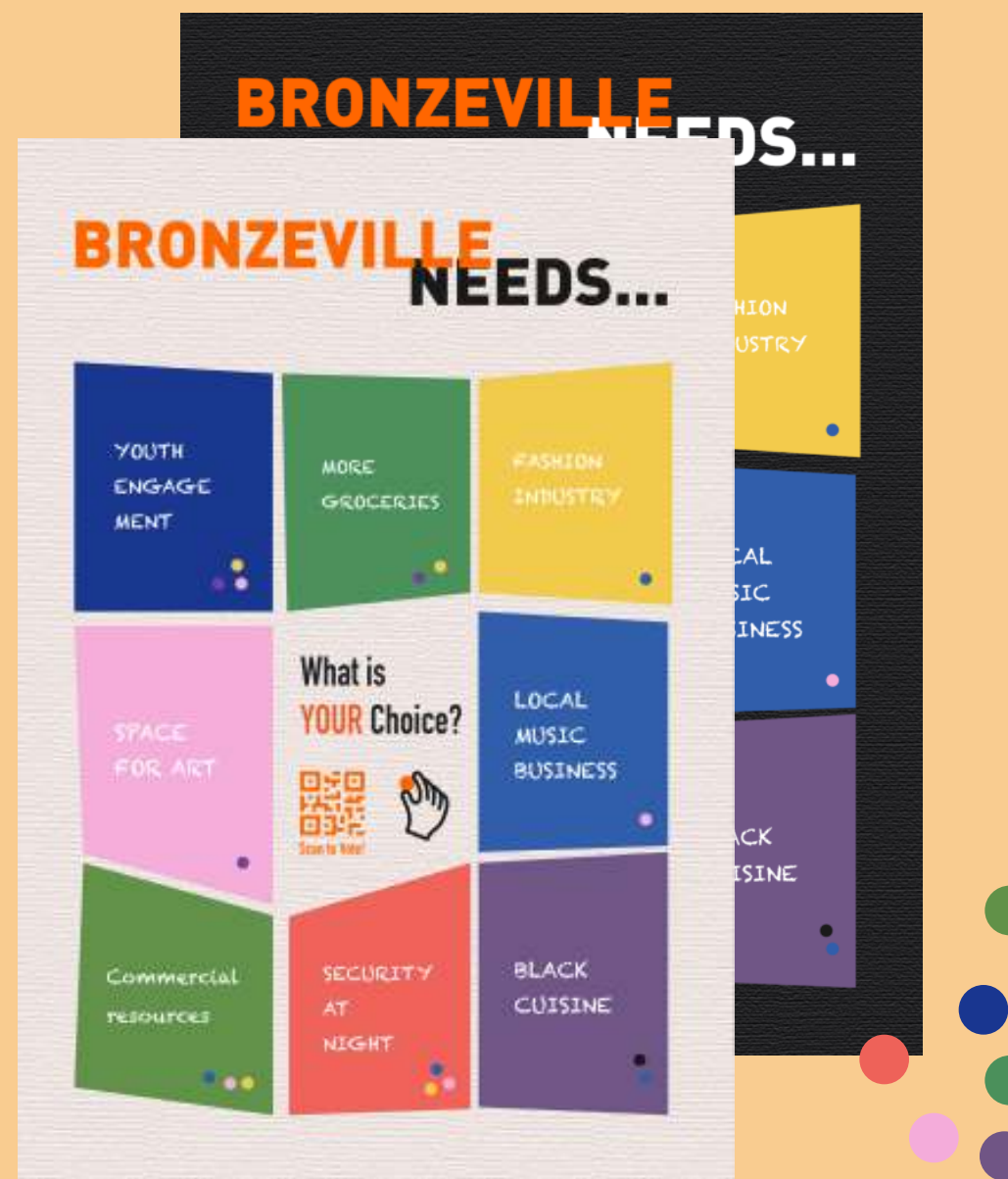
Tangible vision



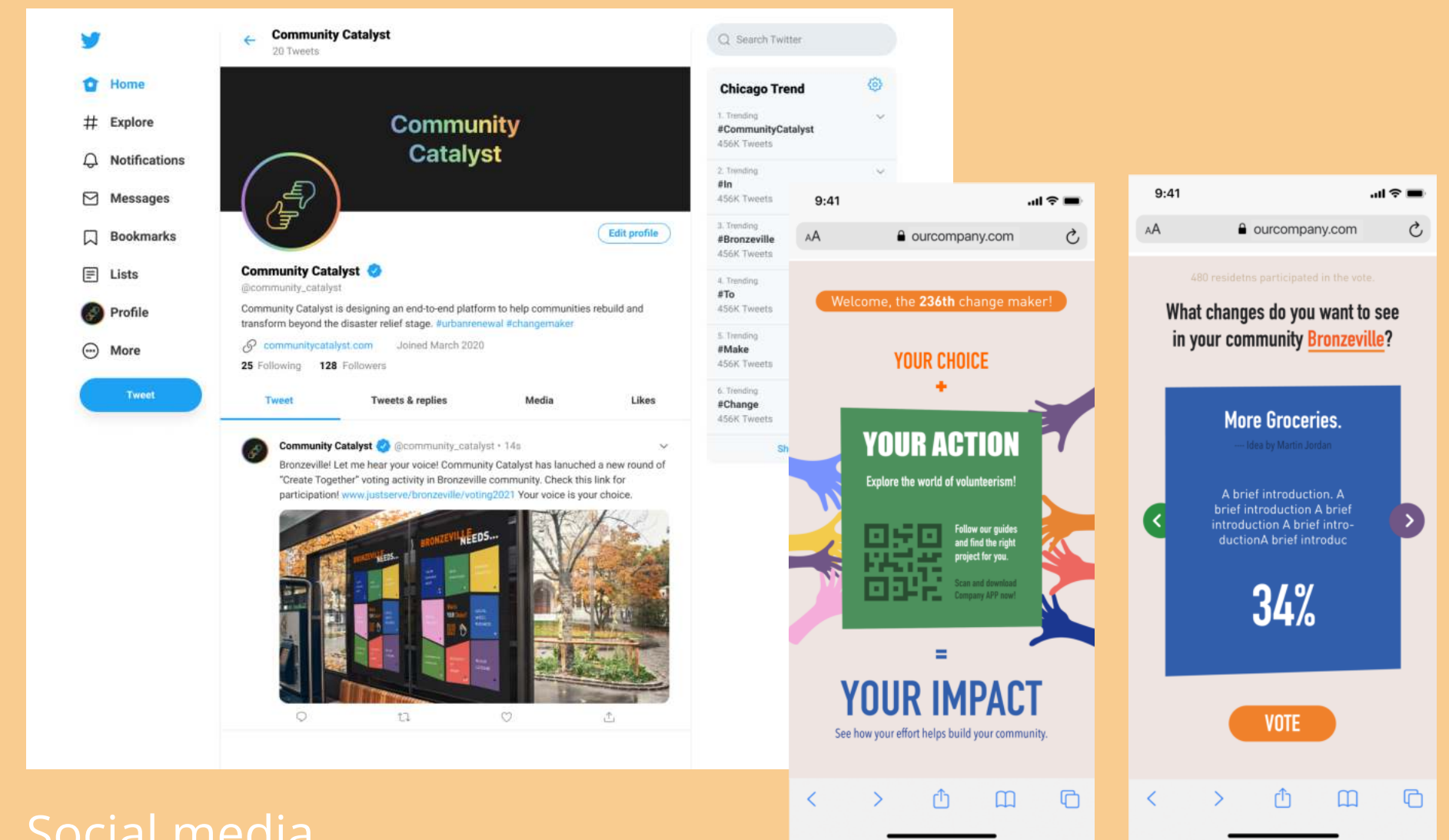
Public screen



Interactive display



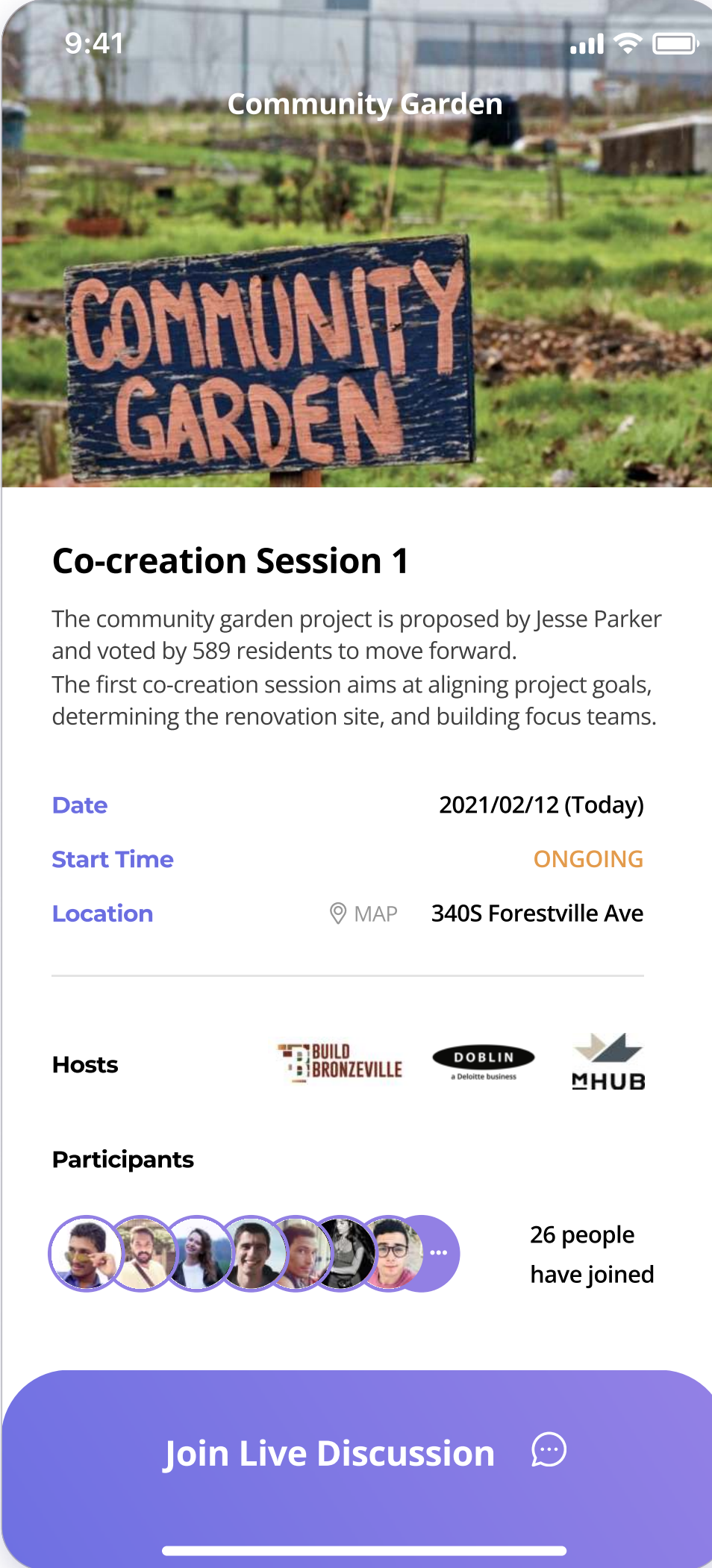
Community poster



Social media

02 Make A Plan

- Define and develop the community voice with NGOs and resident representatives to outline the possible projects.
- Scope points of intervention and confirm the project plan with key stakeholders
- Price our cost for materials and resources to activate the project



9:41 Community Garden

COMMUNITY GARDEN

Co-creation Session 1

The community garden project is proposed by Jesse Parker and voted by 589 residents to move forward. The first co-creation session aims at aligning project goals, determining the renovation site, and building focus teams.

Date 2021/02/12 (Today)
Start Time ONGOING
Location MAP 340S Forestville Ave

Hosts BUILD BRONZEVILLE DOBLIN a Deloitte business MHUB

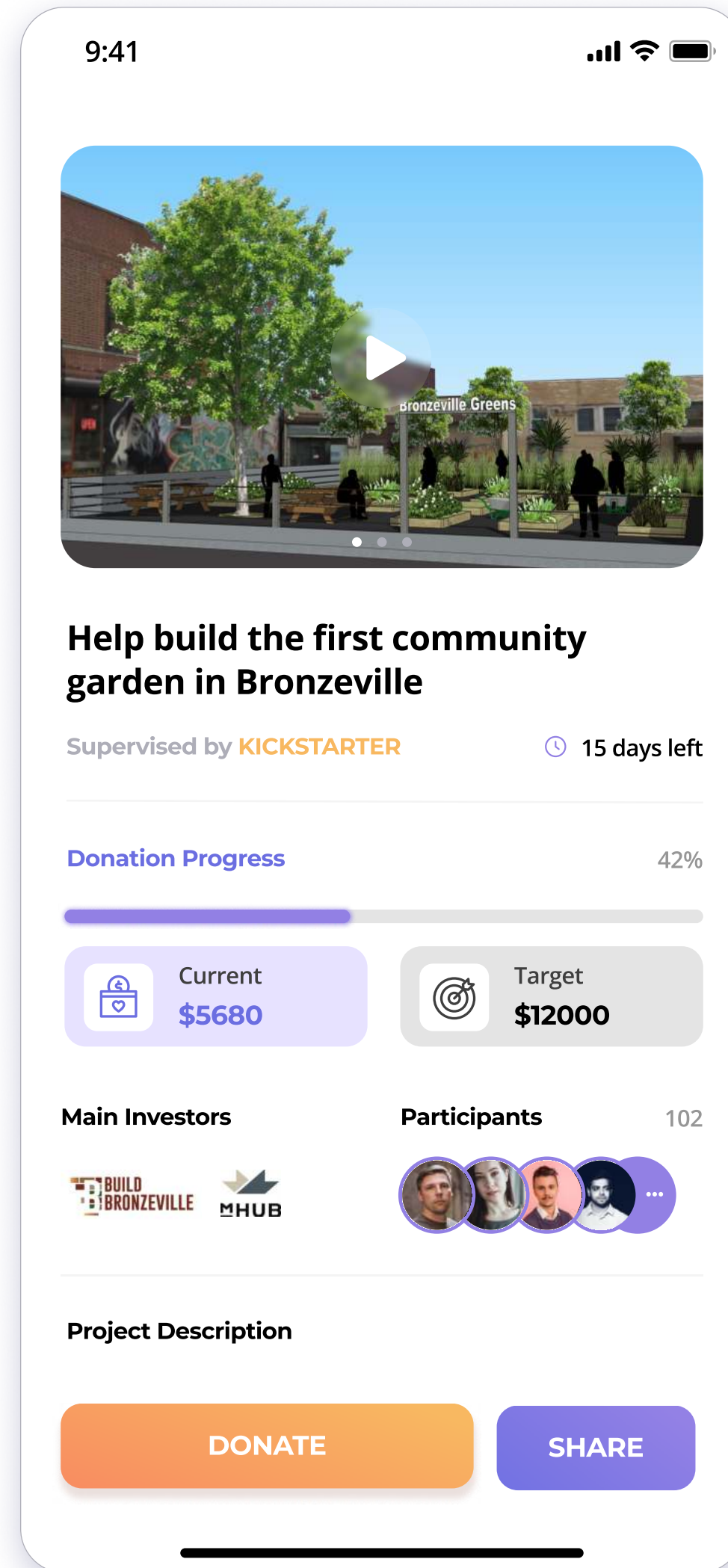
Participants 26 people have joined

[Join Live Discussion](#)



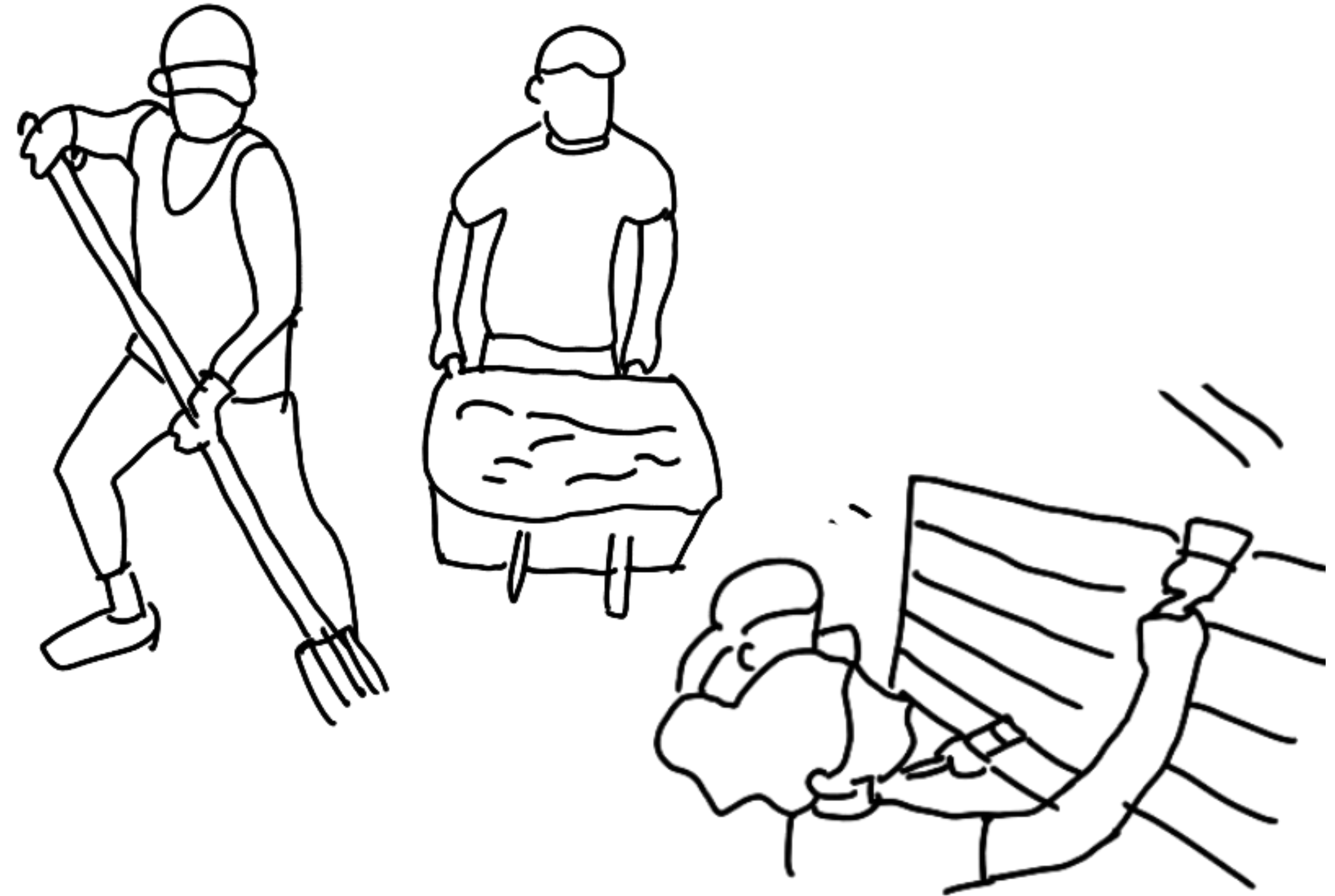
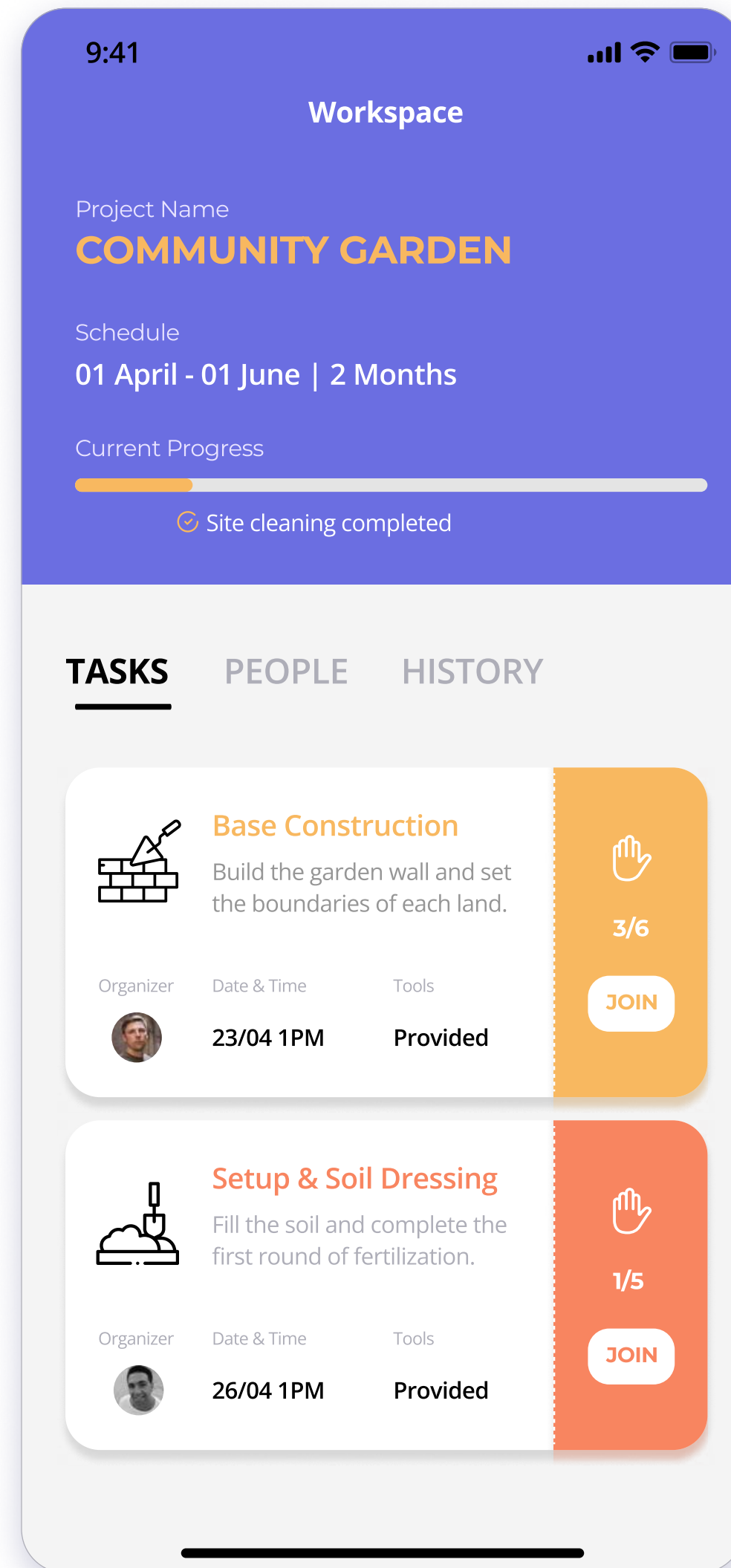
03 Get It Fund

- Community Kickstarter platform for individual participation.
- Organize fund raising activities to expand influence. All fundraising funnels to the same place.
- Match contributions by pitching to interested investors and organizations.



04 Get To Work

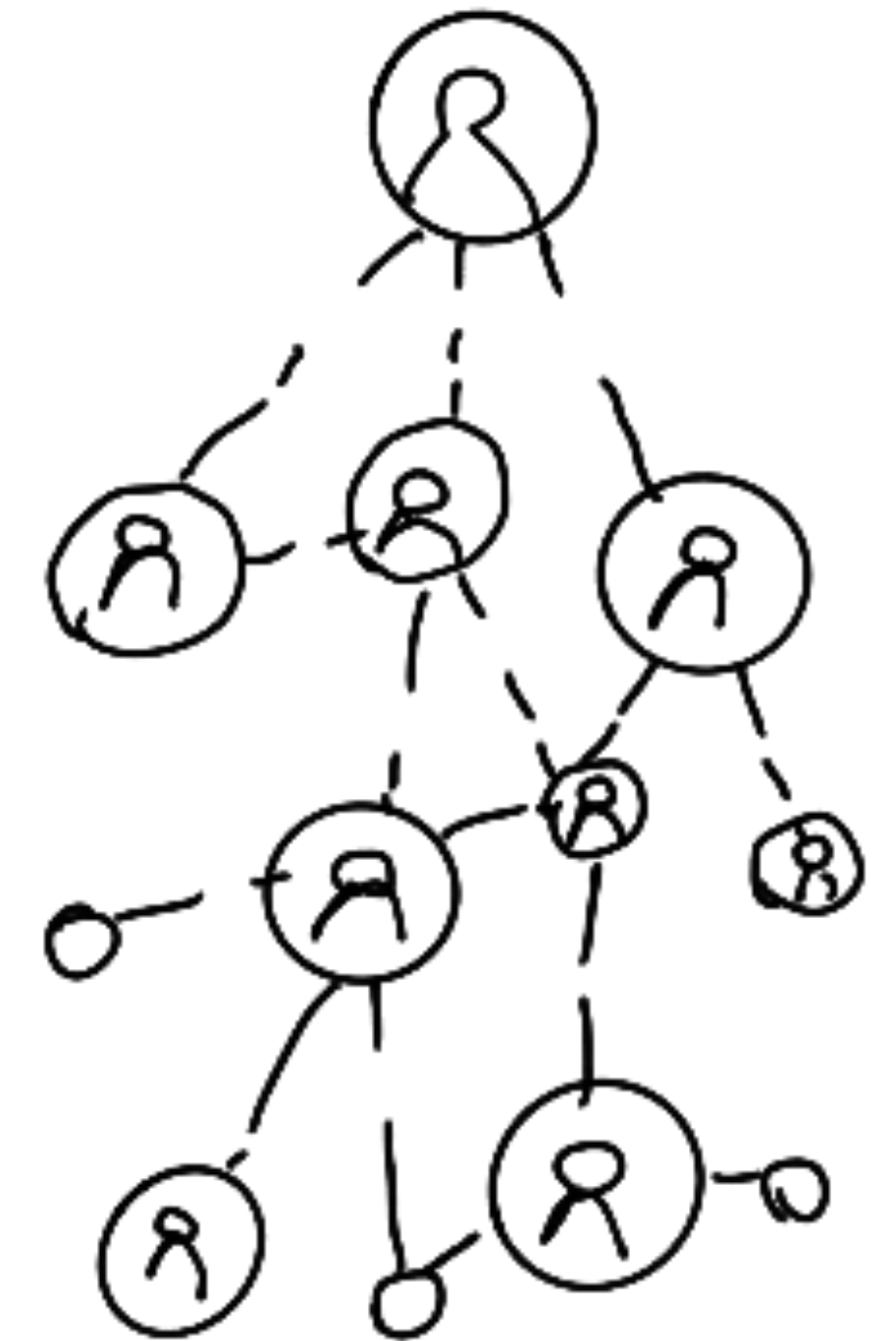
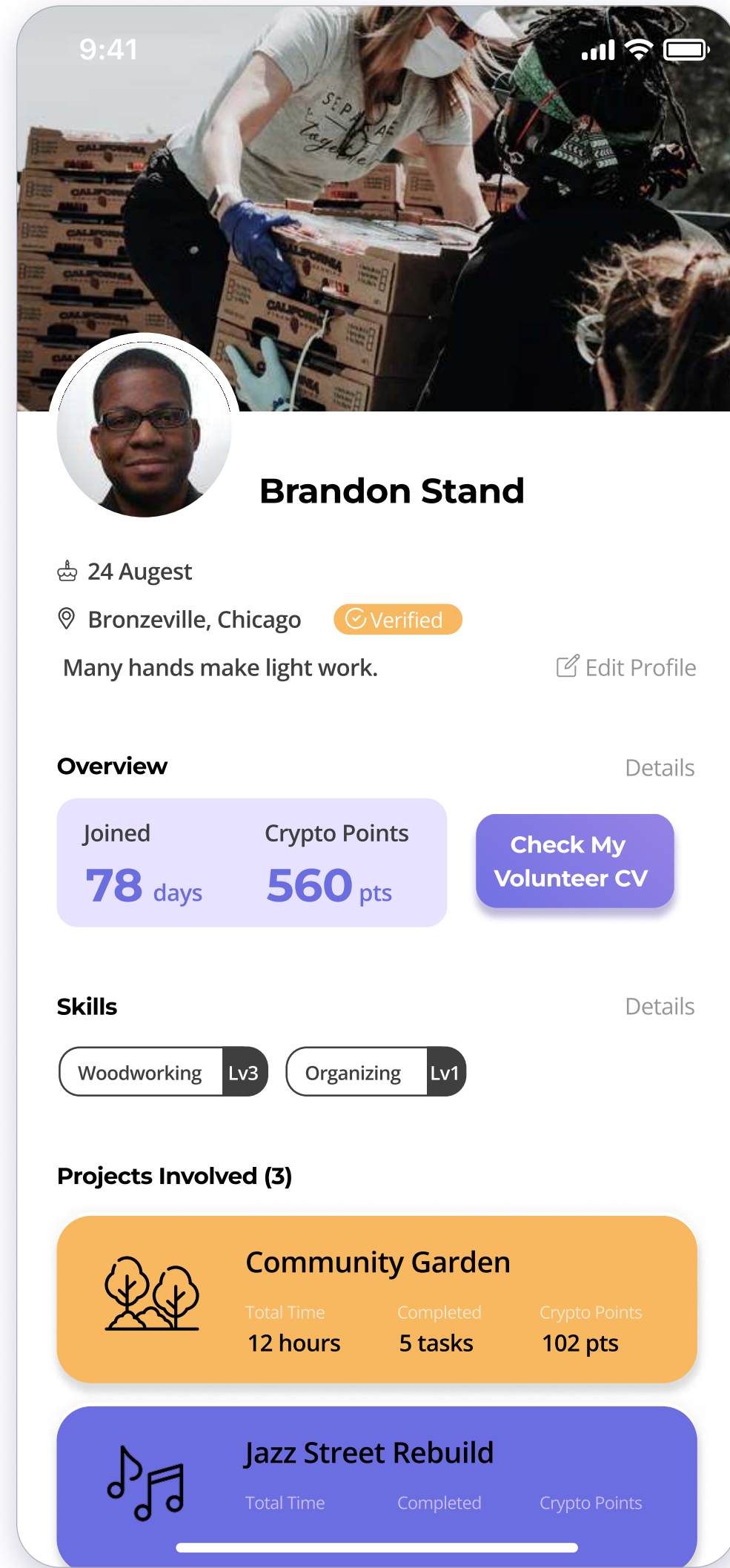
- Source, coordinate and deploy resources and materials with key partners to begin neighborhood revitalization.
- Mobilize and manage JustServe volunteers to work on the project.
- The process and progress of the project is transparent and updated on the community catalyst app



05 Reinvest

Volunteers are rewarded in a series of ways:

- Certifications
- Crypto points that could be used to acquire personal needs (eg. grocery shopping)
- Raised volunteer status which allows them to train others.
- Exclusive access to internal meetings and project planning.



Research



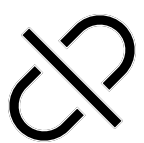
Bronzeville

What does a 'slow-burning' community look like?



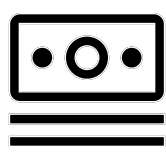
Resident

- Single mothers
- Young people between 17-21
- Senior citizens above 65



Relationship

- Disconnection between residents
- Disconnection with neighbour communities
- Disconnection with trending culture and resources



Resource

- + Social service
- + Education organization
- + Non-profits
- Small business
- Infrastructure
- Local brand

The future of _____ has to be different than the past.

MUSIC	Chicago	fashion
Real Estate Development	URBAN DEVELOPMENT	EMPLOYMENT
Policy	RELATIONSHIPS	Youth Engagement
Expression	Unity AND Group Operation	Youth Employment
BLACK MENTAL HEALTH	OUR RELATIONSHIP TO THE NATURAL WORLD	RESILIENTNESS

Field research conducted in Bronzeville

Innovation Design

Localization

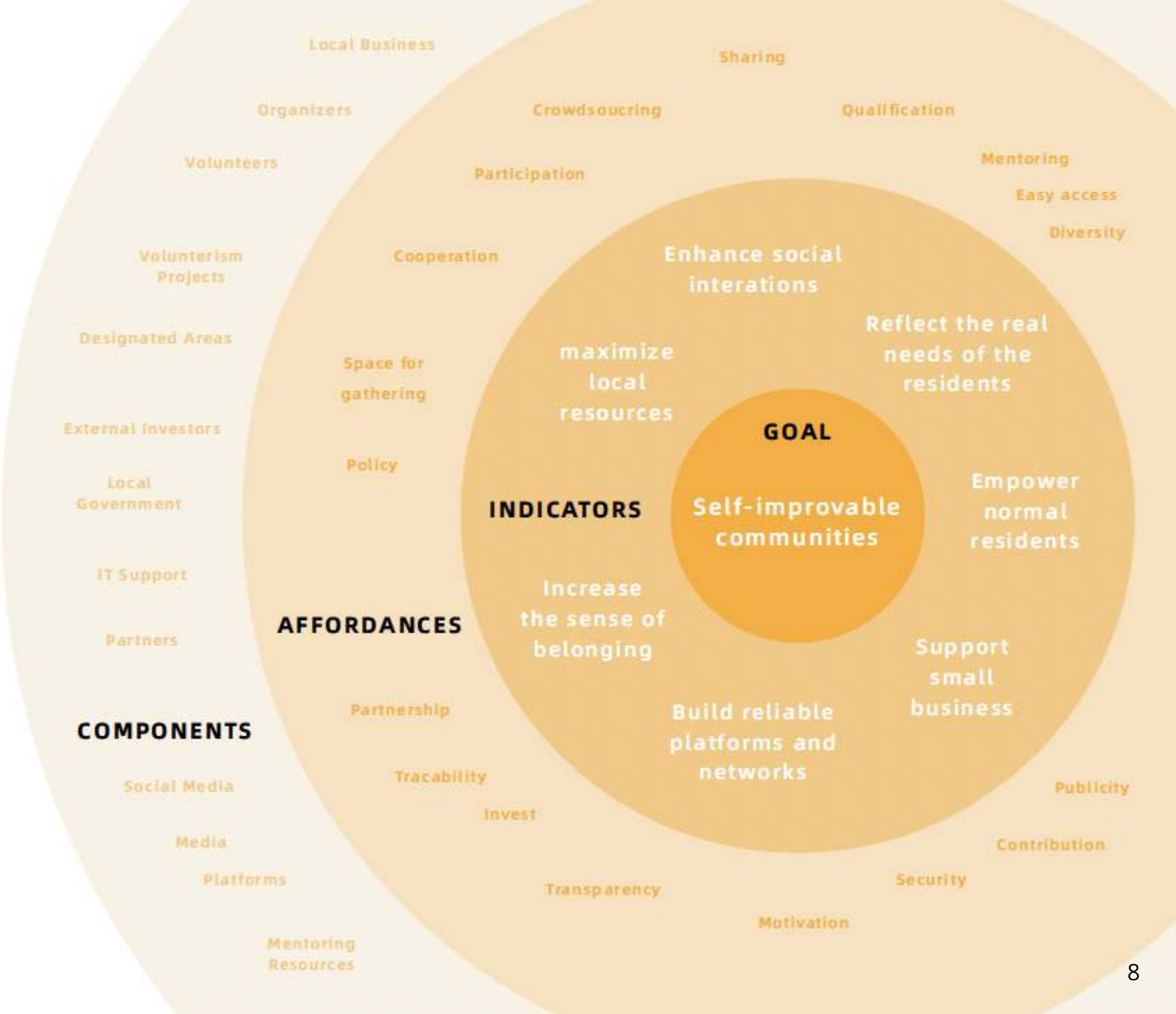
Adapt the module to the local context. Form local management and project-based teams for implementation.

Status and Recognition

Through voting and volunteering, residents become more clear about their needs and build stronger connections with the community and their identities.

Transparency

Residents have the ownership of the community and see into the operations. Every effort is credited and respected.



Service blueprint

