

The Youthwork NRW Campaign.

Empathetic approaches and collaborative design processes.

Due to the lack of funding in creating more awareness in general of non-profit organisations and Youthwork NRW bearing the same issues, a collaborative way of working instead of taking the project individually benefited many with the help of design thinking and processes. Lee Shaari, a student at that time, decided to initiate this collaboration instead of designing the campaign on her own after designing the Youthwork NRW's corporate identity in 2012. The design thinking attitude working collaboratively do help the team see the issues better and designers can be more innovative.

The goal of this collaboration was to design a campaign for schools about the education of sexual health, the prevention of AIDS, HIV, STDs to create more awareness among 80,000 14-16 year old students per year and to reach out further to more youths online.

The chosen design processes guided by Professor Gisela Grosse during this collaboration and the support of Ralf Bolhaar and his team successfully received more funding from the Ministry of Health in North-Rhine Westfalia in Germany. The project would have not been possible without them.

The educators, students including Lee Shaari's efforts have been recognised by SIRIUS 2015 Awards (organised by National Ministry of Health in Germany) and the DAAD (The German Academic Exchange Service). The campaign will be launched in December 2015.