

# NETWORK OF DREAMS

## The Problem

In Sweden, education is free and available for all citizens. So, in theory, the possibilities should be endless for everyone. However, studies show that children with unemployed parents have a 70% higher risk of being excluded from the labour market and the education system, while 4/5 children with parents who completed higher education, study themselves. These statistics imply that there exist structural barriers between groups in society and an information asymmetry which inhibits Sweden's youth to deviate from the paths of one's parents.

In order to deal with the information gaps we identified two main issues.

### Lack of INSPIRATION

The people who surround us extensively affect the education and career path we choose. A lack of a diversified environment can cause a narrow worldview, resulting in children pursuing the career paths familiar to them.

Not all students have adult role models with inspiring careers, or people to identify with within the fields they find interesting.

### Lack of KNOWLEDGE

Not knowing what different careers and jobs really entail, including tasks, wage and working hours, as well as not knowing the requirements for an employment within that profession. For some, it is the distorted notion that there is only one path to reach their dreams, a path beyond their reality; to others, it's merely the lack of knowledge and information about various careers and opportunities. Consequently, they may choose not to pursue their dream and may decide not to enter, or complete, their education or other essential parts of their journey toward their career goal.

## The Solution

With our work we have increased young pupils' ability to **discover** and learn about different professions. By improving MyDreamNow's digital platforms, focusing on the **app**, we now provide students with **tools** to make information more accessible and thereby closing the knowledge gap. A guide for youngsters to expand their perspective and follow their dreams. Our solution covers both the defined issues to the problem.



### Inspiration

Short videos on MyDreamNow's social media platforms aim to inspire and spark curiosity for new professions.

Added a value based **survey** in the app. Career paths will be presented based on answers such as hobbies and interests, to encourage and inspire pupils to work in the areas they are passionate about.

### Knowledge

A standardized guide and step-by-step video has been created for the mentors in the app, to ensure that complicated professions and terminology is explained, and the information in the app is comprehensive for the young pupils.

Video interviews of people in different professions are published on newly enlisted profiles, providing a **detailed insight** into how it is to work in that field, and secondly lowering the barriers for students to dare contact the mentors as they now have gotten to know the mentor better.

Target

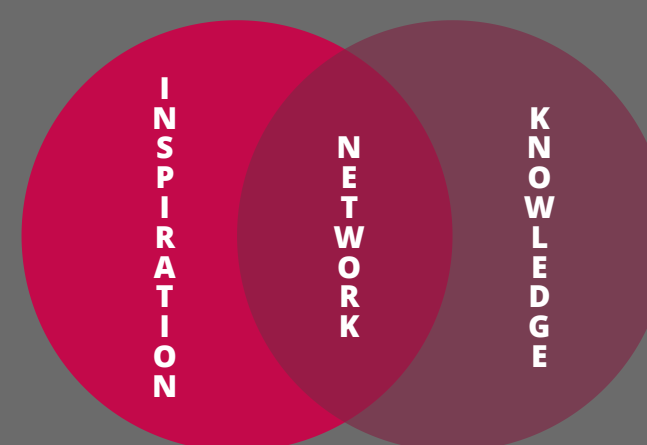
Clarify

Describe

### Network

All in all, the main solution to reach our goals, is **network**. Information and career opportunities often stem from one's network which can depend on factors such as family, background and socioeconomic status.

By increasing the range of professions in the app, we increase the chance that students find the profession they are curious about, as well as allowing them to explore and find new professions. This app is the Network of dreams.



## The Partnership

"Our vision is that every student shall find their own way to their jobs and dreams"

My

Dream

Now

The need for societal change is evident - so we partnered up with experts in the area, and have ever since collaborated to enhance their existing platform

*MyDreamNow* is a social impact startup, based at Norrskan in Stockholm, working to inspire young pupils to follow their dreams and expand their knowledge regarding future career possibilities.

The app will be officially relaunched on June 6th!

## Challenges & Takeaways

### Rethink & Correct

Understanding the prerequisites and perspectives that differ from our own, and providing a tool useful for all groups of society proved to be more difficult when theory was adapted to reality. But dealing with complications and constantly rethinking, reevaluating and adapting our project helped us evolve our idea and develop as people.

### Focus on the right things

Big impact can be created from small actions. Partnering up with MyDreamNow and combining our knowledge and perspectives, instead of developing an app ourselves, allowed us to focus on the core of the project, instead of figuring out the tech. How much more can we achieve just by collaborating and daring to reach out and offer help?

### Impact

By reducing the information gap in our society, promoting education and all future career options, we believe we have helped ensure inclusive education for all and contributed to reducing the proportion of youth not in employment or education.



## GROUP 4:2



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