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VISIONING THE FUTURE OF VOLUNTEERING IN THE CITY OF HELSINKI HEALTHCARE AND WELFARE SECTOR

– A study of volunteering key development points utilising Service Design and Futures
Studies methods



MASTER'S THESIS | ABSTRACT

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VISIONING THE FUTURE OF VOLUNTEERING IN THE CITY OF HELSINKI HEALTHCARE AND WELFARE SECTOR

A study of volunteering key development points utilising Service Design and Futures Studies methods

Volunteering has for decades been a vital part of civil societies. By participating in volunteer activities, individuals can enjoy meaningful leisure in which free time is utilised for helping others in many ways. In the City of Helsinki, the Healthcare and Welfare sector is the largest in several volunteers but also in the number of volunteers. The sectors employees have dedicated time to work in cooperation with volunteers and organise volunteer activities. Some units in elderly care service centres also have dedicated full-time volunteer coordinators, and there are also activities conducted in cooperation of the third sector.

In past years a rise in communality has been seen. One influential touchpoint in communality is social media where, for example, "emergency coffee" groups formed where local people offered to help someone in urgent need. Even if digital services and social media is a part of many people's lives, many are still living their daily lives without them. The social life of the elderly still often is formed around physical meetings and phone calls. With the elderly and other groups, loneliness is a common nominator, and it can cause various types of challenges from boredom to depression. Volunteering activities respond to the relief from loneliness as well as many other issues, but it is known that information about volunteering is not always conveniently available.

People can choose to volunteer for various reasons, but the most common ones are wanting to take an active role in the community, paying back of help gotten in own lives, wanting to help others and to socialise with others. Volunteering is not one-sided but offers payback for both the volunteer and the customer. In the best case volunteering activities and working with volunteers can improve the satisfaction at work for the employee.

The research questions for this thesis were:

How can volunteering in the public Healthcare and Welfare sector be developed by using design thinking and service design and foresight methods?

What are the key development points within the City of Helsinki Healthcare and Welfare sector Volunteering activities identified through using design thinking, service design and foresight methodologies?

As a result, three main challenges within volunteering were introduced to the City of Helsinki Healthcare and Welfare Sector board in November of 2019. The challenges were presented together with suggestions on how the outcome of the challenges could be turned positive. The study proved that the methodologies and tools used in the study enabled development of the activities within volunteering

KEYWORDS: Service Design, Futures Study, Volunteering, Healthcare and Welfare

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VAPAAEHTOISTOIMINAN TULEVAISUUDEN VISIOITA HELSINGIN KAUPUNGIN SOSIAALI -JA TERVEYDEYDENHOIDON SEKTORILLA

Tutkielma vapaaehtoistoiminnan tärkeimpien kehityskohteiden kartoittamiseksi käyttäen palvelumuotoilun sekä tulevaisuudentutkimuksen metodeja

Vapaaehtoistoiminta on ollut jo vuosikymmeniä merkittävä osa kansalaisyhteiskuntaa. Toiminnassa mukanaolevat kansalaiset voivat nauttia merkityksellisestä vapaa-ajasta, jossa hyödynnetään omia resursseja toisten auttamiseksi. Helsingin kaupungin toimialoista suurin, sosiaali- ja terveystoimiala, määrittää työntekijöidensä työajasta osan vapaaehtoistoiminnan suunnitteluun ja järjestämiseen yhteistyössä vapaaehtoistojen kanssa. Joissain yksiköissä on myös kokopäiväisesti työskenteleviä vapaaehtoistoiminnan koordinaattoreita sekä vapaaehtoistoimintaa järjestettynä yhteistyössä kolmannen sektorin kanssa.

Viime vuosina yhteisöllisyys on ollut nouseva trendi. Merkittävä vaikutin tähän nousuun on ollut sosiaalinen media jossa esimerkiksi ”Hätäkahvi” ryhmiä muodostettiin Facebook-palveluun. Näiden ryhmien tarkoituksena oli auttaa paikallisesti apua tarvitsevaa. Vaikka sosiaalinen media ja digitaaliset palvelut ovat usealle nykypäivää, on ihmisryhmiä joiden arkeen nämä eivät kuulu. Tämän pääsääntöisesti ikääntyvistä koostuvan ryhmän sosiaalinen elämä rakentuu pitkälti fyysisiin kohtaamisiin sekä puheluihin. Yhdistävänä tekijänä toimii usein myös yksinäisyys, joka saattaa aiheuttaa haasteita kuten tylsistymistä ja masennusta. Vapaaehtoistoiminnan kautta pystytään vastaamaan näihin haasteisiin mutta on myös tiedossa, ettei vapaaehtoistoiminta ole kuitenkaan aina helposti saataville.

Vapaaehtoistoiminnan harjoittamiseen on monia syitä, mutta yleisimpänä on pyrkimys ottaa aktiivinen rooli osana yhteiskuntaa, halu maksaa takaisin itse vastaanottamiaan palveluita sekä halu auttaa muita. Vapaaehtoisena toimiminen ei ole yksipuolista vaan mahdollistaa henkilökohtaisen hyödyn saamisen sekä toimijalle että vastaanottajalle. Henkilöt, joiden ammatilliseen toimenkuvaan kuuluu osana vapaaehtoistoiminta voivat tuntea sen kautta lisääntyneitä tyytyväisyyttä työtään kohtaan. Opinnäytteeseen liittyvä tutkimustyö tehtiin osana Helsingin kaupungin vapaaehtoistoiminnan selvitystä sosiaali- ja terveystoimialalla. Tutkimuskysymyksiksi asetettiin:

Miten julkisen terveydenhuollon tehtäviä voidaan kehittää käyttäen apuna muotoiluajattelun, palvelumuotoilun ja tulevaisuuskäytännön tutkimuksen metodeja?

Mitkä ovat muotoiluajattelun, palvelumuotoilun ja tulevaisuuskäytännön tutkimuksen metodien avulla identifioitavat avainkehityskohteet Helsingin Kaupungin Sosiaali- ja Terveystoimialan vapaaehtoistoiminnassa?

Työn tuloksena Helsingin kaupungin sosiaali –ja terveystoimialan johtokunnalle esitettiin marraskuussa 2019 kolme tärkeintä vapaaehtoistoiminnan kehityskärkeä yhdessä kehittämistoimenpide-ehdotusten kanssa. Työ todisti osaltaan, että siinä käytetyt menetit sekä työkalut mahdollistavat pystyttiin löytämään tarvittavat toiminnan kehityskohteet.

ASIASANAT: Palvelumuotoilu, Tulevaisuuksien tutkimus, Vapaaehtoistyö

TABLE OF CONTENTS

1 INTRODUCTION	11
1.1 Research Questions	12
1.2 Frame of Reference	12
1.3 Process	13
1.4 Thesis Structure	15
2 VOLUNTEERING IN HEALTHCARE AND WELFARE	16
2.1 Social Services and Health Care in Finland	16
2.2 Description of Volunteering	18
2.3 Volunteering in the European Union	20
2.4 European Year of Volunteering 2011	22
2.5 Volunteering in the City of Helsinki	23
2.6 Influences Towards Volunteering Within the City of Helsinki Healthcare and Welfare Sector	24
3 METHODOLOGIES AND APPROACH	29
3.1 Design Thinking	29
3.2 Service Design	30
3.3 Futures Studies	31
3.4 Service Design Innovation Process Grounded on Foresight and Service Design	33
3.5 Combination of Service Design and Futures Studies Methodologies	33
3.6 Service Design in the City of Helsinki	35
4 RESEARCH	36
4.1 Stakeholder Map	36
4.2 Mind Map	38
4.3 Survey	40
4.4 Survey Results and Analysis	41
4.5 Word Cloud	42
4.6 Stakeholder Interviews	44
4.7 Affinity Diagram	47
4.8 Volunteering in Finland and the Netherlands in Comparison	49
4.9 Workshop	55

4.10 Personas	60
4.11 Empathy map	68
4.12 Customer journey	70
5 DEVELOPMENT	73
5.1 Service Ecology Map	74
5.2 SWOT Analysis	75
5.3 PESTEC Analysis	76
5.4 Future Timeline	77
5.5 Futures Table	78
5.6 Scenarios	79
5.7 Service Blueprint for Volunteering Utopia	84
5.8 New Volunteer roles	86
5.9 Research findings introduced to the Healthcare and Welfare sector board	87
6 RESEARCH VALIDITY AND USABILITY	90
6.1 Limitation and Validity	90
6.2 Utilization of Findings	92
7 PROCESS ANALYSIS	94
7.1 Process results	94
7.2 Utilization of Study within the City of Helsinki	96
REFERENCES	98

PICTURES

Picture 1. Picture of a tangible object used in the interviews.	46
Picture 2. Picture from the workshop gallery walk.....	56
Picture 3. Discussion in Workshop.....	58
Picture 4. Event Volunteer Issue Card.	59
Picture 5. Event Volunteer Issue Card.	59
Picture 6. Event Volunteer Issue Card.	59
Picture 7. Empathy Map of Customer.	68
Picture 8. Empathy Map Volunteer.....	69
Picture 9. Empathy Map Employee.	70
Picture 10. New combined volunteer role ideated in the workshop.	86
Picture 11. New combined volunteer role ideated in the workshop.	86

TABLES

Table 1. Volunteering in Finland and the Netherlands comparison.	54
Table 2. Volunteering Journey Map.	72
Table 3. PESTEC analysis of volunteering within the City of Helsinki Healthcare and Welfare Sector.....	77
Table 4. Futures Table of the City of Helsinki Healthcare and Welfare Sector.	79

FIGURES

Figure 1. Thesis frame of reference.	13
Figure 2. Process chart.	14
Figure 3. The Vision of Volunteering in the City of Helsinki.	23
Figure 4. The Design Thinking Process (interaction-design.org).	30
Figure 5. Service Design Double Diamond process model.....	31
Figure 6. The service innovation process grounded on foresight and service design by Ojasalo, Koskelo & Nousiainen.	33

Figure 7. Stakeholder Map	37
Figure 8. Mind map of volunteering in the City of Helsinki.	39
Figure 9. Word cloud of visions of Volunteering in the City of Helsinki in 50 years.	43
Figure 10. Affinity Diagram for Volunteering in the City of Helsinki Social Services & Healthcare.	48
Figure 11. Benchmarking process modified from Xerox Benchmarking Process (Hotstats).	50
Figure 12. Service Ecology map of Volunteering within the City of Helsinki Healthcare and Welfare.	75
Figure 13. SWOT analysis of volunteering within the City of Helsinki Healthcare and Welfare Sector.	76
Figure 14. Future timeline of the City of Helsinki Healthcare and Welfare Sector.	78
Figure 15. Mood board BAU (Canva).	80
Figure 16. Mood board Dystopia (Canva).	82
Figure 17. Mood board Utopia (Canva).	83
Figure 18. Service Blueprint for Volunteering Utopia (Miro).	85
Figure 19. Main development points uncovered through the research.	88
Figure 20. Calculated sample size for the survey.	90
Figure 21. Calculated confidence interval for the survey.	91

APPENDICES

Appendix 1. Survey questions and answers

Appendix 2. Interview questions

Appendix 3. Workshop notes

LIST OF ABBREVIATIONS (OR) SYMBOLS

A.I	Artificial Intelligence
APHA	American Public Health Association
EU	European Union
ILO	International Labour Organization
IoT	Internet of Things
MSAH	Ministry of Social Affairs and Health
NPD	New Product Development
NCVO	National Civil Volunteering Organization
SITRA	Future-orientated organization accountable to the parliament of Finland
SLP	The Serious Leisure Perspective
SME	Strategy Management Consulting
STM	Social and Healthcare Ministry of Social Affairs and Health
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UTU	University of Turku
WMO	Medical Research Human Subjects Act in the Netherlands
VR	Virtual reality

1 INTRODUCTION

All people have a desire to be a valuable part of a community and live a purposeful life. The history of volunteering is long in Finland and spans from helping out neighbours to building communal buildings, international fundraising campaigns to online volunteering. Volunteering is an empathetic way of interacting with the surrounding community, and it is done without the aim of getting an economic benefit. During past decades volunteering has become more organised by the creation of frames of reference and commonly approved practices. This institutionalisation and grounding practise enabled new consciousness and continuity. Volunteering is no longer relying on the individual contribution but is more organised as a network where the entirety is larger than the sum of its parts. Without volunteering, living would not be as pleasant. Volunteering is caring about others and the surrounding community (Kansalaisareena).

Individuals make the decision and commit to participating in volunteering for a plethora of reasons. It may offer a possibility to give something back to the community or make a difference in a positive way by offering assistance, company or help people in it. Participation in volunteering also can offer a possibility to learn new skills or build on existing knowledge or experience. Volunteering can be both rewarding and challenging but also highly motivating (NCVO).

This thesis is done for the City of Helsinki Healthcare and Welfare sector as a part of research to seek out main development points of organising volunteering and volunteer work and activities in the city's Healthcare and Welfare sector. There is a prominent need to increase the impact of strategically chosen volunteering activity forms and to systematise the volunteer path within the sector. Also, the roles of the city and third sector within the coordination of volunteer activities and responsibilities need to be clarified and to define the sector employee's viewpoint of the resources and their limitations in volunteering. Special attention needs to be paid towards the focus topic of living at home and supporting it with the help of volunteering activities. The findings will be introduced to the sector council to be used as a base for decision making and further development. The knowledge gained from the research can also be utilised on a smaller scale, directly in units.

1.1 Research Questions

The research questions define the research goal and desired outcome of the research. The aim of this study is to identify what kind of methods are needed to get knowledge of the development required in the field of volunteering in the City of Helsinki Healthcare and Welfare sector. The second question also refers to futures thinking as a method in developing a public service.

The research questions for this thesis are the following:

How can volunteering in the public Healthcare and Welfare sector be developed by using design thinking, service design and foresight methodologies?

What are the key development points within the City of Helsinki Healthcare and Welfare sector Volunteering activities identified through using design thinking, service design and foresight methodologies?

1.2 Frame of Reference

The frame of reference, as seen in figure 1, is the themes, conditions and topics on how this study is approached (Surani et al 2016) and what are the main viewpoints of it. Volunteering is the main topic, and it is discussed in the context of volunteering activities performed in the City of Helsinki Healthcare and Welfare sector. The employees of the city are representatives of it and thus are contained in it. Citizens of the City of Helsinki refer to people living in the Helsinki area, participating in the volunteering activities or being secondary recipients of the benefits of volunteering. Citizens also include people who are volunteers themselves. Service Design is the primary method for enabling qualitative research data. Foresight is a part of the frame of reference as a method to present research findings enabled by the service design research. It also helps the reader to understand how decisions made regarding volunteering and trends and megatrends affect volunteering.

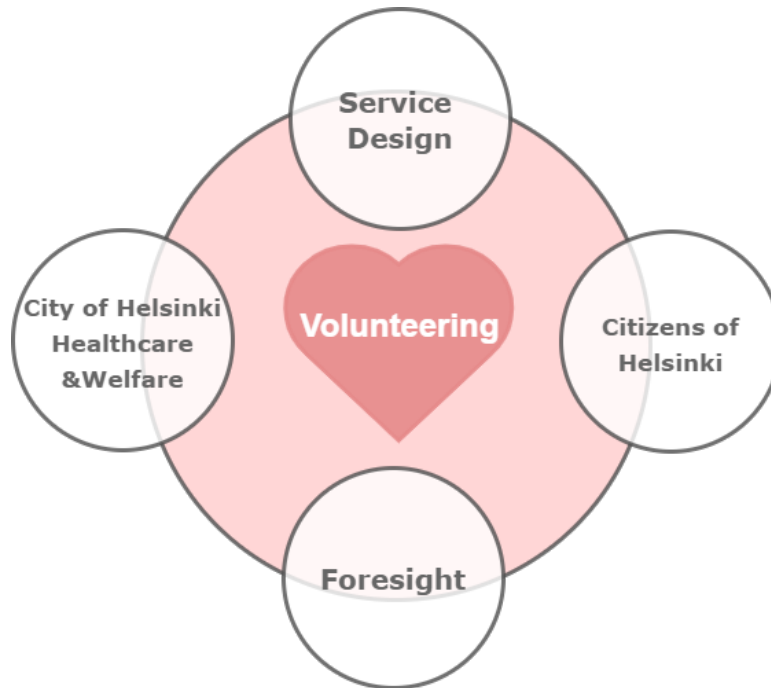


Figure 1. Thesis frame of reference.

1.3 Process

The research problem is tackled in four stages, as seen in the Process Chart (Figure 2), to receive the needed outcome. The process was not linear, and the phases were iterative. Iteration was needed as often during the process the involved parties learned more about the underlying issues. In this research, the iteration did not mean repeating the same methods but basing the following method in a plan to the findings of the prior one. It is also considered that development in processes and the surrounding world is occurring in an increasing speed creating a need to iteratively improve products and services to serve the changing needs (Design Council).

In the first preparative stage, desktop research is done to review earlier research on the topic and the state of the current society to clarify the impact of volunteering work and stakeholders of it. In-depth interviews with stakeholders were done during May, and June 2019 and questionnaire was sent to the City of Helsinki Department of Social Service and Healthcare employees at the end of July the same year.

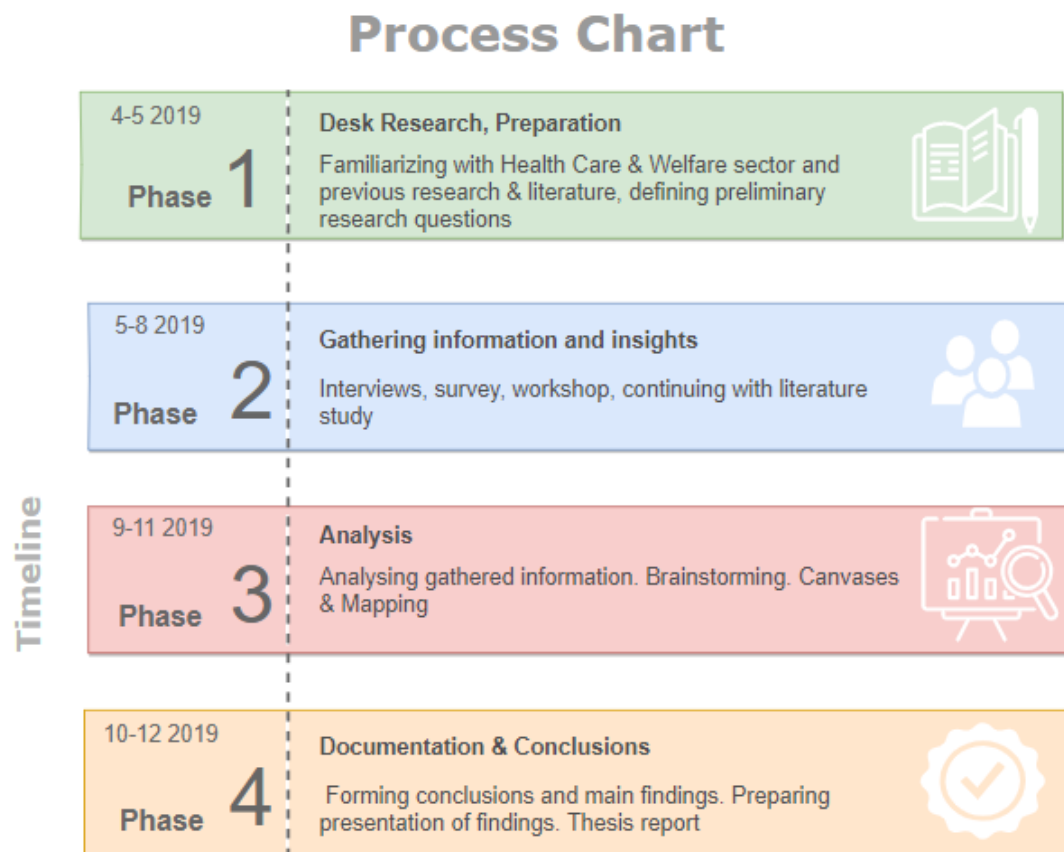


Figure 2. Process chart.

In the second stage, a workshop with stakeholders is arranged to ideate the development of voluntary work in the city further. The theme for the workshop was based on the findings from the previous stage. In the third stage, the focus is on modelling the future and how it would look from the viewpoint of the volunteer. It was presented through SWOT and Pestec-analyses, futures table and scenarios, among other tools. The fourth stage concentrated in the concept of future of volunteering and how it would be seen in the volunteering roles and organising the activities and preparing written documentation to present the research findings.

1.4 Thesis Structure

This thesis structure consists of seven chapters. The first chapter describes the research questions, the frame of reference and methodology. The first chapter also explains how the thesis is structured and formulated.

The second chapter describes volunteering in multiple ways. As this thesis was made of commission by the City of Helsinki Department of Social Service and Healthcare, it is first described how social and healthcare services are organised in Finland. Secondly volunteering is described in theory. Lastly, volunteering is explained by introducing megatrends and trends affecting the possibilities of it. Also, examples from volunteering and how it is organised are described in this chapter.

In the third chapter methodologies applied in the thesis process are explained. The methods are service design, design thinking and foresight. These are opened up and explained with theories related to them. The fourth chapter describes the research done to solve the research questions. Research methods include desk research, interviews with stakeholders, a survey and a workshop. The process includes service design and foresight tools to support finding answers to the research questions in the most suitable and informative ways. Information gathered during the research is presented visually to assist in understanding the collected data.

The fifth chapter consists of written descriptions and visualisations of the research findings. As the thesis aim is to seek out main development points for volunteering it focuses on the foresight methodology, describing the possible futures of volunteering thus enabling understanding for the reader on how volunteering can change and what affects the changes. In the sixth chapter, the limitations and the validation of the study are described as well as the final conclusions and proceedings. The seventh, final chapter concludes the thesis process by evaluating the outcomes.

2 VOLUNTEERING IN HEALTHCARE AND WELFARE

This chapter clarifies what is volunteering as a leisure activity and what makes it valuable to the various stakeholders of the organising it's activities. As this thesis describes, primarily volunteering from the viewpoint of the Healthcare and Welfare sector in the City of Helsinki, also the organisation of the sector in Finland is explained.

2.1 Social Services and Health Care in Finland

In Finland, the Ministry of Social Affairs and Health (MSAH) is the public authority responsible for the country's social policies and preparing legislation on social welfare. Social welfare in the country includes social services and services that support measures and professionalism of social welfare professionals. The services aim to promote and maintain the functional capacity of an individual. These are done by supporting social wellbeing, safety and inclusion of individual and their families and surrounding communities with services available in the home municipality of the individual. In a situation of emergency, the individuals have secured a right to receive social services in their municipality of residence. The services are based on a person's individual need so that their needs are not endangered, and there is a real possibility to receive necessary subsistence and care (Ministry of Social Affairs and Health).

For municipalities, it is mandatory to make needed arrangements for enabling social services to assist people in coping with everyday life and challenges related to it. This refers to, for example, providing housing-related support, giving financial support and thus enable a basis for wellbeing. There needs to be actions in place to allow for social inclusion and prevent exclusion and support for families and individuals in need. Violence, either interpersonal or domestic, needs to be addressed so that further negative consequences will be avoided. In a situation of crisis, support needs to be in place. Municipalities need to safeguard the balanced development and wellbeing of children by structures in their services. Also, there need to be response methods in place in the situation of alcohol, drug or other substance abuse, mental problems or other illness, disability or ageing. Municipalities are also required to create response methods to support individuals and families physical, psychological, social and cognitive functional capabilities.

The need for the services needed by individuals or groups, such as families is evaluated and defined by making a service needs assessment. All citizens in Finland have the right to have their service needs assessed by professionals unless it is evident that an evaluation is not necessary for in any way. The service needs assessment is required to be started at once and completed without unnecessary and reasonably avoidable delay. In case it is known that there is an urgent need for services, they must be organised and made available immediately (Ministry of Social Affairs and Health).

In Finland, health care aims to maintain and improve citizens and residents of Finland health, wellbeing and functional capacity but also social security and inclusion. Inequalities in health are also emphasised and through it aimed to decrease. The system behind healthcare and welfare is based on preventive actions which are targeted to maintain an individual's wellbeing.

The system is comprehensive and well run by the Ministry of Social Affairs and Health. The ministry includes two ministers: the Minister of Social Affairs and Health and the Minister of Family Affairs and Social Services. The ministry is responsible for social and health policies and preparing associated legislation. Promotion of health and prevention are the main, vital goals of the Finnish health care policy. All people are entitled to sufficient services in social wellbeing and healthcare. Municipalities are responsible for organising and funding health care operations. Health services are divided into primary health care and specialised medical care. Primary health care refers to the municipally organised services, and they contain supervision and follow up of the health of the population; promoting and developing wellbeing and health; prevention, diagnosis and treatment of diseases, in particular, public health diseases. Primary health care services are delivered and performed by municipalities at their own health care centres. Specialised medical care is referring to the secondary and tertiary health care operations that are being provided by experts on medical or dental care specialities. To a larger extent, professional and capable medical care is given in hospital units, but it is also offered as consultations to primary health care (Ministry of Social Affairs and Health).

2.2 Description of Volunteering

Volunteering is a way for citizens to take part in and influence issues that create and contribute to the surrounding society. The term voluntary activity contains the term voluntary work. Taking part in volunteering can be done through a multitude of associations and organisations. Volunteer work is seen as a significant role in countries as it contributes to economic output and production of especially the non-profit sector but also towards development of the communities, civic participation and unity of the community (ILO). A volunteer can be described as “a person who with free of will which chooses to participate in an activity or undertake a task” (Lexico).

The central aspect of voluntary work, assignments or activities, is that it is done without the expectation of gaining a mentionable monetary benefit. A small compensation can support it in money, meals or other means to cover costs and time used to accomplish volunteer tasks. The other vital aspect of describing volunteering is that it is voluntary and done for the benefit of other people or a community and thus separated from other unpaid activities such as court-mandated community service or service required as a part of acquiring a professional degree (ILO).

A voluntary activity can be divided into two separate main types. The first type of volunteering is based on an organisation, which can be defined to be companies or third sector operators such as associations and conducted through them. The second type is direct volunteering where the activities and tasks are done directly for the benefit of a party that is not the volunteers own household member or representative of their family or concerning them (ILO) Volunteering can be described with terms such as civilian labour, serious leisure or non-compensated work. It is the systematic approach of an amateur, hobbyist, or volunteer activity and can be considered to be meaningful, engaging, and fulfilling for the individual (seriousleisure.net). Volunteering is a part of a cluster of helping and contributing behaviours, requiring more commitment than spontaneous assistance but in a less broad aspect than the support given to family and friends. Study of volunteerism has developed quite independently but bearing similarities with social activism studies have (Wilson 2000).

Volunteerism can be divided into two categories: formal and informal. It contains activities and tasks that are unpaid, is voluntary and contains the aspect of assisting or in

other ways supporting other people or community (Smith 2016, 110). Volunteering may refer to having a membership in an association or an organisation responsible for organising volunteer activities.

According to Smith et al. (2016, 114), volunteering can be divided into five categories. The first category is informal volunteering, where the organising of activities is not vital for the execution of tasks and does not require an organisation to support actions. Helping and keeping company for others are examples of informal volunteering. The second form of volunteering is formal, that is conducted through associations, where the surrounding organisation is responsible for defining the role of the volunteer. Formal volunteering can be taking part in activities by participating in events organised by the Red Cross.

The third type of volunteering is engaging in activities that are political or ideological in nature, such as helping out in a politician's election campaign or being a board member of a charity association. The fourth form of volunteering is also formal in nature but consists of participating in activities that have a set limit for the duration and conducted through an organised actor or organisation. Examples of this form of volunteering could be schools parent's association activities, such as collecting money through bakery sales (Smith et al 2016, 115).

The last type of volunteering is formal stipend service volunteering. In this, the volunteer commits to tasks and activities for an agreed period and receives some complimentary compensation. Compensated volunteering is usually done as a fulltime volunteer task and compensated, for example, with free meals (Smith et al 2016, 116)

Volunteering is a way to contribute and take an active role in the surrounding community that is open for everyone, as it is not limited by age, gender, race or place of residence. This said it is an effective way to bring people together and create an impact that improves wellbeing and a sense of belonging to society. Volunteer work is done according to contributors' abilities and resources. It is not intended to replace professional practice in social services. Volunteer work increases trust in the community and social capital which also create a base for economic development (Kansalaisareena). Volunteering can be considered an activity which is not performed in expectancy of monetary compensation or social status but a selfless one. A volunteer is

offering services to benefit another person or group of people but can also be something where an individual can develop their skills and do good.

In the thesis research for the University of Lapland Kuikka defines the value of volunteering for the individual to be social contacts, employment through taking part in volunteer activities, meaningful use of time and the creation of positive identity as a member of society (Kuikka M, 2018). Volunteering gives opportunities to an individual to take action on issues that are important to him or her. One does not need specific or expertise to become a volunteer. Still, in many volunteer positions, specialised skills of an individual can also be made use of when participating in volunteer tasks. Volunteer work is a form of activism that is performed on free will and choice. Everyone chooses the cause they want to do volunteer work for (Kansalaisareena).

Volunteering is a participatory activity that is available for all dependent on their age, place of residence, gender, race or other personal nominators. Volunteer resources are not meant to replace professional work but a possibility for their own, individual, contribution. Volunteering can enable and enhance communal trust and social capital which are also the bases of economic development in the society (kansalaisareena.fi). As a process, volunteering is two-sided; both the volunteer and the customer, or target, of the actions, gain actions or experiences beneficial to them. A volunteer can learn new skills, socialise with new people and in general gain new experiences. Volunteering can help prevent loneliness and social exclusion, but it can also promote arts and culture and keep nature and the environment in a better state. Volunteering activities have an impact on individuals and communities lives in diverse ways (Kansalaisareena).

2.3 Volunteering in the European Union

The history and background of volunteering in Europe vary significantly between European countries. While the individual EU Member States have long-lasting traditions within volunteering and developed voluntary sectors, for example in such as Ireland, the Netherlands and the UK, in other countries, the volunteering is still growing or organized non-professionally. This is the case, for example, in Bulgaria, Greece, Latvia, Lithuania, and Romania. Volunteering is strongly influenced by historical events and political and societal movements and culture of a community or a country. Volunteering, whether it is recognised as such, has taken place across Europe throughout history. As an example,

assisting an elderly citizen or disabled neighbour in daily chores, helping out at local schools, offering support for local families facing challenges financially or providing assistance in emotional problems are activities considered as volunteering. Countries such as France have an extensively long history of deeply rooted to the society, starting in the Middle Ages with organisations such as guilds and other intermediary bodies which existed already under the Ancien Régime (Smith et al 2016).

In a similar manner, Sweden has a lengthy history of volunteering and active citizenship among its citizens, which dates back to the seventeenth century. Volunteering activities conducted church-based are aimed to help the local community have also had a long history and are deeply rooted in the majority of European countries societies. Until the twentieth century, volunteering in Italy was most commonly practised by religious institutions dedicated to charitable activities in the areas of social, welfare and health. The social economy has traditionally been linked to popular non-profit associations and cooperatives. It is structured around three leading organisations: co-operatives such as mutual societies and associations. More recently, also, foundations have been contributing to the volunteering sector. These were formed in the past to serve as a response to vulnerable and defenceless social groups as a result of self-help organisations, and to take into account the new conditions of life following industrial revolutions (Smith et al 2016).

A changing point for many countries within the European Union has also been the crisis and challenges of the welfare state. As a result of the increased difficulties of public authorities and organisations to respond to the needs of societies, and a general crisis of the welfare state, a new form of organisations and social action associations, started to appear. These operated mainly at a micro-level, making actions to resolve real issues and challenges with limited resources. As a response to the urgent and vital aspect of the financial crisis of the welfare system in the 1990s, the country of Italy saw an increase in the amount of community-based organisations that were in the non-profit sector, created in order to respond to the needs no longer adequately and systematically served by the country's public services (Smith et al 2016).

During the 1980s, the Conservative government in the United Kingdom launched a contract culture that was designed to encourage and empower organisations to create and maintain services on behalf and for the state. It was brought up as an issue, that

there was an underlying assumption that volunteering helped to provide a cheaper alternative to state-organized public services offerings. Volunteering to this day remains deeply embedded within deep-set roots in the UK's. Volunteering is a vital part of social policy agendas and has also been seen as a critical headline in societal strategies. The strategies aim to increase social participation and make actions towards promoting individual and collective citizenship, especially among the citizens in the younger age-groups (Smith et al 2016).

2.4 European Year of Volunteering 2011

The year 2011 was the European Year of Volunteering. During the year various events, exhibitions, live demonstrations and many other activities were taking place all over Europe. Volunteering also gained more than usual coverage in numerous media, bringing the topic closer for many. The year was a celebration of volunteering and brought issues to the knowledge of a growing audience. Also, the year was a big challenge since it required the commitment and personal resources of millions of people all over Europe. These people worked in their communities on a volunteer basis, without monetary compensation. Communities included schools, hospitals, sports clubs and public service centres. With this shared effort, volunteering was brought to the centre of attention, and its benefits to the societies within Europe was much emphasised (Europa, no date).

In Finland, the theme for the Year of Volunteering was diversity. During the year, volunteering was discussed and presented from the viewpoints of societal meaningfulness, citizen participation and wellbeing. Messages in different media were addressed to decision-maker, the public at large and the volunteers themselves. Appreciation was paid to the volunteers representing their actions in various media (Eurooppatiedotus 2011).

2.5 Volunteering in the City of Helsinki

City of Helsinki residents representing all age groups can participate in volunteer work and activities which are organised by the city. Residents can take part in activities on a one-time basis or join them for a more extended period in time which can include weekly or even daily participation. There are possibilities to choose volunteering activities based on the individual resident's needs, capabilities and interests (City of Helsinki 2014).

Volunteering activities can be producing goods or providing and arranging services that do not include the volunteer's family members or people living in the same household. In the instructions for the City of Helsinki Volunteer Activities, volunteering is described to be activities that are done on behalf of the surrounding society, environment or someone in a close social circle of the volunteer. Volunteer work cannot be the same or similar that a paid occupation but it consists of tasks and activities conducted beside a professional (City of Helsinki 2014).

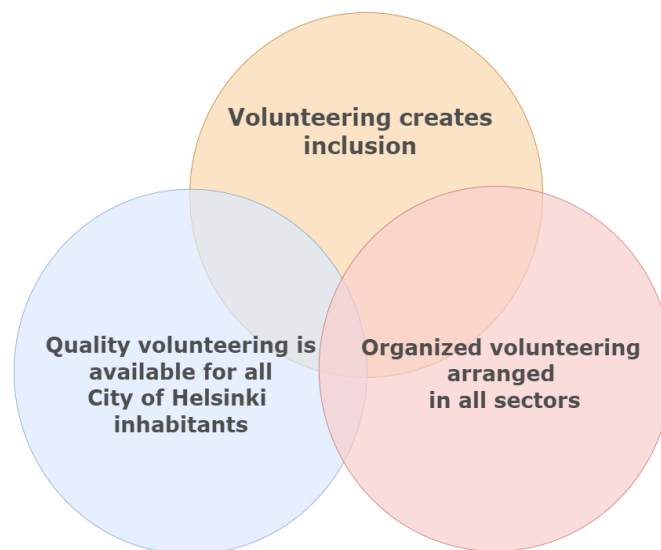


Figure 3. The Vision of Volunteering in the City of Helsinki.

The volunteers are introduced and trained to their volunteer tasks, and they also have possibilities to participate in recreational activities and further training in their role. The City of Helsinki Volunteers are insured during their participation in the volunteering work and activities. Volunteering refers to willingly performed activities that are done without

pay or compensated in another monetary way. The reward is considered to come through gaining pleasure out of helping others and through doing purposeful activities. Volunteering roles and tasks can be moulded to suit each individual's resources and considering their skills. The ideas and thoughts of all participants are respected and found valuable in organising volunteer activities (City of Helsinki 2014). Currently, volunteer activities are supported by a team of employees consisting of four development specialists who belong to the Culture and Leisure Sectors Development unit which handles volunteering issues within all of the sectors in the City of Helsinki.

According to Kuikka's thesis (2018) in August 2019 the City of Helsinki had 3123 volunteers all of its sectors combined. The most considerable amount of volunteers is in the largest sector of Healthcare and Welfare with 1858 volunteers. Housing and environment sector have the second most participating volunteers with 600 individuals. Childhood and Education sector has 127, Culture & Leisure 323 and City Executive office, 215 volunteers. 52,4% of volunteers take part in activities/tasks once or twice a week and 54,2% use two to four hours at a time to attend.

2.6 Influences Towards Volunteering Within the City of Helsinki Healthcare and Welfare Sector

The motivation of individual volunteers and the success of volunteering actions depend on a diverse set of different variables. The circumstances, activities and environments can be influenced and changed by the volunteers themselves, or can be by the organisation he or she volunteers for. Circumstances within the volunteer's societies and generally the emotional atmosphere cannot be affected, so both as well as the individual volunteer and the organisation have to survive with them (World Scout Bureau 2008). The circumstances affecting the volunteer's themselves and the volunteering activities can be presented in the form of megatrends and trends. The applicable megatrends and trends are presented in this chapter.

Trends

Trends are slower to fluctuate but represent something that is occurring on a much broader scale than a mere fad. A style of dress may be a fast passing fad that only affects one or a few segments of the population, but the use of social media is a trend that reaches a broader sector. Directions take longer to develop on that general basis

but have the staying power that indicates it is a permanent alteration of the behaviours and choices of people. Where and how people choose to live, what jobs they take, their methods of transportation, what kind of food they decide to eat and clothes to wear are all variables that change according to current trends (omegahrsolutions.com). The trends and megatrends featured in this chapter were chosen based on the literature research, following how media displays volunteering and the social atmosphere within the City of Helsinki and in the country of Finland.

Life Centred Design

A shift from ego-centric “me” to more community orientated “we” approach is starting to unfold across the political and social spectrum, and evolution can be seen in design changes to be more user-centred and human-centred and lately, life centred design. Processes related to development are starting to edge away from designing for one individual towards design for the collective, a community or even the entire planet. The values included in the familiar Venn diagram of desirability, feasibility and viability are beginning to change– as are design responses to them (Accenture).

Virtual volunteering

The increase in technology consumption in individuals everyday lives, an entirely new form of volunteering has been created that can be described as virtual volunteering. In contrast to traditional volunteering opportunities and actions, where people come together to complete a task at a specific time and place, volunteering can happen virtually anywhere and anytime by anyone who has access to the internet. Virtual volunteering can be, for example, supervising on online discussion board or a social media site or page (Management Centre UK).

Recruiting platforms

The traditional ways of recruiting volunteers are no longer getting the desired results. In the modern world, flyers or bulletin boards do not collect enough attention as the boards exist in a digital form to most of the population. Even volunteering needs a digital touchpoint, also if the actions themselves are non-digital (Volunteer EU).

Enoughism

The enoughism trend challenges the assumption that living a good quality life requires the consumption of vast quantities of commercial produce. Ideals to define a fulfilled life

are sought from different sources other than consumerism. Organisations are beginning to realise that they can enable success also by encouraging their employees to think of work as something with a beginning and an end and consider working and even life as contributing to society in general. Courses on positive psychology and mindfulness are popular and interest in, for example, living a zero-waste lifestyle is on the rise. It informs a new generation of business leaders and deciders. It seems possible that future economic models could utilise measuring happiness levels by data (Global Influences).

Megatrends

Megatrends are descriptions of more massive sets of events and long duration phenomena that change slowly, are often interlinked and cannot be transformed instantly as trends or fashions. As Sitra's specialist in megatrends Anna Solovjew-Wartiovaara describes in the article *Here They Are: The most important Megatrends of 2020's* "A megatrend is a general direction of development consisting of various phenomena and entailing widespread change. They are often considered to occur at the global level and the development is often believed to continue in the same direction."

Megatrends are long-lasting and take years to develop. They are issues that have a significant impact on shifts in the world, be they economic, behavioural ecological. Megatrends are issues or events that are bound to change the world. Copenhagen Institute for Future Studies "Megatrends are the probable future – or express what we know with great confidence about the future. Megatrends are certainties." Currently, the scientifically identified megatrends are an ageing population, globalisation. Increasing technological change, urbanisation, prosperity, increased network speed and generally, a faster-phased way of living. The mentioned topics are forces that humanity needs to survive with and adapt choices so, that they will not become events negative in nature (Omega HR Solutions).

Ageing population

Lifespans of humans are extending, which will cause an ageing population, especially in Western societies. Younger people will become a minority. This creates imbalances in organising public services and resourcing them (Sitra). Population ageing will affect volunteering as well as volunteers, and the activities are needed to match the age of the population.

Digitalisation

Digital technology has lately become a vital part of our daily lives. New digital products offer to aid in our work and social lives, but it also divides the population. In today's society, we have people who have lived their whole lives with computers, mobile phones, and being online, but we also have those who use hardly any technology in their daily lives. This divides the population (Sitra). Using digital tools offers new possibilities for volunteering but also proposes risks and difficulties. For example, communication cannot currently be only online since some of the volunteers, and their customers do not use online services.

Internationalisation

A growing amount of populations are immigrating to different countries, and the number of refugees is also growing. Much of the mass movements are due to conflicts and climate change (Sitra). Volunteering offers a good option for an immigrant to be introduced to a new country and culture. Also, people from various cultures may have needs that differ from the other parts of the population, and these are reflected in volunteering as well.

Lifelong learning

As lifespans are getting longer, the importance of lifelong learning will grow. This is because, for example, technology is developing at an increasing speed which means that education acquired early in life is no longer valid throughout careers. Changes around us are happening at an increasing rate, and this requires learning new things always. Also, alongside more formal learning in schools and universities more informal forms of gaining new knowledge are becoming more popular, such as micro degrees (Sitra).

Connectivity

Connectivity refers to seeking security from other people and the community; this is due to busy lifestyles which may mean that starting a family is delayed to later in life and thus creating a need to belong to a new kind of group than the traditional family (Dagmar). Even if the trend of connectivity relies much on digital forms of communicating the result of this new way of connecting can be meeting physically. As an example of these networking groups on Facebook or LinkedIn where people first meet online, but when

the connection is established, there are possibilities, such as events, where the physical meeting is the form (Sitra).

Power of networking

Societal structures are facing challenges, externally and internally. In the future, there is growing importance in networks and social interaction. A more diverse set of forms of participative actions are emerging. Grass root level activism is increasing in the society and governments enable citizen participation with, for example, giving citizen opinions space in budget decisions. In the future networking and interacting will become more critical to the individual. Increased functional and social networks enable faster changes in society (Sitra).

3 METHODOLOGIES AND APPROACH

This chapter describes the theoretical framework of the thesis process. Methods related are Design Thinking, Service Design and Futures Studies that is also referred to a foresight. The methodologies are discussed in the chapter in a broad, general manner, and the tools included in the methods are described in use in the later chapters.

3.1 Design Thinking

Design thinking is an approach that is described as being creatively problem-solving. It is systematic and collaborative in nature and approaches problems and challenges in a similar manner as a designer. While this will be explained subsequently, a fundamental underlying approach and way of thinking in the design thinking process is that it is intentionally nonlinear and iterative. Designers who are involved in the creative arts or industry related to the IT-industry, tend to explore and solve problems through iteration. They can generate possible solutions rapidly, develop simple prototypes, and then iterate on these initial solutions -informed by significant external feedback -toward a final, complete solution. This is in contrast to a more traditional, linear process, such as the conventional Stage-Gate TM new product development (NPD) process, in which prototyping is typically done toward the end of the process to reflect the culmination of the development phase and to explore manufacturability, rather than as a mechanism for gaining market or user feedback (Dam & Teo 2019).

A more thorough and detailed description of design thinking as a process and mindset follows, but first, I address an essential question for those involved with new product development and innovation (Griffin et al. 2015). Design thinking integrates human, business, and technological factors in problem forming, -solving, and -design. It is human-centric methodology combines expertise from design, social sciences, engineering, and business. It blends an end-user focus with multidisciplinary collaboration and iterative improvement to produce innovative products, systems, and services. Design thinking creates an interactive and creative environment where learning is being promoted through rapid conceptual prototyping. Design Thinking is about the ideation and creation of, as well as adaptive use of body-of behaviours and values. This

goal stands in sharp contrast to, while complimentary to, the predominant disciplinary model based on the creation and validation of a body-of-knowledge (Meinel et al. 2010).



Figure 4. The Design Thinking Process (interaction-design.org).

3.2 Service Design

Service Design can be described as an approach to service development where the users and customers take part in the development work. Process participants are encouraged to participate in seeking and gathering research data and to vocalize their service experiences. Researchers observe service users and service offerors actions and behaviours often without interacting with the subjects. Service Design is a part of a more significant change in the way services are developed: it takes the focus more towards the creative and interactive process with users rather than the more traditional approach was new ideas are moulded among professionals (Miettinen 2016).

Service Design combines methods from various disciplines. There are multiple tools and techniques that can be used depending on the needs of the project at hand. As it combines many things, there can be challenging to describe Service Design as one set of tools or methods. It is an evolving approach towards developing services (Stickdorn, Shneider 2017).

The process of Service Design is commonly presented in the form of a Double Diamond process model. The model features four stages that are discovered, define, develop and deliver. The first discovery phase features exploring the culture, needs and goals of the commissioner. In the second phase is about identifying the challenge at hand and could

be called a root cause analysis. In the third phase is about visualising the findings in a way that is convenient for the commissioner and the designers. The fourth and last phase includes the delivery of a solution to the challenge (Stickdorn et al.2018).

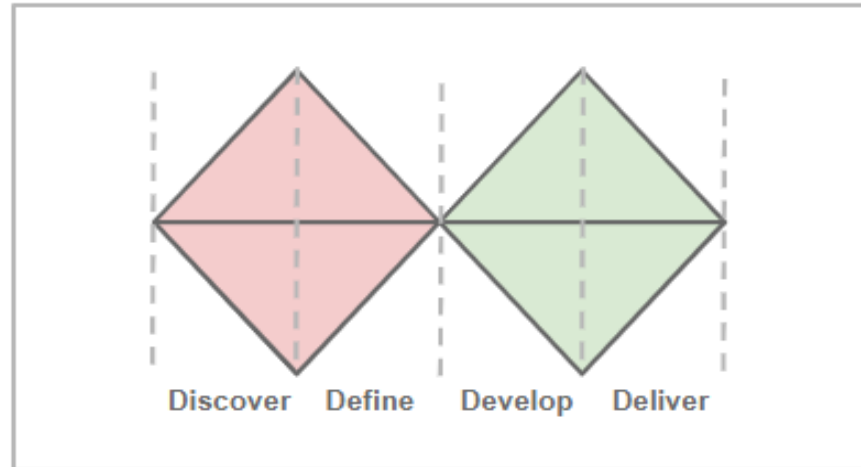


Figure 5. Service Design Double Diamond process model.

It can be discussed if there is an exhaustive description for Service Design. It can more be described as an umbrella which covers elements from multiple disciplines used for development. Service Design as an approach implies comprehensive design from a human-centric viewpoint towards development activities. It aims to create services, products and processes that are user-friendly as they are developed together with them.

3.3 Futures Studies

A new field of social research has been created whose purpose is the systematic study of the future. It is sometimes called futures studies, the futures field, futures research, futuristic, prospective, or prognostics, and its practitioners are known as futurists. Futurists desire to discover or invent, suggest, study and evaluate possible, probable, and preferable futures. They explore the diverse possible futures in order to assist people in choosing and creating the most desirable future (Slaughter, Routledge, 199). Futures studies is still a new and emerging field of research; this is due to the fact the future does not exist yet, and thus cannot be directly inspected or studied. Futures researchers seek out the future projections of and changes in past trends and gather current views of how the long-term future could be like. Futures studies are interested in the multiple futures that can be possible, preferred or non-desired in nature. As a

societally conscious field of research, futures studies aim to serve decision-makers in the private and public sectors. This is done by outlining, visioning and ideating strategies alternative in nature and sets of actions in a constantly evolving operational environment. As futures studies are an academic field of research, they create insight into the methods and processes of how individuals and organisations cope with the future, which is uncertain. Typical research questions in the field are focused on the epistemology of knowledge about the future, the methodological changes and variation of futures studies tools, methods and analysis of different prospects of a limited topic or a more general theme. Futures Studies is an interdisciplinary field of academic research, it analyses issues as entities, and the results and approaches of more traditional disciplines are entwined (UTU 2014).

According to Bell (2009), prospective thinking as a distinctive principle of futures thinking. Visioning is used in capturing the essence of and developing preferred futures. A vision is a guiding principle in a long-term transformation, for example, an image of what the future might look like . Although prediction is an essential aspect of futures thinking, it is not about predicting a single, unconditional, and confident future. Instead, the projections are typically multiple, conditional, contingent, corrigible, and uncertain (Bell 2009). This is why futurists usually use the plural word “futures”. Thus, the focus is to explore many different kinds of alter-native futures, and hence, alternative thinking is a central principle of futures thinking. Besides possible, probable, and preferable futures, futures studies also examine wildcard futures: low-probability-high-impact events with significant consequences (Bell 2009)

The study of the futures was taken as a part of the research due to its nature of assisting in decisions where more prolonged time periods need to be considered. As the City of Helsinki has 650 thousand inhabitants, the decisions made what comes to the volunteering within the city's Healthcare and Welfare sector volunteering efforts and organisation require resources than are not easy to shift quickly. To avoid decisions with the impact that is not desired, it is vital to plan ahead, and futures research methods are very suitable to accomplish this.

3.4 Service Design Innovation Process Grounded on Foresight and Service Design

Identifying the diverse opportunities for service innovation and exploiting them requires new capability building in the rapidly changing business environments. The goal and aim of this chapter is to examine and explain how futures thinking and design thinking can facilitate service innovation from the dynamic capabilities point-of-view. Dynamic capabilities can be defined as routines within a company's managerial and organizational processes that aim to gain, release, integrate, and reconfigure resources. Service innovation has been viewed as a significant driver of growth in businesses, and companies are looking for better methods for service innovation. The interdisciplinary fields of futures thinking and design thinking are both about sensing and seizing new opportunities. Thus, they support each other (Ojasalo, Koskelo, Nousiainen 2017).

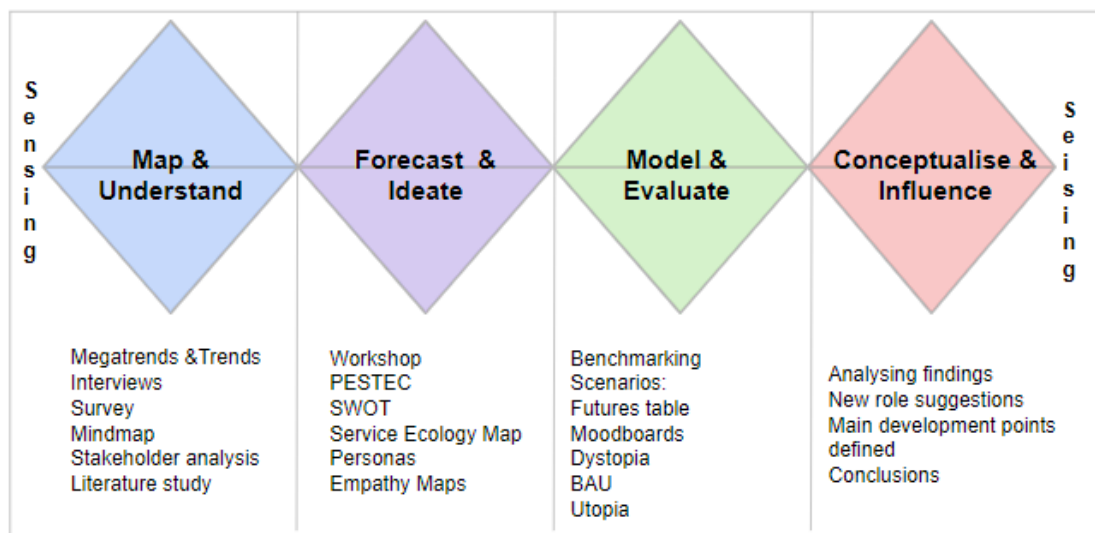


Figure 6. The service innovation process grounded on foresight and service design by Ojasalo, Koskelo & Nousiainen.

3.5 Combination of Service Design and Futures Studies Methodologies

Futures thinking and design thinking have both common grounds and unique elements that supplement each other. This synergy between them seems to be acknowledged (Evans and Sommerville 2007; Leihener and Breuer 2013), yet not clearly highlighted in current literature. First, they are both future-oriented. Not only futures thinking, but also design thinking can help map a path into the future since it deals primarily with what

does not yet exist (Brown 2009; Liedtka 2010). Second, both futures thinking and design thinking are about creative problem solving aimed at seizing new opportunities. Another word, there is an iterative dialogue between divergence, for example, generating options, and convergence, for example, in building synthesis (e.g., Brown 2009). Creativity and intuition are integrated into systematic yet radical processes of design thinking and futures thinking. Both fields reinforce intuition with documented information and emphasize it (Meristö and Laitinen, 2009; Kuosa 2012). Fraser (2010) suggests that imagining is a vital issue in taking the desired leap from observable and provable to embrace what could be a possible new solution for unmet needs.

The third shared principle is a participatory approach to nurture the sensing of unthinkable futures and solutions. Integrating customers/users and other stakeholders in design processes is a central feature of design thinking (see Sanders and Stappers 2008), and also futures thinking has been developed more to the direction of participatory and open foresight engaging various stakeholders in the process (Ramos et al. 2012; Miemis et al. 2012)

Currently increasing attention has been paid to healthcare design, as evident by emerging health programs in design education programmes and collaborations between design agencies and public and private healthcare organisations. Moreover, and especially in health care and social fields, service design as an approach to service innovation increases. Application of service design processes offers promising potential for developing holistic and well-functioning solutions through a fundamental human-centred focus and extensive interdisciplinary and intersectional collaboration and co-creation. (A. Pfannstiel et al., 169). When developing public or private healthcare organisations combining service design and futures studies, methodologies enable visioning changes to challenges in a broader view and making decisions that are serving the needs for a more extended period in time.

3.6 Service Design in the City of Helsinki

Currently increasing attention has been paid to healthcare design, as evident by emerging health programs in design education programmes and collaborations between design agencies and public and private healthcare organisations. Moreover, and especially in the health and care fields, service design as an approach to service innovation increases. Application of service design processes offers promising potential for developing holistic and well-functioning solutions through a fundamental human-centred focus and extensive interdisciplinary and intersectional collaboration and co-creation. (A. Pfannstiel et al.,169).

The City of Helsinki has established itself as an organisation using design as a tool to succeed in its ventures. Design is one of the critical functions of the city strategy programme. The development of Helsinki to a design capital is the result of systematic work during the last ten years. In 2012 Helsinki was the World Design Capital, and two years later it was awarded the recognition of UNESCO City of Design. This means that Helsinki as a city of long-lasting design tradition is also officially one of the leading design capitals globally.

The Design orientated development work is conducted in three different levels within the City of Helsinki. The first supports the design capabilities in developing and improving services within the city. The second is the design approach in promoting the growth of companies small to medium in size. The third level is about international collaboration with other Design capitals and UNESCO Cities of Design.

In the year of 2016, Helsinki established the Helsinki Design Lab officially. It is an open city research space that acts as a meeting place for development projects in cooperation with the city sectors. The Design Lab has a vital role in assuring that design thinking is used in the city's development and innovation and that the mentioned are conducted in a user-centric manner (City of Helsinki 2018).

4 RESEARCH

In this chapter, the research done is described through the methods used to collect and organize information. The research was done during a four-month period starting in May 2019 and ending August of the same year. The study included background desk research introducing the researcher to the topic, a survey, stakeholder interviews and a stakeholder workshop. Sorting the gathered information was conducted in various ways explained in this chapter as well as analysis and representing ideas and main findings of the study.

4.1 Stakeholder Map

A stakeholder map represents all of the stakeholders involved in a project, research process or an event. It is used to assist in clarifying roles and relationships in a visualisation. Depending on the specific need of the research being done, the map can be drawn as a simple quadrant with two axes where levels of influence and level of interest or engagement in the process are displayed. If the topic is more complicated, a motivation matrix stating what each stakeholder brings to each of the other ones through the service project can be drawn (Service Design Tools).

The stakeholder map (Figure 7) was drawn based on the information gathered in the interviews enhanced with knowledge gained through the survey and familiarising with the conclusions from Meeri Kuikka's Master's thesis from 2018 done for University of Lapland. The volunteers support the customers, employees and the whole city by their contributions (Kuikka 2018). In the interviews, a participant referred to volunteering as an activity that at its best, improves wellbeing at work. From the stakeholder map (Figure 7), it can be seen that the same stakeholder titles appear within all of the four main headings. This reflects the fact that within the city of Helsinki, everyone is a part of a community, but the primary touchpoints vary. For example, a person who is hospitalized can have an employee as a primary touchpoint, but through them, he or she has the possibility to get access to volunteer activities. Also, as an employee can benefit from taking part in volunteer activities and through being inspired and empowered can become more in touch with the community in general. The positive outcomes of

volunteering, such as decreasing loneliness, have an impact on the community as the inhabitant's wellbeing increases.

The stakeholder map (Figure 7) displayed above is drawn from the viewpoint of the volunteer within the City of Helsinki Healthcare and Welfare sector. The volunteer in the centre is representing all the different volunteers due to the similarities of the volunteer role meaning that, for example, a volunteer is always in touch with a city employee, the surrounding community, social networks and the customer which in this map represents the person the volunteer service is done in benefit of. In the closest circle to the volunteer are social networks, an employee which in this visualisation is referring to a City of Helsinki Healthcare and Welfare sector one, the surrounding community and the customer, the receiver of the primary benefit of the volunteering activities.

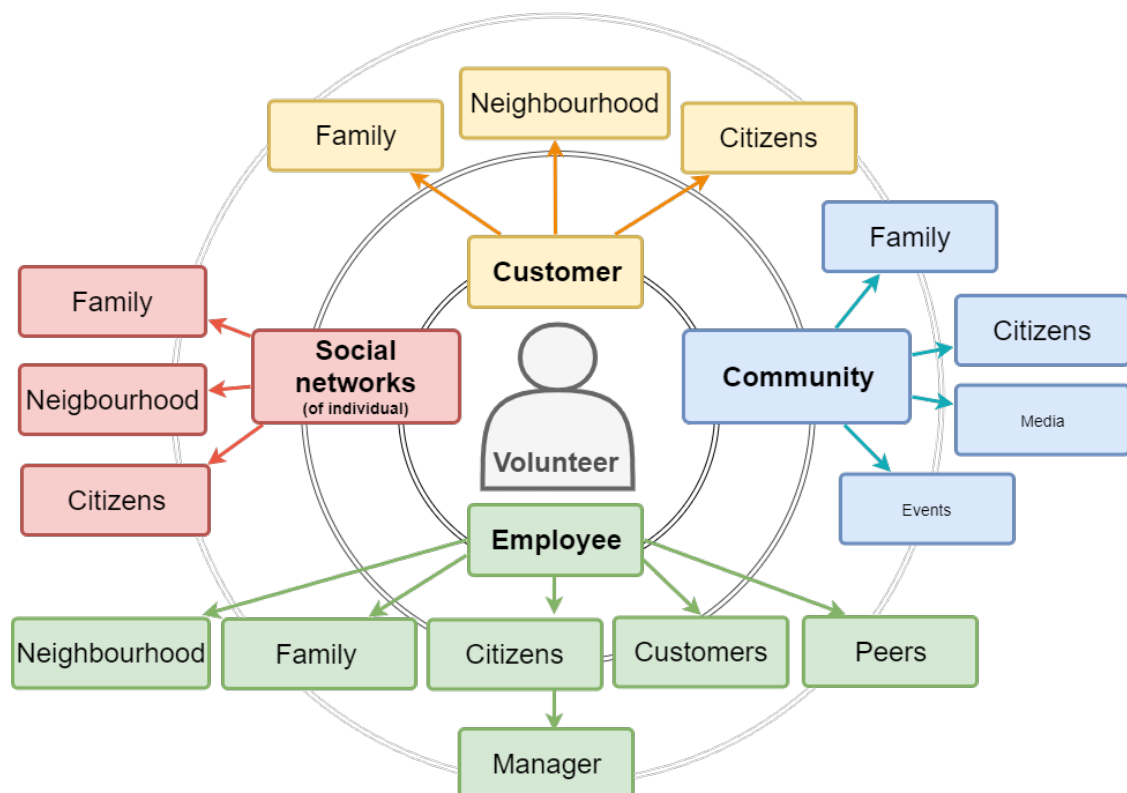


Figure 7. Stakeholder Map

4.2 Mind Map

A mind map is a convenient, straightforward and easy to comprehend the method of brainstorming thoughts and ideas without worrying about order and structure. It allows the creator to structure ideas and help with analysis and recalling visually.

In a mind map tasks, words, concepts or items are linked to one another and arranged around a central idea or subject using a non-linear graphical layout that allows the user to create an intuitive framework around a fundamental concept. The benefit of a mind map is that it can turn a lengthy listing of monotonous information into an inspirational and memorable diagram, which works in line with the user's natural way of doing things (Mindmapping).

The mind map (Figure 8) for this project was created by combining information gathered by the research methods used. The two main branches "City Strategy" and "Healthcare and Welfare Sector" were created with information found from the Strategy of the City of Helsinki and additions were made based on interview findings and knowledge gained from the surveys open text answers. The main branches of "Civil Society", "Individual's Needs" and "Society's Needs" were created by information gathered in the interviews and specified with data from the survey. The Megatrends branch was created with information from Sitras Megatrends (Sitra), and the megatrends that came up in the interviews and questionnaire were chosen to be displayed.

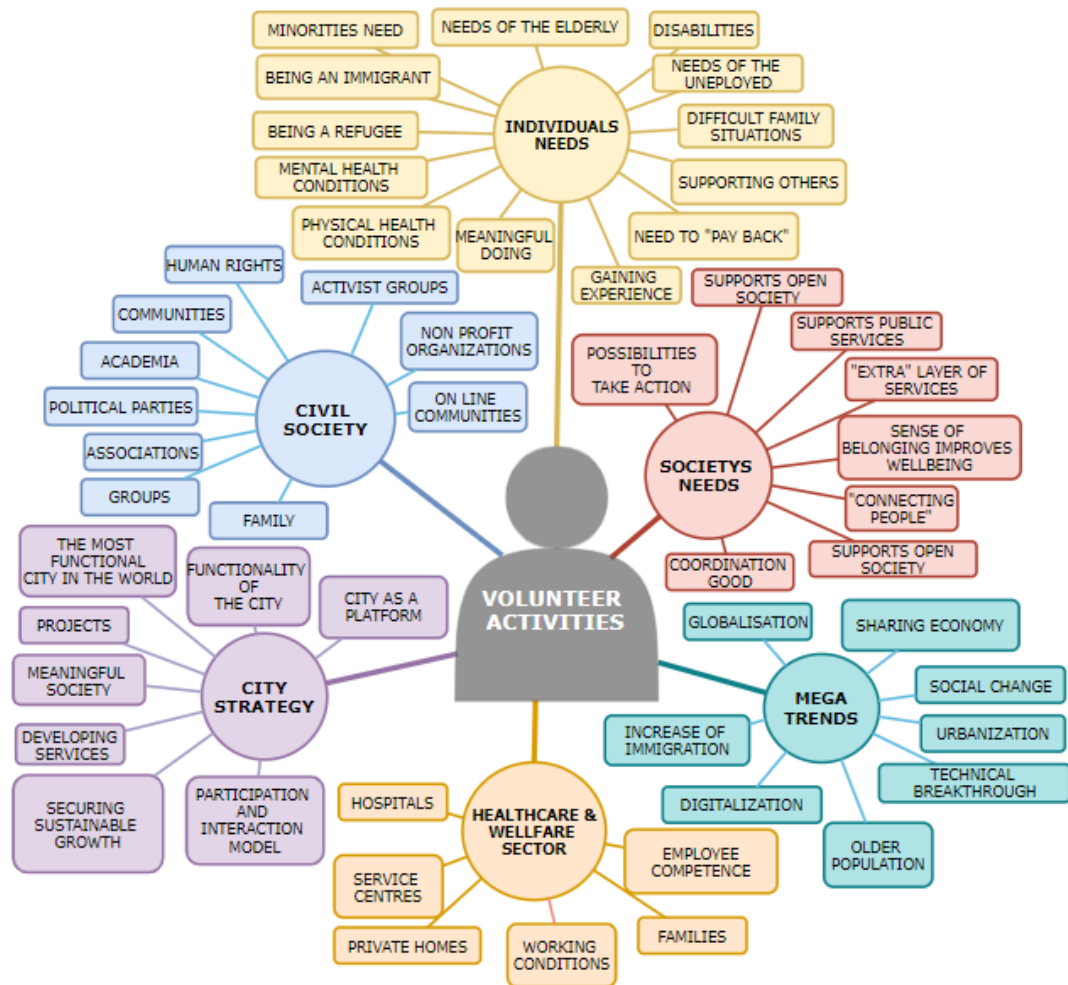


Figure 8. Mind map of volunteering in the City of Helsinki.

The creation of a mind map is begun by setting the idea or problem at the centre of a blank surface such as a canvas in physical or digital in form and then starting to write down other words, signs and drawings surrounding it. The writing and picture should be intuitive and be put down as they come to the mind of the creator. When making a mind map the connection to the initial point should be kept in mind as well as the relationships between them. A mind map is often done at the beginning of a research or design process, and it should be explorative and diverging to connection points. Later in the process, reviewing and rationalising will be done. Having an unconstrained approach when doing a mind map will uncover exciting connections within the main topic (Service Design Tools).

4.3 Survey

A Survey is a research method used for gathering information, insights but also opinions from a pre-designed and pre-selected and a group of participants to gain knowledge and ideas on various topics of interest or personal experiences. Surveys have a large variety of use-cases and can be done in multiple ways, depending on the methodology and tools chosen and the goals of the research. In the field of sociology the word "survey" means to the study of groups through observing their members. Surveys have been carried out for ages for the cause of creating censuses. In more recent times, most surveys use a specified sample of people to represent the measured population characteristics (Jansen 2010).

The information is often collected through the use of standardized ways of working. The purpose is to ensure that each respondent is able to answer the questions at an equal and comparable level to avoid biased opinions. Biases can influence the analysis and outcome of the study being made. A survey includes asking people for information and insights through a questionnaire, which can be distributed on paper but is more commonly in a digital form. In the last decades, new technologies have been put to use by distributing surveys using digital media such as social media, QR codes or URLs (Questionpro).

A survey was created with Questback Essentials survey tool and reached 228 answers within the Healthcare and Welfare sector. The respondents represented all organisation levels and different areas of specialities within the sector. Some feedback was received of the future orientated questions as some found them challenging, yet even more, participants felt they were inspiring, and there was a right amount of open text answers. The survey consisted of questions about the respondent's professional background, perceptions of volunteering stakeholder's needs, and how they are answered to and visioning the future of volunteering.

4.4 Survey Results and Analysis

Of the survey participants, 49,5% as seen in Appendix 1, were familiar with volunteering through their professional roles, and 50,5% of them were not familiar with the topic. The various professional roles within the sector were somewhat well represented within the respondents but due to a large number of different options to writing one's title makes it difficult to evaluate how many actual different roles were answering to the questions. All the sectors various departments were also represented among the answers.

The answerers estimated that volunteering as whole answers to the City of Helsinki populations needs considerably well, but most of them answered that the volunteering activities and organisation answers to the needs of customers of the Health and Wellbeing sector somewhat poorly but the needs of the volunteers themselves are considerably well met. As volunteering and its activities always have professional touchpoint to a City of Helsinki employee, it is worrying that most felt that the employee's needs are not well met what comes to volunteering.

The most vital volunteer tasks for the survey respondents, as seen in Appendix 1, were handicrafts activities, a person who assists in dwelling or individual living tasks and activities where the volunteer does tasks related to serving food and helping in work in kitchens for example in service centres. The least important tasks for the respondents were unit volunteers, buddy/friend activities and acting as a convoy. The assumption from the answers is that the support of living individually and taking part in social activities and getting out are perceived to be essential and activities more passive in nature are not perceived to be vital. When interpreting the results is good to keep in mind that all of the volunteer activities received points ranging between 1, 61 to 5, and 30 so there are no roles that could be considered as not needed according to the respondents.

The topic of resources is often coming up in public discussions of Health care and Welfare sector. In the survey, answers over per cent responded that they do not know the resources to be sufficient, but 29,9 per cent answered that they are insufficient.

The survey included also visioning the future of Volunteering within the City of Helsinki Healthcare and Welfare sector. Within five years, the respondents answered that volunteering should firstly offer the citizens means to enable participative actions. In ten years, the respondents felt that the most vital task is to provide supportive or extra services in relation to the sectors already existing ones. In twenty years, there was a perceived shift to offer ways to cooperate with civil society. In fifty years, the most vital goal for volunteering was recognised to be answering to the citizens changing needs.

4.5 Word Cloud

Open text answers were used to create a word cloud. A word cloud, as seen in Figure 9, represents textual data in the form words, most commonly single ones, whose importance is visualised by way of their appearance such colour, size or typeface. The first step in visualising data in the form of a word cloud is to analyse the text and define the frequency of each word within the group of words (Dundas). Word clouds are beneficial when an effective way to create an overview of a large amount of data in the form of text is needed. They also assist in discovering the reoccurring themes and trends within the information pool of the research.



Figure 9. Word cloud of visions of Volunteering in the City of Helsinki in 50 years.

The Word Cloud (Figure 9) created from the survey open answers asking to describe the ideal future of volunteering in 50 years. As the study was conducted in Finnish, the main topics are presented in English below:

- Community, a feeling of group solidarity (Merriam Webster).
- Human interaction as the critical and even vital interaction between volunteers, employees and the receivers of volunteering activities. Human interaction is referring to actions that may include modes that are either synchronous or asynchronous. It can also refer to face to face or digital ways of communicating between individuals or groups (IGI Global).
- Service meaning and impact the volunteering services for citizens. Services to support volunteers in their roles and also the customers of volunteering activities.
- Loneliness/for the lonely
- Multiculturalism

- Appealing
- Natural as referring to volunteering being a part of life without it being exceptional or unusual in any way.
- Elderly as referring to retirees and people characteristic of later life or elderly persons

Main conclusions based on the survey:

- Volunteering activities lack organized consistency: within the sector, there is a multitude of different approaches from training and advising volunteers in their tasks to rules and regulations and cooperation with paid employees
- Volunteering activities do not equally respond to all citizens needs
- For some citizens, it is difficult to find a touchpoint to volunteering activities and volunteering in general
- There are volunteering tasks that support each other and would benefit from re-organizing
- Some functions in volunteering support the individual more than the community. For example, some jobs may help an individual to get out and do something, but the task can be something done alone and thus not contributing to society or close social groups
- Volunteering activities that are conducted in groups (such as handicraft groups at service centres) are an effective way to create interaction and social connections between people.

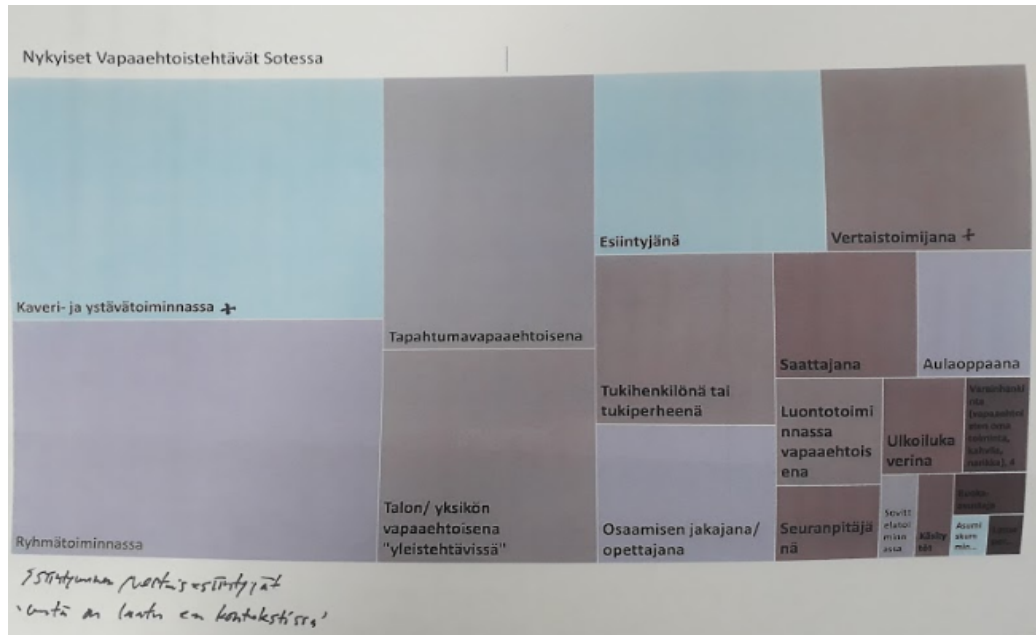
4.6 Stakeholder Interviews

The interview guide that can also be referred to as a discussion guide. It is a clear-set sequence of topics and questions that help the interviewee in conducting the interview.

The interview guide should be organized so that the sections reflect the diverse issues that need to be explored during the research. Each of the parts come with a detailed set of questions that help cover the topic of that interview. During the interviews, the conversation may be led to different directions and guide helps the researcher remember all the critical issues to explore (Service Designtools).

In-depth interviews can be conducted in three ways: firstly as structured interviews and secondly as semi-structured, or thirdly in an unstructured manner depending on the research topics needs. While highly structured and detailly planned interviews are relatively unfamiliar to design, following a semi-structured guideline assists the interviewee to gather useful and purposeful information. The interview questions should be conducted in a manner were more general questions start the interviews, and broad questions should follow to get the participant comfortable with the discussion and talking to the interviewee. To build rapport, becoming more specific and detailed on subjects later in the interview related to the research question is highly beneficial. Interview instructions can be adjusted for a project or a group of interviewees or can be based on more general templates, such as an empathy map following the interview topics of "Think & Feel," "Hear," "See," "Say & Do," "Pain," and "Gain" to collect information for creating personas. In-depth interviews are commonly conducted so that the interviewer and interviewee are present physically in the same location so researchers can observe behaviours, such as body language, and to create a more private and comfortable atmosphere. Interviews can also be conducted online, for example, making use of video meeting software (This Is Servicedesign Doing).

The stakeholder interviews can be aided by creating tangible objects, such as simple visualisations displayed in Picture 8, mind maps, affinity diagrams or even personas, journey maps, system maps, or other templates needed to visualise gathered information. These can also be created together with the interviewee to develop a common, unified understanding of complex issues or topics (This is Service Design).



Picture 1. Picture of a tangible object used in the interviews.

In the interviews with stakeholders in this study, an A4 sheet visualising the proportions of resources used by volunteers was used as a boundary object. The participants were asked to choose one to three tasks from the visualisation that they felt are the most important. An option to name a role which was not displayed was also given. This exercise was done to gather information about participants views on the most vital tasks within volunteering in the healthcare and welfare sector. During the interview, the interviewer made notes of critical topics and the conversation were recorded for later inspection and to be listened to by the second team member conducting the study. Interviews were done in a natural professional environment of the interview, which refers to service centres, city administration building and other public places where volunteering is done.

Main topics discussed in the interviews were: volunteering activities cover most people who are living on their own and are not hospitalized or residing in a ward of a retirement home and that there is a minimal amount of activities where people who are living in care home/hospital wards can take part in. In the discussions, it became clear that the participants felt that insufficient resources in health care affect how well volunteering activities are organized as employees struggle with giving their time at work to interact and advise volunteers and volunteering would benefit from using digital tools and online

services more. It was also discovered that volunteering is active and somewhat well-organized in elderly care. Loneliness was a frequent topic of discussion as it has an impact on all the groups involved with volunteering and causes difficulties of various kinds. If people were less lonely, there would be, for example, fewer issues with mental health.

4.7 Affinity Diagram

Affinity diagrams are used to create an overview of a pool of information that includes mixed data. These can be facts, ethnographic research, ideas and inputs from workshops, user insights and issues related to design. Affinity diagrams can also be called clustering exercises and are about classifying and grouping information. As a method, it can be highly useful and is often used in various phases of the Design Thinking process as well as outside of processes related to design itself (Interaction Design Organization).

The affinity diagram seen in Figure 6 displays five main topics. The first is digitalisation which is an issue that is affecting our daily lives but at its current stage does not serve the needs of volunteering as, for example, web pages regarding it mostly feature contact information for calling or locations but less information about what a volunteer could actually do. Currently, the information offered in a digital form is divided between multiple web pages and platforms and presented in various ways. Information about volunteering is not thus available through one particular place but scattered and making it nearly impossible to for an individual to form an overall view on what volunteering opportunities are available within the city.

The second topic is the ageing population which has a considerable impact on the healthcare and welfare sector in general but within volunteering it means rising need of volunteers but also need for physical re-organisation of public places and transport considering their accessibility. The third topic refers to the organisation of the volunteering, which is currently diverse and only semi-structured and in need of consistent documentation. The fourth topic is the City of Helsinki residents and reflects their requirements on what comes to volunteering by making it more visible but also the

issue of loneliness as it has an impact to the resident's wellbeing. The last topic covers the challenge of multiculturalism as Helsinki is a multicultural city and volunteering activities should reflect it as it proposes possibilities for improved inclusion of, for example, immigrants and refugees.

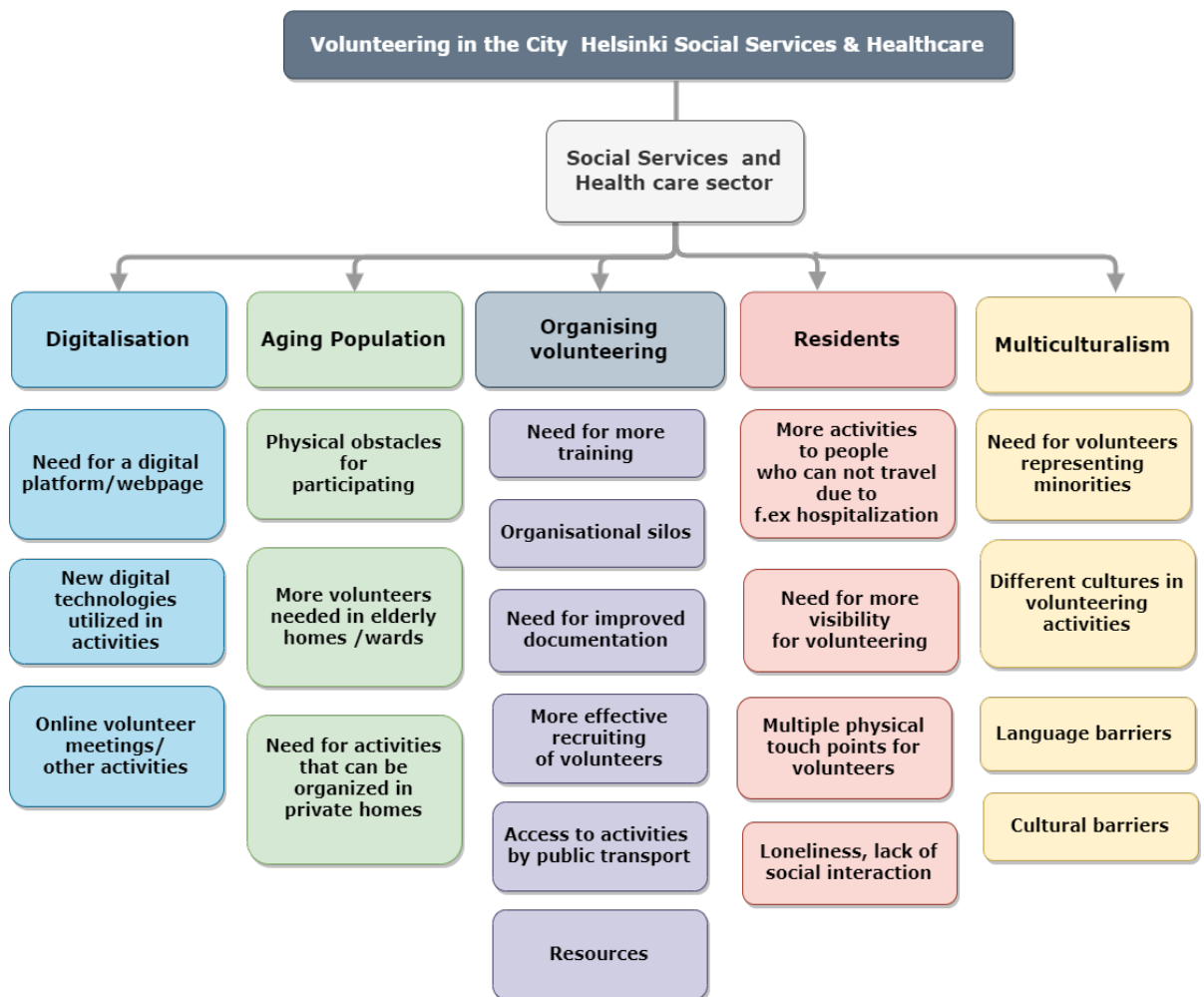


Figure 10. Affinity Diagram for Volunteering in the City of Helsinki Social Services & Healthcare.

In order to classify and analyse the findings gathered from interviews and survey, an affinity diagram was created. This diagram was created by first using a virtual whiteboard to markdown analytical results from the interviews done with stakeholders during May to June 2019. Then open text answers from the survey were put to an Excel sheet and organized to see which words or similar sentences were found and what are the

relations and frequencies of them. Then the sentences were grouped, and the groups were given descriptive names to represent them. In the start of the sorting process, it was noticed that grouping the individual words was not so beneficial that of the sentences and the interpretations were decided to be done based almost solely to the sentences.

The affinity diagram formed a base for the final conclusions for the research process, but before drawing them, the sorted information was used for the planning of the workshop conducted at the end of August 2019. The main topics that were identified in the affinity diagram creation process were used as a base for the discussions in the workshop and used to ideate the tasks in the workshop.

4.8 Volunteering in Finland and the Netherlands in Comparison

In the publication by Curedale (2013, 48-49), it is described that benchmarking is a method for organizations. It is used to analyse their products, services or customer experiences and compare them to other industry products, services, skills and general offering to identify best practices and possible development points in the organisations own processes and results caused by them. It is said that it is fruitful to identify, build and create standards of best practises and of operational excellence. Secondly, as benchmarking is a structured process during which best practices, methods and procedures are sought. The first gain from a benchmarking process for a company or organisation is to adopt the positive findings of it.

Benchmarking can be divided into two main types of processes as they can be informal or formal. Informal benchmarking can be described as something most of the individuals do often, or even daily basis in their natural environments such as working life or their own individual social surroundings ((Business Performance Improvement Resource, 2016).

Formal benchmarking can be divided into two separate types. The first one is performance benchmarking that involves a comparison of performance levels of organisations specific and measurable processes. The second is best practise benchmarking, which consists of the study of organisations that are high performers in areas of interest. Organisations choose to look at other organisations from the viewpoint

of how they aspire to be like. In best practice benchmarking the organisations seek out and study organisations that are high performers in areas of specified interest in the same or comparable industry (Business Performance Improvement Resource, 2016). The objective of best practice benchmarking is to seek out examples of high or even superior, performance and to gain knowledge of processes and practices driving that performance and actions. Organisations and companies then change their actions and thus improve their performance. This is enabled by tailoring and incorporating these operational approaches into their own operations- not by mimicking, but by innovating new approaches and strategies based on the findings (Bain & Company, 2016).

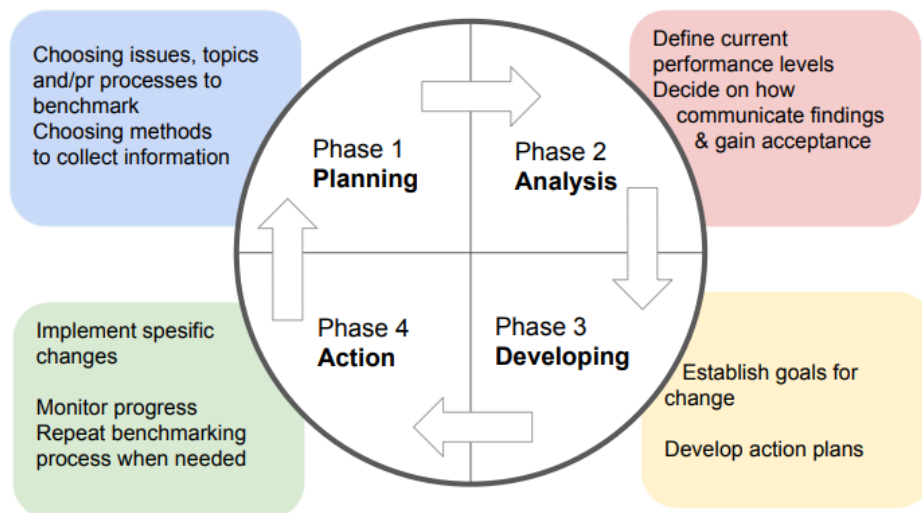


Figure 11. Benchmarking process modified from Xerox Benchmarking Process (Hotstats).

In this thesis, benchmarking, as seen in Figure 10, is used as a mix between informal and formal benchmarking due to the nature of the topic. Benchmarking can also be discussed as leadership approach for implementing the most suitable practices at best cost-benefit ratio and it is a recent concept in the healthcare system (Ettorchi-Tardy, Levif, Michel 2012).

Volunteering activities are not based on gaining monetary profit which means that the key performance indicators for volunteering are challenging to obtain or even non-

existent. Most of the information related to volunteering recovered during this study was qualitative in nature and thus hard to compare. The topics are chosen to be compared related to the Healthcare and Welfare sector, and the focus was on attitudes towards volunteering and how public services support it. As the topic of the thesis is limited to seeking out points for development, benchmarking was not executed in full but focusing only to the phases one and two.

The Netherlands was chosen for comparison with volunteering in Finland due to its being opposite in many positive ways. In the Netherlands, volunteering has an extensive and organized history, and it is tied in citizen's lives with laws and organisational structure. The challenges Finland faces today within the field of volunteering are solved in the Netherlands, and there is reason to pay attention to the fact. Also, both countries share similar existing challenges.

Volunteering, voluntary activism and voluntary work have been established as commonly used terminology in Finland during the past decades. At the end of the 1800s, Finland experienced the founding of many social movements and associations that were based on the active contribution of the citizens. These produced a new kind of forms of free-form activities where people could participate in the improvement of national health, schooling or even politics. The Christian social work had a vital role in the creation and maintaining of voluntary activities and bringing women more involved with communities. During this time period, the Helsinki Deaconess Foundation was also established, and the Salvation Army came to the country (Kansalaisareena).

In Finland 40 per cent of citizens take part in voluntary activities as researched by Taloustutkimus in 2018 but the amount spent on the activities has decreased from the year of 2018. The most active volunteers are women, and youth and the volunteering of older citizens and men are decreasing. Informal volunteering performed online or in non-formal circumstances is increasing, but it is experienced that the essential form of volunteering is done face to face (Kansalaisareena).

In Finland, volunteering is performed by organisations and associations, communities, parishes, municipalities, and non-profit businesses (kansalaisareena.fi). In Finland, there are now laws of volunteering as there are in many European countries. Volunteering is complicated due to this since there are no common nominators for volunteering activities. As there is no law regarding volunteering, it proposes challenges in taxation

issues as well since there can be circumstances where, for example, unemployment benefits are lost due to performing volunteer work even without any compensation. This issue acts as a de-motivator on what comes to participating in activities of the volunteering field (Kansalaisareena).

Volunteering in the Netherlands

In the Netherlands between the years of 1945 and 1966, the welfare state was developed. It brought citizens many amenities in the social sector. In the year 2007 in January the Ministry of Health, Welfare and Sport started the implementation of the Social Support Act (Wet Maatschappelijke Ondersteuning, also referred as to the WMO). The WMO was created to enable people in The Netherlands to live independently as a member of the society for as long as possible and agreed with the individuals themselves. Independent living is supported in the first instance by the help provided by others within the community. This form of helping becomes available in the form of voluntary work and other informal, often non-professional, types of care. It is also created by providing useful information and advice as well as support with child-rearing and household work. If needed, the local authorities are required to offer support and provide all necessary services to enable it.

This approach is considered likely to give more recognition and assistance towards volunteering. On the other hand, it is also questioned due to it creating a risk to enable reaching the goals of the Social Support Act. The Ministry of Health, Welfare and Sport are responsible for arranging the volunteering activities of other departments and of activating them. All of the departments are expected to plan and create their own voluntary sector rules and regulations. Local authorities and provinces also have their own policies regarding volunteering activities and organising them. Each region has its separate supporting functions. They have a vital part to play in a disseminating and implementing new methods at the local-level organisations. The Ministry of Health, Welfare and Sport are participating in the development, studies and supportive measures needed concerning volunteering; this is accomplished through the facilitation of national organizations (Kansalaisareena).

In the Netherlands, the quality of volunteering is enhanced with action items. There are stimulating pilot projects that are aimed towards improving the coordination of the activities of organisations, provinces and local authorities. Local authorities' voluntary sector policies are actively developed, and there is education, training and professional coaching offered for volunteers but also for operatives, managers and for voluntary sector organisations. The mentioned includes also training centres in which the training activities take place. Volunteering is also considered as a way to find work and experience gained from it is supported by professional certifications which enable receiving proof of knowledge gained in a volunteer role and participating in volunteer activities (Kansalaisareena).

The correct placement of volunteers in the governmental policies and in the topic of legislation is a continuing topic of discussion. Voluntary work frequently has an impact on the areas of laws and regulations relating to employment, management and other employment-related topics. Volunteers have official and legal status in the Netherlands. Aspects related to volunteering activities are partially covered by rules and regulations on taxes and social welfare benefits (Kansalaisareena)

Table 1. Volunteering in Finland and the Netherlands comparison.

	Finland	The Netherlands
Laws & Regulations	No common law for volunteering	Social Support Act
Responsibilities	Citizens Arena (KansalaisAreena) is the advocate for all volunteer activities in Finland.	The Ministry of Health, Welfare and Sport is responsible for volunteering
Beginning of modern volunteering	Basis of contemporary volunteering established at the end of 1800s'	Established organized volunteering beginning 1945
Background	Background in Christianity	Based on the welfare state ideology
Status of volunteers	Based on the regulations of different organisations and associations	Set in law
Development of Volunteering	Cities, communities, organisations and associations develop within their own specialities	Authorities enhance with action items such as pilot projects, but provinces and local authorities have a proactive approach as well
Challenges	Limits between professional work and volunteering tasks	Critique about volunteer work replacing paid work
	Problems with benefits and taxation due to lack of laws	
Status	Volunteering participation slightly in decline	Estimated that volunteering participation will remain the same

4.9 Workshop

Workshop organized at Kallion Virastotalo had 17 participants with two facilitators and one employee who was taking notes and organizing the workshop room. Participants represented the Healthcare and Welfare sector and its organisation with the exception that no participants from the Alcohol and Drug abuse and rehabilitation department were able to participate. In this workshop, no volunteer civilians took part. There had been a volunteering workshop earlier in the spring to identify the volunteer roles and findings from there were a part of this researches preparatory stage. The workshop was conducted in Finnish as it is the mother tongue of most of the participants.

The participants of the workshop (by title) are mentioned below. There are no direct translations for all of the roles so for clarity the Finnish title is also discussed.

- Assistant nurse (lähihoitaja)
- Physiotherapist
- Leading social worker (Johtava sosiaalityöntekijä)
- Counsellor (In social services)
- Nurse (in Elderly care)
- Planner (in Social Service)
- Social counsellor (Sosiaaliohjaaja, two representatives)
- Volunteering coordinator (two representatives)
- Coordinator
- Service Designer
- Social worker
- Department responsible (Osastonvastaava)
- Home care instructor
- Public Health Nurse



Picture 2. Picture from the workshop gallery walk.

There exist a plethora of possible answers to the question of the ideal length of a workshop as there are workshops. In general, a workshop is a single, anything from 45 minutes to two full days in duration. The reasons to organise a workshop can vary from educational purposes designed to teach or introduce to participants practical skills or to gather insights for ideating and developing new products or services or improving existing ones. In this case, the workshop at Kallion Virastotalo lasted half a day to enable both discussional and task orientated parts. Most workshops have several features in common. They are usually with the number of participants from six to fifteen, allowing everyone some personal attention and the chance to be noticed. Workshops are often aimed for people who are working together or working in the same field or a topic and are conducted by professionals who have experience in the subject under discussion (Community Toolbox 2017).

Facilitation is not limited to one person, and often it is comfortable to have two or more facilitating. Each co-facilitator can be made responsible for specific activities within the workshop, or all may work together throughout, depending upon the structure and purpose. In any case, finding one or more co-leaders or co-facilitators is always an option if you're planning a workshop (Community Toolbox 2017). When there is more than one facilitator, tasks can be shared. At the Kallion Virastotalo workshop facilitation

was divided among three persons: one was focusing on documentation, one leading the gallery walk and ideation and the third took the responsibility of the discussions. Co-leaders or co-facilitators are not only standard, but can significantly expand the possibilities of a given workshop, and can make everyone's job easier.

Workshops are often participatory. The aim is for the participants to be active contributors, enabled to be able to influence the purpose and goals of the workshop but also, in addition, in that they have a chance to practice the techniques and skills that are under. Workshops should be informed as there is a right amount of discussion in addition to participation, rather than just an individual presenting material to be absorbed by attentive attendees and are time-limited, often to a single session. Workshops can include multiple sessions over a certain period in time, for example, once a week for four weeks or two full-day sessions. Also, workshops can be self-contained. Often workshops may end with handouts and take-a-ways after the workshop participants can also be suggested reading related to the challenge or topics of study for those who are interested and involved to participate in the matter further. The presentation is generally meant to stand on its own. This, undoubtedly, depends on large amounts of reading and other projects such as papers, presentations in addition to classroom activities (Community Toolbox 2017)

In this project, Sitra's Time Out workshop model was used as a base of planning the workshop. Timeout is a way of engaging in a constructive societal discussion so that people from different backgrounds can be equally involved, and those who are often left out of discussions are included (Sitra). As the participants represented different departments, it was felt that as much possible discussion and sharing of insights and ideas were needed to enable ideation and development in the topic of volunteering.



Picture 3. Discussion in Workshop.

The workshop used to issue cards where a specific element or topic is presented in card or sheet, and then use the cards as a starting point for a group conversation. An issue card can contain an opinion, picture, visualisation, feature, keyword or description based on the specific need. They act as prompts to suggest new interpretations of a problem and induce considering a different perspective; they can be used in many different ways, from identifying priorities to discussing relationships or merely facilitating the conversation (Service Design tools). In the workshop, current volunteer roles were presented as written descriptions on the workshop space walls, and they were introduced to the participants during a gallery walk which is a technique that allows participants to engage to the topic at hand actively. They are encouraged to share ideas and discuss challenges of the issues (Teachers Toolkit). Below, in Pictures 4 to 6 examples feature Issue Cards made for the workshop. Original ones were done in Finnish as it was the language used in the workshop

Event Volunteer

- Event volunteer participates in Events organized in f.ex Service Centers for the Elderly or public meeting places for citizens
- Role can include planning of event to being and active contributor during the event



Picture Unsplash.com

Helsinki

4

Picture 4. Event Volunteer Issue Card.

”Wild card”

Write down your suggestion for a new volunteer role



Helsinki

14

Picture 5. Event Volunteer Issue Card.

Performer

- Performs in events
- Can be a professional performer or and active individual
- Performances can be musical, siting poetry, dancing or interactive where the audience takes part as well



Picture Unsplash.com

Helsinki

7

Picture 6. Event Volunteer Issue Card.

As the workshop was directed to representatives of diverse professions, although in the same or similar area of expertise it needed to be addressed in the planning and implementation of the event. Also, the aim for the workshop was multi-faceted which also proposed challenges. Keeping this in mind it can be said that the workshop was successful and goals for it were fulfilled in what comes to the introduction to the topic, substance of the event as well as closure. One of the benefits of a workshop is to create a common mindset of putting the topic at hand to top of minds of participants and this was achieved. It is anyhow worthwhile to recognize that similar results can be achieved with other tools as well, keeping in mind the aspect of bringing people together to share their insights, opinions and knowledge. Workshop can be considered a tool that is consuming resources and can be costly. This supports the fact that they should be planned well beforehand as was done in this study.

4.10 Personas

Personas are fictional characters that represent knowledge gained by valid research. They can sometimes be misunderstood to be same as customer or user segments. Personas are created to identify the various user types that might interact with the service, product, or brand in a similar manner. Creation of personas helps in gaining a perspective to the users and customers by removing assumptions and for the designer to step out of themselves. They aid in recognizing the various and diverse needs of people and can help identify the user the design is made for. Personas provide assistance in the design process by making the process less complicated and by guiding the ideation process and thus supporting the goal of creating the best possible user experience for the target user group (Interaction Design Organization).

A persona, such as the ones presented in pages 61-66, is a representative of a particular group of people representing users of service or customers or other stakeholders of a process. They can also be customers a market segment, a team of employees, or any stakeholder group. Personas are not stereotypes but archetypes that rely on actual research information. Personas aid in making groups with similar service needs more understandable. Anyhow, it is vital to note that people with specific service

needs and goals will not necessarily align with traditional segments in marketing. More precisely, the needs expressed in personas will often span across several groups, breaking down marketing silos that may endanger service design efforts. Personas should be based on actual knowledge gained from a service design research process representing a group of people with shared needs or common behaviour patterns. (Stickdorn et al.2018). The personas were created using statistical data of the City of Helsinki Healthcare and Welfare sector employees, information gathered from interviews and statistics of residents of Finland and participants of the research.

Persona 1: Volunteer 1



Picture. Ravi Patel/ Unsplash

Woman

Age 69

Retired

Description: Has been retired for almost five years and lives alone in central Helsinki. She takes part in activities organized in the local Service Centre for the elderly where she attends groups that do handicrafts and occasionally helps out in serving food in the centre cafeteria. She enjoys spending time together with her grandchildren and her summer cabin in the archipelago.

Needs: She needs social interaction with other people since she cannot socialize at work anymore due to retirement. She moved to Helsinki after her husband died to be closer to her children and her friends live in other parts of Finland and abroad. She also needs to do something proactive and meaningful with her time since she is physically and emotionally in good condition. This also means helping others.

Challenges: Has difficulties in finding information about volunteering activities within the City of Helsinki. She is familiar with the internet and after retiring started to look for information on volunteering but was surprised that most of the information came through calls or visiting the local service centre physically. Would like to do more but struggles to find possibilities and knowledge of what she could do in the field of volunteering.

Opportunities: Is very interested in developing herself even though no longer in the working life. Wants to utilize learnings to help and support others. Could benefit from finding her own volunteering group of likeminded individuals. Her self-development would also enable her better life quality in the long run due to extended social circle and increased possibilities to get assistance when in need.

Persona 2: Employee



Picture Ansley Ventura/ Unsplash

Woman

Aged 34

Nurse in elderly care

Description: Works as a nurse in a service centre. She frequents in three different wards in which many of the patients are bedridden. She has a certain amount of time in her working week dedicated to supporting and interacting with the volunteers in the centre.

Needs: Jenna needs support from her manager, so she has guidance on how to arrange activities together with the volunteers. She also needs support from the volunteers in ideating activities and organizing them. She also needs classified information on the success of her actions and knowledge about how the volunteers perceive their roles.

Challenges: When the departments she works in are understaffed, she feels frustrated since she cannot prioritize volunteering even though the activities support the wellbeing of the patients in the wards. She also finds it difficult to interact with volunteers who have the same professional back round as her since they sometimes cannot differentiate volunteering tasks from professional work.

Opportunities: If volunteering would be more organized and documented, she would have more time for developing volunteering in her workplace. The better organization would also mean more personalized and targeted activities which would further increase the wellbeing of patients in the centre.

Persona 3: Customer 1



PictureDamir Bosjnak/ Unsplash

Female

Age 74

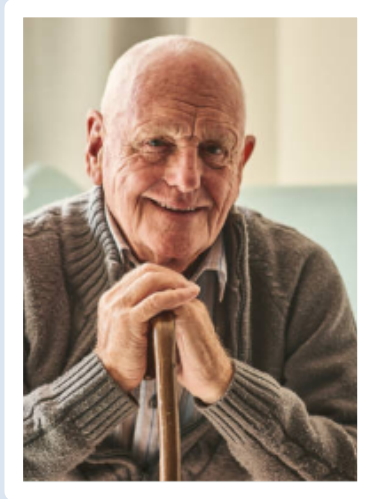
Retiree

Description: lives alone in eastern Helsinki. Before retiring, she was a hairdresser. Her husband died over ten years ago, and her children live abroad and other parts of Finland so she interacts with them mostly by phone. She goes to the library and the service centre to attend a handicrafts club.

Needs: Needs social interaction with people representing also different social groups than her own. She needs assistance in running her daily errands since many services are now online, and she is not familiar with computers. Support is also required to carry groceries and travel to places (even if using public transport)

Challenges: Has problems with her knees, and it is difficult for her to walk long distances. This sometimes prevents her from going to the local service centre as it is almost 2 km away and no public transport available that could be used for the length of the journey. She also struggles with using public transport timetables and routes when needing to go to unfamiliar locations within the capital area, which makes her not to move around as much as she would like.

Opportunities: If she would get assistance in moving around it would enable her to broaden her social circle, engage in more varied activities and generally improve quality of life by lessening loneliness and confirm her that she can manage longer living in her own home.

Persona 4: Customer 2

Picture iStock photo

Male**Age 90****Retiree**

Description: Lives in a home for the elderly, where he has lived in for five years. He has no living relatives and no children. He has dementia, poor eyesight, and he cannot walk without using a rollator. He enjoys books, listening to the radio, watching television and being outside.

Needs: Would need someone to read to him and help in using the radio. He does not get to go outside as often as he would like to, so he would need someone to take him, preferably daily. He needs help in engaging in social interaction. As most of the activities in the home are organised in public areas in another part of the building cluster, he needs help to join in also.

Challenges: His wellbeing relies strongly on getting assistance in daily activities. As resources are limited in his place of living, he does not get needed help always; this causes depression and lack of general motivation towards life.

Opportunities: If he got all the support needed by professionals and volunteers, he would reach an increased life quality and likely would manage with lesser medication. By increased social interaction, he would enjoy life more and engage more himself.

Persona 5: Volunteer 2

Picture thispersondoesnotexist.com

Male

Age 42

Disability pensioner

Description: Mikko is living on a disability pension and used to work as a sales representative. He lives with his wife and three children. As a pensioner, he enjoys spending time with his family but also wants to contribute by volunteering as an aid in a local health centre and helping out in a day activity centre for the disabled.

Needs: He needs to have a feeling of belonging to a social circle and being a productive person even though not being employed. Mikko needs possibilities to contribute and to use the skills he possesses.

Challenges: Mikko would like to engage in diverse volunteering tasks. He struggles with finding information on what he could do, even being very capable of using online services and modern technology in general. Sometimes he also feels that the volunteering task he does do not match the needs of his customers in the best possible ways.

Opportunities: If getting information about volunteering would be easier to gain, Mikko would be able to contribute more within his own capabilities. By more training and mentoring in the volunteer role, he would enjoy his volunteering more and feel more engaged with the society around him. Recognising his own strengths through volunteering could also create possibilities for employment in the long run.

Persona 6: Customer 3

Picture thispersondoesnotexist.com

Female

Age 29

Office worker

Description: She is a recovering drug abuser. She has a history in abusing prescription medicine (not prescribed for her) which started in her twenties. After getting pregnant, she wanted to solve her issues with substance abuse and become a customer of a rehabilitation unit where she could go to daily and receive professional help.

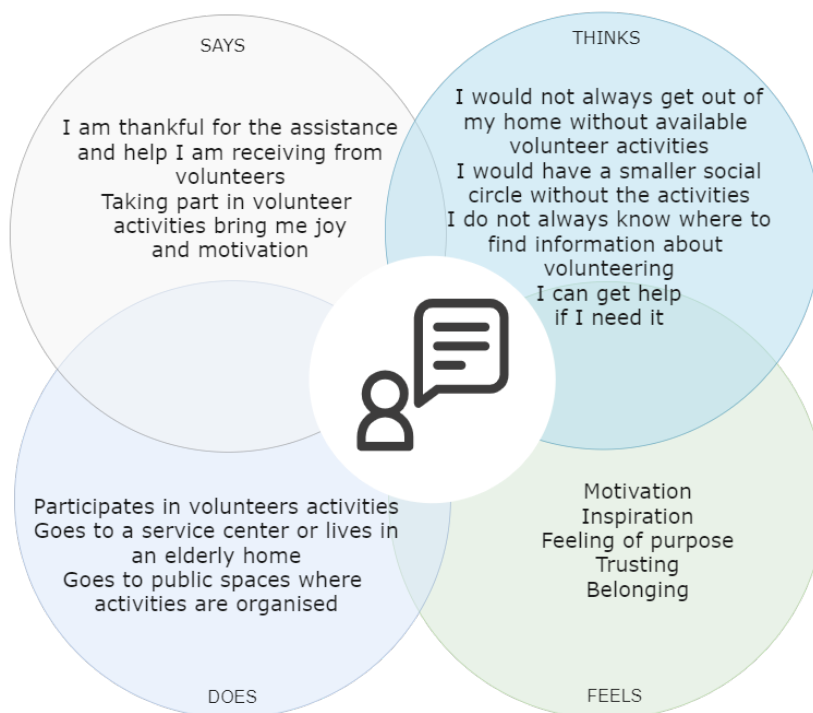
Needs: She needs support in finding solutions for stress factors and negative emotions without using medication not meant for it. She needs distractions from the circles where substance abuse is common. This means discussion help where she can interact with peers but also professionals dealing with recovery.

Challenges: She is working so the help available for her is not always easy to schedule as a part of her daily life. As she has a child, she sometimes feels that it is a challenge to admit that she has a problem with abusing medicine and she is afraid of losing custody of her child if she slips and misuses medication again.

Opportunities: Has strong motivation to survive her challenges, and she recognizes the importance of the support of peers. In the future, she would like to volunteer as a peer in the rehabilitation centre and especially with mothers in a similar situation as her.

4.11 Empathy map

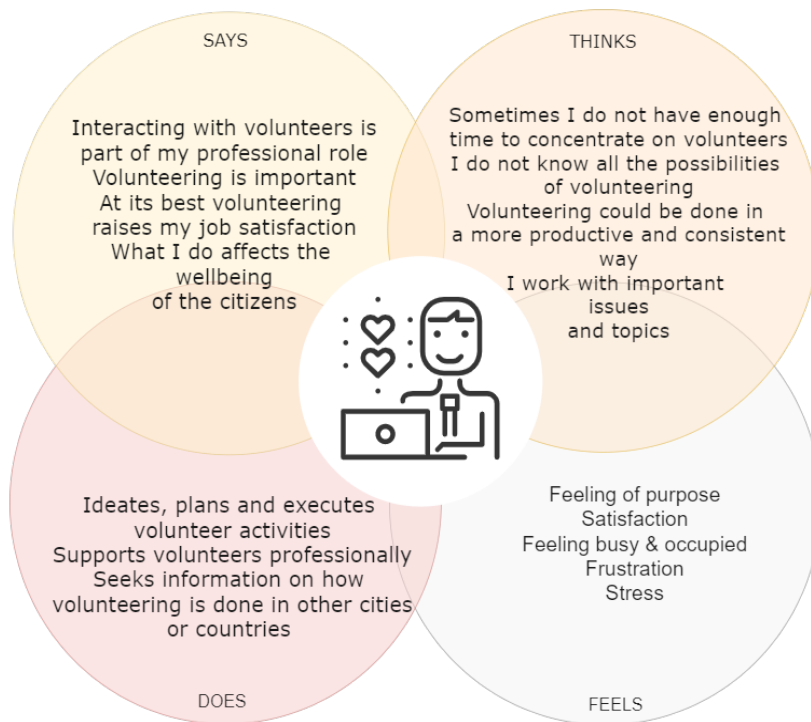
The empathy map is most often displayed in the form of a canvas split into four quadrants describing what the user says, thinks, does and feels. Creating an empathy map allows producing an overview of the user and the users' behaviour and feelings. An empathy map also enables to remove inconsistencies there may be due to the research team diverse perceptions of the personas (Service Designtools). As a persona alone may not offer a sufficient amount of information about users or customers and the empathetic design approach offered by empathy mapping guarantees that the designers genuinely understand the needs of the user.



Picture 7. Empathy Map of Customer.



Picture 8. Empathy Map Volunteer.



Picture 9. Empathy Map Employee.

4.12 Customer journey

In a customer journey, a visual representation of the customers or users step-by-step interactions are described. The process is described from the perspective of the user. It creates a visualisation that is detailed and represents the actions in each stage of the interaction. A customer journey map pictures the touchpoints involved between the customer and the service and brings to knowledge obstacles and obstacles that may be encountered during it. In a customer journey map, there may be multiple layers which represent the levels of positive or negative feelings and experiences within the interactive process (Service Design tools)

A Customer journey includes the touchpoints where the customers, or users, interact with the service. The journey mapping is done by identifying the touchpoints for the users within the service process. They can be either physical, such as interacting with an employee or digital, virtual in nature, taking place in a website or application on a mobile device. To draw a journey map research needs to be done to gain insights into the service. Gathering of information can be done by interviewing or by allowing the stakeholders to document the process themselves, for example, by doing mystery shopping (Stickdorn et al 2018).

The customer journey map (Table 2) where the process of volunteering within the City of Helsinki was drawn representing the three main groups involved with volunteering. The first group, marked in green colour are the volunteers, the second in pink the customers and the third, in blue the employees who have responsibilities within the volunteering activities. From the map, it can be seen that the three involved groups share their journey within volunteering, but there are differences within it. For example, inspiration is felt earlier in the process that of employees. This is due to the notion that employees are participating in the activities and volunteers professionally and their commitment to it is based on their professional level of interest toward it. On the other hand, volunteers need to be inspired by the possibility of volunteering to be available for it

Table 2. Volunteering Journey Map.

Stage	Awareness	Concideration	Decision	Activity	Commitment
Volunteer Activities	Wanting to do something valuable for others. Need to fulfil oneself. Wanting to put own time to good use	Searching information about volunteering. Searching for own volunteer task or area for volunteering	Contacting employee to sign up for volunteer role. Training & advising in volunteer role. Deciding on own role	Participating in volunteer activities	Participating in volunteers groups/meeting Training further in tasks
Customer Activities	Needing social interaction and support. Desire to be more active. Recommendation from employee	Searching and/or receiving information about volunteering	No activity at this stage (related to volunteering)	Participating in volunteer activities	Participating in volunteer activities
Employee Activities	Familiarising with volunteer activities within own area of responsibilities. Recommending participation in activities to patients/customer	Communicating with volunteers, searching information, planning activities, interacting with colleagues	Training and advising volunteer. Documentation, agreements signing	Participating in volunteer activities (note that employee not always present in them)	Ideating and executing activities Gathering feedback Discussing volunteering with colleagues
Communication	Contacting employees by phone or face to face Notice boards (Web page)	Phonecalls, web page, e-mails, discussing with colleagues, discussions with employees and volunteers	Face to face meeting & discussion at city facility with employee	Face to face meetings discussions with customers, employees and other volunteers	Face to face meetings discussions with customers, employees and other volunteers
Painpoints					
	Not knowing where to find information. Not finding information	Uncertainty on is volunteering for me.	Commuting to access activities (finding suitable transport)	Not having enough knowledge Stress about not doing enough	Balance between volunteering and other parts of own life
	Not knowing where to find information. Not finding information	Not knowing how to reach the activity Uncertainty of suitable activity	Commuting to access activities (finding suitable transport)	Difficulties in getting to activities	-
	Lack of time. Lack of guidance	No activity at this stage	Decision on what activities to concentrate on	Not having enough time/ resource limitations	Not having enough time/ resource limitations f.ex development of activities
Feelings					
Volunteer	Inspired Impatient	Curious Uncertainty	Confident Sense of accomplishment	Willingness to learn Active Stressed	Togetherness Fulfilment
Customer	Inspired Worried Depression	Curious Uncertainty	Expecting Hopeful	Inspired Trustful	Togetherness Motivation
Employee	Inspired Worried	Curious Stressed Motivated	Motivated	Empowered	Togetherness, fulfilment, satisfaction at work
Goals	The City to provide information channels and capabilities for usage	All stakeholders to have access and ways of accessing needed information	Responsible employees to be available for volunteers Senior volunteers available for mentoring. Instructions and documentation available	Organised activities to attend by volunteers and their customers.	Structured approach in place to develop further and to maintain existing best practises

5 DEVELOPMENT

Based on the information gathered by the research methods used, three significant topics were identified. These were presented to the City of Helsinki Healthcare and Welfare sector board in November of 2019.

The first topic raised was loneliness as it is a significant public health concern among especially the elderly population. In addition to easing a potential source of suffering, the identification and targeting of interventions for lonely elders may significantly decrease physician visits and health care costs (APHA). The solution proposed to this is to continue working with inclusion and to support communality further. This can be achieved by developing and adding group activities and enabling participation and by supporting peer activities.

The second topic introduced was developing volunteer activities and task to be more agile and react faster to the changing needs of people. Agile is a concept that is borrowed from software development which encourages flexibility, adaptation and continuous learning and development as a part of implementation and development processes and projects (Kitzmilller et al. 2006). This increased response speed can be achieved by developing common ways of doing and creating and agreeing to joint practises throughout the sector by developing guidelines and orientation of volunteers within the sector. Also, from a broader viewpoint, this topic refers to the benefits of having laws and regulations that offer a frame of reference to volunteering in general.

The third finding brought up from the research was the variety of people's challenges, social exclusion of especially the elderly, immigrants, refugees and frequent users of the Healthcare and Welfare sectors services. This challenge can be tackled by supporting the wellbeing of the individual and positive encounters between people. Buddy and convey volunteer activities need to be emphasised and actions made to support people in getting around and away from the loneliness due to limited social circles of the individual.

5.1 Service Ecology Map

There are three main purposes for the service ecology map; to bring forward service actors, activities and stakeholders, study relationships that are part of or affect the service processes. A Service Ecology Map can also be used to actualise new service concepts by re-arranging how actors cooperate (Polaine et al. 2013). The service ecology map visualises the dimensions proposed as the first links that are well known: what, how, when, where, who and why. These dimensions and the definition link the concept of a service ecology map directly to the scope or context layer and the business services layer similarly of the enterprise canvas (Oliver Baier)

In the service ecology map (Figure 15), the volunteer is in the middle. It is important to note that a volunteer can also be the actor, but a receiver as well: when volunteering an individual can receive personal gain as well. This can happen in the form of learning, social contacts or by experiencing a sense of fulfilment and purpose as a contributing individual.

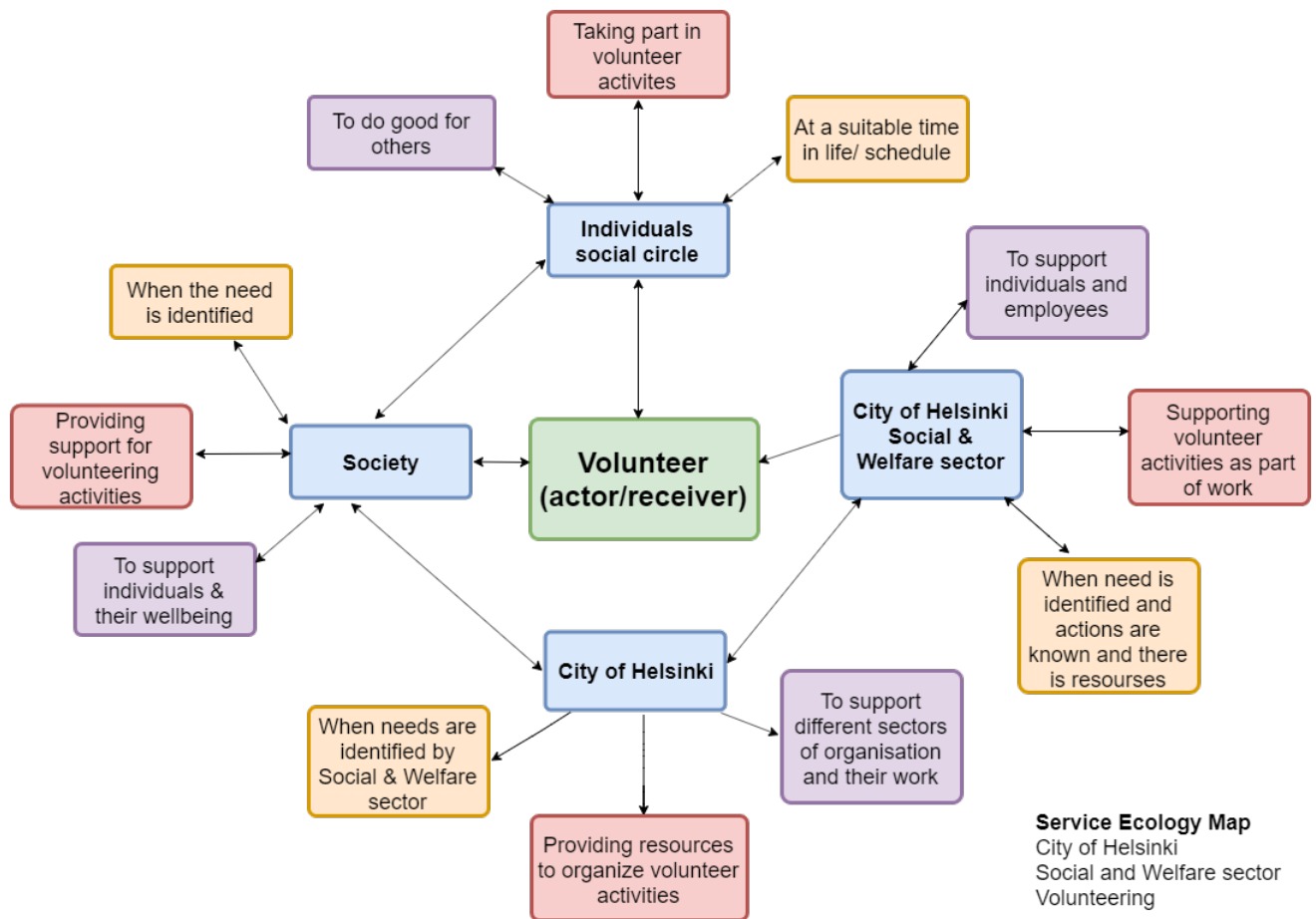


Figure 12. Service Ecology map of Volunteering within the City of Helsinki Healthcare and Welfare.

5.2 SWOT Analysis

The term “SWOT” is in short for the strengths, weaknesses, opportunities, and threats. It analyses the framework used to evaluate a business's or organisations competitive placement and can be used to develop strategic planning. The analysis evaluates the internal and external factors, as well as current potential and future opportunities. A SWOT analysis, such as the one seen in Figure 13, is developed to facilitate a realistic, data-driven look based on facts. The strengths and weaknesses of an organization, its initiatives, or industry are eminent in a SWOT analysis. The organization needs to keep the interpretation up to date by avoiding pre-conceived assumptions or vague areas and is meant to be focusing on real-life contexts. Companies should use for guidance but not necessarily as a prescription of truth (Grant 2019).



Figure 13. SWOT analysis of volunteering within the City of Helsinki Healthcare and Welfare Sector.

5.3 PESTEC Analysis

The PEST analysis is used in the environmental scanning components needed in the strategic leadership of change. The abbreviation "PESTEC" stands for political, economic, socio-cultural and technological, environmental, competitive factors. It is used to describe a frame of reference of macro-environmental factors. It is part of the external expert analysis when conducting market research and analysis or strategic studies for business growth. It gives an overall view of the different macro-environmental factors that need to be taken into consideration. It is a vital tool for understanding market growth or decline, business position, potential and direction for operations (Pestle Analysis). Although being traditionally a tool for strategic management or market research in this research it was used as a tool to analyse the forces that affect

volunteering within the City of Helsinki Healthcare and Welfare sector. From the PESTEC-analysis (Table 3) can be seen that it reflects many same topics as the affinity diagram (Figure 9).

Table 3. PESTEC analysis of volunteering within the City of Helsinki Healthcare and Welfare Sector.

Political	Economic	Social	Technological	Environmental	Competitive
Decision affecting work of people involved in volunteer activities	Employment rate	Ageing population	Implementing new technologies	Suitable spaces for activities in groups	3rd sector volunteering activities
Changes in laws and regulations affecting volunteers	Funding of volunteering activities	Prolonged life expectancy	Ability to take advantage of new technologies	Public transport arrangements	Private events and actions in volunteering
Retirement age rise	Retirement allowance rates	Rise of communality	Financing the use of new technologies	Communal buildings (asukastalo)	Paid services that replace volunteer activities and tasks
Immigration growth	Rise of poverty	Looser family units	Digitalization	Public spaces supporting social/volunteering activities	"Volunteering" as a business
Accepting refugees	Pension funds	Meaningful leisure			
Supporting diversity in decisions		"Not my problem"-thinking			
		Answering to the need for voluntary activities			
		Cultural diversity			

5.4 Future Timeline

A future timeline is a graphic or textual manifestation of vital events and topics arranged in the order where they happened. It is frequently used in literature, describing historical events and biographies. They are utilized in explaining what has happened during a certain time period of to a particular, historically meaningful person or a group of individuals. A future timeline begins from the earliest events and proceeds from there onwards (Vocabulary).

In this case, the timeline (Figure 14) is drawn from the year 2019 proceeding to the year 2069. It was created by identifying the main topics recovered during the research. In the

survey and interviews questions collecting views and expectations of the future of volunteering within the City of Helsinki were placed for the answerers and interviewees.

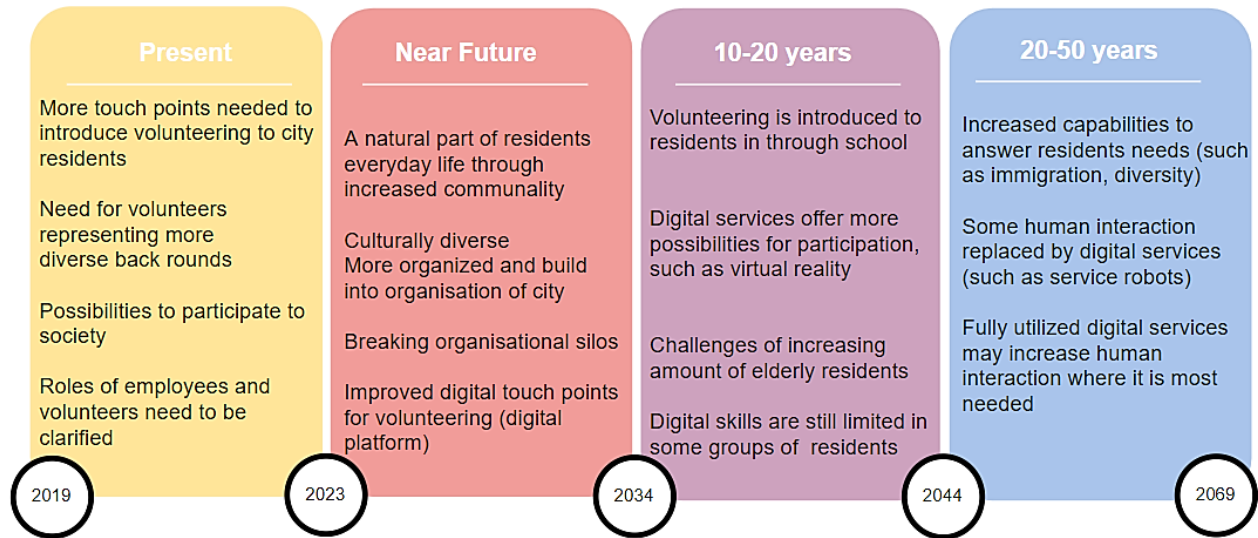


Figure 14. Future timeline of the City of Helsinki Healthcare and Welfare Sector.

5.5 Futures Table

A futures table is a chart where information is organized in sectors reflecting a viewpoint to the subject of study. The goal of the Futures Table is to define the challenges of the area by recognising the primary variables and the possible outcomes of them (Rubin, no date). In Table 4 below, chosen values for the scenarios are marked with different colours: blue for “business as usual”, pink for dystopia and green for utopia. Based on the marked paths for the scenarios, mood boards and written descriptions were created.

Table 4. Futures Table of the City of Helsinki Healthcare and Welfare Sector.

Drivers	Value 1	Value 2	Value 3	
Aging population	Increasing	Decreasing	Same	BAU
Life expectancy	Increasing greatly	Same	Decreasing	
Population in Finland	Increasing	Same	Decreasing	
Resources within the Healthcare & Welfare sector	Increasing	Same	Decreasing	
Immigration	Increasing	Same	Decreasing	Dystopia
Internationalization	Increasing	Same	Decreasing	
Economic Diversity	Increasing	Same	Decreasing	
Communality	Increasing	same	decreasing	
Social exclusion	Same	Decreasing	Increasing	Utopia
Individualism	Increasing significantly	Increasing slightly	Decreasing	
Effects of climate change	Increasing negative	Same	Increasing positive	

5.6 Scenarios

Scenario planning can be defined as creating a forecast of what the future is going to be. It can represent how business environments could change over time in the light of that particular future. More in detail, scenarios can be used to show the specific factors in uncertainties, diverse realities of possible events in the future of an organisation, topic or theme. Scenarios are not predictions about the future per se; they can be utilised as simulations of some possible futures that are needed in the research of a chosen topic.

Scenarios were first used by corporations as planning for growth, and business continuity became more complex, sophisticated and thus challenging. Building up a set of fact-based assumptions using scenario planning methods is very valuable in guiding actions in the long term. For example, farmers can use scenarios to evaluate whether

the harvest will be productive or not, depending on the weather. It assists them in forecasting their sales but also future financial investments. Military organisations use scenario planning in their operations to deal and plan ahead for any unlikely situations, anticipating the consequences of every event. Scenario planning can be used for describing the differences between success and failure. Scenario planning might not have such direct consequences in all organizations, but if not done, there can be considerable risks involved. These can be issues such as increased costs, risks and missed financial or developmental opportunities (SME 2020).

BAU is the acronym for 'Business As Usual' and is used for referring to a situation where everything is happening as usual, without significant changes affecting the turn of events (McMillandictionary). An example of a presentation of BAU in the form of a mood board can be seen in Figure 15.

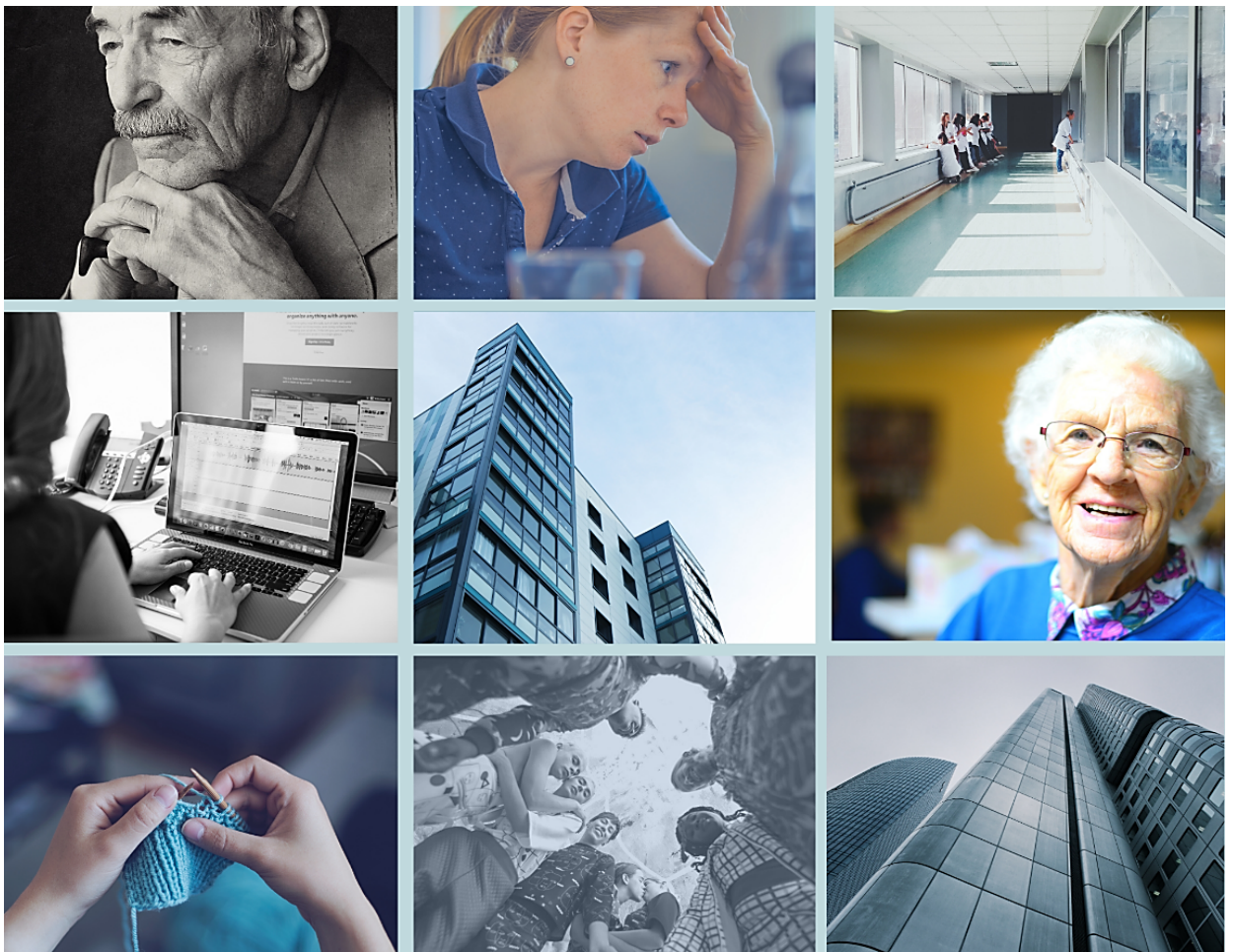


Figure 15. Mood board BAU (Canva).

- Many volunteers, especially within elderly care
- Places available to arrange activities
- Variety of possibilities for volunteers
- Volunteers can feel a sense of purpose even when they are retired or not working
- Some rules, instructions and “mentoring” for volunteers available
- Some virtual activities available but not well developed
- Not equally divided between services
- Places/locations not similarly available for all (for example due to public transportation routes)
- Not all in need of volunteering work
- Not all are capable of receiving volunteering activities or participate in them (for example due to living in a hospital ward)
- Misunderstandings on roles of volunteers, employees and the third sector
- Receiving info about volunteering can be challenging/ not organized well

Dystopia is the opposite of utopia depicting imagine the universe and fictional societies in which the living is terrible and imperfect because of human misery, poverty, terror, corruption and oppression. Dystopia challenges utopia's assumption of human perfectibility and perfect society (Utopia and Dystopia). An example of a presentation of Dystopia in the form of a mood board can be seen in Figure 16.



Figure 16. Mood board Dystopia (Canva).

- Volunteering activities happen in public institutions, commercial spaces or private spaces
- Quite easy to find info about volunteering but due to it being (almost) mandatory to support public services
- Amount of volunteers is decreasing steadily
- Volunteers are not equally divided between services
- Volunteering is more about survival than being active (for example hospitals do not survive without volunteers)
- Strict rules for volunteers
- Volunteer tasks include professionals tasks endangering wellbeing due to lack of professionalism

Utopia is a term used to describe an imaginary place, environment or situation, where everything is perfect. It has been used to describe an imaginary world where social justice is achieved as well as the principles that could guarantee it. Utopia symbolizes people's hopes and dreams (Utopia and Dystopia). An example of a presentation of utopia in the form of a mood board can be seen in Figure 17.



Figure 17. Mood board Utopia (Canva).

- Very easy to access information about volunteering
- Everyone can find a suitable role in volunteering (for time resources, life situation)
- Volunteering increases the happiness of citizens and supports employees
- Roles between volunteers and employees are clearly separated
- There are rules, instructions and training/mentoring for volunteers
- Spaces, where volunteering activities are organized, are available for all

- Receiving volunteering help/actions is available for all: in homes to hospital wards
- Many digital possibilities have been utilized in volunteering (f.ex communication methods, VR, IoT)

5.7 Service Blueprint for Volunteering Utopia

Service Blueprint is a diagram which represents the entire process of service delivery throughout all the stages of the process. It shows all the activities and events happening at various stages and of whom the roles performed by. A service blueprint is started by first listing all the actors involved in the service process on a vertical axis, then all the steps needed to create the service on the horizontal axis. The resulting matrix allows visualising the sequence of actions that each role needs to perform along the process, focusing on the activities seen and felt by the end-user that is situated above the line of visibility. The actions that are being performed in the back-office are shown below the line of clarity marked with a red, dotted line. Roles can be performed by people or different entities that can be organizations, teams of professionals, artificial intelligence and machines utilizing it (Service Design Tools). In this blueprint (Figure 18), the physical evidence is seen on the green background, and the actions visible to the customer are seen on blue background above the line of clarity marked with a red dotted line.

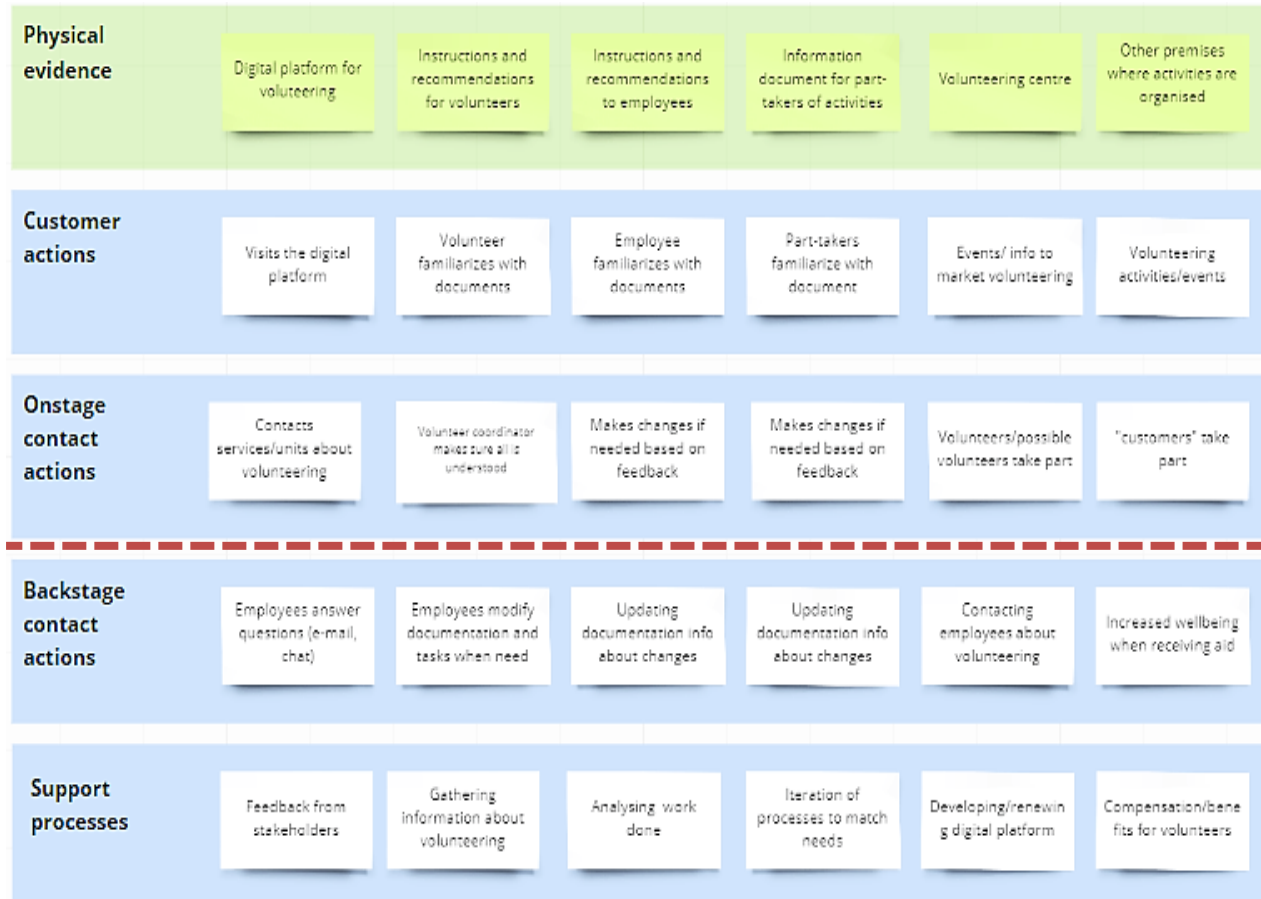
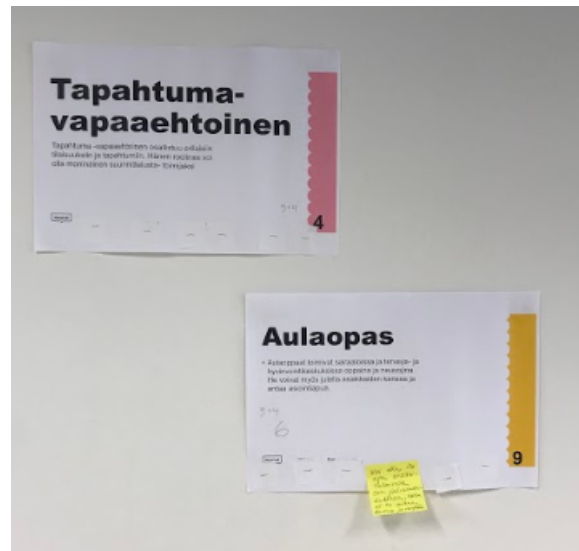


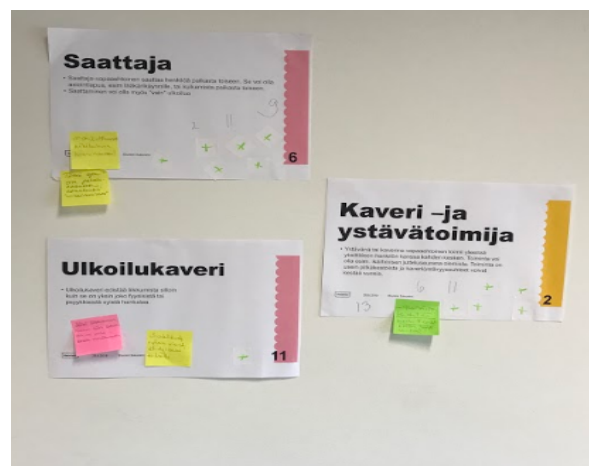
Figure 18. Service Blueprint for Volunteering Utopia (Miro).

5.8 New Volunteer roles

In the workshop, participants were reminded of the volunteering roles within the Healthcare and Welfare sectors. After a gallery walk, they were asked to suggest combinations of tasks by marking the number pair/pairs to the role descriptions.



Picture 10. New combined volunteer role ideated in the workshop.



Picture 11. New combined volunteer role ideated in the workshop.

The following new roles were marked on the walls in the workshop:

- Event volunteer+ lobby guide
- Convoy+ outdoor buddy+ buddy
- Performer+ teacher/ mentor+ handicraft group leader

The benefit of combining roles is the convenience for the customer and enabling the volunteer to support the customer in ways more reflecting the “normal life” for example in aiding them to use public and recreational services with the same person. Also, performers who are just performing could be partially or completely replaced with individuals who are peers, for example, people living in an elderly home presenting a play to the other inhabitants and thus creating more and diverse type of interactions. The challenge in combining volunteer tasks and activities that more diverse set of skills and motivation is needed to accomplish the tasks and thus, the new, more broad tasks could be felt as too challenging for some.

5.9 Research findings introduced to the Healthcare and Welfare sector board

Based on the information gathered by the research methods used, three significant topics were identified. These challenges in the development of volunteering, as seen in

Figure 19, were presented to the City of Helsinki Healthcare and Welfare or board in November of 2019.

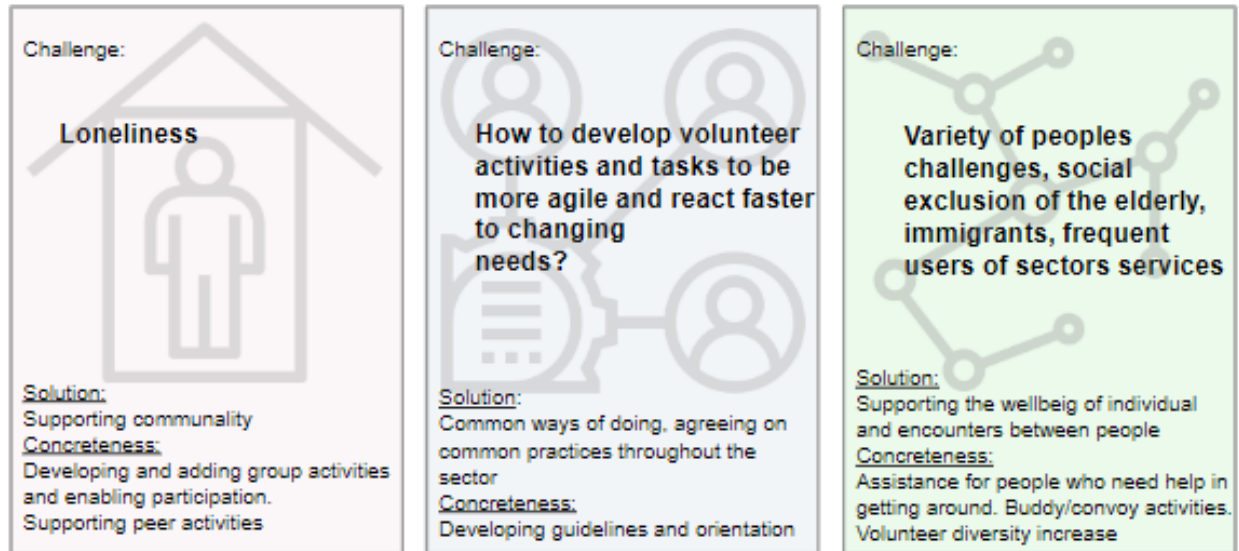


Figure 19. Main development points uncovered through the research.

The first topic raised was loneliness as it is a significant public health concern among especially the elderly population. In addition to easing a potential source of suffering, the identification and targeting of interventions for lonely elders may significantly decrease physician visits and health care costs (APHA 2015). The solution proposed to this is to continue working with inclusion and to support communality further. This can be achieved by developing and adding group activities and enabling participation and by supporting peer activities.

The second topic introduced was developing volunteer activities and task to be more agile and react faster to the changing needs of people. Agile is a concept that is originally coming from software development. It encourages flexibility, adaptation and continuous learning and development as a part of implementation and development processes and projects (Kitzmilller et al 2006).

The increased response created by a rapid approach speed can be achieved by developing common ways of doing and creating and agreeing to joint practises throughout the sector by developing guidelines and orientation of volunteers within the

sector. Also, from a broader viewpoint, this topic refers to the benefits of having laws and regulations that offer a frame of reference to volunteering in general.

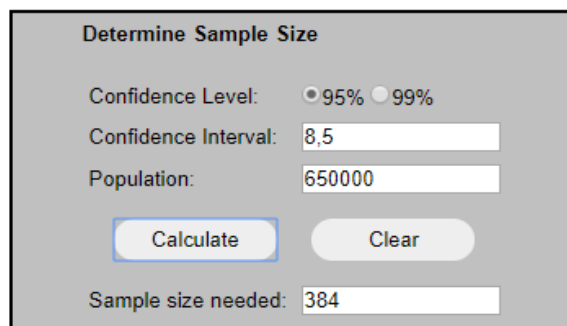
The third finding brought up from the research was the variety of people's challenges, social exclusion of especially the elderly, immigrants, refugees and frequent users of the Healthcare and Welfare sectors services. This challenge can be tackled by supporting the wellbeing of the individual and positive encounters between people. Buddy and convey volunteer activities need to be emphasised and actions made to support people in getting around and away from the loneliness due to limited social circles of the individual.

6 RESEARCH VALIDITY AND USABILITY

6.1 Limitation and Validity

For the survey, an amount of 384 answerers would have needed to gain a confidence level of 95, as seen in Figure 20, per cent and a confidence interval of 8, 5 per cent. As the survey only had 228 answers, the results do not fully represent the view of all the City of Helsinki population. It can also be questioned that even though volunteering is something that can be connected to all of the City of Helsinki inhabitant's lives is it in reality so, or should the sample size be valued with additional limitations.

The survey was targeted to the Healthcare and Welfare sector employees who have a diverse sided view of the volunteering as a topic which improves validity.



Determine Sample Size

Confidence Level: 95% 99%

Confidence Interval: 8,5

Population: 650000

Sample size needed: 384

Figure 20. Calculated sample size for the survey.

The confidence interval for survey calculated using a Confidence Interval calculator by Survey System (surveysystem.com). The figure for the population is the number of employees of the City of Helsinki Healthcare and Welfare sector.

Find Confidence Interval

Confidence Level: 95% 99%

Sample Size:

Population:

Percentage:

Confidence Interval:

Figure 21. Calculated confidence interval for the survey.

The stakeholder interviews produced a considerable amount of qualitative data, and as the participants represented all of the departments of the Healthcare and Welfare sector, the answers gave a valuable overview of volunteering. When interpreting the results, it is good to keep in mind that no customers of volunteering activities were interviewed, but much of the employee's answers were describing the opinions and emotions of them. The interview participants represented all of the organisational levels, but the majority of them were working in leadership or administrative positions which were suitable as they had a good overview of the sector.

When interviewing the volunteers, the discussions were more limited as they were more prone to describe issues in the surroundings where they did their voluntary tasks and their personal motivations. The volunteers also had valuable information on how the customers perceive volunteering activities and what are the current limitations. Volunteers also discussed challenges of resourcing within their places of operation within the Healthcare and Welfare sector very openly and thus confirmed the views and difficulties presented of it in media during the last years.

The research done was supported by familiarizing with prior research done on the topic and findings from desk research supported the results well. The everyday challenges of the Healthcare and Welfare sector came clearly through from the interviews, workshop and survey and they could be easily identified on the topic of volunteering within the City of Helsinki volunteering in the sector of research. As the research team included professional from the city organisation findings could be confirmed by specialist of the topic. The challenge for the desk research phase was also to find suitable reference materials: there was material found for quantitative information regarding volunteering and about volunteering in general, but difficulties arose when the need was to find

information about effects of volunteering and the decisions made to cause them. When volunteering is discussed in the context of public sector it is also valuable to note that countries even within the European Union have organized their volunteering in very diverse ways and thus the comparability can be jeopardized. Also, based on discussions with stakeholders of the study it has come through that volunteering is a topic that would benefit from further studies and research as it has a valuable impact for individuals and societies wellbeing.

Even with the limitations of the survey or other qualitative data, it can be said that the research reached a triangulation point and serves as a source of information in the development of volunteering activities within the City of Helsinki Healthcare and Welfare sector. During the study, stakeholders, such as the City of Helsinki employees and participants in the interviews and workshop, were committed to providing needed insights and information they possessed and had access to. This enabled added value to the study process and also serves as validation that the findings made were truthful and service development needs.

6.2 Utilization of Findings

The information gathered during the research can be in developing the City of Helsinki Healthcare and Welfare sector volunteering and its activities. It forms a base for the board to base their decisions. As the results were shared to the sector employees, they can also familiarize with the material themselves and use it directly in their work in developing volunteering. As the information gained through interviews and survey were already presented to the participants of the workshop organized 29th of August it is clear that the knowledge could be implemented to everyday work and tasks within the units and departments of the participants

When the research was presented to the Healthcare and Welfare Sector board in November of 2019, the feedback was that the information could be used directly in development activities, but it is not yet known will the proposed changes in the activities implemented directly as they were presented or is further research needed to clarify can they be done.

When the research was ordered from the city development unit, it was requested to include the use of service design methods which are already commonly used within the unit. Feedback after presenting the research was that the service design methods were perceived to be valuable for the study.

As all of the different sectors within the City of Helsinki have volunteers and volunteer activities, it is inevitable that a similar research project can be useful in developing the areas volunteering. Some of the volunteer roles and tasks would also benefit from crossing sector borders which also came through from the findings and proposes a topic for research.

7 PROCESS ANALYSIS

This chapter explains how the process of the thesis produced the answers to the research questions and how successful the study was to reply to them. Secondly, it describes the possibilities and ways how the findings can be used as a source for further development within the City of Helsinki.

7.1 Process results

The research methods and participation of this study proposed limitations, but when considering the first research question "*How can volunteering in the public Healthcare and Welfare sector be developed by using design thinking and service design and foresight methodologies?*" the study process can be described as successful as it served the intended purpose the thesis was commissioned for. Feedback from the commissioner City of Helsinki Healthcare and Welfare board was that the information gained during the process of completing the study was valid and usable in the development of the sectors volunteering activities. As a result of using the mentioned approaches in the study, they proved out to be highly usable and even standard working methods within the city. In the City of Helsinki service design is a familiar approach to tackling challenges and developing services which meant also, that the commissioners' representatives were open to utilize the needed tools in this project as well.

During the discussions when the process was ongoing, it was noted that tools that can be identified common to service design were already in use in the city's development actions but they just not were recognized as service design. Standard tools, such as Personas and journey maps, were also already used within the development unit for volunteering. On the other hand, the foresight method was less familiar to the commissioner but was approached with curiosity towards it. As foresight as a topic was not familiar and the tools were not used within the organization, they were less easy to implement to the process but when explained they were added to the study process. The foresight methods served their purpose also and the study proved in its own part that it is a valuable approach in developing services of large organizations, such as the City of Helsinki Healthcare and Welfare sector. When creating interpretations on how the

futures could be like, it is possible to do more advised decisions as the consequences of actions and decisions can be estimated by presenting collected information and insights in an organized and insightful ways. When considering the work done design thinking approach using service design methodology was identified to be highly usable and fulfilling the needs of the commissioner. When developing the City of Helsinki, and other cities and communities, the user-centric approach is valuable to gain insights from the users to create services that are needed and can be utilized.

The new outcome from the study process regarding design thinking and service design was more of using the methods and tools consistently, not as separate documents but as a strategic and natural approach towards solving a challenge. Also, analysing and visualising research findings by using service design methodology was something that was felt like a new way of working and that the mentioned eases the development processes. Some of the tools used served more the purpose of understanding the organisation and its' actions for the researcher who did not have a subjective experience of working in the City of Helsinki and could be left out if the study would be repeated in another within the city or in a different city. As an example of these can be mentioned service blueprints and stakeholder mapping since they present topics that are and should be familiar to the City of Helsinki employees.

The second research question " *What are the key development points within the City of Helsinki Healthcare and Welfare sector Volunteering activities identified through using design thinking, service design and foresight methodologies?*" As the City of Helsinki is a large organisation consuming considerable amounts of resources, it is vital to make informed decisions where the attention is paid to challenges that have the most impact socially, environmentally or financially. As Design Thinking and Service Design are both human centric approaches it can be said that the development points discovered serve the needs of the citizens and through the needs of the individual development points having the most impact on wellbeing were found. With tools used in the foresight approach, the impact of choices can be estimated, creating probable outcomes of them. This assists in making informed decisions that could be more difficult without the use of foresight tools. The purpose of the tools creates opportunities to vision the future, which can be challenging with straightforward thinking and thus serves well in making decisions affecting large populations such as cities and the public services within them. If conducting similar studies in other sectors or cities, it is vital to include in the project

team members that have a professional background in the sector or city in question. This is needed for guaranteeing knowledge in gaining the insights required and information for the tools used and could be difficult to attain without an insider's view.

As conclusion of the results the main outcome of the study is that it served the purpose in a way that serves the needs of the commissioner and through the commissioners' actions it will serve the needs and desires of the individuals.

7.2 Utilization of Study within the City of Helsinki

The City of Helsinki has organised volunteering activities within all of its sectors. As the challenges can be hypothesized to be similar or same in all, it is valid to assume that similar studies would be valuable to conduct in all sectors. This would also enable cooperation between sectors when all of them would have access to related information about their services regarding volunteering. Currently, services within the city are siloed, meaning that development made where stakeholders are representing different sectors can be challenging to obtain.

If a study of volunteering development points would be done in another sector, the process is likely to be less resource consuming. This is related to the fact that the Healthcare and Welfare sector being the largest and the research done there already provided valuable insights to hypothesize what the challenges in other, smaller sectors might be. This enables the use of fewer man-hours regarding interviews. Also, the information gained in the workshop could be attained via group interviews and organizing multiple attendee meetings to collect insights would lessen hours used even further, enabling more resources to be used towards the actual development efforts. When planning for a similar study within a different sector in the city, it is also worthwhile to consider having students from universities or universities of applied sciences to participate in the research. The students should be chosen according to their main topics of studies, not only from the field of service design but from issues matching the needs of the sectors. This would provide added understanding mainly when research findings are analysed but also in the phase where research methods are chosen and moulded to the needs of the challenges of the sector.

The timeframe for the possible further studies of volunteering development points in the rest of the sectors within the City of Helsinki should be made simultaneously or within a short period of time. This is needed to gain awareness within the city's organisation and employees and through it enable added visibility for the cause. Also, it would be most beneficial to organize the whole field of volunteering within the city as simultaneously to make it as impactful as possible. This would further benefit the goal of working and interacting less in siloes but more as a part of the most functional city of the world.

City of Helsinki has already prototyped a digital platform for volunteering within the city in the spring of 2019. In January of 2020 the site is not yet launched for the public and testing of the site is planned for spring 2020 Based on the findings of this study the platform has a impactful role in development of volunteering and the activities. A digital touchpoint offers easy access for citizens to knowledge making it more convenient to find a suitable volunteering task and retrieve information about it online.

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Appendix 1

Survey questions and answers

Soten vapaaehtoistoiminnan selvitys

1. Tehtävänimike

Nimi	Prosentti
Apuhoitaja	0,0%
Fysioterapeutti	2,7%
Hoitaja	7,3%
Johtava ohjaaja	0,9%
Johtava sosiaalityöntekijä	4,1%
Kotihoidon hoitaja	4,1%
Kotihoidon ohjaaja	4,6%
Lääkäri	0,0%
Ohjaaja	9,6%
Osaston vastaava	0,0%
Osastonhoitaja	8,2%
Sairaanhoitaja	7,8%
Sosiaaliohjaaja	8,7%
Sosiaalityöntekijä	5,0%
Suunnittelija	0,5%
Terveystenhoitaja	2,3%
Toimintaterapeutti	2,7%
Vastaava hoitaja	0,5%
Vastaava ohjaaja	1,8%
Vapaaehtoistoiminnan ohjaaja	0,9%
Vapaaehtoistoiminnan koordinaattori	0,0%
Muu, mikä?	28,3%
N	219

2. Osasto

Nimi	Prosentti
Muu osasto/ sijoittuminen organisaatioon	3,7%
SKH (Sairaala, kuntoutus, hoiva)	52,8%
PESO (perhe ja sosiaalipalvelut)	28,2%
Tepa (Terveys- ja päihdepalvelut)	13,4%
Muulla kuin sotessa	1,9%
N	216

3. Palvelu

Nimi	Prosentti
Lapsiperheiden hyvinvointi ja terveys	3,4%
Lastensuojelu	6,7%
Terveysasemat ja sisätautien poliklinikka	2,8%
suun terveydenhuolto	0,6%
Psykiatria- ja päihdepalvelut	10,1%
Vammaistyö	8,4%
Nuorten palvelut ja aikuissosiaalityö	11,8%
Pohjoisen palvelualue	8,4%
Lännen palvelualue	7,3%
Idän palvelualue	11,8%
Etelän palvelualue	15,2%
Selvitys, arviointi ja sijoitus	4,5%

Helsingin sairaala	9,0%
N	178

4. Yksikkö

Nimi	Prosentti
Lasten ja nuorten lääkäripalvelut	0,0%
Lähipalvelut	0,0%
Sisätautien poliklinikka	0,7%
Pohjoisen terveysasemat	1,3%
Keskittetyt palvelut	0,7%
Lännen terveysasemat	0,0%
Kehitysvammapoliklinikka	0,0%
Vammaisten työ- ja päivätoiminta	1,3%
Idän terveysasemat	0,0%
Vammaisten asumis- ja laitospalvelut	4,6%
Etelän terveysasemat	1,3%
Vammaisten sosiaalityö	2,0%
Pohjoisen aikuissosiaalityö	2,6%
Lännen aikuissosiaalityö	2,6%
Idän aikuissosiaalityö	2,0%
Etelän aikuissosiaalityö	3,3%
Lastenkotitoiminta	0,0%
Sijoituksen sosiaalityö	0,0%
Lastensuojelun palvelut	3,3%
Lastensuojelun avohuollon sosiaalityö	2,0%
Lastensuojelutarpeen arviointi	0,0%
Perheiden erityispalvelut	2,6%
Kouluterveydenhuolto	0,7%
Neuvola- ja perhetyö	0,7%
SAS-palvelun keskitetyt	0,7%

Helppo Seniorin asiakasohjaus	2,6%
Helppo Seniorin yhteiset palvelut	2,0%
Keskinen kotihoitoyksikkö	2,0%
Itäinen kotihoitoyksikkö	3,9%
Myllypuron monipuolinen palvelukeskus	0,0%
Kaakkoinen kotihoitoyksikkö	1,3%
Itäinen kotihoitoyksikkö	2,6%
Lounainen kotihoitoyksikkö	2,6%
Läntinen kotihoitoyksikkö	2,0%
Syystien monipuolinen palvelukeskus	2,0%
Koillinen kotihoitoyksikkö	2,6%
Pohjoinen kotihoitoyksikkö	0,0%
Kustaankartanon monipuolinen palvelukeskus	3,9%
Kampin palvelukeskus	1,3%
Kivelän monipuolinen palvelukeskus	1,3%
KOskelan monipuolinen palvelukeskus	1,3%
Töölön monipuolinen palvelukeskus	2,6%
Kinaporin monipuolinen palvelukeskus	2,6%
Roihuvuoren monipuolinen palvelukeskus	3,9%
Kontulan monipuolinen palvelukeskus	3,3%
Gerontologinen sosiaalityö	0,7%
Riistavuoren monipuolinen palvelukeskus	3,3%
Fysioterapia	0,7%
Kotihoidon lääkärit	0,0%
Geriatrician poliklinikka	0,7%

kotisairaala	0,7%
Suursuon sairaala	2,6%
Malmin sairaala	2,6%
Laakson sairaala	2,0%
Kuntoutussuunnittelu ja apuvälineet	0,0%
Toimintaterapia	1,3%
Sosiaali- ja kriisipäivystys	0,7%
Päihdepalvelut	3,3%
Psykoosi Palvelut	2,0%
Mielialahäiriö Palvelut	1,3%
Ensilinjan palvelut	0,7%
Asumisen tuki	2,0%
N	153

5. Minuun saa ottaa yhteyttä projektin selvitykseen liittyen

Ni	Prose
mi	ntti
Kyllä	65,6%
Ei	34,4%
N	212

6. Miten tuttua vapaaehtoistoiminta on sinulle roolisi kautta tällä hetkellä? 0=ei yhtään
10=erittäin tuttua

-29

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Nimi	Prose
	ntti
Arvostelijat	50,5%

Passiiviset	28,4%
Suosittelijat	21,2%
N	208

7. Vastaako mielestäsi Helsingin kaupungin organisoima vapaaehtoistoiminta tällä hetkellä?

Kysymys	Keskia rvo	N
Helsingiläisten tarpeisiin	3,22	20 1
Sosiaali- ja terveystoimialan asiakkaiden tarpeisiin	3,48	20 5
Vapaaehtoisten tarpeisiin	3,13	19 2
Työntekijöiden tarpeisiin	3,47	20 5

8. Helsingiläisten tarpeisiin

Nimi	Prose ntti
Vastaa erittäin hyvin	1,5%
Vastaa hyvin	16,9%
Vastaa melko hyvin	43,8%
Vastaa melko huonosti/ osittain	33,8%
Ei vastaa ollenkaan	4,0%
N	201

9. Sosiaali- ja terveystoimialan asiakkaiden tarpeisiin

Nimi	Prosentti
Vastaa erittäin hyvin	2,0%
Vastaa hyvin	7,3%
Vastaa melko hyvin	37,1%
Vastaa melko huonosti/ osittain	48,3%
Ei vastaa ollenkaan	5,4%
N	205

10. Vapaaehtoisten tarpeisiin

Nimi	Prosentti
Vastaa erittäin hyvin	2,6%
Vastaa hyvin	18,8%
Vastaa melko hyvin	49,0%
Vastaa melko huonosti/ osittain	22,4%
Ei vastaa ollenkaan	7,3%
N	192

11. Työntekijöiden tarpeisiin

Nimi	Prosentti
Vastaa erittäin hyvin	2,4%
Vastaa hyvin	8,3%
Vastaa melko hyvin	36,6%
Vastaa melko huonosti/ osittain	45,4%
Ei vastaa ollenkaan	7,3%
N	205

12. Tässä on nykyisiä vapaaehtoistoiminnan tehtäviä sosiaali- ja terveystoimialalla Poimi listasta mielestäsi tärkeimmät vapaaehtoistoiminnan tehtävät, joihin tulisi kehittämisessä panostaa.

Kysymys	Keskia rvo	N
Kaveri- ja ystävätoiminta	1,61	17 5
Ryhmätoiminta	3,28	40
Tapahtuma Vapaaehtoinen	3,44	43
Talon/ yksikön vapaaehtoinen	2,53	64
Esiintyjä	3,04	25
Osaamisen jakaja/ opettaja	2,71	21
Saattajatoiminta	2,69	14 4
Vertaistoimija	3,07	70
Aula Opas	3,00	11
Tukihenkilötoiminta (SHL, LS)	2,94	65

Ulkoilukaveri	3,28	14
Sovittelutoiminta	3,93	14
Käsityöt	5,30	10
Ruokailu Avustaja	4,30	23
Asumistuki	4,24	29
Muu mikä?	3,29	7

13. Kaveri- ja ystävätoiminta

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Kaveri- ja ystävätoiminta	17 5	1,61	1,12	1,00

Ni mi	Prose ntti
1	69,7%
2	12,0%
3	10,9%
4	4,6%
5	2,3%
6	0,0%
7	0,0%
8	0,6%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%

16	0,0%
N	175

14. Ryhmätoiminta

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Ryhmätoiminta	40	3,28	1,69	3,00

Ni mi	Prose ntti
1	10,0%
2	35,0%
3	12,5%
4	22,5%
5	7,5%
6	5,0%
7	7,5%
8	0,0%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	40

15. Tapahtuma Vapaaehtoinen

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Tapahtuma	4	3,44	1,73	3,00
Vapaaehtoinen	3			

Ni mi	Prose ntti
1	9,3%
2	34,9%
3	9,3%
4	14,0%
5	18,6%
6	9,3%
7	4,7%
8	0,0%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	43

16. Talon/ yksikön vapaaehtoinen

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
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Talon/ yksikön vapaaehtoinen	6 4	2,53	1,35	2,00
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Nimi	Prosentti
1	21,9%
2	35,9%
3	21,9%
4	14,1%
5	3,1%
6	1,6%
7	0,0%
8	1,6%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	64

17. Esiintyjä

Kysymys	N	Keskiarvo	Keskihajonta	Mediaani
Esiintyjä	2 5	3,04	1,64	3,00

Ni mi	Prose ntti
1	20,0%
2	16,0%
3	36,0%
4	8,0%
5	16,0%
6	0,0%
7	0,0%
8	4,0%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	25

18. Osaamisen jakaja/ opettaja

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Osaamisen jakaja/ opettaja	2 1	2,71	1,35	2,00

Ni mi	Prose ntti
1	19,0%
2	33,3%
3	19,0%

4	19,0%
5	4,8%
6	4,8%
7	0,0%
8	0,0%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	21

19. Saattajatoiminta

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Saattajatoi minta	14 4	2,69	1,40	2,00

Ni mi	Prose ntti
1	17,4%
2	36,8%
3	22,9%
4	11,8%
5	6,9%
6	2,1%
7	1,4%
8	0,7%

9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	144

20. Vertaistoimija

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Vertaistoi mija	7 0	3,07	1,39	3,00

Ni mi	Prose ntti
1	14,3%
2	20,0%
3	30,0%
4	24,3%
5	4,3%
6	5,7%
7	1,4%
8	0,0%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%

14	0,0%
15	0,0%
16	0,0%
N	70

21. Aula Opas

Kysymys	N	Keskisarvo	Keskihajonta	Mediaani
Aula Opas	1	3,00	0,95	3,00

Niemi	Prosentti
1	0,0%
2	36,4%
3	36,4%
4	18,2%
5	9,1%
6	0,0%
7	0,0%
8	0,0%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	11

22. Tukihenkilötoiminta (SHL, LS)

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Tukihenkilötoiminta (SHL, LS)	6 5	2,94	1,40	3,00

Ni mi	Prose ntti
1	16,9%
2	26,2%
3	23,1%
4	16,9%
5	15,4%
6	0,0%
7	1,5%
8	0,0%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	65

23. Ulkoilukaveri

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
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Ulkoiluka	14			
veri	1	3,28	1,43	3,00

Ni	Prose
mi	ntti
1	5,7%
2	23,4%
3	36,9%
4	18,4%
5	7,8%
6	4,3%
7	2,1%
8	0,7%
9	0,7%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	141

24. Sovittelutoiminta

Kysymys	N	Keskia	Keskihajo	Media
		rvo	nta	ani
Sovittelutoiminta	14	3,93	1,62	3,50

Ni mi	Prose ntti
1	0,0%
2	21,4%
3	28,6%
4	21,4%
5	0,0%
6	21,4%
7	7,1%
8	0,0%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	14

25. Käsitöet

Kysy mys	N	Keskia rvo	Keskihajo nta	Media ani
Käsi töet	1 0	5,30	2,41	4,50

Ni mi	Prose ntti
1	0,0%
2	10,0%
3	10,0%

4	30,0%
5	10,0%
6	20,0%
7	0,0%
8	0,0%
9	10,0%
10	10,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	10

26. Ruokailuavustaja

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Ruokailu	2			
Avustaja	3	4,30	2,05	4,00

Ni	Prose ntti
1	13,0%
2	4,3%
3	17,4%
4	17,4%
5	26,1%
6	8,7%
7	4,3%
8	4,3%
9	4,3%

10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	23

27. Asumiskummi

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Asumist uki	2 9	4,24	1,69	4,00

Ni mi	Prose ntti
1	6,9%
2	0,0%
3	37,9%
4	13,8%
5	10,3%
6	24,1%
7	3,4%
8	3,4%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%

16	0,0%
N	29

28. Muu mikä?

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Muu mikä?	7	3,29	1,48	3,00

Ni mi	Prose ntti
1	14,3%
2	14,3%
3	28,6%
4	28,6%
5	0,0%
6	14,3%
7	0,0%
8	0,0%
9	0,0%
10	0,0%
11	0,0%
12	0,0%
13	0,0%
14	0,0%
15	0,0%
16	0,0%
N	7

29. Vastaako vapaaehtoistoiminnan nykyinen resursointi nykyisiä tarpeita?

Kysymys	N	Keskia rvo	Keskihajo nta	Media ani
Vastaako vapaaehtoistoiminnan nykyinen resursointi nykyisiä tarpeita?	21 1	2,71	0,76	3,00

Nimi	Prose ntti
Erittäin Tyytymätön	5,7%
Tyytymätön	29,9%
En osaa sanoa	53,6%
Tyytyväinen	10,0%
Erittäin Tyytyväinen	0,9%
N	211

30. Mitä soten vapaaehtoistoiminnan pitäisi olla 5 vuoden kuluttua?

paremmat nettisivut

Pitäisi olla selkeät rakenteet toiminnan organisointiin ja koordinointiin, riittävät henkilöstö- ja muut resurssit toiminnan ylläpitoon.

joustavampaa, paremmin markkinoitua, yleistyneet pää, toimintakulttuuriin kuuluvaa

Tietoa vapaaehtoistoiminnan paikoista ja mahdollisuuksista pitäisi olla netti alustalla ja sinne tulisi pystyä ilmoittautumaan. Kirjastot mukana opastamassa niitä, jotka eivät osaa käyttää sähköistä alustaa. Tähän riittävä resursointi

Osa kenen tahansa elämää. Osallistuminen toimintaan helpompaa kuin tällä hetkellä. Kulttuurin muutos vapaaehtoistoiminnan suhteen eli lisääntynyt yhteisöllisyys

Enemmän POP up/kertaluontoista tapahtumatoimintaa. Muistisairaiden lisääntynyt huomioiminen. Enemmän vapaaehtoisia eri ikä ja sosiaalisista ryhmistä (maahanmuuttajat!). Toisaalta myös lisää sitoutuneempia vapaaehtoisia. Tasa-arvoiset palkinnot ja huomioi min

Ammattilaisten ja vapaaehtoisten tehtävät ovat selkeästi eroteltuja, eikä vapaaehtoisten toiminta pyri laajentamaan työntekijöiden "reviirille" Kasvanut vapaaehtoisten sitoutuneisuus. Läheisten lisääntynyt sitoutuneisuus

Vapaaehtoisten rekrytointi on järjestäytyneempää, esim. eläköityneitä pyritään saamaan aktiivisesti toiminnan pariin. Palkkiot ja kulukorvaukset ovat selkiytyneet

Vapaaehtois Tehtävien kirjo on laaja. Vapaaehtoistoiminta tavoittaa enemmän myös kotona asuvia sekä sote-palveluja käyttämättömiä. Vapaaehtoistoiminta tarjoaisi apua erityisesti yksinäisyyden ehkäisyyn ja saisi ihmisiä liikkumaan kodin ulkopuolella.

Yksiköstä riippuen toiminta on koordinoitua ja järjestelmällistä. Vapaaehtoistoiminta huomioitu työnkuvassa. Lisääntynyt verkostoituminen ja kollegoiden tuki. "Ovet auki"-politiikka, jossa vapaaehtoistoimintaa myös iltaisin ja viikonloppuisin

Johtoryhmissä paikalla vapaaehtoistoimintaa edustava työntekijä.

Kokemusasiantuntijoita myös työsuhteessa, ei pelkästään vapaaehtoisena.

Selkeämmät toimintamallit, vapaaehtoisille koulutusta

Vapaaehtoisten sopivuus tehtävään on varmennettu sekä koulutuksen kuin esim. soveltuvuustestauksen/haastatteluprosessin kautta. Vapaaehtoisten määrä on suurempi kuin 2019 ja sitoutuneisuus kasvanut. Mukana myös enemmän maahanmuuttajia ja nuoria.

ystävätoimintaa, paikallista toimintaa ja alueellista uutta, eläinkaverit (koira avusteinen hoito) motivaationa yhdessä ulkoiluun

Vahvempaa, näkyvämpää toimintaa, osana perustoimintaa. Tavallista tekemistä, läsnä sote-palveluissa. Lapsiperhepalveluissa paremmin läsnä.

Vapaaehtoistoiminnasta enemmän tietoa, asiakkaat löytäisivät paremmin palvelun piiriin. Lisää tietoa

Viitekehityksenä elämän merkityksen kokemus säilyisi koko loppuelämän ja tätä vapaaehtoisuus/toiminta voisi mahdollistaa tätä ajatusta (+saman henkisyden mahdollistaminen ja huomioiminen vapaaehtoistoiminnassa).

Pitäisi vapaaehtoistoimintaa olla paljon enemmän koska ikääntyviä on tällöin kaksi kertaa enemmän kuin nyt.

Aktiivista kansalaisista ja asukkaista itsestään lähtevää toimintaa, jota viranomaisen tarvittaessa rahoittaa ja tukee kansalainen edellä.

Paljon vapaaehtoisia kaikkiin toimintoihin avuksi.

organisoitua matalimman mahdollisen kynnyksen toimintaa, johon on luontevaa osallistua. monimuotoista

Osastoilla hoidetaan paljon yksinäisiä vanhuksia, joilla ei ole turvaverkkoa. Moni joutuu odottamaan pysyvää jatkohoitopaikkaa akuuttiosastolla ilman virikkeitä. Tästä syystä olisi tärkeää, että vapaaehtoisia kävisi potilaiden luona vierailmassa.

Sitä, että vapaaehtoisia saa ikääntyneiden asiakkaiden tueksi joustavasti tarpeen ollessa suurin.

Sote Palveluissa on paljon heikossa asemassa olevia ihmisiä, jotka putoavat palveluiden väliin. Ei ole myöskään tarjolla sellaisia palveluita, jotka tukisivat näitä ihmisiä arjen toiminnassa ja selviytymisessä.

Innostava, osallistavaa ja houkuttelevaa.

Asiakkaat mukaan tekemään ja tuottamaan palveluita

Laajaa, hyvin organisoitua, hyvin toimitettua. Sähköisiä palveluita, lyhyet jonot. Kysyntä ja tarjonta kohtaisivat.

Sinne on helppo tulla vapaaehtoiseksi ja apua saa sitä tarvitseva

-

Välitön tarve->Helsingin sairaalaan toivoisin kehitettävän saattaja- ja ulkoilutus toimintaa. Keskustelu Kavereille olisi niin ikään kova tarve. Aihe on keskusteluttanut. Myös kotona asuvien ystävätoiminnan kehittäminen on mielestäni tärkeää.

Nopeaa, innovatiivista

Olisi hienoa, jos esim. terapia ryhmiin voisi pyytää vapaaehtoisia lapsenvahdiksi, kun keskustellaan ryhmään osallistuneiden lasten vanhempien kanssa. Saattaja Toiminta esim. terapia käynneille voisi auttaa joitakin perheitä kuntoutuksen toteutuksessa.

Ainakin voisi olla jotenkin selkeämpi, kun nyt tuntuu, että käytännöt eivät ole yhtään yhteneväisiä.

Hyvin organisoitua, hyvin vapaaehtoisia tukevaa ja hyvin tiedostettua toimintaa

Vapaaehtoisia pitäisi olla palvelukeskus toiminnassa paljon enemmän. Myös päivätoiminnassa voisi hyödyntää vapaaehtoisten osaamista enemmän.

Paljon organisoidumpaa toimintaa, jossa olisi jatkuvuutta ja vapaaehtoiset saisivat hyviä kokemuksia apuna olemisesta. Henkilökunta aidosti mukana. Vapaaehtoiset koottaisiin voimavarana, eikä rasitteena.

Mahdollista ilman sitoutumista, vapaaehtoiselle voimia antavaa ja yksinäisyyttä torjuvaa.

On tärkeää, että vapaaehtoistoiminnan arvot säilyvät nykyisenlaisena.

Vapaaehtoistoiminnan ei tule jatkossakaan korvata henkilökunnan tekemää työtä.

Ulkoilu Kaveritoiminta on jo vakiintunut ja juuri kehitetään vapaaehtoisten etäyhteydellä pidettäviä kotihoidon asiakkaiden keskusteluryhmiä .

kokemusasiantuntijuus, vertaistoiminta, asiakasosallisuus ja vertaistuki ovat tätä päivää suuremmassa merkityksessä niin normi- kuin erityispalveluissa.

lisääntyä

Vapaaehtois Tiimit eli 1-3 henkilö voi olla samalle asiakkaalle esim. liikkumis kaveri. Mataloittaisoko kynnystä sitoutua vapaaehtoiseksi? Tasaisempi saatavuus.

Enemmän nuoria mukaan!

Kattavampaa ja helpommin saavutettavaa.

Kotihoidon asiakkailla olisi mahdollisuus saada vapaaehtoinen käymään vähintään kaksi kertaa viikossa, auttaa asiakkaita osallistumaan kerhoihin, vapaaehtoiset pitäisivät kerhoja kotihoidon asiakkaille.

Sosiaalityöntekijät voisivat olla suoraan yhteydessä vapaaehtoisiin. Vapaaehtoisten yhteystiedot ja osaaminen/intressit listalle.

Tiedotusta olisi hyvä lisätä, jotta toiminta ja vaihtoehdot olisivat tutumpia mm. SKH:n henkilökunnalle sekä meidän potilaille/kuntoutujille

Aktiivisuutta lisäävää ja yksinäisyyttä lieventävää toimintaa.

Mahdollisuuksien mukaan vertais toimijuutta.

Kohdennettu kaikista eniten tarvitsevien saataville helposti ja nopeasti.

kokemusasiantuntijoita on työsuhteessa kaupunkiin, toiminta on alueilla jalkautettua, vapaaehtoistoiminnan ohjaajia on useampi per alue

Erityisesti sosiaalihuollon asiakkaille pitäisi tarjota huomattavasti enemmän vapaaehtoistoiminnan kautta tukea

kehittyvää ja näkyvää, iloa ja voimia ja tukea antavaa

Saattaja Palveluita tarvitaan runsaasti yksinäisille asiakkaille ja ulkoilu- sekä ystävöimintää.

asiakkaan oman roolin vahvistaminen, kumppanina järjestöt (esim. potilasjärjestöt), voimavarana eläkeläiset. Tuotetaan tietoa oman alan asiantuntijat, vertaisuus ja -tuki vapaaehtoisia tulisi kouluttaa systemaattisesti ja heihin tulee vielä kouluttamisen jälkeenkin panostaa. Helsingin seurakunnat on kouluttaneet saattohoidon vapaaehtoisia nyt kahtena vuonna yht varmaan lähemmäs 60 henkilöä.

Tukihenkilöitä olisi riittävästi asiakkaiden tarpeisiin, toiminta olisi monipuolista vastaten asiakkaan ja vapaaehtoisen tarpeisiin

Hyvin ja tasapuolisesti organisoitua. Vapaaehtoisilla tulisi olla "kenttäjohtaja". Vapaaehtoiset olivat jokapäiväisiä ja näkyviä sairaaloissa!

helpompi tulla mukaan uutena sekä palvelun tarjoajana että vastaanottajana

Helposti saavutettavaa sekä kohderyhmien että vapaaehtoisten kannalta. Joustavaa, herkästi erilaisiin tilanteisiin reagoivaa. Sopivasti kuormittavaa vapaaehtoisille

Vapaaehtoisia enemmän kuin tällä hetkellä. Sähköinen kalenteri, josta voi varata/toivoa vapaaehtoista asiakkaalle.

Yhä useampi asuu kotona, kotiin tuotavia palveluita pitäisi olla enemmän. Yhä useammin yksinäisyys vaivaa asiakkaita ja tarvitsevat saattajaa, näitä on toisinaan erittäin vaikea saada.

Jokaisella kotihoidon tiimillä olisi ainakin yksi vapaaehtoinen tms toimimassa saattajana/keskustelukaveria asiakkaille

Paremmiin maahanmuuttajia, lapsiperheitä ja vanhuksia sekä mielenterveysasiakkaita huomioivaa.

saavutettavissa

Aittoa kumppanuutta.

Välitöntä ja toimivaa, käytettävyyys eri yksiköiden välillä helpommin, ei niin sidottua vain yhteen toimijaan/yhteen taloon

Joustavaa, yhteistyökykyistä toimintaa jolla oikeasti autetaan asukkaita yli toimialarajojen

Toimivaa? Tarjota konkreettista ja selkeää apua viranomaistyölle, niin että työntekijöille on selkeää miten sinne ohjataan ja mitä kaikkea löytyy.

vapaaehtoistyö huomioidaan luontevana varsinaista toimintaa tukevana osana, myös jo suunniteltaessa uusia toimintoja, enemmän tarjolla osallisuus mahdollisuuksia

Innovatiivista, joustavia mahdollisuuksia tarjoava ja digitalisaatiota hyödyntävä kohtaamispaikka apua tarvitseville ja vapaaehtoisille.

Vapaaehtoisia pitäisi olla enemmän, jotta se vastaa asiakaskunnan tarpeisiin, kuten esimerkiksi kotihoidossa: ulkoilu/ juttelu kavereita ja saattajia lääkäriin yms.

Vanhukset nykyään todella yksinäisiä.

kotona asuville vanhuksille enemmän vapaaehtoisia ehkäisemään eristäytyneisyyttä ja yksinäisyyttä

Mahdollistaa asukkaiden osallisuus

Vapaaehtoistoiminnan pitäisi olla niin koukuttavaa, että saisimme eri tehtäviin vapaaehtoisia helposti.

Vapaaehtoisia pitäisi olla yhä enemmän erilaisissa tehtävissä. Ottaa mallia esim Hollannista, jossa on jo nyt paljon enemmän vapaaehtoisia erilaisissa toiminnoissa.

Laajempaa ja mutkattomampaa sekä kannustaa mukaan.

Sellaista, että kaikki tarvitsevat saisivat saattajan esim. hammaslääkäriin tai muihin asiointi käynneille mukaan.

Vapaaehtoisten pitäisi saada jo heti alussa paremmin tietoa, miten esim.muistisairaus voi vaikuttaa ihmiseen ja silti elämä voi olla merkityksellistä, että ei tulisi sitten pettymyksiä, kun muistisairaavat eivät enää innostu/reagoi samoin kuin terveemmät

Saattoapua asiakkaille, vapaaehtoisia hakemaan ja asentamaan apuvälineitä

Pienissä yksiköissä omat vapaaehtoiset, jotka olisivat tuttuja kohderyhmälle. Helppo saatavuus. Kotona asuvat vanhuset eivät mielellään lähde tuntemattomien kanssa.

Haluavat kyllä ulos yms, mutta vaatii totuttelua.

ulkoilua. Ei saa korvata palkkatyötä.

Deitti Sovellusten tapaan olisi mahdollista hakea sopivia vapaaehtoinen ja osallistuja pareja. Sitoutua voisi kertaan ja pidempään suhteeseen

Ei mitään käsitystä.

Enemmän vapaaehtoisia.

tukea kunnan palveluita ja myös ennalta ehkäistä kuntalaisten joutumista raskaiden palveluiden piiriin

Verrattavissa henkilökohtaisen avustajan-hakemisen tarpeisiin; matalampi kynnys, maksuton=yhtä tehokas.

ammattilaisilla ohjaajakoulutus vapaaehtoisten kanssa työskentelyyn

monikulttuuriset

Sairaaloissa enemmän näkyvyyttä, toimintaa

saattoapua, ulkoilua ja ystävöimintää

Pysyvää, helposti saatavaa, organisoitua, informoitua

Panostus sosiaalisiin toimintoihin olisi tärkeintä. Mm yksinäisyyden ehkäisy ja asioinnissa avustaminen

Kaikille avointa ja helposti saatavaa toimintaa. Luotettavaa. Kokenutta.

helposti löytyvää

Hyvin kontrolloitua ja organisoitua ja vapaaehtoisten jaksamista tukevaa.

Avoimempaa, laaja-alaisempaa ja näkyvämpää

Yksikössä useita vakituisia vapaaehtoistoimijoita

Matalan kynnyksen joustavaa toimintaa tarpeen mukaisesti molemmin puolin.

Painottuneet enemmän yksinäisyyden ehkäisyyn vanhuksilla. Elämän mielekkääksi tekemiseen

En osaa sanoa

Helposti löydettävää. Asiakkaan itsemääräämisoikeutta kunnioittavaa ja itsenäistymistä tukevaa.

Sujuvaa työntekijöiden ja vapaaehtoisten yhteistyöllä luotua toimintaa, jolla tähdätään syrjäytymisen ehkäisyyn ja annetaan mahdollisuus osallistua sellaisiin tilaisuuksiin tai toimintoihin, joihin ei yksin pysty.

Tarjota täydentäviä palveluja viranomaistoiminnan tueksi lisäten kaupunkilaisten osallistumis- ja osallisuus mahdollisuuksia heidän arjessaan

Ystäväpalvelua, ulkoilutusapua, kotiapua

Laajempaa ja monipuolisempaa sekä paremmin saatavilla olevaa

jatkuvaa, innostavaa, monipuolista, helposti lähestyttävää, luontevaa ja joustavaa

Helposti saatavaa, helposti osallistuttavaa, kaikkien tiedossa, tarpeet kohtaavaa

Asukkaiden kanssa toteutettua asukkaiden näköistä palvelua

helposti löydettävissä ja saatavissa

Ihannetilanne olisi mikäli kussakin ymp.vrk yksikössä olisi enemmän tiettyyn taloon kohdistettuja vapaaehtoisia, esim. lähialueella asuvia. Vapaaehtoisen ei tarvitse sitoutua jatkuvaan toimintaan vaan toive on että meillä olisi enemmän kontakteja..

Helposti saavutettavaa ja ihmisten tiedossa paremmin.

Vanhuksille yhteistyössä kotihoidon kanssa olevaa.

Vapaaehtoistoimijoita arvostavaa, mielekästä tekemistä, josta vapaaehtoinen saa myös itselleen hyvän mielen

Huomioidaan yksinäisten ihmisten tilannetta.

Työssäni nousee esille tarve eri tavalla liikuntarajoitteisten vanhusten tarve etenkin asiointi saattajaan, kun muilla sosiaalipalveluilla ko. tarpeeseen ei voida vastata

Kotihoidon asiakkaiden tai heikommin liikkuvien asiakkaiden saamiseen palvelukeskusten toimintoihin tulisi keksiä koko Helsingin laajuinen toimiva ratkaisu.

Oikeaa tekemistä

vahvaa kansalaistoimintaa palveluissa ja palveluita arkielämässä hyödyntämällä

Monen muotoista, vastaamista yksilöiden ja ryhmien tarpeisiin.

Ystävä- ja kotiapu toimintaa tulisi kehittää.

Hyvin suunniteltua ja organisoitua, jolloin asiakkaiden erilaisiin tarpeisiin olisi saatavilla ystäviä ja tukea.

Elinvoimaista, kaikkien kaupunkilaisten tiedossa olevaa toimintaa

Ketterää! Tarvitsevien ja toimijoiden tulisi kohdata vaivattomasti ja saada kohtaamiset tapahtumaan joustavasti.

Paremmin tunnettua kuin nyt, etenkin vammaispuolella.

Eri yksiköillä pitäisi olla suora linkki omiin vapaaehtoisiiin jolloin heitä voitaisiin parhaiten hyödyntää eri tehtäviin. Viriketoiminnan organisointiin, satoihin jne.

Käytännönläheistä, helposti saavutettavaa, innostavaa ja aktivoivaa, kuntouttavaa ja terveyden-/hyvinvoinnin peruspilari

Vakaata ja ammatillisesti koordinoitua

Person puolella enemmän tukihenkilöitä ja tukiperheitä lapsiperheille.

Tukihenkilötoimintaa yksinäisille vanhemmille.

etäpalvelut, virtuaalitekniikka

Pitäisi olla vapaaehtoista. On outoa, että posteja ja pyyntöjä lähetetään meille, jo työssämme uupuneille. En ymmärrä miksi vapaaehtoistyö on kytketty SOTEn työntekijöihin.

Monipuolista ja joustavaa, vapaaehtoisille palkitsevaa

Mahdollisimman monipuolista niin asiakkaiden kuin myös vapaaehtoisten näkökulmasta.

oleellinen osa kaikkea toimintaa

Tuodaan vapaaehtoistoiminta näkyvämmäksi esim sairaaloissa

Perustyötä tukevaa toimintaa suunnattuna niin kotona asumista tukevaan kuin palvelutaloissa tms. asuvien toimintaan.

Laajempaa ja hyvin tiedotettu ja tiedossa. Vapaaehtoisen ja autettavan helposti kohdattavissa

Parempaa. Yksinäisille/yksin asuville asujille voisi tiedottaa vapaaehtoistoinnasta +työttömiä aktivoida

Vapaaehtoisia tarvitsisi paljon enemmän

31. Mihin Helsingin kaupungin organisoiman vapaaehtoistoinnin tulisi vastata/ keskittyä tulevaisuudessa?

Kysymys	Keskia rvo	N
5 vuoden kuluttua	4,00	2
20 vuoden kuluttua	3,50	2
50 vuoden kuluttua	1,00	2

32. 5 vuoden kuluttua

Nimi	Prosentti
Helsingiläisten muuttuviin tarpeisiin	0,0%
Tarjota lisäpalveluita sosiaali- ja terveystoimen palveluiden oheen	0,0%
Tarjota asiakkaille osallisuuden mahdollisuuksia	50,0%
Tehdä tiivistä yhteistyötä kansalaisyhteiskunnan kanssa	0,0%
jotakin muuta	50,0%
Muu, mikä?	0,0%
N	2

33. 20 vuoden kuluttua

Nimi	Prosentti
Helsingiläisten muuttuviin tarpeisiin	0,0%
Tarjota lisäpalveluita sosiaali- ja terveystoimen palveluiden oheen	0,0%
Tarjota asiakkaille osallisuuden mahdollisuuksia	50,0%
Tehdä tiivistä yhteistyötä kansalaisyhteiskunnan kanssa	50,0%
jotakin muuta	0,0%
Muu, mikä?	0,0%
N	2

34. 50 vuoden kuluttua

Nimi	Prosentti
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Helsingiläisten muuttuviin tarpeisiin	100,0 %
Tarjota lisäpalveluita sosiaali- ja terveystoimen palveluiden oheen	0,0%
Tarjota asiakkaille osallisuuden mahdollisuuksia	0,0%
Tehdä tiivistä yhteistyötä kansalaisyhteiskunnan kanssa	0,0%
jotakin muuta	0,0%
Muu, mikä?	0,0%
N	2

35. Mihin Helsingin kaupungin organisoiman vapaaehtoistoiminnan tulisi vastata/ keskittyä tulevaisuudessa?

Kysymys	Keskia rvo	N
5 vuoden kuluttua	0,00	0
20 vuoden kuluttua	0,00	0
50 vuoden kuluttua	0,00	0

36. 5 vuoden kuluttua

Nimi	Prose ntti
Helsingiläisten muuttuviin tarpeisiin	0,0%
Tarjota lisäpalveluita sosiaali- ja terveystoimen palveluiden oheen	0,0%
Tarjota asiakkaille osallisuuden mahdollisuuksia	0,0%

Tehdä tiivistä yhteistyötä kansalaisyhteiskunnan kanssa	0,0%
jotakin muuta	0,0%
Muu, mikä?	0,0%
N	0

37. 20 vuoden kuluttua

Nimi	Prosentti
Helsingiläisten muuttuviin tarpeisiin	0,0%
Tarjota lisäpalveluita sosiaali- ja terveystoimen palveluiden oheen	0,0%
Tarjota asiakkaille osallisuuden mahdollisuuksia	0,0%
Tehdä tiivistä yhteistyötä kansalaisyhteiskunnan kanssa	0,0%
jotakin muuta	0,0%
Muu, mikä?	0,0%
N	0

38. 50 vuoden kuluttua

Nimi	Prosentti
Helsingiläisten muuttuviin tarpeisiin	0,0%
Tarjota lisäpalveluita sosiaali- ja terveystoimen palveluiden oheen	0,0%
Tarjota asiakkaille osallisuuden mahdollisuuksia	0,0%

Tehdä tiivistä yhteistyötä kansalaisyhteiskunnan kanssa	0,0%
jotakin muuta	0,0%
Muu, mikä?	0,0%
N	0

39. Mihin Helsingin kaupungin organisoiman vapaaehtoistoiminnan tulisi vastata/keskittyä tulevaisuudessa?

	Helsingin väestön muuttuvien tarpeiden	Tarjota lisäpalveluita sosiaali- ja terveys- toimien palveluiden ohkeen	Tarjota asiakkaille osallisuuden mahdollisuuksia	Tehdä tiivistä yhteistyötä kansalaisyhteiskunnan kanssa	Muu, mikä?	N
5 vuoden kuluttua	38,1%	67,1%	76,2%	33,3%	1,9%	210
10 vuoden kuluttua	57,8%	59,4%	58,8%	40,6%	1,6%	187
20 vuoden en	64,8%	54,0%	58,0%	46,0%	1,7%	176

kulut
tua

40. 5 vuoden kuluttua

Nimi	Prose ntti
Helsingiläisten muuttuviin tarpeisiin	38,1%
Tarjota lisäpalveluita sosiaali- ja terveystoimen palveluiden oheen	67,1%
Tarjota asiakkaille osallisuuden mahdollisuuksia	76,2%
Tehdä tiivistä yhteistyötä kansalaisyhteiskunnan kanssa	33,3%
Muu, mikä?	1,9%
N	210

palveluihin mukaan otto

olla pitkäjänteisempää eikä niin poukkoilevaa kuin nykyisin.

Taide- ja kulttuuri mukana- rahoitus verorahoista.

ottaa käytettäviin toimintoihin mukaan myös suun terveydenhuollon ammattilaisia

41. 10 vuoden kuluttua

Nimi	Prose ntti
Helsingiläisten muuttuviin tarpeisiin	57,8%
Tarjota lisäpalveluita sosiaali- ja terveystoimen palveluiden oheen	59,4%
Tarjota asiakkaille osallisuuden mahdollisuuksia	58,8%

Tehdä tiivistä yhteistyötä kansalaisyhteiskunnan kanssa	40,6%
Muu, mikä?	1,6%
N	187

Sopeutua tekniseen kehitykseen, digimaailma

Taide- ja kulttuuri kuuluu kaikille kaikkialla.

Digitekniikka ja uusi tekniikka mukaan

42. 20 vuoden kuluttua

Nimi	Prosentti
Helsinkiäisten muuttuviin tarpeisiin	64,8%
Tarjota lisäpalveluita sosiaali- ja terveystoimen palveluiden oheen	54,0%
Tarjota asiakkaille osallisuuden mahdollisuuksia	58,0%
Tehdä tiivistä yhteistyötä kansalaisyhteiskunnan kanssa	46,0%
Muu, mikä?	1,7%
N	176

työtoiminta, uudet toimintamuodot

Vapaaehtoisten

hyvinvointi, huolto

Muu, mikä?

43. Mitä soten vapaaehtoistoiminnan pitäisi olla 10 vuoden päästä?

Luonteva osa ihmisten arkea, matala kynnykset osallistua, koulutuksia ja resursseja virkistämiseen ja pieniin bonuksiin. Vapaaehtoiset mukana kehittäjinä työntekijän rinnalla.

Luonteva osa yhteiskuntaa, jossa jakaminen ja vastaanottaminen on normalisoitunut sekä kaupallisuus ja oman-edun tavoittelu jääneet taka-alalle. Yhteisöllisyys ja mm "kimppa-asumisen" ratkaisut yleistyneet

Digitaaliset palvelut mahdollistavat enemmän ihmis kohtaamisia

Yhteisöllisempi Helsinki näkyisi myös aktiivisena vapaaehtois toimijuutena. Vapaaehtoistoiminta auttaisi ennakoivasti esim. yksinäisyyteen ja sen kautta mielenterveysongelmiin "tiedän että saan tukea". Vapaaehtoistoimintaa koordinoitiin osallistamalla.

Vapaaehtoistoiminnan jatkuminen on turvattu ja talkoohenki syys ja yhteisöllisyys lisääntynyt. Vapaaehtoistoiminta koetaan houkuttelevammaksi.

Arjen työhön muodostunut selkeä toimintamalli jossa vapaaehtoistoiminta täydentää palvelua puolin ja toisin. Työntekijöiden ja vapaaehtoisten tehtävien rajapintoja hyödynnetään paremmin. Yhteisöllistä toimintaa, myös asumisen alueella.

Toiminta helpottunut (esimerkiksi tehtävän löytyminen/suosittelu). Osallistuminen yksinkertaista, ehkä digitaalinen palvelu joka mahdollistaa em. Resurssit toiminnan koordinoitiin kunnossa.

Digitaalista, että laitteita on, vapaaehtoinen voisi esim.

ryhmä/keskustelu/seuranpitoa. Vapaaehtoisilla voisi olla soittolista, eli puhelimesta voisi käydä keskustelu (vrt. häkeen tulevat turhat yksinäisyys puhelut)

Yhteisöllisyyttä lisäävää, työntekijät olivat todella tietoisia vet ja osaisivat asiakkaitaan. Digitaalista palvelua! Helppoa löydettävyyttä

Osana perusopetusta, automaattisesti. Nuorille tietoa ja kokemusta.

Monikulttuurisuus.

Sama mitä yllä, ikääntyviä on paljon enemmän mitä nuoria.

Valitettavasti en tunne toimintaa riittävän hyvin, olen uusi helsinkiläinen ja ollut Sotessa vasta vajaa 4 vuotta. Sen sijaan vapaaehtoistoiminnasta tiedän yleisesti ja edellisen asumis- ja työskentelypaikkakunta osalta paljon. Avointa ja auttavaa.

Laaja verkostoitu toimintamalli.

Säännöllistä yhteistyötä eri toimijoiden kesken.

En pysty vastaamaan tällaiseen kysymykseen.

saattaja ja kerhotoimintaa kysytään yksinäisille paljon

Asiakkaiden sosiaalisten verkostojen vahvistamista. Ns. neet-nuorten määrä Soten palveluissa huolestuttaa, kuten myös kasvava eristyneisyys

Helposti saatavaa, tunnettua. Monikulttuuriseen yhteiskuntaan sovitettua. Hyvin toimitettua.

Ei ihmiset muutu, palvelut voivat muuttua, joten myös vapaaehtoistyön tarve tulee arvioida sen mukaan

En osaa sanoa

Suunnitelmallista ja pitkäjänteistä. Vapaaehtoistoiminnan pitäisi tuoda henkilökunnalle hyvää, ei pelkkää räsitusta.

Matalan kynnyksen toimintaa tiiviissä yhteistyössä järjestökentän kanssa.

Vapaaehtoistoiminnan kentän selkeyteen tulisi panostaa, jotta homma pysyy kasassa samalla kun vapaaehtoistoiminta kasvaa.

Entisajan talkoohenki hiipuu vuodesta toiseen ja vapaaehtoisia on entistä haasteellisempaa saada. Vaikka vapaaehtoistoiminnasta ei pitäisi saada palkkioita, niin joitain porkkanoita on kehitetty.

Vapaaehtoistoiminnan muodot ovat kehittyneet 5 v tavoitteiden lisäksi

Joustavaa erilaisia ihmisiä palvella henkilöstöpooli josta jokainen löytää sopivan avun itselleen vaivattomasti. Toimisi kuin Facebook?

Lisääntyä ja kehittää ajankohtaisia palveluja esim. vertaistukea

Ikäihmisten ja yksinhuoltaja lapsiperheiden osallisuuden yhdistämistä. Asumis Kummitoiminnan mahdollistamista läpi elämän, myös keski-ikäisille mahd. olla kummi / asuminen huokeasti kummi työtä vastaan ja siitä itse ikääntyvänä ns. samassa talossa jos halua

Luonnollinen osa helsinkiläisten arkea.

tukihenkilöitä ja -perheitä myös maahanmuuttajille

Kampin palvelukeskuksen vapaaehtoistyö on toimivaa ja laajamittaista, toimii hyvänä esimerkkinä

en osaa sanoa

Mahdollistaa asukkaiden osallisuutta ja mahdollisuutta vaikuttaa.

Vapaaehtoisena toimiminen pitäisi olla yleisempää tavallisten ihmisten keskuudessa.

mukana palvelurakenteissa, ei henkilöitynyttä

E erityisesti sosiaalihuollon asiakkaille pitäisi tarjota huomattavasti enemmän vapaaehtoistoiminnan kautta tukea

Monipuolista, hyvin organisoitua ja tiedostettua, kiinnostavaa

ihmiseltä ihmiselle, Helsingissä paljon mahdollisuuksia, mutta mahdollisuuksia jäädä myös yksin, vet toiminta aktivoivaa

Hyvin organisoitua ja monenlaisiin tarpeisiin vastaavaa. Henkilöstöresurssit viety niin pieneksi, että vapaaehtoiset ovat korvaamaton apu.

Tukihenkilöitä olisi riittävästi asiakkaiden tarpeisiin, toiminta olisi monipuolista vastaten asiakkaan ja vapaaehtoisen tarpeisiin

Vapaaehtoistoiminta olisi niin osa yhteiskuntaa ja lapsille opetettaisiin jo kouluissa vapaaehtoisuutta ja osallisuutta ja yhteisöllisyyttä.

Virkistystä ja arjen tukea. Yksinäisten elämän helpotusta

Vapaaehtoistoiminta kansalaisvelvoitteena :)

Sama kuin 5 vuoden kohdassa, mielellään enemmän vapaaehtoisia

Aitoa kumppanuutta.

Joustavaa yhteistyötä toimialojen sekä kolmannen sektorin välillä - mahdollisuus helposti käytettävyyteen

avointa toimintaa kaikille kulttuurista tai taustasta riippumatta

Ikäihmisten (ja muidenkin) yksinäisyys on tärkeä haaste nyt ja tulevaisuudessa

kattava koko vanhusväestölle

Täydentää jo olemassa olevia palveluita

Edellisen vastauksen lisäksi kaikki pääsivät ulkoilemaan halutessaan.

Helposti saatavilla olevaa ja toimintavarmaa

Säännöllistä. Jatkuvuutta niin, että toisen vapaaehtoisen lopetettu olisi toinen jo jatkamassa. Pieniin yksiköihin jalkautettua.

ulkoilua, tapahtumia, keskustelua, läheisyyttä.

Deitti Sovellusten tapaan olisi mahdollista hakea sopivia vapaaehtoinen ja osallistuja pareja. Sitoutua voisi kertaan ja pidempään suhteeseen

En minä tiedä.

Enemmän vapaaehtoisia vanhainkoteihin.

Helppoa, selkeää, matala kynnyksistä ja yksinkertaista.

Jokaisella tukea tarvitsevalla mahdollisuus saada; yhteystiedot jokaisen saatavilla ilman ammattilaisen apua.

Yhteistyö kolmannen sektorin kanssa voimavarat yhteen liittäen huomioiden kansainvälinen ja liikkuva asiakaskunta.

monipuolisesti ikääntyvän väestön tarpeisiin vastaavaa

Osana palveluja

toimivaa ja innostavaa, että kiinnostutaan osallistumaan

Pitkän Tähtäimen suunnitelmia sisältävää. Iloista toimintaa.

kts. edellä

vastata paremmin kaupungin muuttuviin tarpeisiin

Matalan kynnyksen joustavaa toimintaa tarpeen mukaisesti molemmin puolin.

Tarjota "ylimääräistä" virkistystä jonka tavoitteena on tuottaa onnellisuutta ja torjua yksinäisyyttä. Kaiken "pakollisen" pitäisi tapahtua palkkatyönä.

kaikkien tarvitsevien saatavilla, erityisesti maahanmuuttajien, osa luonnollista verkostoa

Samat kuin yllä.

Tarjota täydentäviä palveluja viranomaistoiminnan tueksi lisäten kaupunkilaisten osallistumis- ja osallisuus mahdollisuuksia heidän arjessaan

enemmän houkutelua mukaan toimintaan esim.lapsille ja lapsiperheille mummoja ja kummeja ym..kavereita

Luonteva osa toimintaa, kaikkien helposti saatavilla olevaa, helposti ennustettavaa ja suunniteltua toimintaa

En tiedä pitääkö olla juuri soten vapaaehtoistoimintaa, mutta koko yhteiskunnassa vapaaehtoisuuden muotoja tulee vahvistaa ja tehdä näkyväksi. Hollannin mallilla ikääntyneiden tarpeisiin vastaaminen on yksi suunta, johon tulisi mennä sote-näkökulmasta.

itsestään selvyys

Samat asiat

kaikkien saatavilla ja laaja- alaista.

Hyvin organisoitua ja vapaaehtoisille koulutusta työn haasteisiin.

kts. edellä

En osaa sanoa niin pitkälle.

Avoimempaa, selkeästi informoitua ja organisoitua. Saatavilla yhdestä numerosta, osoitteesta, nettisivustolta jne

Ikääntyneiden kotona pärjäämistä tukevaa.

Yhteistä Tekemistä

Sama kuin viiden vuoden kohdalla.

Ihmiset pitäisi saada motivoitua vapaaehtoistyöhön, koska henkilökunnan resurssit eivät riitä kaikkeen.

Edelleen hyvin organisoitua, jotta eri ikäisten tuen tarpeisiin voitaisiin paremmin vastata myös vapaaehtoistoiminnan kautta.

Osa kaupunkilaisen normiarkea- olla mukana toiminnassa jollakin tavalla.

Osa omasta työstä voisi olla "vapaaehtoista" eli työntekijä voisi käyttää omaa palkka työaikaansa itse valitsemassaan kohteessa ja jonkun tietyn tuntimäärän kuukaudessa.

Ajan Hermolla, some pohja levinnyt, helpommin saavutettava, aktivoiva

Pysyvää ja laadukasta, kaikkien tuntemaa ja haluttua

Vapaaehtoistyötä ei enää ole vaan avustavaa työtä tekevät ovat työsuhteessa ja saavat työstä palkkaa. Näin työllistetään ihmisiä

Sama kun 5 päästä

Asiakkaiden ja vapaaehtoisten tarpeet mahdollisimman hyvin huomioon ottavaa toimintaa.

edelleen oleellinen osa, jossa myös nykytekniikka on mahdollisimman hyvin apuna ja käytössä

Kannustetaan/ohjataan asiakkaiden (=vapaaehtoistoiminnan kohteita) omaisia mukaan

Luonteva osa helsinkiläisten elämää.

Laajempaa toimintaa, yksinäisiä osallistavaa, toisia auttavaa. Nuorten pariin auttamaan ennaltaehkäisevässä toiminnassa .

- Ajattelutavan muutos: me ei vain olla palveluntuottajia, vaan kansalaiset maksavat meidän palkan. Ajattelutapa lähtee organisaatiosta, vaan kuntalaiset maksavat meidän palkan. Itse Asiointi/ omahoito, autonomisesti tekeminen, palvelut vaativat vapaaehtois

44. Mitä soten vapaaehtoistoiminnan pitäisi olla 50 vuoden kuluttua?

digitaalisuus hyödynnetty paremmin

Jokaisella yksinäisellä ikäihmisellä ja muilla tarvitsevilla asiakkaila tulisi olla vapaaehtoinen kaveri

Digitalisaatio on auttanut ihmisten kohtaamisessa ja vaihtotalous ja auttaminen on normalisoitunut jokapäiväiseksi toiminnaksi. Individualismi ja omien etujen edelle laittaminen on vähentynyt ja se näkyy vapaaehtoistoiminnan kentässä

En osaa arvioida

Vaikea arvioida koska tietoyhteiskunnan kehityssuunnat voivat muuttua voimakkaasti näin pitkällä aikavälillä

"Siilot"/alojen väliset rajaukset poistuneet.

Mahdollisesti ihmis kohtaamiset vähentyneet, digitaaliset palvelut korvaavat niitä

Palvelut edelleen julkisia, eikä toiminnan alueita ole esim. siirretty kolmannelle sektorille. Hoito keskittynyt laitosten ulkopuolelle.

Lisääntynyt yhteisöllisyys. Toiminta ei enää keskittynyt vanhuksiin vaan uudenlaisen väestönrakenteen haasteisiin (maahanmuuton lisääntyminen ja kotoutumisen tukeminen). Kaikille maahanmuuttajille tukihenkilö jonka kanssa yhteinen kieli.

Yksilöllistä, "tinder"-tyyppinen mitä haluan vapaaehtoiselta.

toimintakulttuuri muuttunut, niin, että vet olisi oikeasti osana toimintaa.

Automaattisena palvelun Osana/lisänä.

Yhteisöllisyyttä, asuinyhteisöt ja rakentamisessa on huomioitu/ mahdollistettu yhteisöjen syntyminen. Hyvinvointivaltion palvelut olisivat olemassa, niin vet on lisä.

Sama mitä yllä, ikääntyviä on paljon enemmän mitä nuoria.

Pieni korvaus vapaaehtoisille, koska he ovat suurena apuna.

Vapaaehtoistoiminnan tulisi olla mielekästä yhdessä eri ikäryhmien kesken.

Yhteisöllisyyttä ja vastuun jakoa monien eri toimijoiden kesken.

En osaa vastata tähänkään.

En tiedä

En osaa sanoa. Yhteiskunnan muutokset, ilmasto kriisit ja sodat muokkaavat maailmaa niin paljon, etten on sanoa. En tiedä, onko puolen vuosisadan päästä olemassa vapaaehtoistoimintaa, ainakaan kunnan tuottamana.

Vaikea ennustaa ... ihmiset ovat ihmisiä silloinkin

omien palveluiden pitäisi olla niin toimivat ettei vapaaehtoistoimintaa tarvittaisiin välttämättä lainkaan

En osaa sanoa

Haluttua toimintaa, palkitsevaa ihmisten kanssa toimimista.

Kansalaisvelvollisuus ja itsestään selvä osa elämää.

Jaa'a...taidan itse olla jo mullan alla tuolloin...

Vapaaehtoistyötä tehdään jo nykyisin valtava määrä mm. urheiluseuroissa, mutta 50v päästä vapaaehtoistyö on enemmän koordinoitua ja lähempänä ammattityötä.

Tekoälyyn suunniteltu apu verkosto jossa ei enää tarvita sanaa vapaaehtoisuus. Toimintaa ylemmällä tasolla.

Lisääntyä ja kehittää ajankohtaisia palveluja esim. vertaistukea

Pitää ottaa huomioon myös ihmiset, jotka eivät pääse / jaksa kodin ulkopuolelle.

Kulttuuri Kokemuksien mahd myös että teknologialla.

tukihenkilöitä ja -perheitä myös maahanmuuttajille

en osaa sanoa

Vankistaa asukkaiden osallisuutta ja vaikutusmahdollisuuksia

Vapaaehtoistoiminta olisi tuttua kaikille vauvasta vaariin.

- Digi Loikka tullut takapakkia, ihmisiä ihmisille, - Sote Tinder Matsit, asiakas valitsee itselleen vapaaehtoisen ja myös vapaaehtoinen - Verkossa ohjaus digitaalisesti, tekoäly, kielen käännös - Enemmän toimintamahdollisuuksia, - yhteisöllisyyttä

osa normaalia toimintaa, jonka poissaolo herättäisi heti kysymyksiä ja huomattaisiin

Erityisesti sosiaalihuollon asiakkaille pitäisi tarjota huomattavasti enemmän vapaaehtoistoiminnan kautta tukea

edelleen kehittyvää

mitä enemmän terveydenhuoltoon tulee avuksi teknologiaa sitä enemmän tarvitaan myös inhimillisyyttä, toimiva vapaaehtoistoiminta vaatii pysyvää rakennetta

Tukihenkilöitä olisi riittävästi asiakkaiden tarpeisiin, toiminta olisi monipuolista vastaten asiakkaan ja vapaaehtoisen tarpeisiin

lhmelletiin, eikö joskus ole ollut vapaaehtoistyötä, osallisuutta ja yhteisöllisyyttä!!!!

Itsekeskeisyys olisi paheksuttavaa!

Mukaan virtuaalisuus ja toisaalta olla ihminen ihmiselle

Jokaisella vanhuksella oma vapaaehtoinen

yhteistyö sujuvaa kolmannenkin sektorin kanssa

Sellaista, johon vapaaehtoiseksi on helppo ilmoittautua ja vapaaehtoiset ovat taas sujuvasti tilattavissa toimintojen tueksi

itsestään selvää palvelua joka kuuluu soten tarjoamiin palveluihin asiakkaille.

Tähän on mahdotonta vastata, kun ei tiedä, mitä tulevaisuus tuo tullessaan....

Sujuvaa toimintaa , jokaisella kansalaisella velvollisuus tehdä vapaaehtoistyötä

Kaikki halukkaat saisivat kaverin teatteri reissuille ja musiikkitapahtumiin.

Toivoisin, että sitten vapaaehtoistoiminnalle ei olisi enää niin kovaa tarvetta, vaan kaikkialla olisi resurssit tarpeeksi hyvät. Eli sitten voisi olla enemmän yksilöllisiä kulttuurimenoja jne, ei enää olisi tarvetta ulkoilu avulla tai syöttöavulle jne.

ihmisläheistä ja inhimillistä

50 vuoden kuluttua 110-vuotiaana helsinkiläisenä seniorikansalaiset toivoisin vapaaehtoista kotiini seurustelemaan kanssani ja lopulta saattamaan minut kädestä pitäen kohti autuaallisempia Sote-maita

Vapaaehtoistyöllä ei saa korvata palkkatyötä!

Oikeesti???? palataan tähän 40 vuoden kuluttua.

Ympäristöongelmista selvinnyt

Ikääntyvien tukeminen kotona pärjäämiseen kotihoidon tukena; hoitosuunnitelmassa mukana, samoin hoitoryhmässä.

Valtakunnallisesti yhtenäinen vapaaehtoistoiminta

osa ihmisten arkea

Nuoria pitäisi ottaa suunnittelemaan tällaisia asioita.

kts. edellä

Tiivis yhteistyö kaupungin ja eri toimijoiden kesken

aika paha, ei mitään tietoa

yhteiskuntaan sisäänrakennettu toiminta-kansalaisaktiivisuutta

Samat kuin yllä.

Vapaaehtoistyö ja viranomaistyö olisivat yhtä vahvalla alustalla.

lapsia ajatellen heille tuki ym kaveri hlöä

Toiminnan tulee muuttua yhteisöllisemmäksi, "kaikki auttaa kaikkia", ei jäykkiä palveluorganisaatioita vaan joustavasti arjen tasolla

ehkä sitä ei kutsuta enää tällä nimellä, ehkä pidämme toisistamme huolta ilman

Samat asiat

Paljon tietämystä tekniikasta ja hoito metodeista, ajatuksena itseohjautuvuus.

Ehdottomasti Suomen kielen taito!

En osaa sanoa niin pitkälle.

Rajapintojen pitäisi olla joustavat, kuulua yhteiskunnan kaikkiin palveluihin itsestänselvyytenä

Kansalaisen osallisuutta ja vastuullisuutta tukevaa.

Mukana rajussa yhteiskunnan muutoksessa

Sama kuin viiden vuoden kohdalla.

Tietotekniikan edelleen kehittyessä toivoisi vapaaehtoistoiminnan ja tuen tarvitsijoiden löytävän toisensa paremmin. Järjestelmiä tulisi kehittää niin, että senioreilla olisi niitä valmiutta käyttää

Osa normaalia yhteisön arkea

Kaikkien kuntalaisten tiedossa olevaa arvostettua toimintaa

Kts edellinen vastaus

Kattavia

Vain taivas on rajana ideoiden toteuttamisessa!

ehkä ollaan kaikki silloin vapaaehtoisia???

Tehdään vapaaehtoistoiminta helpommaksi esim sairaaloissa

Mitä näillä kysymyksillä edes tarkoitetaan?

osallisuuden tarve pysyy todennäköisesti edelleen. Virtuaalitodellisuus onko uhka vai mahdollisuus, onko yksinäisyyttä enemmän? Uudenlaiset tavat toimivat uudenlaisissa uhkissa/ maailman muutoksissa. Esim. ilmastonmuutos

45. Mitä soten vapaaehtoistoiminnan pitäisi olla 50 vuoden kuluttua?

digitaalisuus hyödynnetty paremmin

Jokaisella yksinäisellä ikäihmisellä ja muilla tarvitsevilla asiakkaila tulisi olla vapaaehtoinen kaveri

Digitalisaatio on auttanut ihmisten kohtaamisessa ja vaihtotalous ja auttaminen on normalisoitunut jokapäiväiseksi toiminnaksi. Individualismi ja omien etujen edelle laittaminen on vähentynyt ja se näkyy vapaaehtoistoiminnan kentässä

En osaa arvioida

Vaikea arvioida koska tietoyhteiskunnan kehityssuunnat voivat muuttua voimakkaasti näin pitkällä aikavälillä

"Siilot"/alojen väliset rajaukset poistuneet.

Mahdollisesti ihmis kohtaamiset vähentyneet, digitaaliset palvelut korvaavat niitä

Palvelut edelleen julkisia, eikä toiminnan alueita ole esim. siirretty kolmannelle sektorille. Hoito keskittynyt laitosten ulkopuolelle.

Lisääntynyt yhteisöllisyys. Toiminta ei enää keskittynyt vanhuksiin vaan uudenlaisen väestönrakenteen haasteisiin (maahanmuuton lisääntyminen ja kotoutumisen tukeminen). Kaikille maahanmuuttajille tukihenkilö jonka kanssa yhteinen kieli.

Yksilöllistä, "tinder"-tyyppinen mitä haluan vapaaehtoiselta.

toimintakulttuuri muuttunut, niin, että vet olisi oikeasti osana toimintaa.

Automaattisena palvelun Osana/lisänä.

Yhteisöllisyyttä, asuinyhteisöt ja rakentamisessa on huomioitu/ mahdollistettu yhteisöjen syntyminen. Hyvinvointivaltion palvelut olisivat olemassa, niin vet on lisä.

Sama mitä yllä, ikääntyviä on paljon enemmän mitä nuoria.

Pieni korvaus vapaaehtoisille, koska he ovat suurena apuna.

Vapaaehtoistoiminnan tulisi olla mielekästä yhdessä eri ikäryhmien kesken.

Yhteisöllisyyttä ja vastuun jakoa monien eri toimijoiden kesken.

En osaa vastata tähänkään.

En tiedä

En osaa sanoa. Yhteiskunnan muutokset, ilmasto kriisit ja sodat muokkaavat maailmaa niin paljon, etten on sanoa. En tiedä, onko puolen vuosisadan päästä olemassa vapaaehtoistoimintaa, ainakaan kunnan tuottamana.

Vaikea ennustaa ... ihmiset ovat ihmisiä silloinkin

omien palveluiden pitäisi olla niin toimivat ettei vapaaehtoistoimintaa tarvittaisiin välttämättä lainkaan

En osaa sanoa

Haluttua toimintaa, palkitsevaa ihmisten kanssa toimimista.

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Appendix 2

Interview questions

Intro
Haastattelija esittelee itsensä sekä vaikuttimet siihen, miksi haastattelua ollaan tekemässä ja miten kerättyä tietoa hyödynnetään jatkossa
Kerrotaan myös tiedon luottamuksellisuudesta sekä tavoista joilla sitä säilytetään
Taustatiedot
Haastateltavan tämänhetkinen osasto, (PESO, TEPA, SKH) yksikkö ja työtehtävä?
Haastateltavan suhde vapaaehtoistoimintaan Helsingin kaupungilla. Sisältäen myös esim. oman taustan vapaaehtoisena tai kontaktipisteet edeltävissä työtehtävissä
Haastateltavan vastuut liittyen vapaaehtoistoimintaan
Haastateltavan näkemys vapaaehtoistoiminnan merkityksestä toimijan kohdalla?
Haastateltavan näkemys vapaaehtoistoiminnan merkityksestä palvelun vastaanottajan kohdalla?
Haastateltavan näkemys vapaaehtoistoiminnan merkityksestä palvelun vastaanottajan kohdalla?
Haastateltavan näkemys vapaaehtoistoiminnan yhteiskunnallisesta merkityksestä?
Käytäntö
Millä tavalla olet tällä hetkellä työtehtävissäsi tekemisissä vapaaehtoiminnan kanssa?
Millä tavalla olet tällä hetkellä työtehtävissäsi tekemisissä vapaaehtoiminnan kanssa?

Millä tavoilla saat tietoa vapaaehtoistoimintaan liittyen?
Millä tavoilla tiedostat itse liittyen vapaaehtoistoimintaan?
Kenen kanssa (rooli, työtehtävä) kommunikoi pääasiallisesti?
Nykyhetki
Mihin tarpeisiin vapaaehtoistoiminta mielestäsi vastaa yksikössä/toiminnossasi/palvelussasi tällä hetkellä?
Miten edellämainittu näkyy käytännön toiminnassa ja sen vaikutuksissa?
Miten edellämainittu näkyy käytännön toiminnassa ja sen vaikutuksissa?
Miten edellämainittu näkyy käytännön toiminnassa ja sen vaikutuksissa?
Kuvaile haasteita vapaaehtoistoiminnan nykytilaan liittyen
Kuvaile haasteita vapaaehtoistoiminnan nykytilaan liittyen
Visualisointi
Vapaaehtoistoiminnan tulevaisuus
Kuvaile omin sanoin parasta mahdollista tulevaisuutta vapaaehtoistoiminnalle Helsingin kaupungilla?
5 vuoden
Millaista toiminta olisi silloin?
20 vuoden
Millaista toiminta olisi silloin?
50 vuoden päästä?
Miten nämä näkyisivät käytännön tiedottamisessa ja sen kanavissa?
Visualisointi
Haastateltavalle esitellään SoTen vapaaehtoisten tehtävät
A4 paperilla. Paperilla on esitetty tehtävän osallistuvien määrälliset suhteet eri kokoisilla suorakulmioilla. Vastaaja merkitsee paperille itse tärkeimmiksi kokemansa.

Pyydetään myös vokalisoimaan mahdolliset puuttuvat tehtävät
Lopetus
Kysytään onko haastateltava kokenut saavansa kaikki itse toivomansa asiat aiheeseen liittyen
Vedetään nopeasti yhteen mitä ollaan keskusteltu
Kerrotaan miten selvitys jatkuu sekä sen aikataulutietoa
Kiitokset ja hyvästelyt

Appendix 3 Workshop Plan/Työpajasuunnitelma

Mitä sotien vapaaehtoistoiminnan tulisi olla?

- keskusteleva työpaja

Fasilitointi

Meeri Kuikka

Pirita Tiitto

Muistiinpanot Eliisa Saarinen, Pirita Tiitto

Ohjelma

8.30 Kahvia (kahvi/tee karjalanpiirakka)

9.00- 9:10 Esittäytyminen ja alustus

9.10- 10:00 Galleriakävely 20min

10.00- 11.45 Erätauko menetelmää mukaileva keskustelu

Alustus

Pirita yleisen tason diat

Meeri aiemmat selvitykset, kaupungin vapaaehtoistoiminnan tila

Galleriakävely (Pirita)

Seinillä on esiteltynä tämänhetkiset vapaaehtoistehtävät numeroituina

Äänestä mielestäsi tärkeimpiä, jokaisella on 6 (3 + ja 3 -) ääntä

Jos tehtävä on mielestäsi yhdistettävissä toisen kanssa merkitse yhdistettävän numero

Keskusteleva osuus (Pirita)

Keskustelun tarkoitus on oppia toisiltamme sekä kuulla kunkin osallistujan näkökulmia ja

kokemuksia soten vapaaehtoistoiminnasta.

Tarkoitus ei ole suostutella, väitellä tai vakuuttaa toisia omasta näkemyksestä, vaan

antaa tilaa eri näkökulmille ja rakentaa ymmärrystä toistemme kommenttien päälle.

Täydennä puheellasi edellistä puheenvuoroa

(Meeri alustaa pari –ja ryhmäkeskusteluosuudet, Pirita kellottaa)

Osa 1: Parikeskustelu 15min

Mitä mieltä olit äänestystuloksesta?

Minkä itse näet kaikkein tärkeimpänä tehtävänä, perustele keskustelukumppanillesi.

Mitä ajatuksia nämä herättivät sinussa?

Osa 2: Ryhmäkeskustelu 30min

Jaa muulle ryhmälle mitkä tehtävät parikeskustelussa nousivat tärkeimmiksi

Millainen vaikutus kaupunkilaisiin olisi jos näihin tehtäviin panostettaisiin enemmän?

Entä jos vähemmän? Miksi?

Millainen vaikutus asiakkaisiin olisi jos näihin tehtäviin panostettaisiin enemmän?

Entä jos vähemmän? Miksi?

Mistä käytänteestä, toimintamallista tai tavasta vapaaehtoistoiminnassa voitaisiin luopua?

Jaa muulle ryhmälle mitkä ideat ja kehityskohteet tulivat esiin parikeskustelussa

Mitä ajatuksia nämä herättivät sinussa?

Osa 3: Parikeskustelu 15min

Mitä vapaaehtoistoiminnan piirissä voitaisiin tehdä uudella tavalla?

Mihin vapaaehtoistoiminnan kehittämisessä tulisi keskittyä?

Osa 4: Ryhmäkeskustelu 30min

Jaa muulle ryhmälle mitkä ideat ja kehityskohteet tulivat esiin parikeskustelussa

Mitä ajatuksia nämä herättivät sinussa?

Mitä otat mukaasi tästä työpajasta?

Keskustelimme oikeista asioista?

Oliko keskustelu rakentavaa?

Mikä oli itsellesi merkittävin oivallus työpajassa?

Osa 5: Yhteenveto työpajasta

Käydään läpi keskustelunaiheet

Kerrotaan tapahtumista aiheeseen liittyen lähitulevaisuudessa

Informoidaan prosessin seuraavista vaiheista

Kiitetään osallistujat

Siivotaan tila

Appendix 4 Notes from work shop

pienet ryhmätoiminnot ja ystävä/tukihenkilö toiminta koetaan tärkeäksi esim

palvelukeskuskummi

(jotka vievät ryhmiin)

Villikortti muistikaveri/muistikummi sekä saattohoito toisi valtavasti lisäarvoa sotien toimintaan.

Osallistujat auttavat ja tuovat lisäarvoa ryhmissä eli myös ryhmätoiminnan osallistujat voivat

saada roolin.

Ryhmätoiminta on tehokasta ja saavuttaa monet tarvitsijat.

Vertaistoiminta auttaa kuntoutumaan ja tuo välillisesti säästöjä yhteiskuntaa.

Työntekijöillä ei ole resursseja tukea ja auttaa asiakkaita, jotka ovat heikommassa asemassa.

Esim monikulttuuriset asumiskummit tai saattajat voivat tukea asiakkaita, joilla ei ole tarvittavaa

kielitaitoa hakea palveluita mitä hän tarvitsee.

”Villikortti” eläinystävien lisääminen laaja-alaisesti kaikkiin meidän palveluihin.

Kädentaidot/luovatoiminta on voimaannuttavaa ja tärkeä toimintamuoto, jota tulisi nostaa omana toimintamuotona.

Millainen vaikutus kaupunkilaisiin olisi jos näihin tehtäviin panostettaisiin enemmän?

Terveyskeskuksen asiakas ohjattu palvelukeskuksen jumppaan ja porukkaan liittyi toinenkin

asiakas. Tämän jumpan myötä he ovat tutustuneet/ystävystyneet ja hyötäneet toistensa tuesta

matkalla jumppaan. Tarvitsemme saattajia juurikin asiakkaiden viemisestä ryhmiin ja takaisin

kotiin, joilla on huono fyysinen kunto liikkua yksin.

Oikea aikaisuus ja ennaltaehkäisevää toimintaa vapaaehtoistoiminnan kautta ennen kuin

asiakas on paljon palveluita käyttävä asiakas.

Kaupungilla on paljon hyviä palveluja/tapahtumia/ryhmiä jne. Osallistujia niihin olisi, jos hänellä

olisi keinoja päästä toiminnan pariin.

Henkilökunta kokee, että he voisivat mielellään lähiohjata vapaaehtoisia, jotta heidät saataisiin lisäresurssiksi palveluja täydentämään kuten saattajat, ryhmänohjaajat, vertaistoimija jne. Vapaaehtoistoiminnalla voitaisiin oikeasti saada taloudellisia säästöjä, kun se osataan kohdentaa oikeisiin asiakasryhmiin (kuntouttava vaikutus).

Ryhmätoiminnan kautta saadaan uusia ystäviä, luon yhteisöllisyyttä, tietoisuutta alueen toiminnasta/palveluista, aitoja kohtaamisia, uuden oppiminen. Toiminnan myönteinen vaikutus on myös palkitsevaa vapaaehtoiselle.

Yhtenä vaikuttavana esimerkkinä on Naapuruuspiiri ja kohdennetut vertaisohjaajien vetämät

ryhmät (psyk/päihde).

Ryhmässä myös toivotaan ettei paikalla olisi työntekijää eli toivotaan juuri vertaisvetoisia ryhmiä.

Työntekijöitäkin löytyisi hyviä osaamisen jakamista ryhmänohjaukseen.

Yksikönvapaaehtoinen. Työntekijät miettisivät omalla porukalla, mikä tehtävä olisi merkityksellistä ja silloin löytyisi myös innostuneita työntekijöitä lähiohjata/vastuutyöntekijöitä vapaaehtoista.

Motivoituneet työntekijät pitävät vapaaehtoiset pidempään yksikössä.

Vapaaehtoisen sopimuksessa määritellään tehtävät, jolloin vapaaehtoinen tietää mihin sitoutuu ja tehtävän perehdytys on helpompaa.

Vapaaehtoistoiminta väylä työelämään.

Vapaaehtoistoiminta yksi tapa kotouttaa maahanmuuttaja ja tapa oppia suomenkieltä.

Henkilökunnan tulisi tietää enemmän vapaaehtoistoiminnan organisoinnista, jotta he osaavat lähiohjata vapaaehtoista kuten sopimus, perehdytys, vakuutus, koulutus, virkistys ja palkitseminen. Lisäresursseja palkitsemiseen ja virkistykseen. Yhtenäiset palkitsemiskäytännöt kaikille vapaaehtoisille.

Syödään yhdessä ja tehdään ruokaa yhdessä. Tärkeä asia kehittää.

Osaamisen jakamista

Entä jos vähemmän? Miksi?

Millainen vaikutus asiakkaisiin olisi jos näihin tehtäviin panostettaisiin enemmän?

Entä jos vähemmän? Miksi?

Mistä käytänteestä, toimintamallista tai tavasta vapaaehtoistoiminnassa voitaisiin luopua?

Sovittelutoiminta (koska sitä saa kaupungilta muutenkin), tapahtuma vapaaehtoinen, ruokailuapulainen (voisi olla enemmän kuntouttavaa työtoimintaa), asumiskummi (koska toiminnasta ei ole paljon tietoa).

Sovittelutoiminta (liian raskas ja vaativa tehtävä), tapahtuma vapaaehtoinen.

Kaikille toiminnalle on paikkansa ja vaikea sanoa, mistä tulisi luopua.

Sovittelutoiminta, luontovapaaehtoinen.

Satsaus perustarpeisiin eli sotessa voitaisiin vapaaehtoistoiminnan kehittäminen keskittää

oikeisiin ja tärkeisiin tarpeisiin kuten syöminen/ruokailu, liikkuminen, keskustelu ja perustarpeiden tyydyttäminen.

Osa 2

Jaa muulle ryhmälle mitkä ideat ja kehityskohteet tulivat esiin parikeskustelussa Houkutellaan nuoret ihmiset mukaan viestinnän oikeita väyliä pitkin kuten

ajankohtaiset

someväylät

Vapaaehtoistoiminnan keskus – kohtaamiset paikat – vapaaehtoistoiminnan kiertoajelu (tehdä toiminnot näkyväksi ja tutuksi)

Pop up –vapaaehtoistoiminnan pisteet esim kelassa, THK -keskukset tai siellä missä on helppo kohdata ihmisiä.

Asenteisiin vaikuttaminen kaupungin työntekijöissä. Kaupungin työntekijöillä on liian kiire

ja he ovat selkeästi kuormittuneita. Se vaikuttaa suoraan vapaaehtoihin ja heidän kohtaamiseen.

Medianäkyvyyttä positiivisista uutisista. Media julkisuus tulee yleensä vain negatiivisista uutisista.

Maahanmuuttajille kummiperhe naapurista, joka asuu lähelle ja auttaa kotoutumisessa.

Yritysyhteistyön lisääminen vapaaehtoistoiminnan profiiliin nostattamisessa ja palkitsemisessa.

Kaupunki organisaationa miettisi tarkemmin rakenteita, työntekijöiden TVA korjauksia ja vastuutyöntekijöiden lisäämisestä eri toimintayksiköihin.

Mitä ajatuksia nämä herättivät sinussa?

Mitä otat mukaasi tästä työpajasta?

Syvensi tietoisuutta toiminnasta ja sen kehittämisestä

Selkeytti ajatusta toiminnasta

Selkeytti käsitystä vapaaehtoistoiminnasta

Avarsi kokonaiskäsitystä vapaaehtoistoiminnasta Helsingin kaupungissa. Lisäsi tietoa ja herätti ajatuksia

Minua kuunneltiin ja ajatukseni otettiin vakavasti. Kokemus siitä, että myös minä saan olla

mukana kehittämässä vapaaehtoistoimintaa.

Sotessa on paljon asiakkaita, jotka hyötyvät vapaaehtoistoiminnasta ja tämä työpaja vain vahvisti tuota tunnetta.

Tutkimuksen ja kyselyiden kautta näkyy selkeitä toistoja, joka vahvistaa käsitystä siitä, että

selkeät kehittämiskohdat on löydetty.

Hienoa, että teemme tätä yhdessä ja rakennamme parempaa vapaaehtoistoimintaa kaupungille.

Keskustelimme oikeista asioista?

Oliko keskustelu rakentavaa?

Mikä oli itsellesi merkittävin oivallus työpajassa?

Piritan muistiinpanot

Parikeskustelun ajatuksia:

Asumiskummi: oikean asumistavan opastaminen (voi edesauttaa jopa säästöjä)

Saattajat: heikomman tukeminen ja avustaminen

Kuntoutumisen mahdollistaminen

Ryhmätoiminta tavoittaa useita kerralla ->tehokkuus, vaikuttavuus, vertaisuus

Lisääarvoa toisen tukemisesta, esim. saattajatoiminta

Yksilön kohtaaminen

Myös kahdenkeskeiselle vapaaehtoistoiminnalle on tilausta: palvelukeskuskummi, muistikummi, saattohoidon vapaaehtoinen

Vapaaehtoistoiminta on myös vaativaa

Tehtävien yhdisteltävyys

Vertaistuki

Koira/kissakaveri

Miten tukea liikkumisessa (esim. bussilla kulku, vuorot)

Yhteiskeskustelusta:

Aktivoiminen liikkeelle esim. saattajan avustuksella voi mahdollistaa itsenäisen kulkemisen

Julkinen liike saattaa hankaloittaa siirtymiä aktiviteetteihin esim. vaihdot

Huonompikuntoinen saattaa kyetä matkustamaan bussilla mutta vaihto ja odottelu saattaa olla liian raskasta ja aktiviteetti jää

Eläkeläislipun aikarajoitus ei tue kulkemista

Auttamisen oikea aikaisuus: palvelut voivat tulla myöhään, miten voidaan tehdä ennalta

ehkäisevästi myös vapaaehtoistoiminnan parissa?

Hyödyntämättömiä voimavaroja esim. peloista ja ennakkoluuloista johtuen

Tukea vapaaehtoiselle muistihäiriöisen kohtaamiseen

Vapaaehtoistoimintaan tarvitaan kaupungin tukea jotta toimintaa kehitetään oikeaan suuntaan

Onko naapuruuspiiri kaikille?

Mikä on työntekijän rooli naapuruuspiirissä, miten sitouttaa osallistujia?

Miten motivoida työntekijää vapaaehtoistoimintaan?

Miten valmistaudutaan vapaaehtoistehtävään?/ Mitä vapaaehtoistehtäviä on tarjolla?

Miten keksiä tehtäviä/tekemistä? Tehtävälisterit esim. kotikäynnille

Voisiko työkokeilijoita rekrytää vapaaehtoisiksi?

Kieliharjoittelijoista vapaaehtoisia ja tätä kautta osallisuutta?

Nuoria tarvitaan lisää vapaaehtoistoimintaan

Vapaaehtoisia motivoisi myös tietyt edut, esim. samat kuin työllistettävillä.

Tämä voisi olla ruokailuetu tai esim. teatterilippu

Palkitsemisen tulisi olla tasa-arvoista ja arvoista

Parikeskustelu 2 Mistä luopua :

Sovittelutoiminta ei enää vapaaehtoisille

Tapahtumavapaaehtoisuus

Ruokailuavustaja

Epäselvät asumiskummit ja luontovapaaehtoisten tehtävät

Tarvitaan apua ruokailuun/ruuanvalmistukseen

Syöttöapu ammattilaiselle

Perustarpeisiin vastaaminen ammattilaiselle

Ryhmäkeskustelu 2

Palkitsemista lisää

Yrityksiä avustamaan palkitsemisessa

Miten tehdä vapaaehtoistoimintaa näkyvämmäksi, esim. ständi kelan toimipisteeseen

Vapaaehtoistoiminnan keskus

Toiminnan järjestäminen vaatii ihmisiä ja kosketuspintaa

Sosiaalista mediaa tulisi käyttää enemmän

Miten saada nuoria mukaan?

Asenteissa korjaamisen varaa, miten vapaaehtoinen vastaanotoetaan?

Yhteistyön lisäämisen eri toimijoiden välillä

Tähtihetki, ohjaaja hakee kotoa

Kummiperhe maahanmuuttajalle

Kysely ei-vapaaehtoiselle jotta selvitetään miten rekrytää lisää

Toivotaan että selvitys johtaa oikeisiin toimenpiteisiin

Muuta kommentointia:

Vertaistukea haasteelliseen vapaaehtoistoiminnan rekryyn

Näkemyksaiheeseen laajeni työpajassa

Omia ajatuksia sai jäseneltyä

Vahvisti ajatuksia vapaaehtoistoiminnan tärkeydestä

Työpaja vahvisti haastattelujen ja kyselyn löydöksiä

