# The 5upport Club

Everybody deserves a team!

### Busy life, yet a good heart?

Join the 5upport Club, be meaningful to someone, while getting to know new people

CommuniCity Amsterdam - challenge 4

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## Introduction: Marijke en Mario

Marijke Krabbenbos - business administration, social entrepreneur, creative mind, natural networker. Marijke has a track record of developing more 10 ideas into concept, product and market launch. Marijke looks after a former neighbour, a woman of 80 years old, being an IT helpdesk, driver, psychologist, organiser, sparring partner, etc. <u>Linkedin</u>

Mario Tedde - designer, with a strong drive to enable people to grow and be independent by involving them in the design process, always people first. Mario has a track record in co-creating outstanding digital products and services that improved daily live. e.g. usability research with visual disabled people to improve the banking app (ABN Amro), making mental health care better accessible (Kenniscentrum KJP, Inuka). Linkedin

Several app-builders have expressed their interest and capability to develop the 5upport Club app.

Several associations have shown interest in the project: Cordaan, Regenboog, Vrijwilligersacademie, Stadsdorpen. An LoI is signed by De Regenboog Groep and Stadsdorp Centrum-oost.

## Introduction: challenge nr. 4

## Propose any technological solution improving the life of any marginalised community



At the Municipality of Amsterdam, we try to know what issues are important to our citizens. But we are aware that there may be issues that we do not know about. For this reason, we created this not specific, so-called 'Wildcard" challenge:

If you have a technology solution to any challenge faced by any vulnerable or marginalised community, you are encouraged to submit an application. It is essential though that you demonstrate the importance of the issue for your target group and what the impact on the community will be if the challenge in question gets solved.

### Introduction: the situation



Volksgezondheid en Samenleving

De relatie tussen formele en informele zorg moet worden herijkt, vindt de Raad voor

We associéren eenzaamheid doorgaans met ouderdom, maar juist jongeren tussen de 15 en de 25 voelen zich valker eenzaam. Vier jonge mensen spreken zich uit over hun worstelling met dat gevoel. Ik ken niemand die er zuweel mee zit als lik.

### Introduction: what do we see around us?

- Taking care of a older partner (mantelzorg) is mostly done one-on-one, which can be intense
- There is a lack of workforce and budget in the social sector
- Many (older) people live on their own with not enough social contacts
- In all stages of life, people can become less stable and might need some support from outside the family

#### And... positive observations

- In corona-times many neighbours helped each other
- Meeting people from different generations is enriching
- Doing voluntary work is meaningful
- Doing tasks together makes it more fun and less time consuming
- Meeting somebody is great, repetitive contact leads to a true connection



#### BURENNETWERK

#### nextdoor

○○ <del>○</del> stichting senior&student







## Introduction: our inspiration (1/2)

#### There are many websites where you can ask for help:

Burennetwerk, Voor elkaar in Zuid, BuurtBel, Nextdoor, etc.

→ the ads have often too little personal information to be "attractive"

#### There are many "maatjes"-projects:

Humanitas, Maatjesproject, VCA, St. Senior&Student

- → all are based on a 1-on-1 relationship
- → all have matching process that is time-consuming

#### There are many initiatives to get to know people:

NMLK, Kluppen, Tafel tien

→ yet, all based on "pleasure"





## Introduction: our inspiration (2/2)

msterdammer helpt Amsterdamme

Sergio Murilo Mafra: 'Als ik een gehoorapparaat heb, kan ik weer andere mensen helpen'





#### There are initiatives to look after each other:

Stadsdorpen, bel-cirkels, whatsapp-cirkels

→ all among elderly, not across generations

#### There is "Amsterdammer helpt Amsterdammer": Parool

→ based on financial help

#### There are initiatives to do voluntary work together:

NL Doet, Sociaal tuinieren, Whatsapp Buurtpreventie

→ for an organisation, or an object, not for a single person

There are many dating apps where people give information and get potential matches presented

→ not for voluntary work

---> Why not combine all the good ingredients...?

## Our idea: The 5upport Club let's look after someone, as a team

- Our network partners invites people that need a little help or company, supportees (informal care) to make a profile
- 2. Our campaign recruits people that want to help somebody, supporter in a team.
- The 5upport Club app matches supporters based on their interests and skills.
- The app creates (temporary) teams around a supportee,
   e.g. Annie → 5upport Team Annie
- 5. The 5upport Club facilitates the teams to work together for Annie providing handy features like notification, a calendar, chat, and monthly meet-up for the team.

#### The 5upport club proposition:

- 1. look after a person that needs some help (18+)
- 2. in a carefully designed team
- 3. for a fixed period of time
- 4. with social team activities
- 5. facilitated by an app

Join the club!

## Our idea: who can be a supportee?

Every person that can need a little, informal help or company from others, can become a supportee.

#### The 5upport club proposition:

- 1. Do you need some help or company?
- 2. Register yourself at The 5upport Club and get a team. three to five people that are willing to look after you. They do it together and make new friends while doing it.
- 3. You let us know what your needs are and we do the rest.

Join The 5upport Club!

- a. loneliness
- b. less mobile
- c. burn-out
- d. in divorce
- e. ill for a long time
- f. chronic patient
- g. long covid

The volunteers are normal citizens, just like your neighbours. So specialized care is not provided.

#### Help can be:

- talking, walking
- playing game
- groceries
- language practice
- drive to doctor/hospital
- a trip to the beach
- gardening
- sorting out clothes, etc

## Join the **5upport** Club Kies je team en kijk samen naar iemand om Zó doen we dat in **Amsterdam**

## Our idea: in detail (1/5)

#### **Supportee (Annie)**

Annie (83) is registered by her daughter (can also be neighbors or a care institution), because she is a bit lonely and doesn't get out much, because walking becomes difficult. She is afraid to fall. Annie loves to go to ballet performances..

The person who has registered a supportee will help to get acquainted with the **5upport Club app.** > the app shows step-by-step how it works, for example by swiping a few intro screens. She gives some information about herself, her needs and her interests.

#### Supporter - Lisa

Lisa (21) has just moved to Amsterdam. She likes to do something for others and meet new people. She has heard of the **5upport Club app** and is looking at it. She sees 3 teams, reads the stories, sees the supporters and the supporters and wants to join a team..

#### Start of the 5upport Club app

The homepage has two buttons:

"I would like some help" and "I have time and can help someone"

#### Druk druk druk en op zoek naar zingeving?

# **5upport Club**

Kies je team en kijk samen naar iemand om

Zó doen we dat in Amsterdam

## Our idea: in detail (2/5)

#### Lisa clicks on 'I have time and can help'

Now she sees a second screen in which she can tell something about herself and upload a photo.

#### About me:

> open input fields: name + age + gender + postcode + number + maximum travel distance.

#### I am good at this and I enjoy doing this:

> checkboxes: (these are the tasks you can help with in this team) cooking, driving somewhere, organizing, odd jobs, administration, green fingers, reading aloud, etc.

#### I can't stand:

> checkboxes: pets, smoking, dairy products, nuts, anything else (open field)

#### My references:

> open input field: name reference + telephone number + checkbox VOG available.

#### Consent to share data by the **5upport Club app**

> check box with conditions privacy etc.

#### Kan jij wel eens wat hulp gebruiken in het gewone leven?

## Join the **5upport Club**

Want iedereen verdient een team om zich heen.

Zó doen we dat in Amsterdam

## Our idea: in detail (3/5)

#### How does a team come about in the **5upport Club** app?

Lisa sees on the home page of the 5upport Club app that Team 1, who has adopted Annies request for help, needs 3 more people and preferably someone with interest in ballet or who can do groceries.

## > Team tiles of incomplete teams are on the home page below the two buttons,

'We have room for someone who can....'

- > CTA on the tile: "I'm interested in this team!"
- > You can also see these Team tiles and the members

#### Lisa can join after registering as a prospective member.

A team becomes active from 3 team members and 5 is the maximum of team members.

> In the app, the status of a team changes after a match has been found or if a spot becomes available. This will be visible on the Team tile.

#### In welk team zit jij? Team Annie? Team Hamza? Team Henk?

Join the

#### **5upport Club**

en kijk samen om naar een ander.

Zó doen we dat in Amsterdam

## Our idea: in detail (4/5)

#### Join a 5upport Club team

Lisa likes this team and wants to join it.

She clicks on the team tile and sees which tasks she can help with.

#### "We're going to make Annie happy with this:"

Cooking and eating together every Friday, going to ballet, updating administration, planting plants in the garden, daily walk, playing cardgames.

#### When she adopts a few tasks, she clicks the button to confirm to join this team..

- > CTA 'Yes I want to join team Annie'
- > New team member receives a confirmation message from the app:
- . "Welcome Lisa! at Team Annie, Friday April 8 at 5:00 PM we have the monthly team meet-up at Annie's.
- > The team members receive a status update from the app that Lisa has joined.

"Yes, Lisa has joined our team!"

# Join the **5upport Club**

Kies je team en kijk samen naar iemand om

Zó doen we dat in Amsterdam

## Our idea: in detail (5/5)

#### Distribute task via the **5upport Club** app

The app contains an overview of tasks. Every supporter can indicate when a task can be done. Adding the tasks is done by the team coordinator of the team or the supportee.

#### Life cycle of a team

- From 0 to 3 people > Status update in the app: We still have room for...
- From 3 to 5 people > Status update in the app: The team is complete
- People are leaving > Status update in the app: We still have room for...

If Annie does not need support anymore:

- > Team members close collaboration.
- > the **5upport Club app** sends a thank you (flowers, voucher.)

The app will have features to facilitate the teamwork. Calendar, chat, to-do list etc.



# Our idea: reactions from potential users (supportees)

"My children live far away, my neighbours are old as well, I do not meet many younger people anymore. Sometimes the days are quite lonely and long." (Annie, 83)

"I like the idea! Taking care for my ill husband everyday is a lot of work for me. Where can I sign up?" (Erica, 75)

"It would have been great to have a team like that after my divorce. It was a difficult time and I could have used some support from a small group." (Mirjam, 46)



# VIDEN ANTWOODER OF INTERINGEN

kort onderzoek "iets doen voor een ander"

Wij zijn Mario Tedde en Marijke Krabbenbos, twee maatschappelijk betrokken ondernemers. Voor een nieuw te ontwikkelen concept zouden we jou wat vragen willen stellen. Het duurt 5 minuten en je zou ons er enorm mee helpen.

# Our idea: reactions from potential users (supporters)

"Great idea to do it in a team! I'm new in the city and would like to meet new people." (Lisa, 25)

"I know how hard it is to do all the mantelzorg alone, I would love to be part of a team that shares the work." (Saskia, 43)

"If we share the work, it is easier for all of us, as we are all busy." (Eric, 43)

#### 5 ways to well being:\*



<sup>\*</sup> Academic proved. By being a member of the 5upport club, you check 3 out of 5!

## Our idea: the potential impact

- less pressure on caretakers
- 2. less pressure on social sector and welfare professionals
- 3. more support for citizens in need
- 4. more meaning in life for the team members
- 5. more new connections in the city

A new club launched in the city of Amsterdam!









team Hamza

## Imagine...

In the city of Amsterdam, in 5 years time...

The 5upport Club facilitates 1.000 teams that look after another citizen.

1.000 people in need get voluntary help.

5.000 citizens are doing good, in a team, while making new friends.

Being member of The Support Club is becoming "normal".

Let's create this Amsterdam together!

## Want to join the club?

## We'd love to create it!

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