



**ART-ICULATE**

**Civitas &  
Publica  
Foundation**

**Pilot Testing  
Results**

**IMPACT MEASUREMENT SERIES**



Co-funded by  
the European Union

# Phase 1

## Pilot Testing with Youth Workers



### Number and profile of participants included

The part of the pilot testing addressed to people working with young people involved 5 participants. The group included people working with young people in non-formal education, youth project managers, and social workers.

### How did we select and invite participants?

We reached out to participants through our personal connections with youth organisations and social work institutions. We informed participants about the project and invited them to an online call with our team. During the call, we presented the handbook and the facilitator version, and discussed the developed outputs.

### How did we prepare participants before the activities?

We sent participants the two sections of the handbook and asked them to review the materials before the activity. In addition, we invited participants to follow our activities through our webpage and social media channels so they could become more familiar with the topic of the project.

### What was the duration of testing activity?

The testing lasted 4 hours and included an introductory part, project presentation, handbook review, discussions, and conclusions.

## How did we evaluate participants' satisfaction with the activity?

Participants reviewed the project thoroughly before and during the piloting activity. The first feedback we received was that the youth section of the handbook could be simplified in terms of language. Participants highly appreciated the instructions and design of both sections. They also expressed interest in using the activities once finalised. We collected feedback on the spot by taking notes during a dedicated discussion. We used an informal feedback approach, asking participants about the structure, language, relevance, practicality, and design of the handbook. Overall, participants were highly satisfied with the handbook and the project in general, and expressed interest in using the developed outputs in their own contexts.

## How did participants evaluate the quality and effectiveness of the developed training?

During the discussions, participants stated that the developed challenges are creative, innovative, and relevant to the current youth context. They described the 30-day challenge format as a practical and engaging way to encourage young people to reflect on wellbeing, emotional intelligence, and empathy through creative methods. Participants found the youth section practical and easy to use, while the facilitator section provided clear and sufficient guidance for carrying out the challenges. Their comments confirmed that they were engaged and willing to use the activities, including adapting them for specific age groups, trying the challenges individually, or using them in team-based formats.

## What improvements did participants suggest for the training programme?

Overall, we found the handbook effective and useful. Participants suggested simplifying some parts of the language, but we did not receive any other negative feedback or suggestions for changing the handbook. In general, participants were satisfied with the structure and content of the handbook, as well as with the project itself.

# Phase 2

## Pilot Testing with Youth Participants



### Number and profile of participants included

For the youth part of the pilot testing, our project team recruited 10 young people to participate in the training. Participants were aged 16–30 and were mostly university students or young people who were unemployed and facing financial difficulties. The group was mostly female, as we had difficulties encouraging more male participants to take part.

### How many participants with fewer opportunities were involved?

The pilot testing included 6 participants who were identified as young people with fewer opportunities. These participants faced geographical, cultural, and socioeconomic barriers that limited their participation in economic, social, and democratic life.

### How did we select and invite participants?

We invited participants through our network in Tilburg and neighbouring towns, using personal contacts, a Facebook call, and volunteers who shared the information through university social club activities. We also provided small snacks and a light lunch to create a welcoming atmosphere.

We informed participants in advance about the project and its structure. During the activity, our facilitators, Armas and Alexandra, presented the project, its developed outputs, and the purpose of the piloting. We then tested activities from the “30 Days Challenge” handbook and adapted some of them during the session due to strong participant engagement.

## How long did the pilot testing activity last?

We delivered the pilot testing over 1 day, divided into 3 sessions.

## How did we evaluate participants' satisfaction with the activity?

We measured participant satisfaction before the training and again at the end of the full pilot testing session. Participants expressed interest and positive surprise at the initiative, stating that the materials were well designed, easy to use, and adaptable to real life.

Some participants suggested developing a gamified and digital version of the challenges, for example through an application or digital board game. Another participant said they would try the challenges at home with their siblings and share additional feedback with the project team.

Overall, participants were satisfied with the session and appreciated the handbook. They also stated that they would be happy to use it in their daily life and attend similar future trainings from Civitas combining art, wellbeing, and personal development.



# Summary



## Key findings

At the end of the pilot training with young people, participants reported development in their knowledge of self-awareness, emotional intelligence, and the use of art-based DIY activities for wellbeing and personal growth. They also reported increased awareness of personal emotions, empathy, stress management, and ways of channelling creativity to support wellbeing.

## Adjustments proposed by youth workers after testing the program with participants

Facilitators, in line with feedback from youth, suggested some design changes especially with the layout and activity flows. Also, they suggested simplified language for both the youth and facilitators' part. Finally, they recommended to create a digitalized version of the challenges, not only a pdf but an interactive application or a web-app that can promote art and emotional intelligence among young people via one-to-one challenges which can support the efforts against loneliness among young people.

## Overall evaluation of the pilot testing activities with youth workers and youth participants

Overall, participants expressed strong interest and excitement about the project idea and the handbook. They were highly engaged and provided valuable feedback for our team. We also received several requests and expressions of interest from young people who wanted to become involved in Civitas&Publica as voluntary ambassadors promoting wellbeing in our neighbourhood.

People working with young people also stated that the handbook seems highly effective, especially because it provides bite-sized and practical activities. They found the design of the activities engaging, and considered the facilitator section useful for their work. They also appreciated that the theme of inclusion was clearly emphasised throughout the handbook.

From the perspective of Civitas, the piloting activity was a useful opportunity to present our work in a real-life setting for the first time, collect feedback on the output, and gather ideas for improving youth relevance and services for young people in our area.



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**Thank you!**



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