

NESTE



HELSINKI
MISSIO
HELSINGFORSMISSION



VOIMA -box:
Teens who
fuel the world.

Teens are a hugely **underestimated asset** for communities.



Only 56% of youngsters think they have an important role in society.*

When helping youngsters in risk of social exclusion, finding a **meaningful role in their local community** is important.

Youngsters **prefer hanging out in public spaces** to dedicated youth centers: they want to feel part of the wider community, not isolated from it.

Service stations are popular meeting places for teens, and many youngsters spend time at stations on a weekly basis.

Teens have lots of **wishes regarding the public spaces** in their communities**, but these suggestions are often not heard.

COMMUNITY

Setting positive expectations

YOUNGSTERS

Positive self-image and esteem



Seeing teens as an asset to community

Sense of being part of community

Empowering youngsters leads to a positive cycle.

Giving and sharing responsibility

Courage to take on challenges

Giving credit and support

Feeling of accomplishment

Empowering youth with VOIMA -boxes at service stations

Empowerment:

Instead of just adults helping teenagers, VOIMA -boxes let youngsters help each other.

EMPOWER
-MENT

ACTIVE
CITIZENSHIP

COMMUNITY

Community:

Service stations are well-known hang-around locations for youth across the country. VOIMA steps into local communities around Finland through the largest service station network, Neste.

Active citizenship:

Teens can contribute to local community by sharing their suggestions, voting for ideas and realizing them. Hello Ruby provides support in learning problem-solving skills through online tools.

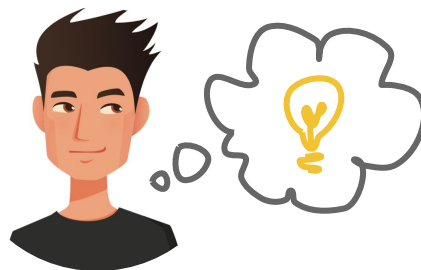


We were just hanging out at the station with friends..

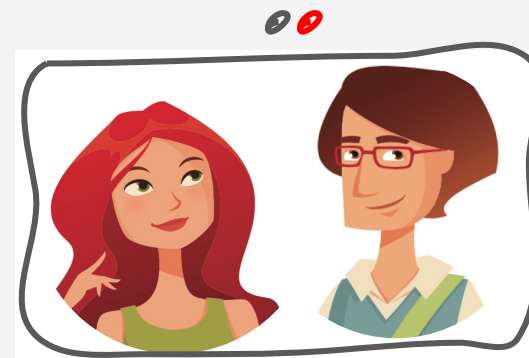


.. when I had a great idea!

“I think we should have outlets to charge our phones at the bus stop!”



“Let’s go leave a suggestion to the VOIMA -box!”



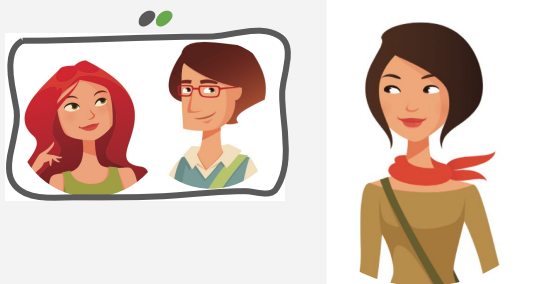
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We recorded a video application of the idea, guided through questions to answer to.

NESTE



Everybody visiting the station could vote for ideas and donate money.

Then one day, our VOIMA -mentor called:



“Hey, your idea won 100€! Let’s go and make it happen.”

And that’s how we made our own community a bit better!

Partnering to create VOIMA -box

**Mission:**

To prevent social exclusion of youngsters.

Role:

Expand VOIMA -programme against exclusion to the VOIMA-box.

Resources:

VOIMA -programme, knowledge on social work and network of volunteers.

Benefit:

New channel to meet youth and a vast amount of potential donors. Make donating easier by providing opportunity to donate smaller amounts, and by showing concrete action in communities.

Mission:

To drive society and its individuals forward.

Role:

Put VOIMA -box into practice through service station network locally around Finland.

Resources:

Forward mentality, dealer-led stations and the largest service station network in Finland.

Benefit:

Create possibility for youth, who already hang out at the stations, to do something meaningful and make the environment cozier for all. Generate future customers of teens by offering positive experiences.

Mission:

To teach 21st Century Skills to kids and teens.

Role:

Offer the toolkit and online process for VOIMA-box.

Resources:

Facilitating and coaching 21st Century Skills through use of modern technology.

Benefit:

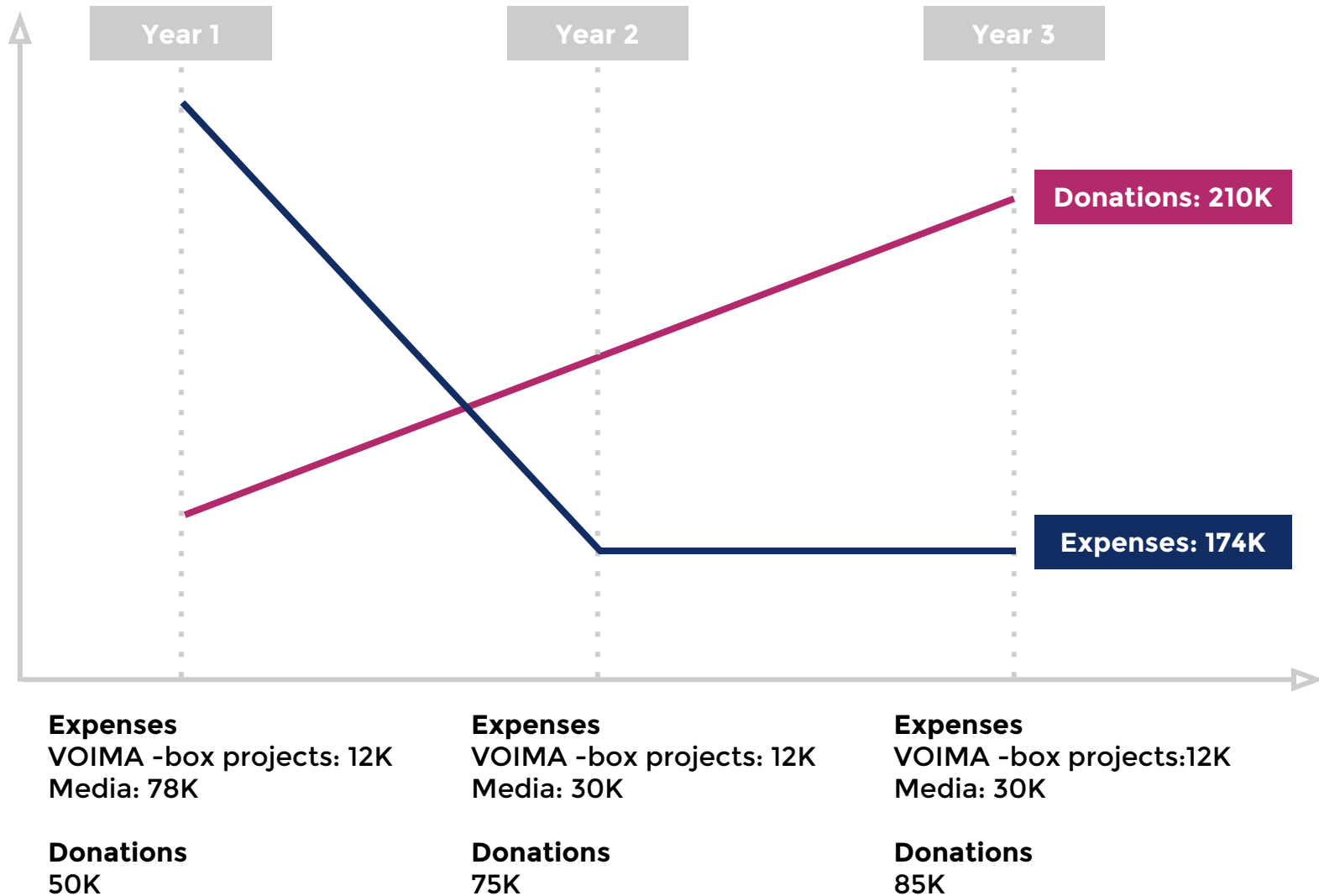
Reach youngsters otherwise not interested in learning new life skills on freetime. Test out problem-solving facilitation through online environment.

COMMON GOAL: Prevent social exclusion of youngsters by providing the chance and tools to make small positive changes in their own community!

Encouraging to donate with VOIMA -box

- **150 million customers a year** visit 100 Neste service stations.
- Donating made easy by asking to **add a small sum to your bill** at the cashier.
- If **0,001%** of customers donate just **0,50€** each, the sum is **75 000€ per year** for the VOIMA - programme.
- In three years, the sum adds up to **over 200K**.

Helsinki Missio costs and returns



Summary

Challenge:

How to prevent social exclusion of youth?

What can Neste and Hello Ruby do with their resources?

Insight:

To help youngsters, we empower them to help their own local communities!

Concept:

VOIMA -boxes at service stations empower teens by letting them ideate and execute projects. Locals can vote and donate at station.

Outcome:

100 VOIMA -boxes at 100 service stations.

100 local mentors through VOIMA.

100€ / idea of the month at each station.

Benefit:

Teens become an important and active part of community.
Visibility of Helsinki Missio through small concrete improvements in communities encourages to donate.

Brief:

Responsive website & social media campaign (Snapchat, IG, FB)
Aim: awareness & traffic to website
Target: 14-20 year-olds
Media budget: 100K