

**DIGITAL AMBASSADORS
for
POSITIVE REALITIES: XR FOR YOUTH WELLBEING
COVENTRY UK CITY OF CULTURE 2021**

Introduction

In the UK, one in four adults and one in ten children experience some form of mental illness. Globally, one billion are estimated to suffer from a mental health condition. Numbers of those seeking help are soaring while healthcare providers struggle to cope with demand. In this context, approaches that promote good mental health practices, and/or prevent the development of mental health conditions are increasingly important.

At the same time, the internet is evolving from a 2D world of computer screens into a 3D landscape where people, places, and objects can be digitised. Pokemon GO was the start of a new immersive world where games, new types of training and new businesses will rapidly emerge. What we want to explore now is how might this technological revolution help us support new and better approaches to health and wellbeing?

Coventry City of Culture Trust in partnership with StoryFutures Academy, Create Central and Positive Youth Foundation want to examine the value of immersive experiences in supporting better health and wellbeing for young adults in Coventry. The Digital Ambassadors will explore how recreational or educational experiences in virtual reality (VR), augmented reality (AR) or mixed reality (MR) could have a positive impact on resilience, self-confidence and support young people to live fuller, more active, lifestyles.

Digital Ambassadors

A group of up to 10 digital ambassadors will form a group for this project which will act as a youth perspective, and lead on consulting with a range of businesses selected in phase one of this project. This group will develop their ideas with the businesses and work together on the production of an immersive prototype. As digital natives and experts of experience, their role is to ask challenging questions and advocate on behalf of underrepresented young people. Through their involvement in the program the digital ambassadors will lead in producing a “pop up” event as a part of the broader City of Culture program and develop skills, confidence and networks to become Coventry’s next generation of cultural digital ambassadors.

COVEN

**C/O THE HERBERT ART GALLERY & MUSEUM, JORDAN WELL, COVENTRY, CV1 5QP
WWW.COVENTRY2021.CO.UK**

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Coventry City of Culture Trust, Positive Youth Foundation and StoryFutures Academy are looking for up to 10 young people aged 16-24 who care about their community and are passionate about all things new and next. We are looking for those who are active online, who have a natural curiosity about the next big thing who are interested in TV, Film, Gaming and who would like to support new approaches to better mental health and become one of our digital ambassadors.

Who can apply?

Ambassadors must be:

- Aged 16-24
- From Coventry (CV1-CV6 postcode)
- Not in Education, Training or Employment

For this project, we encourage applications from:

- Care leavers or “Looked After” young people
- People with lived experiences of the Criminal Justice System

As Digital Ambassadors, you will:

- Learn about and experience the latest innovations in immersive storytelling and content production. You don't need previous experience with VR/AR/MR as we will supply both technology and people who will open this world up to you.
- Advise the Judging Panel in selecting organisations who will create the final prototype. Your voice and your opinion will be part of the shortlisting and decision-making process
- You will be included in the last development phase when shortlisted companies will consult with you to choose what they put forward as part of their final proposal.
- You will support the judging panel to decide which of 3 final ideas will go into production
- You will be included as part of the final production period between December 2020 and May 2021 when there will be regular consultation between the digital ambassadors and the successful business covering creative development and production of the final product

Digital Ambassadors will get paid to:

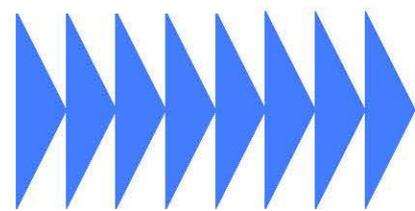
- Learn about and experience the latest innovations in immersive storytelling and content production. This is a rapidly growing and exciting new area with companies like Facebook, Apple, Disney and Sky all growing their immersive teams and capabilities.
- Act as a focus group to help the programme partners. We need your input and your opinions on the ideas that are developed and your voice will be heard.

Between October - July 2021, the digital ambassadors will:

- Meet once a month and have training and consultation sessions. We will send you a more precise timeline when you sign up but we will need you for probably 5 meetings between October and Christmas and then monthly meetings after.
- Plan an event as a part of the City of Culture year.



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As a Digital Ambassador you receive:

- We will be covering expenses at project completion with a minimum of attending 2x consultations.

Key dates for sessions:**October**

- 2 October – Introduction to Immersive
- 9 October – Training workshop
- 22 October – Meet the businesses (SMEs) developing ideas

November

- 1x session to input on six ideas and help shortlist to three
- 1x session to meet 3 SMEs and feedback on their ideas
- 1x session to sit in on judging meeting and feedback on 3 SME pitches to help decide which idea will go into production

In addition, each ambassador will receive the following free training:

- 2x Consultation training workshops
- 2x Public speaking workshops
- 2x Creating content workshops
- 2x Digital and Immersive workshops
- 4x Event planning training workshops

How to apply

To apply, complete the short application form here, or send a video/audio file answering the same questions via WeTransfer/Dropbox/Google Drive to Elizabeth.lawal@coventry2021.co.uk with 'Digital Ambassador Application' in the subject line.

Any questions?

Contact Elizabeth Lawal at Elizabeth.lawal@coventry2021.co.uk



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