

Escuteiros na Quinta

Catarina Cruz | Eva Oliveira | Rodrigo Gamelas | Sara Sierra



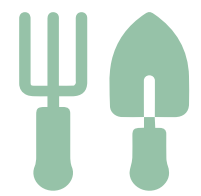
KiwiBee Farm

- Located in Barrô, Aveiro
- Surrounded by industries
- Polyvalent family-owned business
- Great potential to increase the range of activities

BRAINSTORMING



GOALS



Increase manpower



Establish partnerships

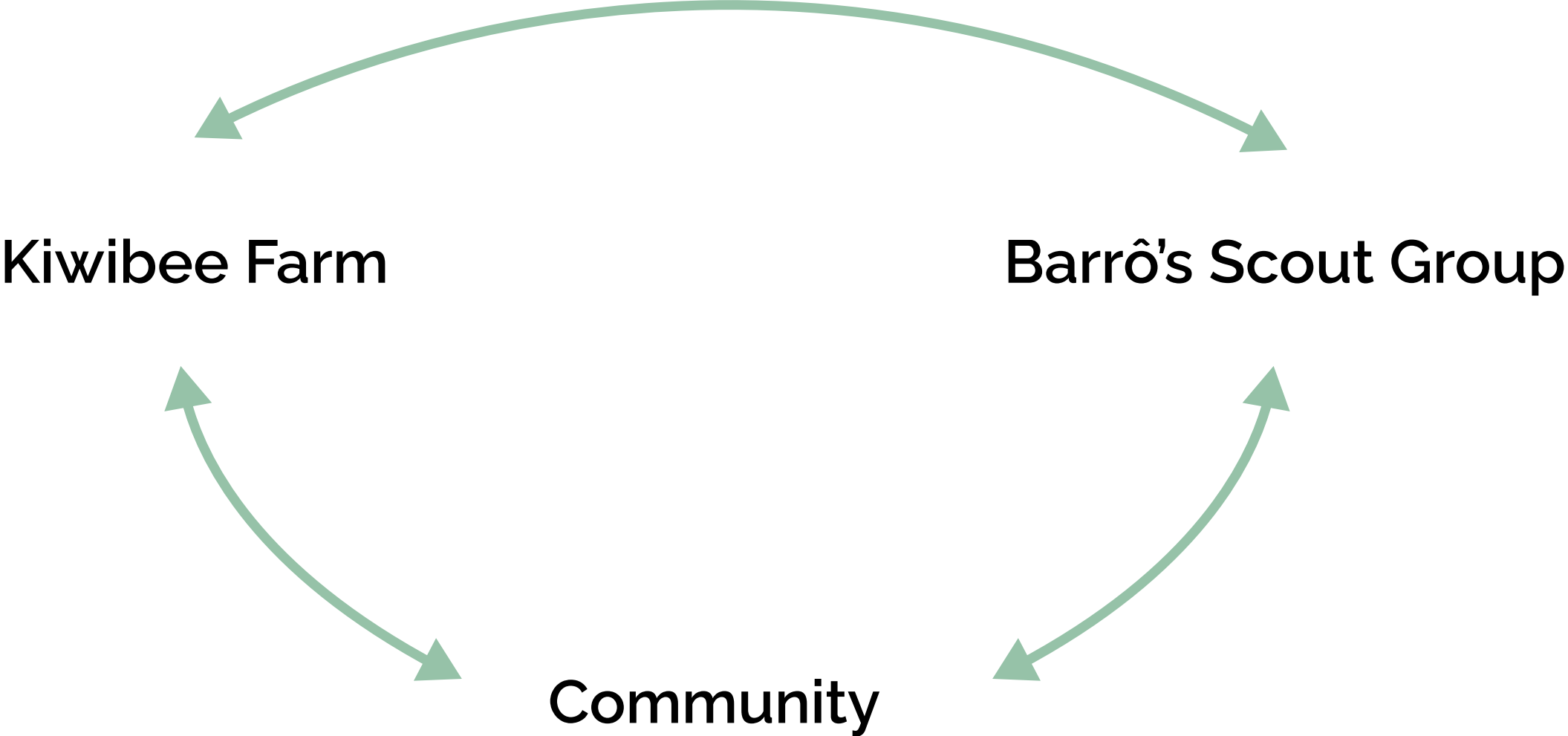


Involve the younger generations



Make Kiwibee a landmark in the community

PROJECT



WHY SCOUTS?

- Dynamic and practical young people
- Structured Organization
- Sustainable values - connection to nature
- Link to pilgrims
- Relation with the community

SCOUTS

EXPLORADORES

10-14 yo

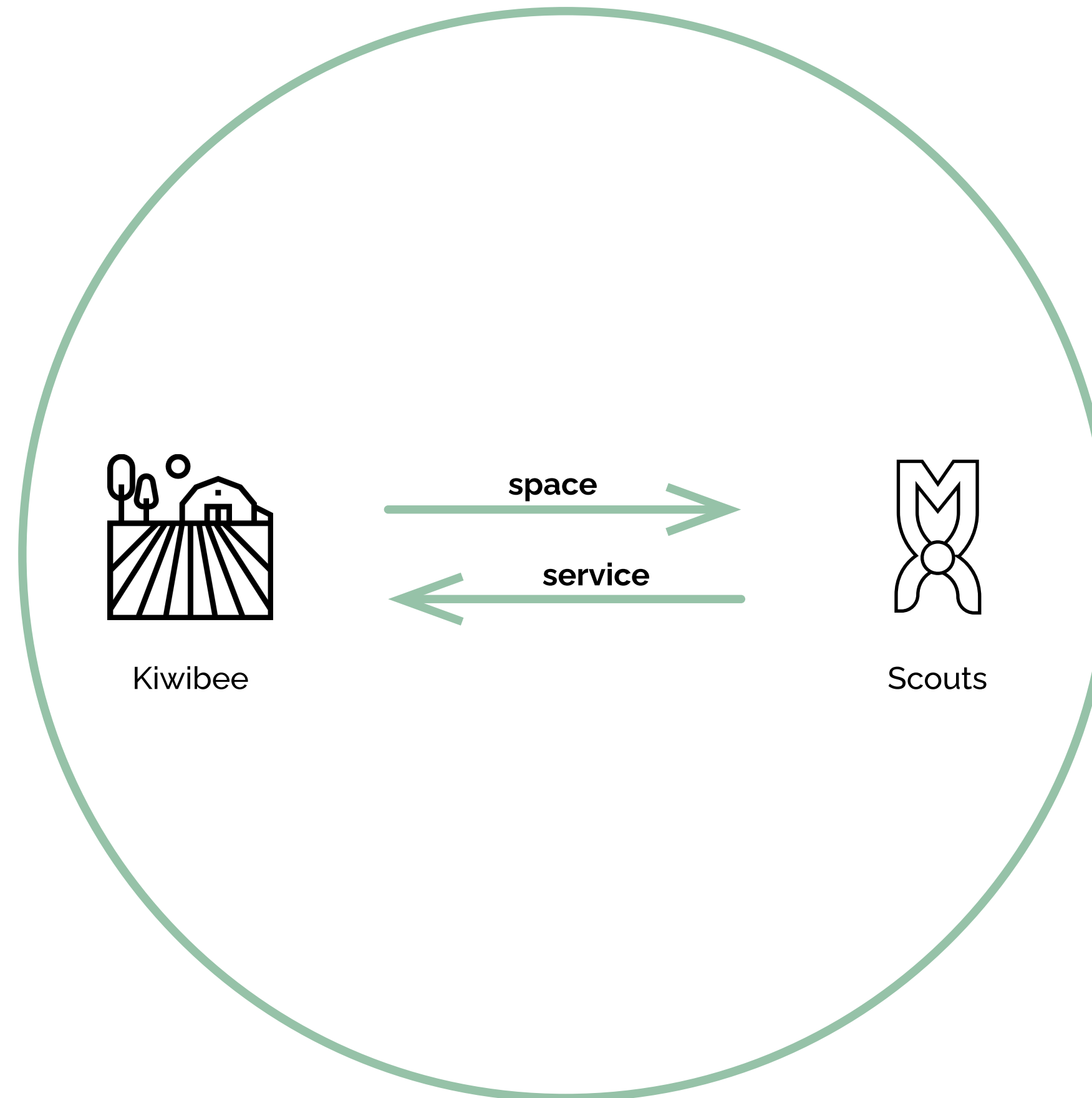
PIONEIRO

14-18 yo

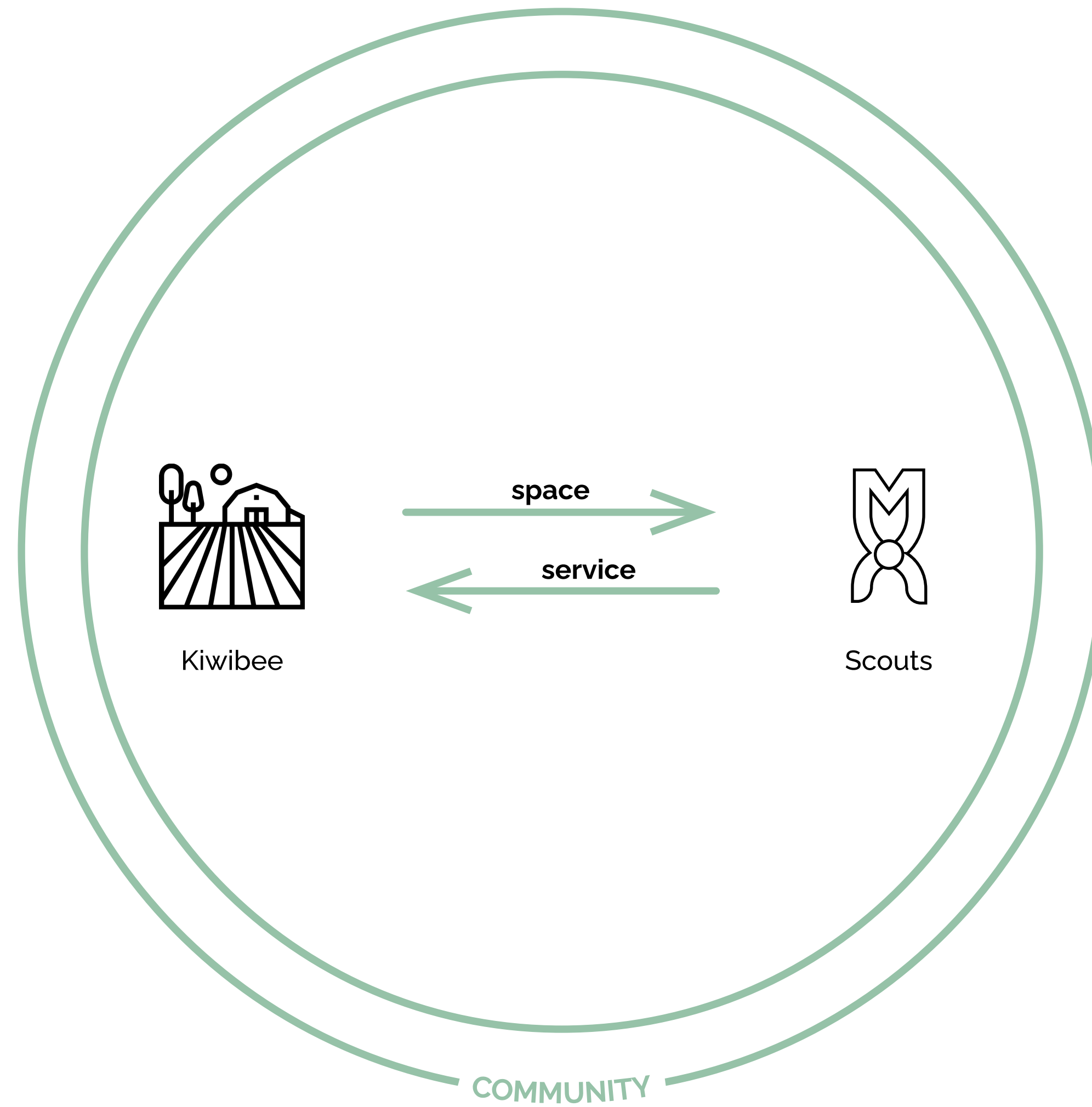
CHEFE/CAMINHEIRO

+18

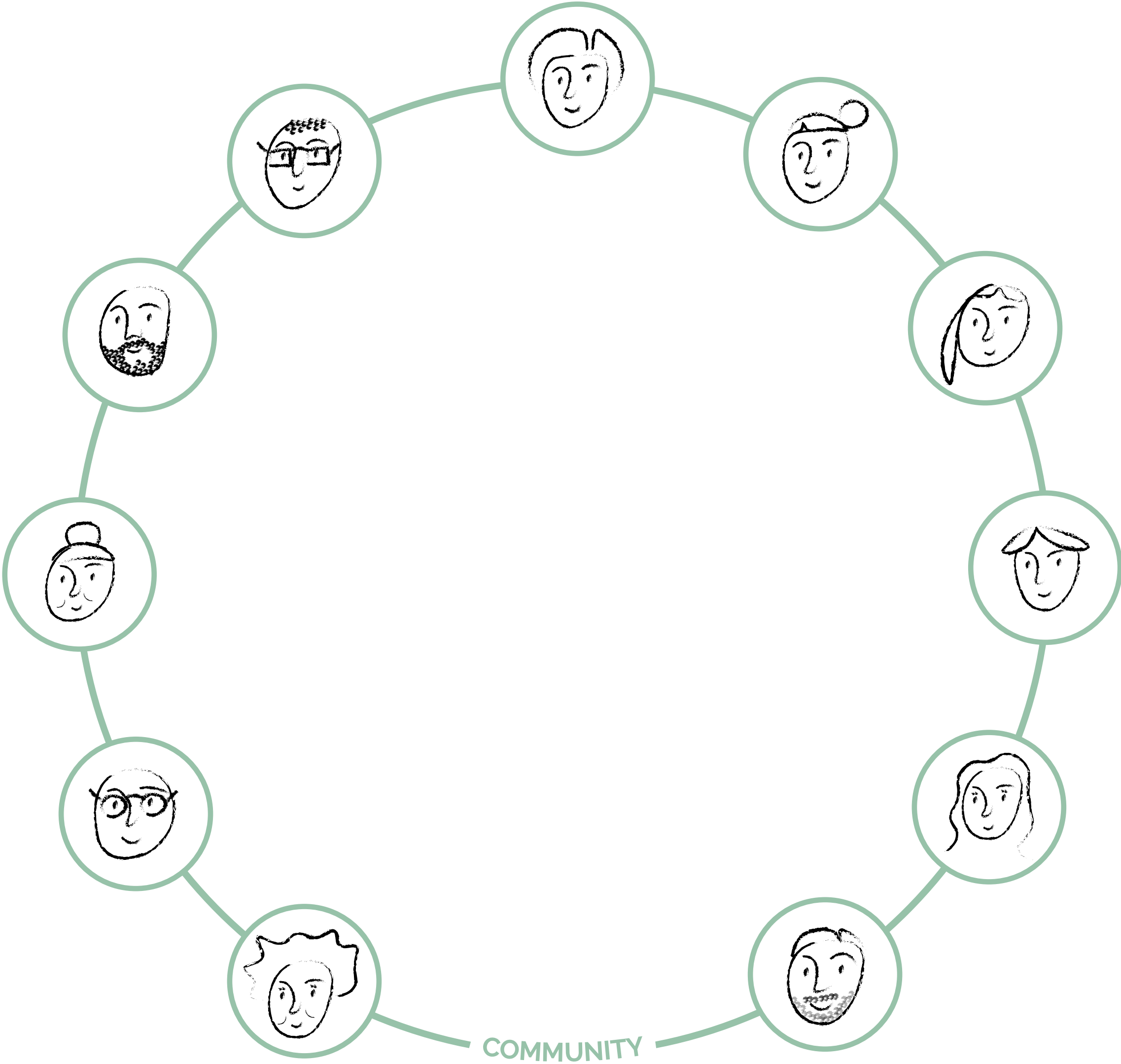
COLLABORATION



COLLABORATION



PERSONAS



PERSONAS - KIWIBEE



“I want Kiwibee to be well-known in the community and also be considered a landmark for the pilgrims”

Maria | 64 years old

Married

Key Attributes

- _Christian
- _Dinamic
- _Helpful
- _Good host

Needs

- _Turn the farm into a landmark for the pilgrims in Portugal
- _Add value to the farm as a landmark

Frustrations

- _Lack of dynamization of the farm
- _Kiwibee doesn't stand out on the pilgrimage's route
- _Lack of resources for work activities



“I believe a collaboration with younger generations will be beneficial for everyone”

Raquel | 31 years old

Single

Key Attributes

- _Active
- _Pragmatic
- _Charismatic
- _Effective communicator

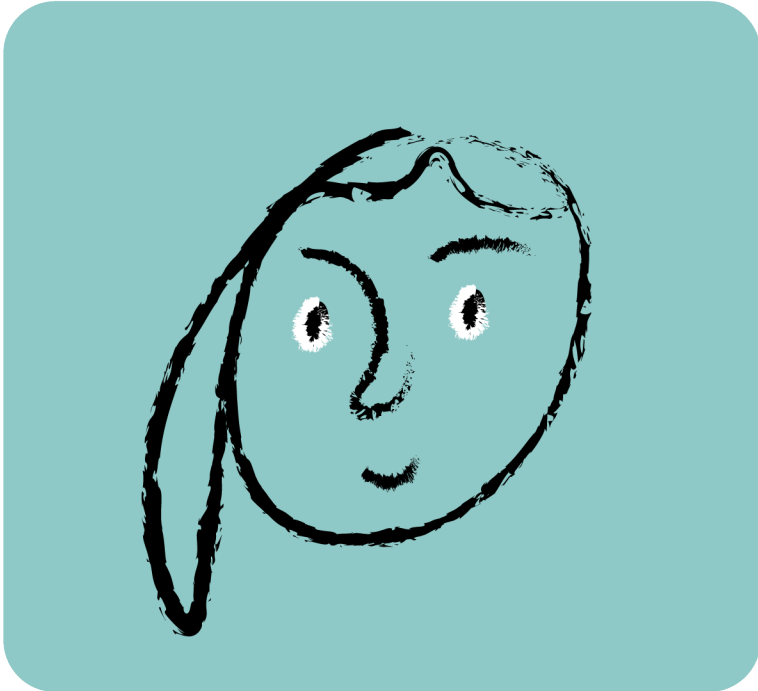
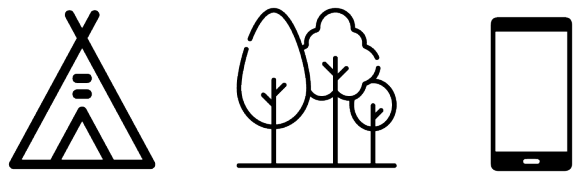
Needs

- _Establish new relationships with the community
- _Publicize Kiwibee nationwide
- _Attract younger generations to collaborate in harvests

Frustrations

- _Lack of resources to manage all activities
- _High work load
- _Lack of profit

PERSONAS - SCOUTS



Dora | 12 years old

Exploradora
Single

Key Attributes

- _Restless
- _Animal lover
- _Sporty
- _Picky eater
- _Competitive

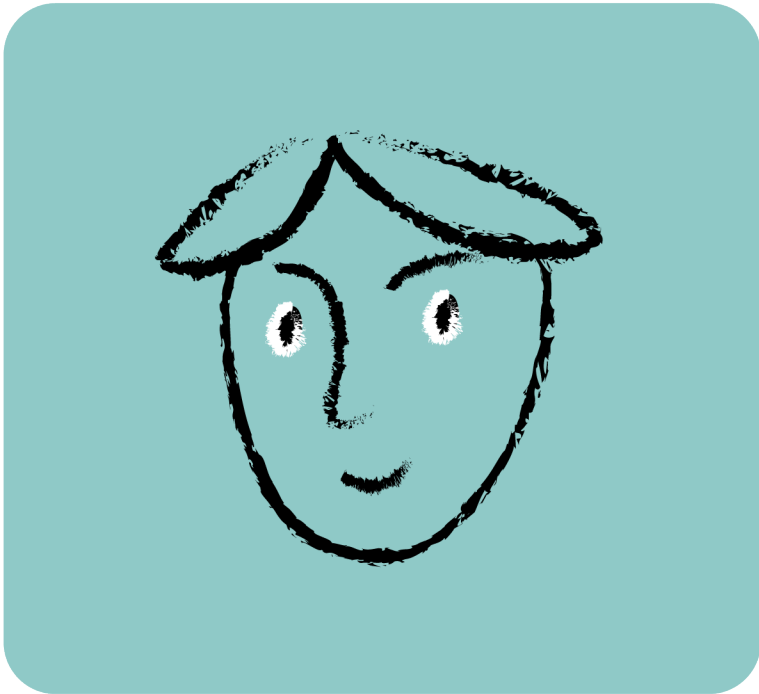
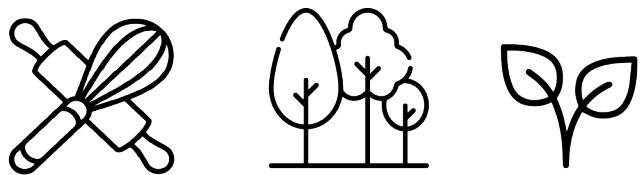
Needs

- _Have fun with her friends
- _Be constantly active
- _Explore new places and experiences

Frustrations

- _Difficulty in letting go of technology in outdoor activities
- _Activities in the wild are too calm for her

“I would like for us to visit the farm more often so we can play with Sebastião”



Salvador | 17 years old

Pioneiro
Single

Key Attributes

- _Spoiled
- _Reserved
- _Picky
- _Lazy
- _Interest in plants and culinary

Needs

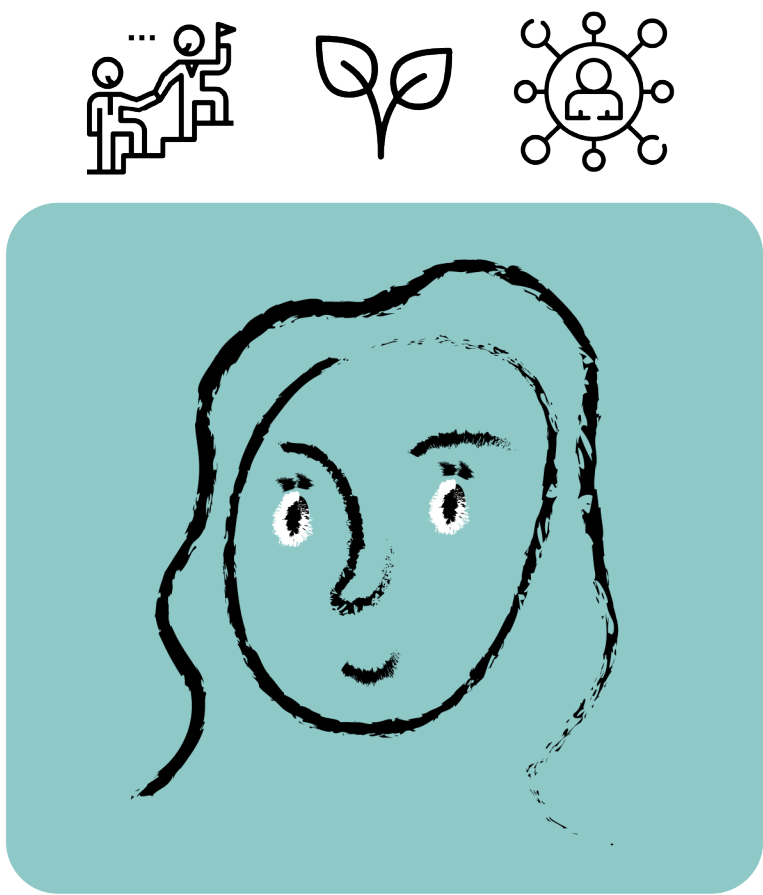
- _Personal space
- _Gain knowledge on medicinal plants
- _Be in contact with nature

Frustrations

- _Establish friendships with the remaining scouts
- _Difficulty stepping out of his comfort zone
- _Alergies

“For me, the biggest advantage taken by the collaboration with Kiwibee is the direct source of knowledge about nature”

PERSONAS - SCOUTS



“In a place as small as Barrô, the possibility of having an increase on the group's dynamic due to Kiwibee is fantastic”

Margarida | 27 years old

Guia
Single

Key Attributes

- _Responsible
- _Proative
- _Environmentalist
- _Leadership capability

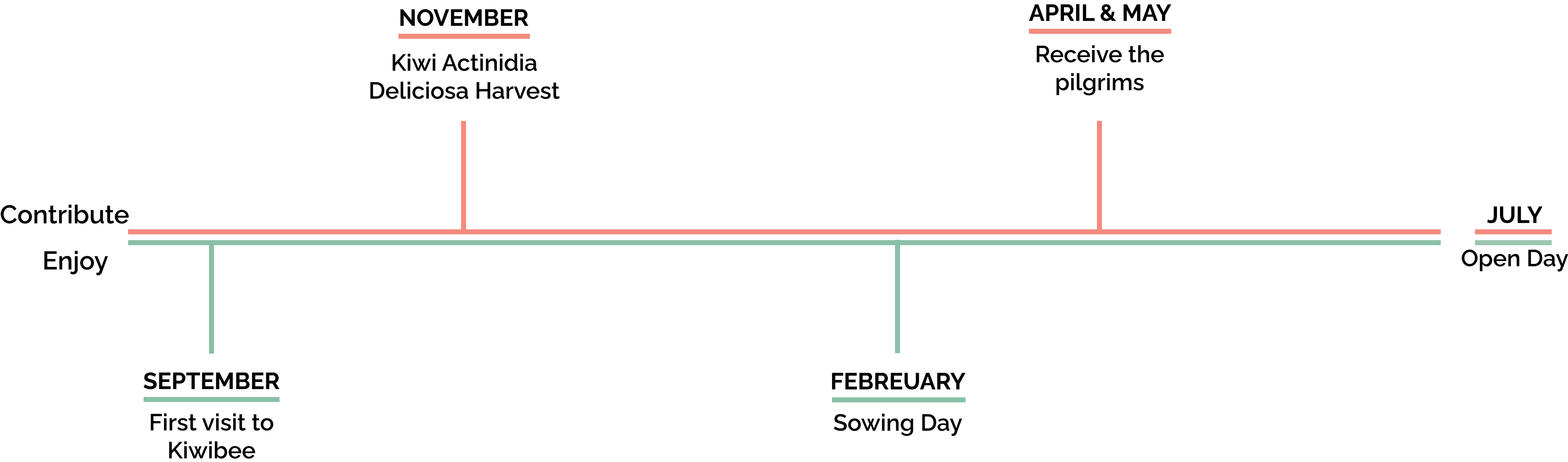
Needs

- _Continuous learning
- _Expand Barrô's scouts group
- _Raise the communities' awareness for a more ecological mindset

Frustrations

- _Restrictions on activities, given the small scale of the scouts group
- _Lack of concern for the environment by previous generations
- _Lack of resources for new and different activities

TIMELINE - MAIN EVENTS



TIMELINE - ANUAL

3x3 MONTHS

PER SEMESTER

ANUALLY

Regularity

Maintenance

Pruding

Open Day

Contribution

Pine Forest Exploration

Camping

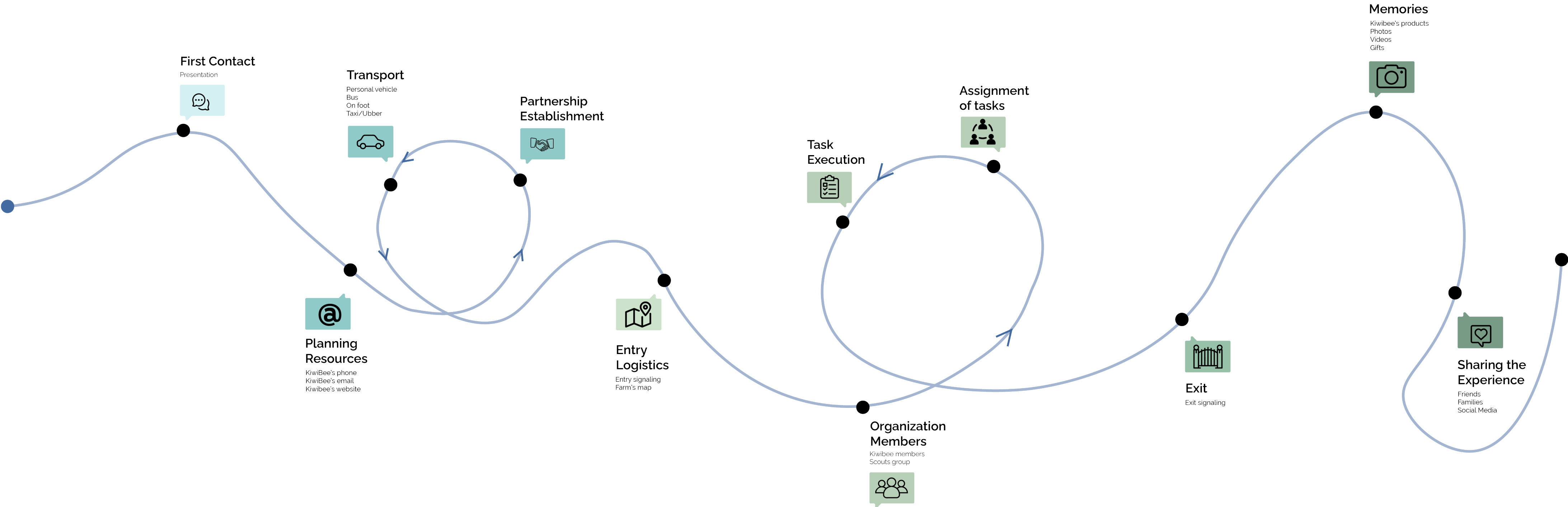
Open Day

Enjoyment

Visiting KiwiBee

USER JOURNEY MAP

Scouts - Helping with maintenance



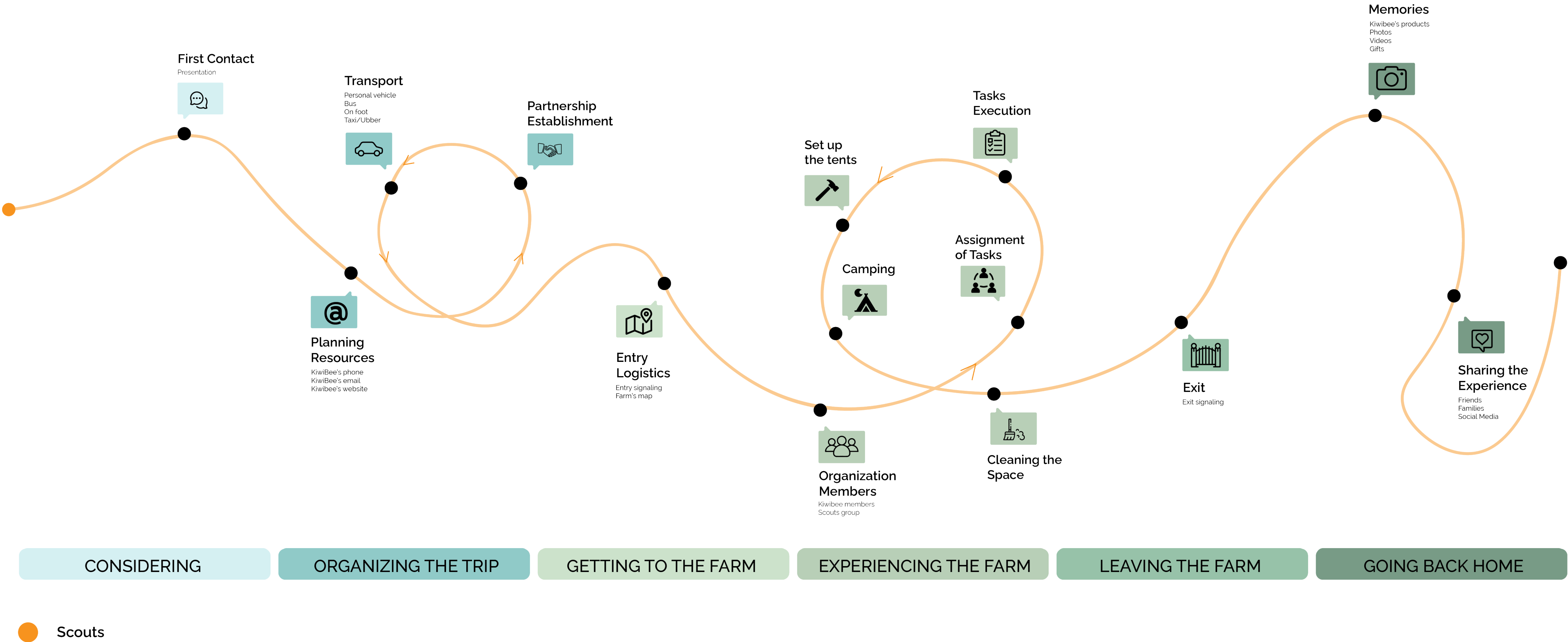
- CONSIDERING
- ORGANIZING THE TRIP
- GETTING TO THE FARM
- EXPERIENCING THE FARM
- LEAVING THE FARM
- GOING BACK HOME

Scouts

Visiting KiwiBee

USER JOURNEY MAP

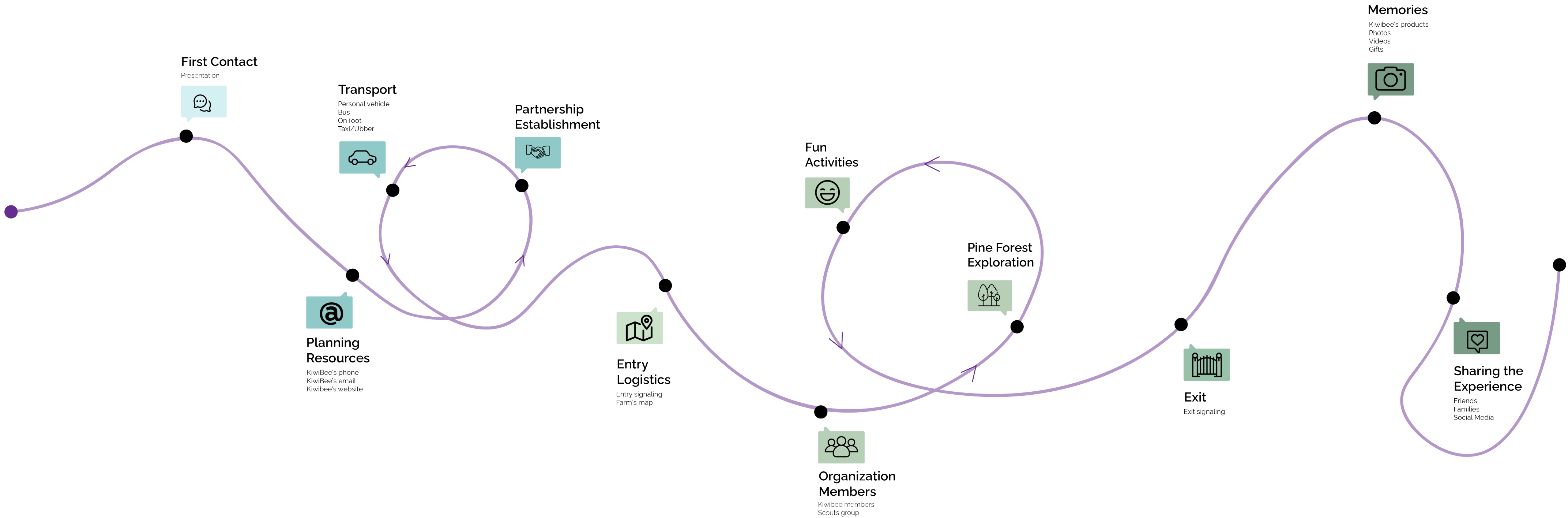
Scouts - Camping



Visiting KiwiBee

USER JOURNEY MAP

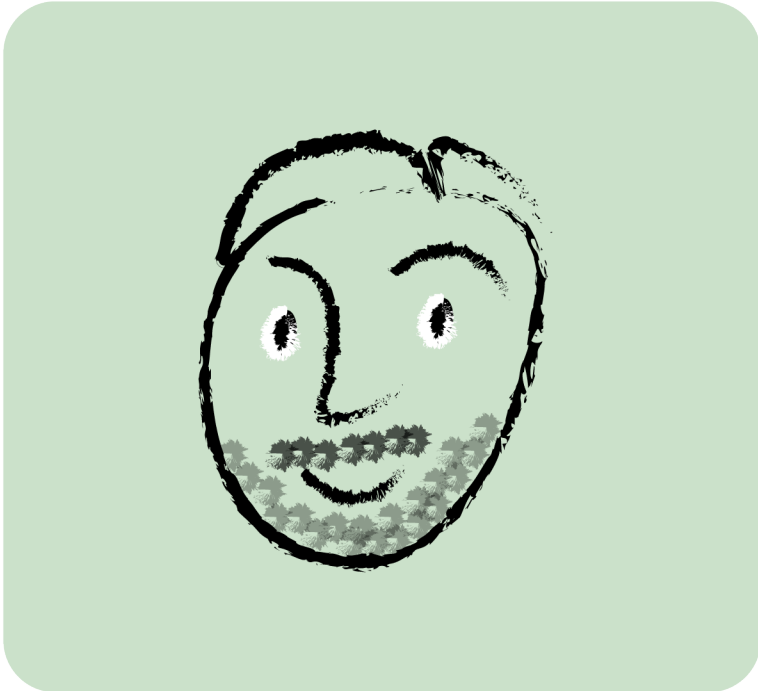
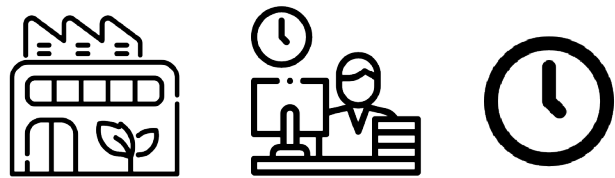
Scouts - Pine Forest Exploration



- CONSIDERING
- ORGANIZING THE TRIP
- GETTING TO THE FARM
- EXPERIENCING THE FARM
- LEAVING THE FARM
- GOING BACK HOME

● Scouts

PERSONAS - VISITORS



“Given the lack of time I have to rest, a place to relax in the wild seems perfect”

Amílcar | 52 years old

Married

Key Attributes

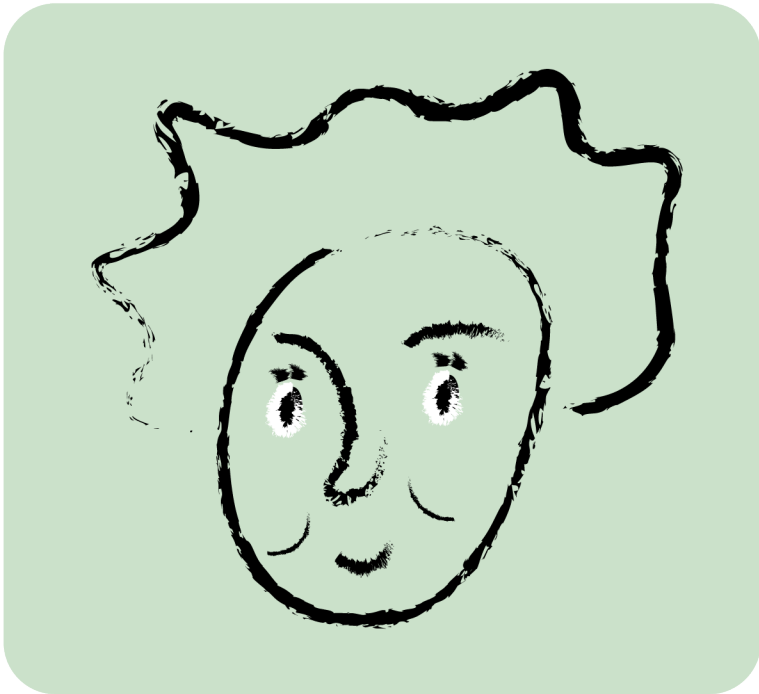
- _Sociable
- _Extrovert
- _Busy
- _Dedicated

Needs

- _Take a break from work
- _Outdoor activities
- _Healthier lifestyle

Frustrations

- _Lack of time to enjoy wih his kids
- _“Burnout”
- _Lack of time for himself



“When I was younger, everyone would help to harvest. Nowadays, that doesn't really happen anymore, so I'm happy to see these kids get involved again”

Lurdes | 73 years old

Married

Key Attributes

- _Kind
- _Generous
- _“Household deity”
- _Rural
- _Humble

Needs

- _Socialize
- _Involvement of younger generations in the countryside
- _Keep local traditions alive

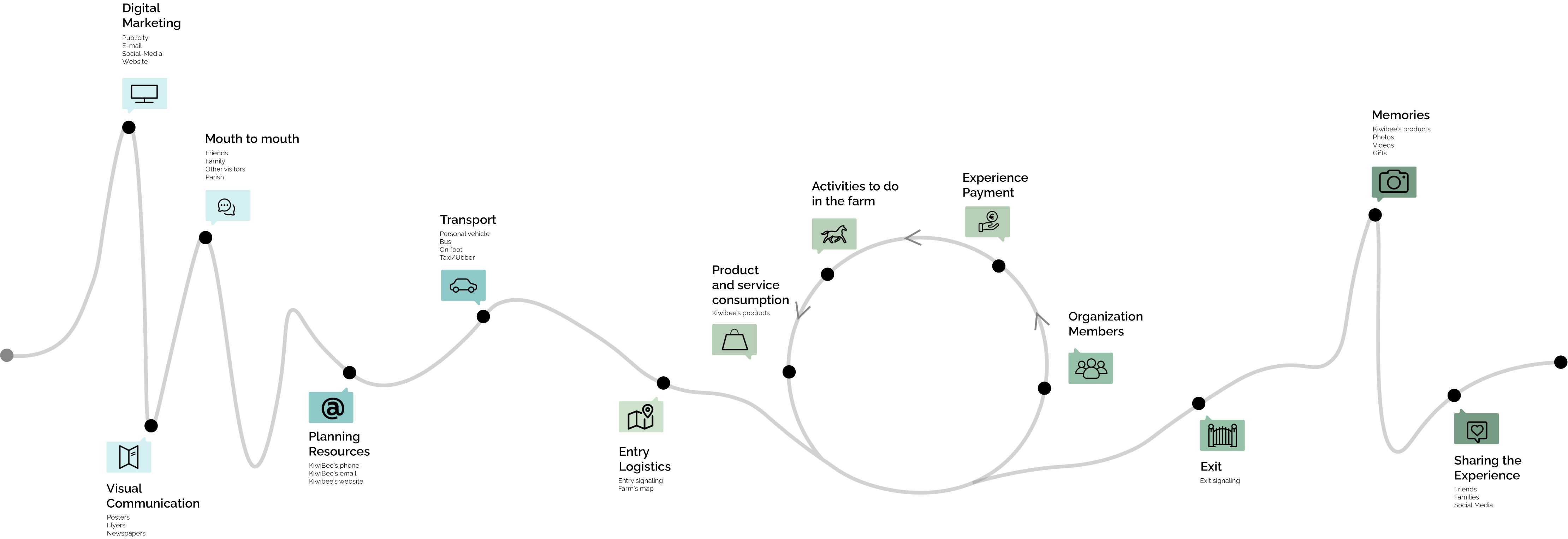
Frustrations

- _Outdated on current technologies
- _Lack of family to pass on knowledge
- _Lack of support to local producers

Visiting KiwiBee

USER JOURNEY MAP

Open day - Visitors

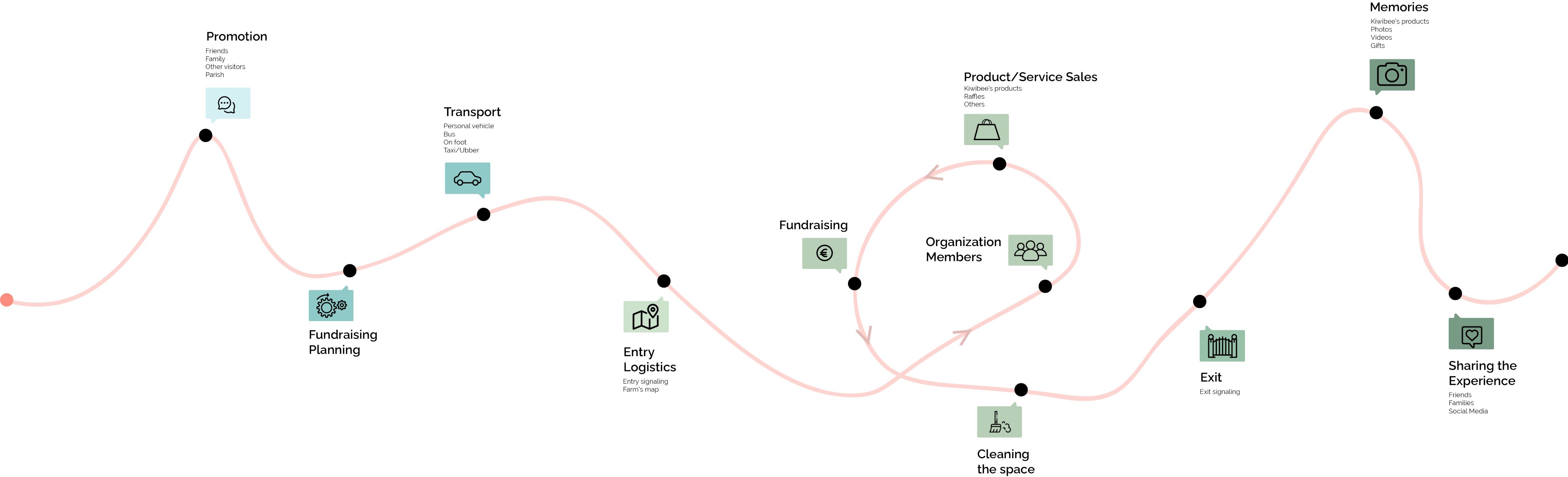


● Visitors

Visiting KiwiBee

USER JOURNEY MAP

Open day - Scouts



CONSIDERING

ORGANIZING THE TRIP

GETTING TO THE FARM

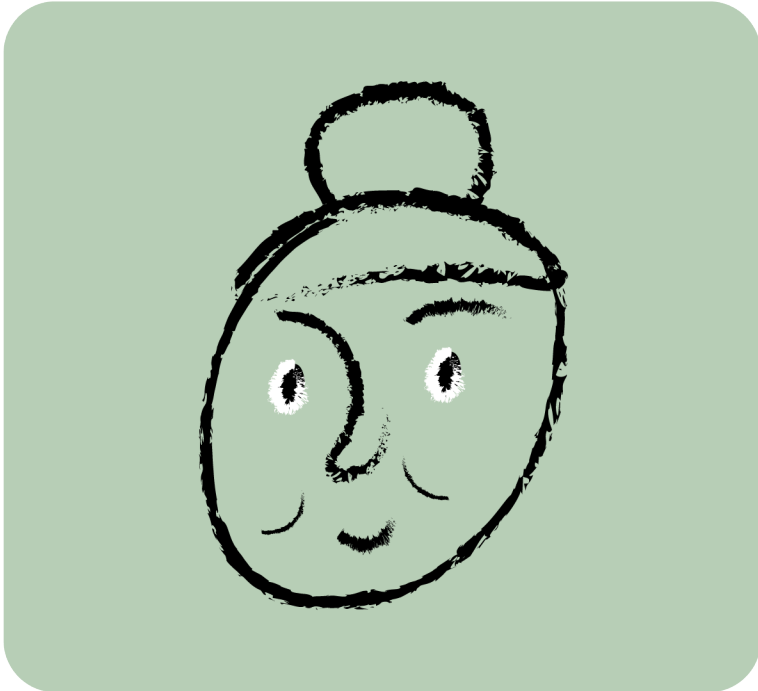
EXPERIENCING THE FARM

LEAVING THE FARM

GOING BACK HOME

● Scouts

PERSONAS - PILGRIMS



“The pathway is very beautiful to see and go along, but the best part is the people”

Adelaide | 66 years old

Widowed

Key Attributes

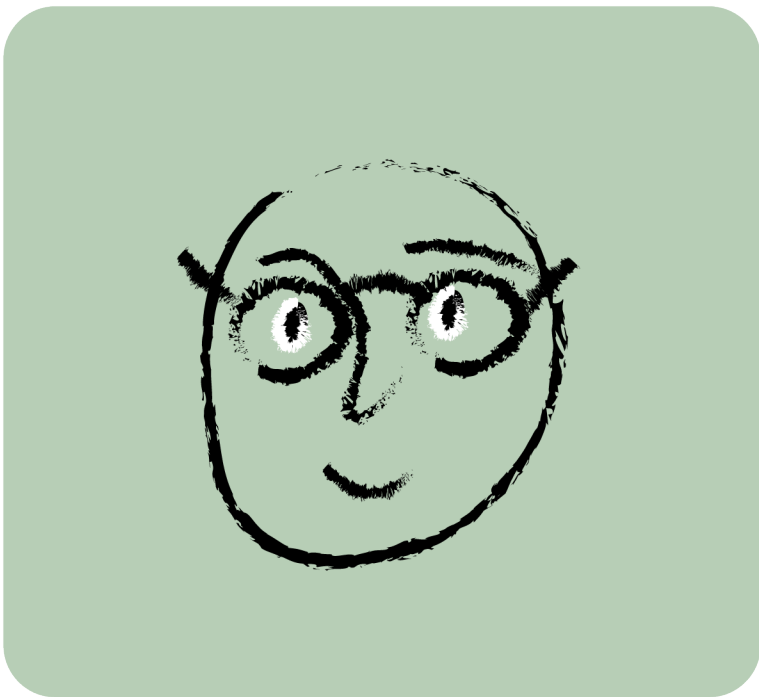
- _Vivacious
- _Nosy
- _Up-to-date
- _Careless about environmental issues
- _Devotional
- _Needy

Needs

- _To feel youthful again
- _Meet new people
- _Self discovery

Frustrations

- _Loneliness
- _Broken relashionship with her family
- _Religious indifference by younger generations



“This experience has given me the peace I need. It is like deep meditation”

Aurélio | 42 years old

Moral and Religious Education Teacher
Single

Key Attributes

- _Naive
- _Nomophobic
- _Photography enthusiast
- _Bashful

Needs

- _Step out of his comfort zone
- _Personal renewal
- _Validation of his talent

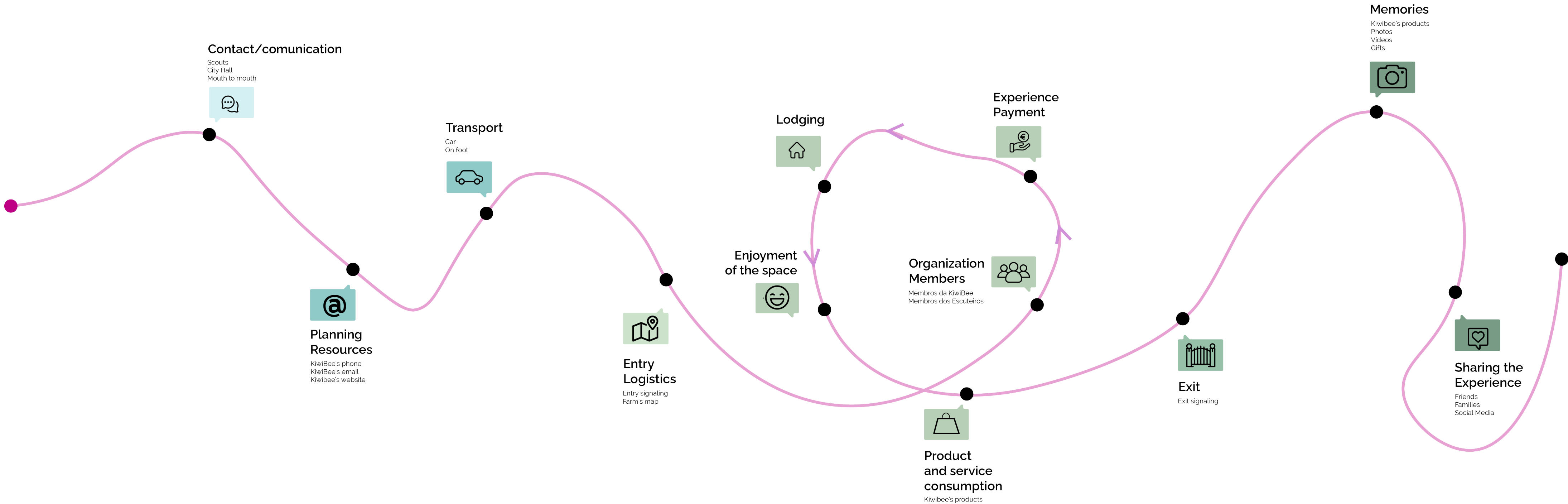
Frustrations

- _Express himself with new people
- _Current life's insipidity
- _Difficulty in disconnecting

Visiting KiwiBee

USER JOURNEY MAP

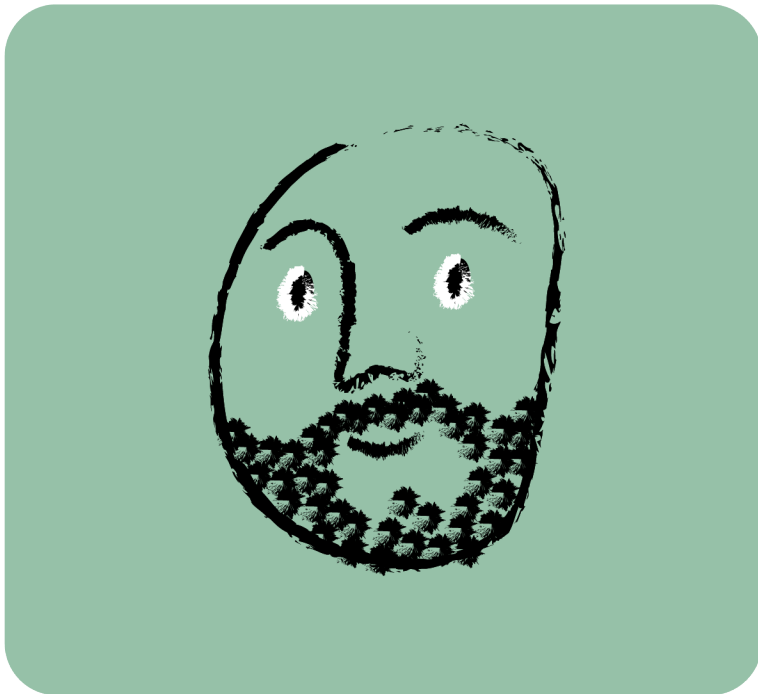
Pilgrims



- CONSIDERING
- ORGANIZING THE TRIP
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- LEAVING THE FARM
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 Pilgrims

PERSONAS - PARTNERSHIPS



“PECOL believes that the future is in the kids and in the action of giving back to the community”

Luís | 49 years old

PECOL's Company Representative
Divorced

Key Attributes

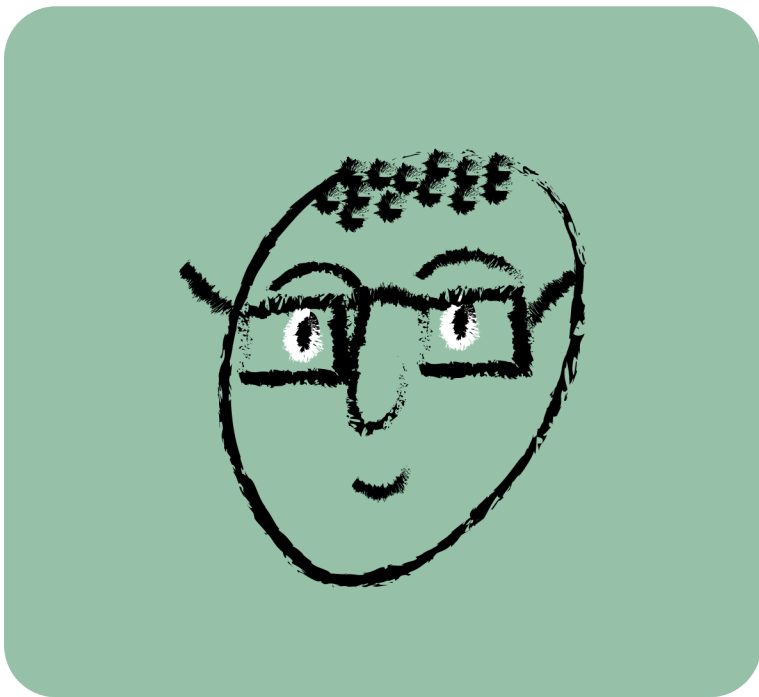
- _Philanthropic
- _Organized
- _Rigorous
- _Devoted

Needs

- _Support the community
- _Aims to intensify the meaning of the company's values
- _Increase the company's international spectrum

Frustrations

- _Constant jet-lag
- _Difficulty meeting new people
- _Lack of stability



“As Head of Local Development, I am delighted to see a collaboration between two such different entities bringing an added value to the Águeda community”

Pedro | 38 years old

Head of Local Development Division of CM de Águeda
Married

Key Attributes

- _Diligent
- _Involved
- _Methodical
- _Selfless

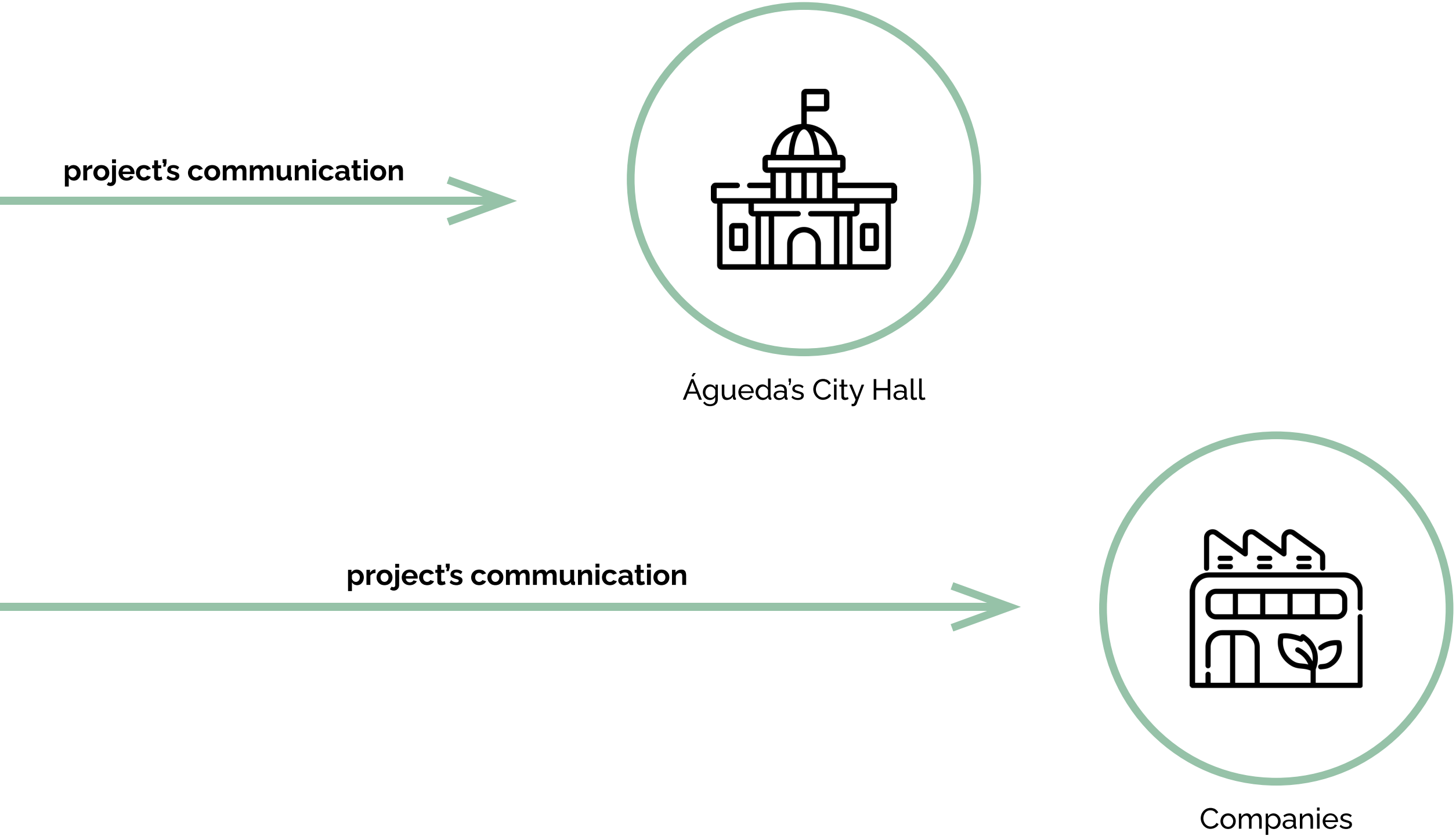
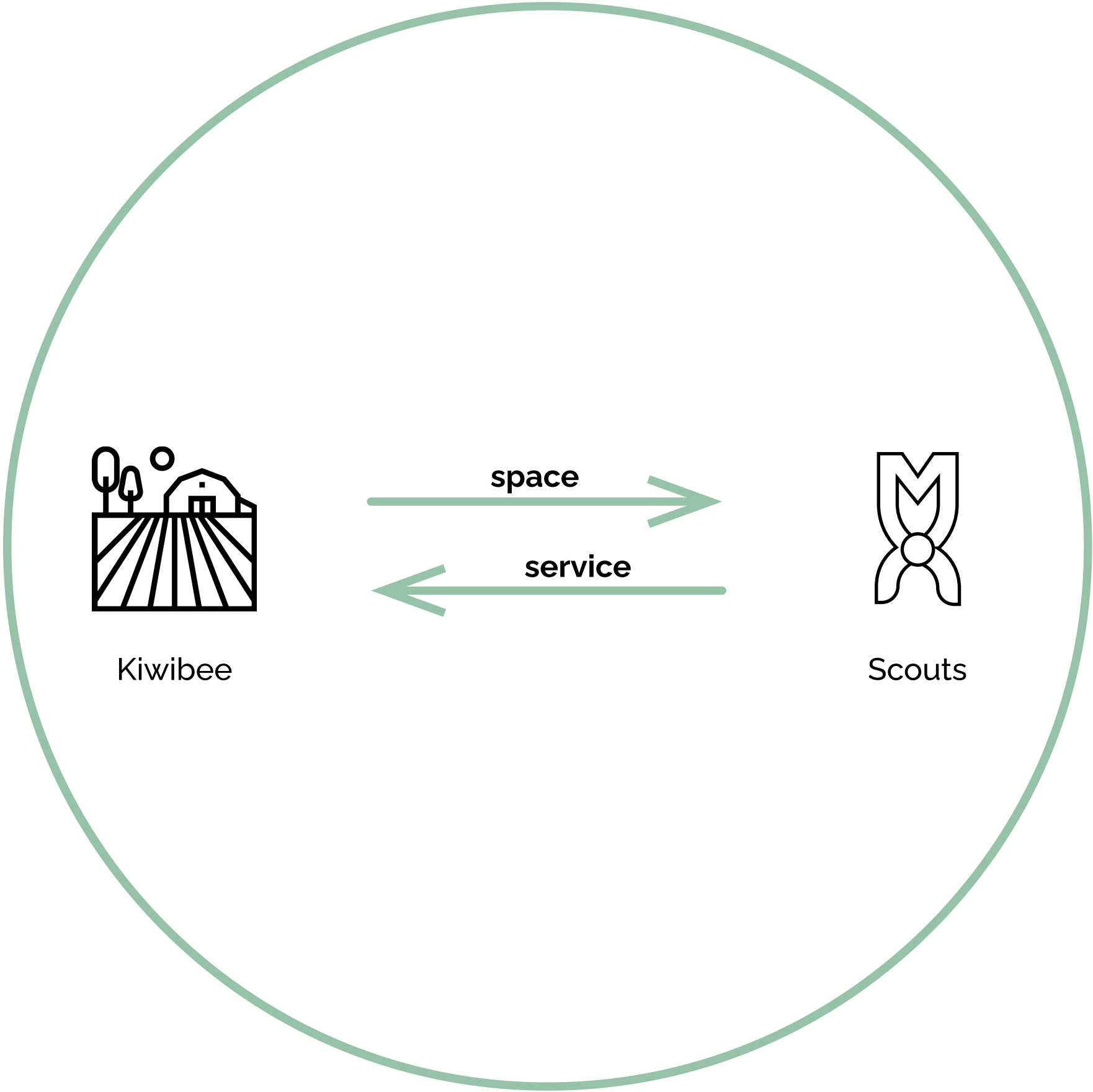
Needs

- _Develop the Municipality
- _Promote the community interaction
- _Promote sustainable lifestyles

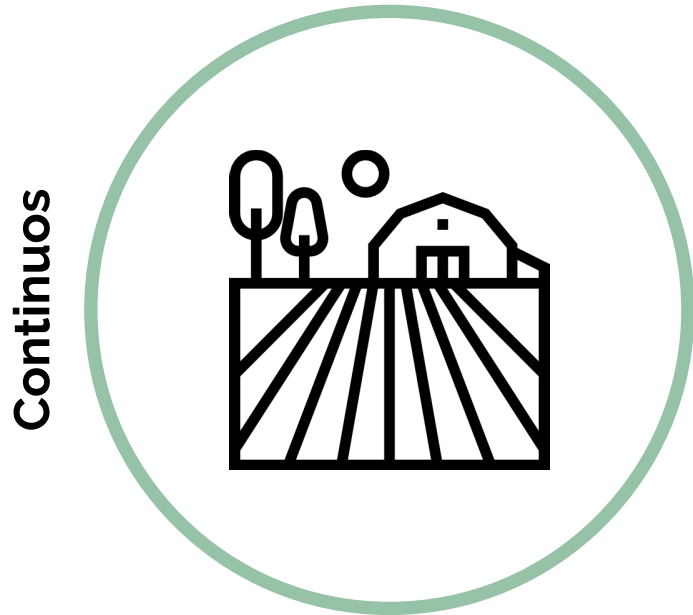
Frustrations

- _Low salary compared to the amount of work performed
- _Lack of recognition of the Municipality
- _Weak direct connection with the community

ESTABLISHMENT OF PARTNERSHIPS



INCOME



Visits to Kiwibee



Consumption and sales
of products




Pilgrims' Lodging



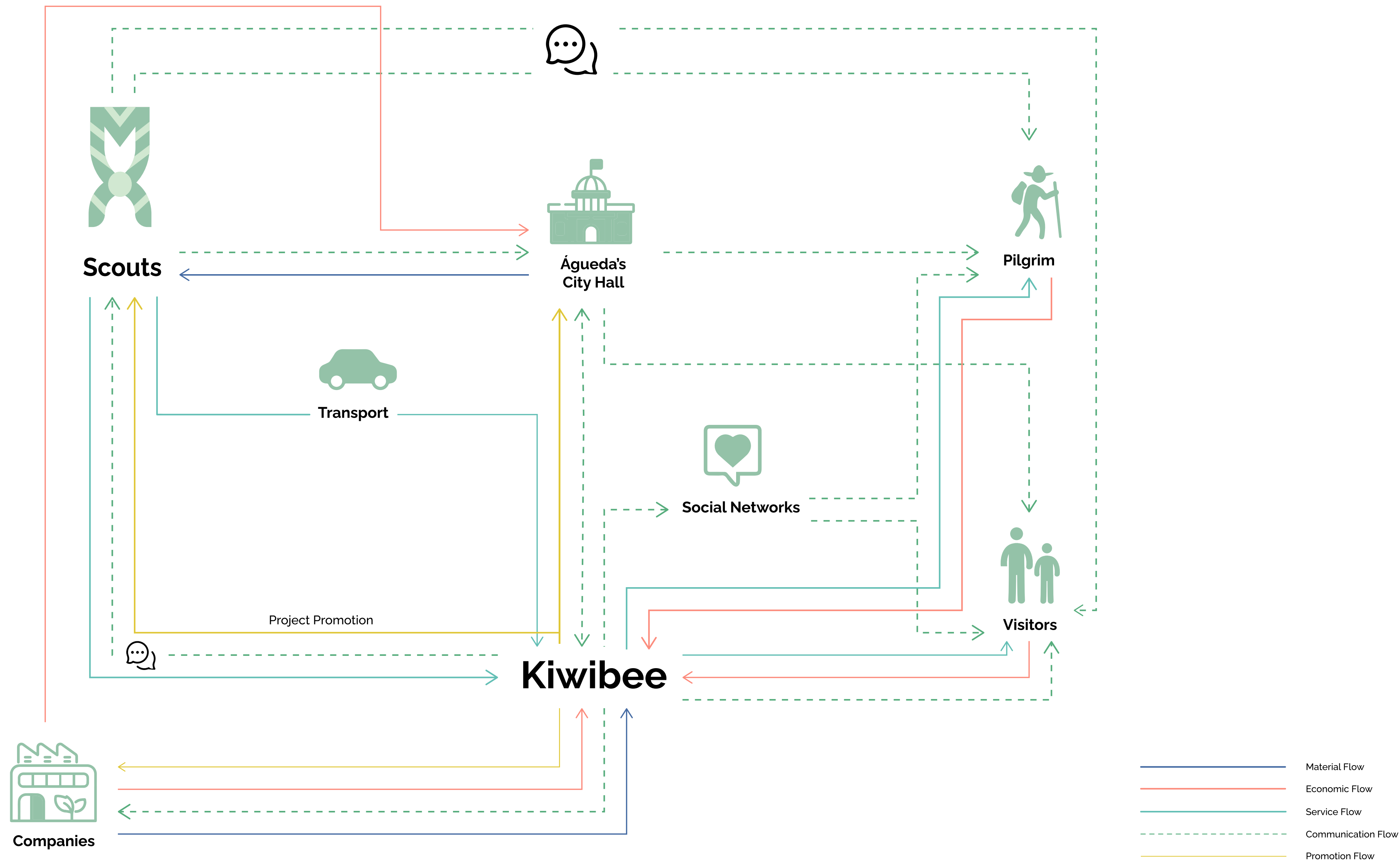
Companies

MOTIVATION MATRIX

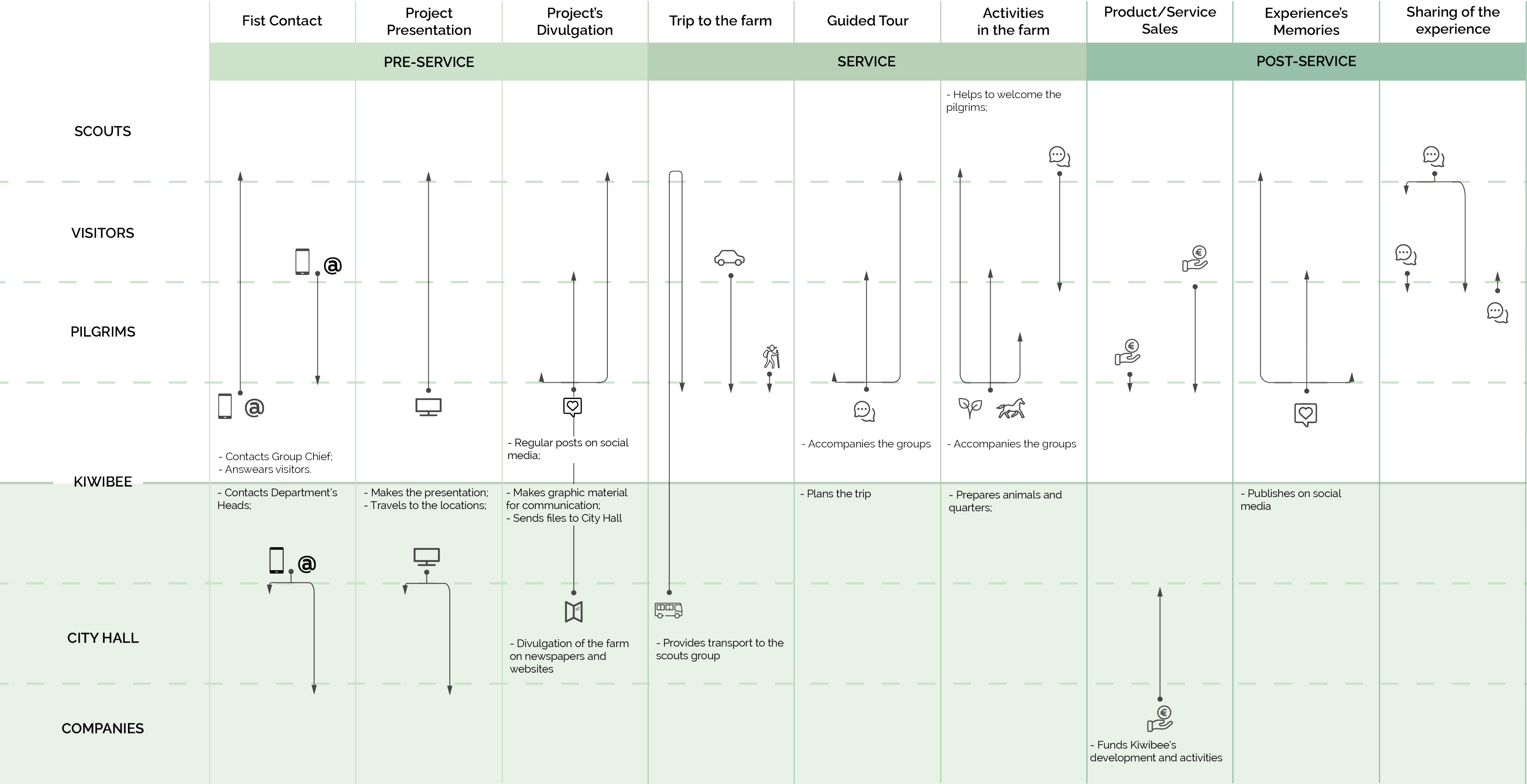


	KIWIBEE	Kiwibee's members	Scouts	Pilgrims	Visitors	Águeda's City Hall
KIWIBEE	New partnerships; Increased connection with community; Promotion of the space.	Source of income; Skills development.	Space for camping and other activities; New agricular activities.	Landmark to rest during pilgrimage.	New partnerships; Bigger connection with communities. Space's promotion and enjoyment.	New local landmark;; Regional promotion.
Kiwibee members	Service provision to promote the space; Man power; Space' maintenance.	Knowledge Crossing; Cooperation.	Sharing of knowledge about other experiences..	Providing support and basic needs' satisfaction;; Welcoming in the community.	Services' provision;; Knowledge sharing.	Contributes to regional promotion.
Scouts	Link to the community; Kiwibee's promotion; Service provision.	Colaboration at work; Knowledge sharing.	Conviviality; Sharing new experiences; Personal development.	Conviviality; Support.	Link between visitors and the farm; Service provision on open day.	Contribute for the community. Regional youth's promotion.; Regional promotion..
Pilgrims	Promotion of the farm in pilgrim groups..	Establishment of interpersonal experiences Inspiração.	Religious experiences' sharing	Service provision; Knowledge sharing	Sharing of stories and creation of memories; Local community promotion.	Promotion of the faith in the community.
Visitors	Source of income; Farm promotion.	Source of income; Divulgação na comunidade.	Family and friends; Contribution in sales and transport..	Relationship with the community.	Experience sharing; Conviviality and interpersonal relationships.	Involment of the community; Support of the local community.
Águeda's City Hall	Funding for activities; Regional promotion..	New connections with the community	Contribute in activities that may need transport or other materials	New landmark for pilgrims..	Contribute for the community; .	Regional development; Increased relationship with the community.

SYSTEM MAP



BLUEPRINT



THANK YOU!