



AGENT ACADEMY X FERDINANDO AND LUIGI INNOCENTI FOUNDATION.

Research Project Insights Report.

CHALLENGE NAME.

“ Sparking
Joy and
living with
Purpose ”



INTRODUCTION.

This project represented a transformative initiative addressing a fundamental challenge: creating pathways for young people to discover joy, passion, and purpose in their lives. As a new foundation with a timeless mission, the Ferdinando and Luigi Innocenti Foundation, led by Andrea Cooper and Federico Calafuri, carries forward the spirit of inventive pioneers while placing young people at the heart of their work. The aim was to bring their Theory of Change to life through authentic, youth-led storytelling and evidence-based research that demonstrates how joyful experiences can catalyse profound personal growth.

Through this unique collaboration with the Ferdinando and Luigi Innocenti Foundation, Agent Academy continued its practice of creating industry-relevant learning experiences that deliver tangible outcomes. The opportunity to work alongside a new charity during its formative stages presented an extraordinary learning experience, allowing both Agent Academy and its learners to shape and test a Theory of Change from its inception - a privilege rarely afforded in the social impact sector.

Anchored in the foundation's core values of invention, respect, youth-led value, and joy, the research aimed to contribute to the Foundation's upcoming launch in 2025. The project acknowledged that creating meaningful impact requires a multi-faceted approach - from capturing individual stories of transformation, to developing engaging content strategies, to planning launch events that resonate with young people aged 11-25 across the UK who have experienced disadvantage.

SPARKING JOY AND IMPACT FOR OUR LEARNERS.

For the thirteen participating learners, this twelve-week programme provided comprehensive skill development across video production, digital storytelling, social media strategy, project management, and creative problem-solving while contributing to social change. The challenge aligned with Agent Academy’s mission to level the playing field and transform career pathways.

Here’s what they had to say:

- “Plenty of guest speakers that were relevant to project but also really interesting and worthwhile for my future career”
- “They were interactive and allowed skill-building first hand”
- “Agent academy helped me secure my first role in the Industry, throughout the programme my confidence levels in networking and especially presenting and speaking in front of others has grown immensely. The skills you build at Agent Academy are great, but there are also skills you pick up without realising, that have really set me up to work in the Industry. I felt supportive throughout, but also given the freedom to explore different areas of marketing.”
- “I have been able to take the most out of every opportunity that was available even outside programme time and it has helped me immensely with my confidence and being aware of potential opportunities around me”
- “During interviews, the programme has been extremely useful talking points”

BRINGING THE CHALLENGE TO LIFE.

Through diverse engagement methods including Vox pops, a comprehensive Google Survey, and an immersive ‘Passion Safari’ around Liverpool’s diverse spaces and places, learners gathered authentic insights into how sparking joy leads to purpose in young people’s lives. This hands-on research approach enabled Agent Academy learners to document real stories and identify compelling subjects for their video series, which featured five different young people’s journeys of discovering their passions.

By engaging learners with a complex, real-world challenge focused on sparking joy and living with purpose, the project demonstrated how social impact initiatives can effectively support professional development while creating meaningful change. The practical experience of testing and validating a Theory of Change in real-time provided invaluable insights into the complexities of social impact measurement and the importance of evidence-based approaches in charitable work.

This immersive experience focused on delivering tangible outcomes: increased sense of agency, self-efficacy, and fulfilment for young people, alongside authentic youth-led content and evidence-based insights for the foundation. The project aligned powerfully with the Ferdinando and Luigi Innocenti Foundation’s Theory of Change - a crucial roadmap connecting actions to results and demonstrating the ‘why’ behind the ‘what’ - while equipping learners with both technical skills and a deeper understanding of how to approach youth engagement and social impact in their future careers.

THE TEAMS.

Ferdinando and Luigi Innocenti Foundation	Agent Academy
Andrea Cooper	Zoe Wallace Director
Federico Calafuri	Samantha Quinn Head of Programmes
	Sana Aboarook Programme Facilitator

THE REPORT.

This report serves as a companion document to the final presentation of ideas that the learners created after the feedback received from the Midpoint Review. It also provides additional context and detail to support the findings and recommendations presented: including:

- Detailed exploration of our learner engagement approach
- Rich insights from expert stakeholder sessions
- Analysis of our research methodology
- Additional concepts developed during the challenge

CHALLENGE OBJECTIVES.

Bring The Ferdinando and Luigi Innocenti Foundation’s Theory of Change (TOC) to life. Demonstrate how joyful experiences can lead to profound personal growth. How can we create opportunities for young people to:

- Experience joy?
- Discover their passions?
- Develop a sense of purpose in their lives?

Target Audience

Young people aged 11 - 25 from across the UK who have some experience of disadvantage

THE DELIVERABLES.

1. Engagement

Grounding Ferdinando and Luigi Innocenti Foundation’s TOC in active research; finding real life stories and statistics.

2. Video Series

The content will authentically bring our TOC to life.

5 Videos

Showcasing **5 different young people** and their transformative passions

1 Video

Candid narrative of **challenge project journey**; take us behind the scenes

3. Event Ideation

For Ferdinando and Luigi Innocenti Foundations 2025 Foundation launch - including production of the ‘in person’ event and production of the ‘online’ equivalent.

4. Creative Campaign Ideas

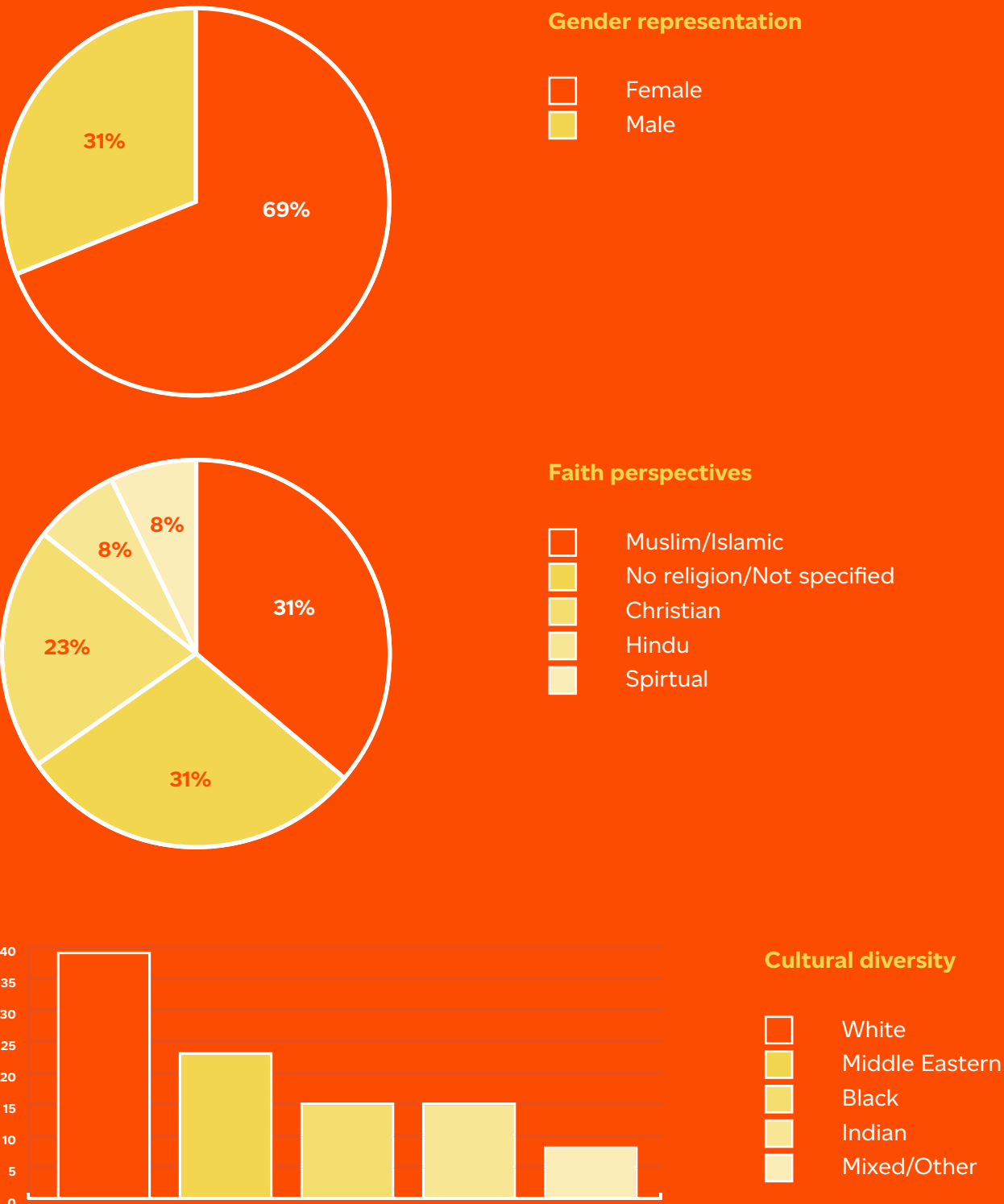
To encourage conversations about passion and purpose.

CHALLENGE MILESTONES.

Liverpool Race Equality Hub met the Agent Academy Learners at the following points:

Client Challenge Launch	Midpoint Review Presentation	Final Recommendations
2nd October	30th October	23rd January

CHALLENGE PARTICIPANT DEMOGRAPHICS.



Rich Mix of Lived Experiences.

Agent Academy brought together a diverse cohort of **13** participants, carefully selected to represent various perspectives and experiences in understanding how young people discover joy and purpose. With an **average age of 24 years**, these emerging professionals brought contemporary insights into youth engagement, having recently navigated their own journeys of discovering passions and purpose.

The cohort demonstrated strong diversity across multiple dimensions. Gender representation included **9 female participants (69%)** and **4 male participants (31%)**, enabling exploration of intersectional perspectives on youth engagement and barriers to participation. Ethnic representation spanned multiple backgrounds, with **62% from ethnically diverse backgrounds** - including **23% Arab/Middle Eastern**, **15% Black (African and British)**, **15% Indian**, and **8% Mixed/Other heritage** and **38% White (including British and Ukrainian)**. This rich tapestry of ethnic backgrounds proved invaluable in understanding varied cultural approaches to supporting young people’s growth and development.

Religious diversity was equally significant, with **31% identifying as Muslim/Islamic**, **23% as Christian (including Roman Catholic)**, **8% Hindu**, **8% Spiritual**, and **31% either having no religious affiliation or preferring not to specify**. This religious plurality provided important discussions into how cultural traditions influence young people’s journey to discovering their passions and purpose.

City Region-Wide Representation for Comprehensive Impact.

Postcode representation.

L1 8AH	L2 ORG	L6 1AHs	L8 2TF	L19 5PF	CH43 5RE	CH2 1BU
L1 OBS	L6 7UA	L8 3SP	L15 3HH	WA9 5FR	CH42 9LS	

Geographical representation across the Liverpool City Region was particularly strong, with participants coming from diverse postcodes having lived experiences across Liverpool, Wirral, Sefton, St Helens, Knowsley and Halton. This breadth of local knowledge proved especially valuable during the Passion Safari initiative, as learners could draw on their understanding of different communities and spaces across the region to identify potential locations and opportunities for youth engagement.

The diverse composition of the cohort enriched their approach to the challenge, enabling them to understand and represent multiple perspectives in how young people discover and pursue their passions. Their varied backgrounds and experiences particularly enhanced their ability to create authentic, youth-led content that resonates with the Foundation’s target audience of young people from disadvantaged backgrounds.

ENGAGEMENT.

Engagement Methodology.

The strategy encompassed three key types of engagement: an online questionnaire, vox pop interviews, and a ‘Passion Safari’ across Liverpool. This multi-faceted approach began with a comprehensive Google Survey distributed to young people across the UK, complemented by direct community engagement through vox pops, and experiential learning through the Passion Safari initiative.

Strategic Sequencing.

Beginning with the questionnaire proved particularly effective. This initial step provided immediate momentum after the challenge launch, generating broad quantitative data that formed a valuable baseline for subsequent engagement activities. Our learners developed a 14-question survey designed to gather comprehensive insights about young people’s experiences of joy, passion, and purpose. The questionnaire was thoughtfully structured to gather insights across several key areas that directly supported the challenge objectives.

Youth Activity Engagement	Questions about activity preferences and engagement patterns provided crucial context about: <ul style="list-style-type: none">• Current participation in various types of activities• Depth of engagement and ‘flow state’ experiences• Frequency of participation in enjoyable activities• Geographic and demographic influences on participation• Social and cultural influences on activity choices
Barriers and Enablers	Several questions directly addressed barriers to participation and potential solutions: <ul style="list-style-type: none">• Practical barriers such as cost and transport• Personal barriers including confidence and health• Access to facilities and equipment• Social support networks• Time and commitment constraints
Purpose and Fulfilment Indicators	The questionnaire effectively probed the connection between joy and purpose through: <ul style="list-style-type: none">• Clarity about future aspirations• Sense of agency and self-efficacy• Access to new opportunities• Community connection through activities• Creative self-expression• Recent discovery of new interests

The questionnaire results were enriched by insights gathered through vox pop interviews, which provided deeper qualitative understanding of young people’s experiences. The Passion Safari initiative further complemented this data by allowing learners to directly observe and document how different spaces and places across Liverpool facilitate young people’s engagement with joy-sparking activities.

This multi-method approach to engagement ensured that the final deliverables - including the video series and launch event proposals - were grounded in robust evidence about how young people discover and pursue their passions, and what support they need to transform joyful experiences into purposeful growth.

Engagement Survey Responses at a glance.

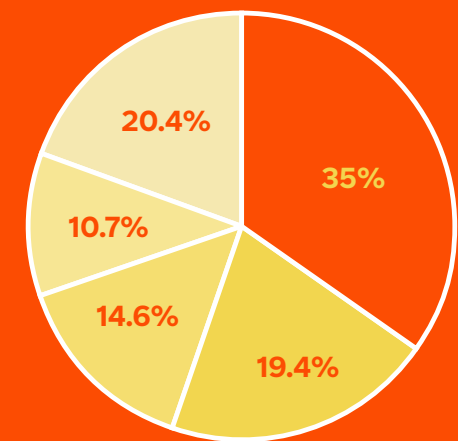
Insights.

Using data from 103 survey responses, we have analysed patterns in engagement, barriers to participation, and the role of agency in shaping young people’s experiences. The findings provide valuable insights into Ferdinando and Luigi Innocenti Foundation’s Theory of Change, which emphasises self-directed personal growth, a sense of agency, and fulfilling experiences as key drivers of purpose and sparking of joy in young people.

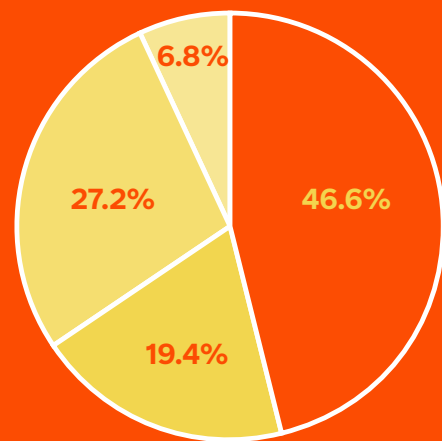
Responses and Respondent Demographics.

Although 103 responses may seem like a small dataset, it reflects real, lived experiences, allowing us to identify patterns and themes that can inform meaningful interventions. This sample size provides a strong directional foundation for understanding how young people engage with activities that bring them joy and how external factors either support or hinder this engagement.

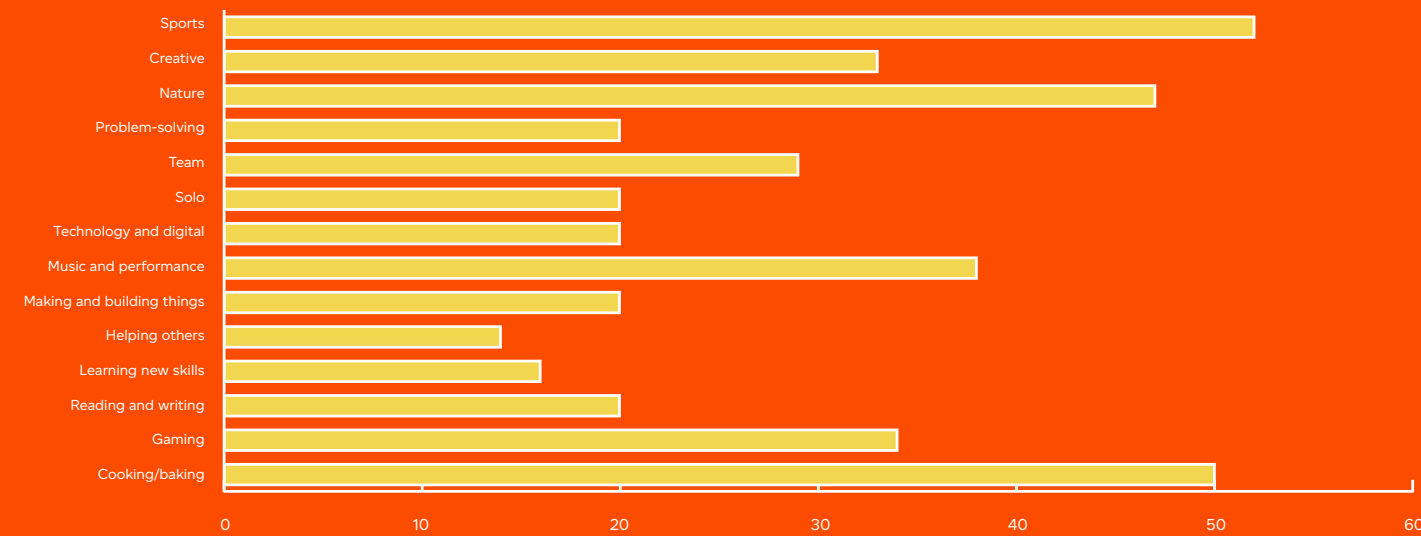
What is your age range?



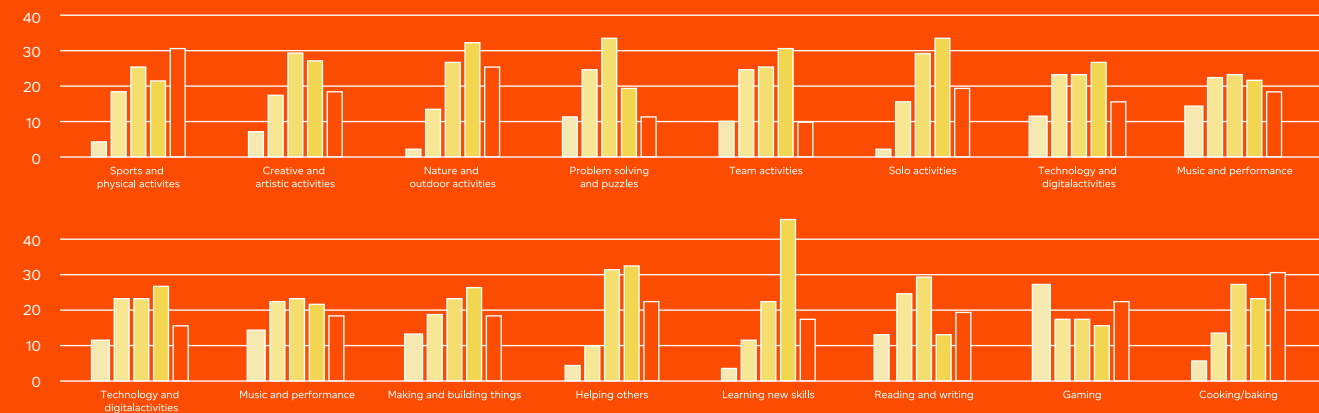
What type of area do you live in?



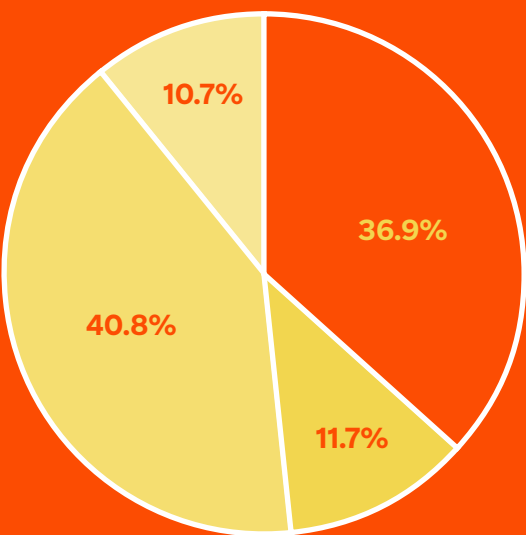
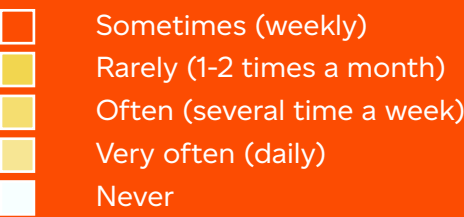
Which of these activities make you lose track of time because you're enjoying them so much? (Tick 5 that most apply to you)



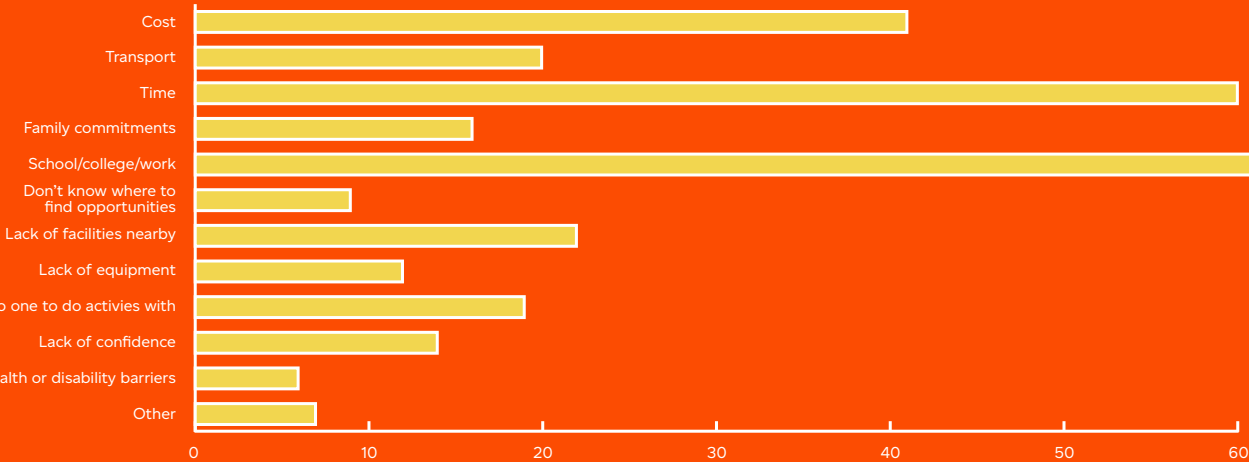
How much do you enjoy these types of activities? 1 = Don't enjoy at all, 5 = Really enjoy



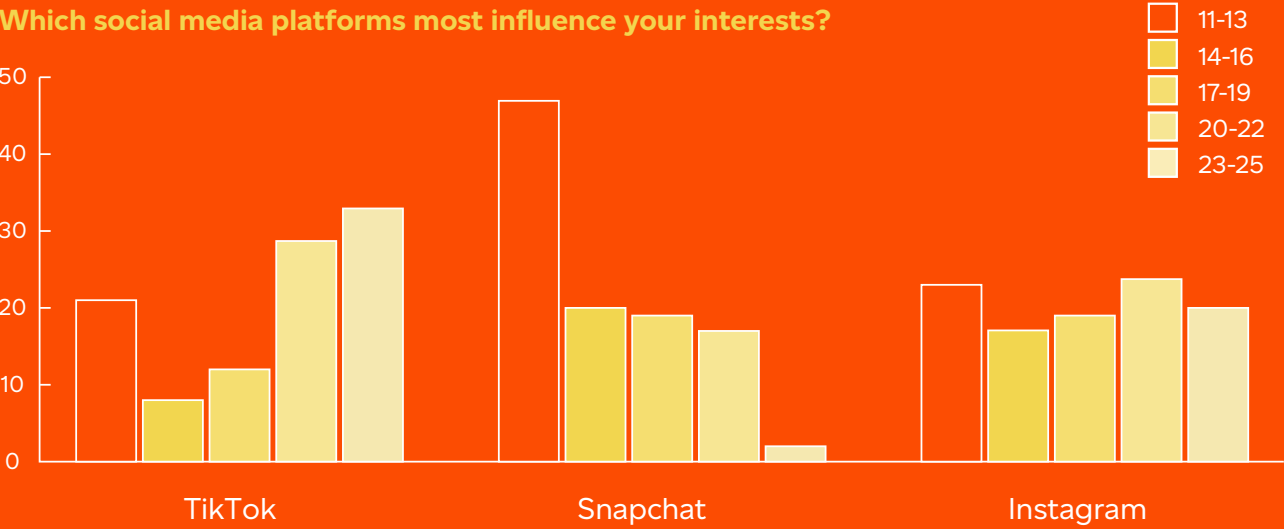
How often do you get to do activities you really enjoy?



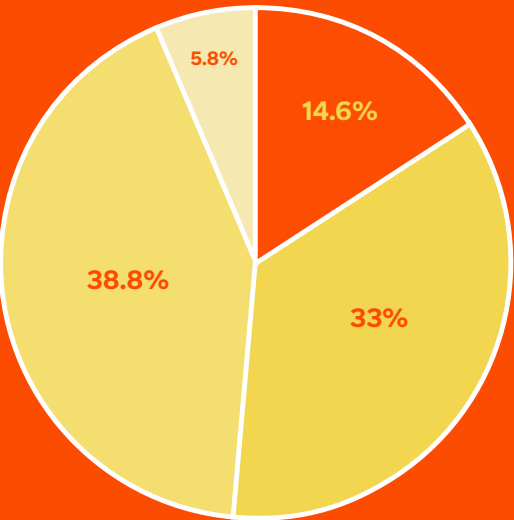
What stops you from doing these activities more often? (Tick 3 that most apply to you)



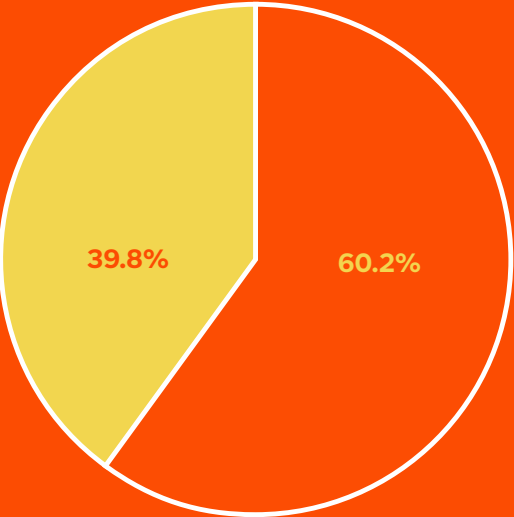
Which social media platforms most influence your interests?



How clearly do you feel about what you want to do in the future? (1 = Not clear at all, 5 = Very clear)



Have you discovered any new interests in the past 6 months?



Key Findings.

One of the most striking findings of the survey is higher engagement levels in rural areas with activities which spark joy. In the survey, **young people in rural areas reported higher engagement rates (3.78 on a scale of 1 to 5)** compared to **urban respondents (3.35/5)**. Additionally, rural respondents reported a stronger sense of community connection, suggesting that fewer options may lead to deeper, more meaningful engagement rather than superficial participation.

However, those living in cities reported a paradoxical pattern: while they have greater access to facilities, they report lower engagement levels and a stronger desire for nature-based activities **(3.79/5)**. Identifying influence on activity choices, also differed between locations:

- **Rural respondents are more influenced by friends (3.74/5) and parents/guardians (3.45/5) in shaping their interests.**
- **City based respondents, on the other hand, reported stronger influence from social media (3.76/5), highlighting a shift towards a digital discovery of passions.**

The research reveals a complex landscape of barriers to participation, with three primary challenges emerging:

- **Institutional commitments (61 responses)**
- **Time constraints (59 responses)**
- **Cost barriers (40 responses)**

However, the frequency of engagement in the dataset shows both progress and opportunity: while **89.3% of respondents engage in enjoyable activities at least weekly, with 41.7% participating several times a week, only 10.7% achieve daily engagement.** his suggests significant potential for increasing regular participation through targeted barrier removal strategies.

Engagement and Geography.

Analysis of the question **“How often do you get to do activities you really enjoy?”** reveals notable geographical disparities in engagement levels:

- **City-based respondents** were more likely to say they participated in activities “Sometimes (weekly)” (39.6%), while a lower percentage (8.3%) reported “Very often (daily).”
- **Suburban respondents** had the highest percentage reporting “Sometimes (weekly)” (57.1%), suggesting moderate access to activities but fewer opportunities for daily engagement.
- **Rural respondents** showed slightly higher levels of “Very often (daily)” engagement than their city counterparts, which may be linked to deeper community involvement or fewer competing commitments.

Despite cities offering more formal opportunities, city-based respondents reported lower engagement levels. This may suggest a paradox where greater availability of activities does not always translate into regular participation due to competing barriers such as cost, time, and accessibility.

Influence of Social and External Factors on Engagement.

To explore potential links between barriers and influences on participation, responses to the question “How much do each of these influence the activities you choose to do?” were examined by location. Key findings include:

- **Social media influence is strongest in urban areas (3.73/5) and weakest in towns (2.65/5),** suggesting city-based young people rely more on digital platforms for discovering activities.
- **Parental influence is strongest in suburban and rural areas (3.43/5)** and lowest in cities (2.62/5), this finding also raises interesting questions about how different environments shape young people’s choices. It is possible that the interplay between family influence, environmental context, and activity engagement.
- **Friends have a consistent impact across locations (3.48-3.71/5),** showing that peer influence remains a key driver of engagement.
- **Teachers and schools have the greatest influence in rural areas (2.71/5) compared to cities (1.58/5),** suggesting that in locations with fewer external opportunities, schools play a more vital role in shaping engagement.

Qualitative Insights.

Barriers and Obstacles.

The survey reinforced the fact that barriers preventing young people from engaging in activities they enjoy are varied and multifaceted. The data suggests that while some barriers are universal, others are more pronounced depending on location, age group, and frequency of engagement. While it was not a surprise to find that challenges varied across age and location, the granular detail of these were expressed by respondents was illuminating in terms of interesting patterns that emerge; these may support designing targeted interventions that address specific needs and enable greater participation in activities that spark joy.

Frequently Mentioned Barriers and Key Phrases.

A deep analysis of qualitative responses revealed several frequently occurring words and phrases, indicating the most pressing barriers faced by young people:

- **“Commitments” (78 references)** – School, college, and work commitments were dominant barriers, particularly among those aged 17-25
- **“Time” (75 references)** – A lack of free time was one of the most frequently cited reasons for disengagement.
- **“Work” (67 references)** – Many older respondents aged 20-25 mentioned that work obligations limited their ability to pursue hobbies.
- **“School/College” (63 references)** – Academic pressures were a significant barrier for younger respondents aged 11-19.
- **“Cost” (50 references)** – Financial limitations were a significant and recurring concern across all age groups.
- **“Lack” (48 references)** – Often associated with opportunities, equipment, and support.
- **“Transport” (20 references)** – Limited access to venues due to transport difficulties was particularly noted in rural areas.
- **“Confidence” (19 references)** – A notable personal barrier, particularly for creative and solo activities.

Several direct quotes exemplify these challenges:

- **“I enjoy sports but I wish there was something consistent that I could enjoy. With nature and outdoor activities I really enjoy going for walks etc however, finding the time is really difficult as I find the balance of university with work and social life already really hard.”**
- **“Time and economic freedom, being able to be creative without having to worry about productivity or how it relates to employment or academia.”**
- **“Now that I have to pay my own bills, I just can’t justify spending money on hobbies.”**
- **“Between schoolwork and my weekend job, I just don’t have the time or energy for anything else.”**
- **“My parents don’t really see my hobbies as important, so I don’t get much encouragement.”**
- **“Even when I find a free activity, I still need money to get there. Public transport isn’t cheap, and it’s not always reliable where I live.”**

The qualitative data further illuminates these challenges, with many young people citing financial concerns and accessibility issues. Several respondents mentioned feeling that **“everything is expensive now”** and that even when free activities are available, they are not always well-publicised or easy to access. Others reflected on time pressures, with one stating, **“I want to do more, but between my job and looking after my siblings, I don’t have time.”** Another respondent highlighted a feeling of frustration, saying, **“I know what I love doing, but I don’t know how to do more of it.”** This reflects a recurring theme in the responses—many young people are aware of their passions but feel limited in pursuing them.

Additionally, one participant noted, **“I used to love drawing, but I stopped because I didn’t feel supported in it.”** This highlights how social encouragement plays a crucial role in sustaining engagement. These insights suggest that structural barriers go beyond cost and access—there are also social and emotional considerations that shape participation.

Sparking Joy - which activities make young people happy and why?

When asked the question ‘For activities you rated highly (when you rated them 4-5), what specifically do you enjoy about them?’ many respondents highlighted how their hobbies bring relaxation, reduce anxiety, or spark creativity. For instance, activities such as baking or working collaboratively were noted for their calming effects, allowing participants to **“lose track of time”** or feel productive in a stress-free manner. Others emphasised the joy of learning new things, which opens doors to new experiences, perspectives, and social connections.

Notably, longer responses offer deeper insights into what sparks joy such as:

“I love learning new things because it gives me a new outlook on life, new experiences and a chance to meet new people”

“I love working collaboratively and enjoy baking as I feel like it eases my anxiety and makes me lose track of time”.

Further analysis of responses reveals additional themes. One respondent (aged 23-25, city-based) shared, **“I like activities that feel like I have accomplished something or found it rewarding somehow so physical activities such as going to the gym or going on a run makes me feel good about myself after, creative activities feel particularly fulfilling for me as I grew up drawing absolutely anything, I am also a natural problem solver so I am always playing sudoku in my spare time and I also used to do musical theatre so anything performing or musical related is super fun for me.”** This response highlights a deep connection between achievement and joy, where physical activities provide a sense of self-improvement, and creative or intellectual pursuits fulfil a lifelong passion.

Another respondent expressed, **“I love the outdoors and physical activity and pushing my body to the limits to better myself. I also like working in a team and having some me time whether that’s cooking, baking or gaming.”** Additional responses further explore these themes. One participant (aged 17-19, city-based) noted, **“I like nature walks and being out in nature as I live in the city and don’t get to experience it much.”** Another younger respondent (aged 11-13, from a rural area) shared, “Just how u don’t have to worry about if you do anything wrong,” reflecting the importance of low-pressure activities that provide a safe space for exploration and enjoyment without fear of judgment.

What Brings the Most Joy to Young People Right Now?

When asked what brings the most joy in life right now, young people’s responses revealed a diverse range of sources of happiness, often tied to connection, comfort, and aspirations. A notable number of respondents emphasised relationships, with mentions of **“family and friends time” and even specific companions like “my dogs.”** These responses underline the importance of social bonds and the joy of unconditional relationships, particularly among those in suburban and rural areas.

Creative and aspirational pursuits stood out as a major theme. One individual shared that **“thinking about the future I’m working towards”** brings them joy, reflecting how personal goals and envisioning growth can foster hope and satisfaction.

Age and geography also influenced responses. Younger respondents (11-16) focused on simple pleasures and security, such as activities that are relaxing or low-pressure. In contrast, older participants (17-25) highlighted the joy of working towards long-term aspirations, balancing personal growth with connections to loved ones. Respondents from city-based areas often mentioned enjoying moments of calm amidst busy environments, while those in rural or suburban settings gravitated toward relationships and nature-based joy.

Preferences for Solitude vs Social Connection.

There were some clear preferences for spending time alone or with others revealed interesting contrasts. Solitary activities were appreciated for their freedom and introspection. One respondent (aged 20-22, city-based) shared, **“Watching TV alone with a takeaway,”** highlighting the comfort of unwinding in a low-pressure setting. Another (aged 23-25, city-based) noted, **“Going for long walks alone or going on holiday,”** showcasing the joy of exploration and reflection in solitude. A younger participant (aged 11-13, rural-based) stated, **“Being able to have the freedom to do things on my own,”** pointing to the independence and creativity found in solitary pursuits.

In contrast, many respondents found joy in social interactions. One individual (aged 20-22, town-based) shared, **“Baking / family and friends time,”** reflecting the bonding power of shared activities. Another (aged 17-19, city-based) simply mentioned, **“Family,”** underscoring the central role of familial relationships in fostering joy. A third (aged 23-25, city-based) said, **“Friends and family,”** highlighting the fulfilment derived from close-knit connections.

One respondent reflected, **“When I’m making music, I completely forget about everything else—I could do it all day.”** This aligns with data showing that creative and artistic activities were among the highest-rated sources of joy. Another participant noted, **“Going on walks alone helps me think clearly—it’s the only time I feel like I can properly relax.”** This suggests that, for older respondents, solitary activities become an important means of personal fulfilment.

Considerations.

The data validates the Foundation's core premise that joy can act as a catalyst for purpose development, while highlighting the need for nuanced, multi-faceted implementation approaches. The data suggests three key implementation levels:

- **Ages 11-13:** The high discovery rate of 80%, meaning that a significant proportion of respondents are actively exploring new activities and strong peer focus suggest structured activities could emphasise friend-based physical activities. The data shows this age group responds particularly well to structured activities that allow social interaction, with sports rating highest (4.25/5). Initiatives could capitalise on this age group's natural openness to new experiences while maintaining strong support systems (4.05/5 support satisfaction).
- **Ages 14-16:** Initiatives could focus on making and building activities (4.00/5 preference) while supporting the increasing importance of family connections (27.3% influence). The high support levels (4.18/5) suggest this is an optimal time for introducing more complex, skill-building activities that can lead to deeper engagement.
- **Ages 17-19:** Given the significant drop in discovery rate to 40%, reflecting a decline in exploration, and confidence averaging 2.93 on a scale of 1 to 5, structured activities could prioritise confidence-building and transition support. The data suggests particular effectiveness in activities that combine social interaction with skill development, acknowledging this group's emerging interest in more complex pursuits.
- **Ages 20-22:** initiatives could focus on rebuilding community connections, addressing the lowest community feeling score (2.45/5). The equal importance of family and friends (45% each) suggests activities could enable both independent exploration and social connection.
- **Ages 23-25:** Structured activities could support purpose discovery and diverse interests, building on this group's highest confidence levels (3.75/5) and most varied activity preferences.

Overcoming Barriers: Insights from 'What Would Make It Easier for Young People to Do More of What They Enjoy?'

An analysis of responses to this specific question revealed some unexpected but insightful themes. While many young people cited practical barriers such as cost and accessibility, others pointed to internal psychological factors and a lack of exposure to different opportunities.

- **Internal Barriers & Mindset Shifts** – Some young people recognised that personal hesitation and fear of judgment limited their participation. Responses such as "Just go for it," "To not care about what others think," and "Confidence" highlight the role of self-doubt and social perception in engagement. This suggests that building self-belief and resilience could be just as crucial as providing external opportunities.

- **Lack of Awareness & Exposure** – Some responses indicated that young people are not always aware of the opportunities available to them. One respondent noted: "To have the resources or exposure to try different things that they could potentially enjoy. Be encouraged unconditionally." This suggests that beyond affordability and accessibility, better information-sharing and outreach are needed to ensure that young people know what is available.
- **Community & Institutional Support** – The role of schools and local communities in fostering engagement was mentioned by some respondents. Responses such as "Influence by school, support from local communities" indicate that structured encouragement from trusted institutions could make a significant difference in participation rates.
- **Financial Stress Beyond Activity Costs** – While cost was a known barrier, one respondent specifically mentioned "less financial stress" rather than just the expense of activities themselves. This suggests that broader financial concerns, such as family financial strain or the pressure to work, may prevent young people from engaging in leisure activities, even if opportunities are free.

Further analysis of responses to this question revealed notable patterns across different age groups, highlighting the specific needs and perspectives of young people at various life stages.

- **Younger respondents (11-13 years old)** frequently mentioned "Trying new things," "Getting into more clubs," and "Having better facilities." This suggests that at an early age, structured opportunities and access to youth-friendly spaces play a crucial role in engagement.
- **Teenagers (14-19 years old)** were more likely to cite "Time," "More opportunities," and "Support from schools and communities." This indicates that as school pressures increase, young people begin to feel the constraints of academic and extracurricular demands, requiring institutional support to sustain engagement in enjoyable activities.
- **Older respondents (20-25 years old)** often focused on "Money," "Less financial stress," and "More free time." Their responses highlight a shift towards external financial barriers, as they navigate balancing work and responsibilities with personal interests.

These findings reinforce the importance of tackling both (external barriers such as cost and accessibility) and internal obstacles (such as confidence and awareness) to create a more comprehensive approach to youth engagement.



CONCLUSION.

The findings strongly support FL&I's Theory of Change, reinforcing the idea that young people thrive when they are given:

- **Agency** to lead their own engagement.
- **Access** to activities that are financially and geographically feasible.
- **Opportunities** to explore without pressure or expectation.
- **A sense of belonging** in a community that values their interests.

Industry Engagement.

Industry engagement was progressively structured across the 12 weeks, beginning with foundational understanding of Ferdinando and Luigi Innocenti Foundation's challenge, moving through creative and digital skills development, to work on the set deliverables. This sequential approach enabled participants to build comprehensive, well-rounded recommendations that combined the Theory of Change, social awareness with practical application.

To complement formal industry engagement, learners undertook a 'passion safari' across Liverpool, connecting with young diverse talent in various cultural spaces. This included visiting **Rare Studio and The Rare School of Fashion**, where founder Lindsay Inglesby and Claire Hamm showcased their innovative vision and introduced learners to young people pursuing their passions in dance and fashion. At **Liverpool Watersports Centre**, learners engaged with dedicated young athletes maintaining their training even through November's challenging conditions. The cohort also received insights from **Girls Don't Sync**, an all-female, ethnically diverse collective of DJs, producers, and musicians who shared their journey from local beginnings to selling out venues nationwide. These grassroots connections provided valuable perspectives on how different communities and spaces nurture talent and passion. The experience of conducting these interviews helped learners develop both technical and interpersonal skills that would prove valuable in their future careers.

Video Deliverables.

Interviewees.

Name	Passion
Ebony Maddie Gerainticus Lanre Cori and Orla	Dancing Fashion Rowing Football Baking and Piano

Approach.

A key aspect of the video deliverable was ensuring that the interview process was carefully designed to align with the Foundation’s vision, drawing out authentic, lived experiences that illustrate the impact of engaging in meaningful activities. As Programme Facilitator Sana Aboarook observed, **“It was especially important to meet them in spaces they regularly visit or are based at as it created more authenticity to their stories and a more comfortable environment.”** This strategy fostered open, natural conversations, enhancing the authenticity and depth of the insights gathered.

By structuring the interviews around moments of joy, personal challenges, and the transformative power of passion, the project provided a deeper understanding of how young people connect with activities that bring them fulfilment. Questions such as **“Can you describe a moment during [activity] when you felt pure joy?”** and **“What keeps you coming back to [activity] even on difficult days?”** encouraged interviewees to articulate the significance of their experiences, reinforcing the Foundation’s belief that joy is a fundamental driver of growth and purpose.

The interviews also explored the role of agency in shaping young people’s futures. Questions like **“How has [activity] helped you take control of other aspects of your life?”** provided insights into how participation in fulfilling activities builds confidence, independence, and resilience. Additionally, by addressing the barriers that young people face—whether financial, logistical, or social—the interviews offered valuable qualitative evidence of the challenges that can prevent engagement, as well as the strategies young people use to overcome them.

Through this approach, the video series not only documented individual stories but also demonstrated the broader importance of creating accessible opportunities for young people to explore and develop their passions. The alignment between the interview questions and the Foundation’s vision ensured that the final deliverables provided both compelling storytelling and meaningful insights, reinforcing the case for investing in youth-led joy.

KEY RECOMMENDATIONS.

Please refer to the learners’ final presentation slides for their key recommendations, following the engagement and insights gleaned.

**Thank you for choosing to work with Agent Academy.
We look forward to working with you in the future!**



The background of the image is a solid orange color. It is decorated with several abstract, light yellow shapes: a curved band at the top, a curved band at the bottom, and three triangular shapes pointing towards the center from the left, right, and bottom-right edges.

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