

iStreet Lab



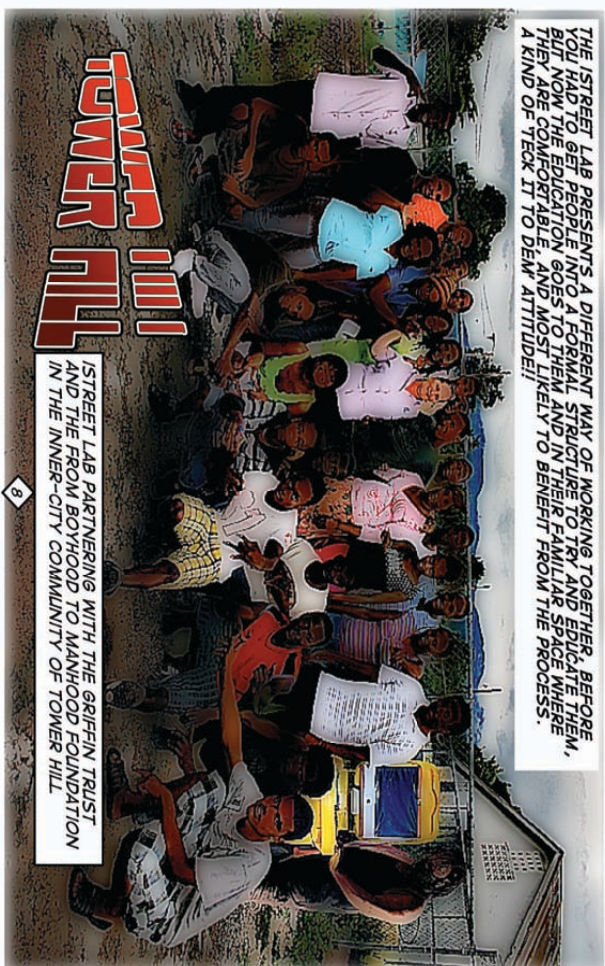
I STREET LAB ON EXHIBITION IN THE WINDSOR HEIGHTS COMMUNITY WHERE WE HOSTED A HOLISTIC COMMUNITY DEVELOPMENT DAY.

Windsor Heights



THE I STREET LAB CAN! DEVELOPED IN JAMAICA THE PRACTICE HAS BEEN TESTED AND PROVEN TO REDUCE CRIME AND VIOLENCE IN HIGH RISK AREA. THE I STREET LAB IS DESIGNED TO INTERACT WITH COMMUNITIES IN ANY ENVIRONMENT

UNESCO/IIPDC AND THE CONTAINER PROJECT WINNER OF THE 2008 STOCKHOLM CHALLENGE AND RECIPIENT OF THE BADGE OF HONOR FOR MERITORIOUS SERVICES IN COMMUNITY DEVELOPMENT USING ICT CREATED THE FIRST MOBILE CMC IN THE CARIBBEAN



THE I STREET LAB PRESENTS A DIFFERENT WAY OF WORKING TOGETHER. BEFORE YOU HAD TO GET PEOPLE INTO A FORMAL STRUCTURE TO TRY AND EDUCATE THEM, BUT NOW THE EDUCATION GOES TO THEM AND IN THEIR FAMILIAR SPACE WHERE THEY ARE COMFORTABLE, AND MOST LIKELY TO BENEFIT FROM THE PROCESS. A KIND OF TEEK IT TO DEM ATTITUDE!

TOWER HILL

I STREET LAB PARTNERING WITH THE GRIFFIN TRUST AND THE FROM BOYHOOD TO MANHOOD FOUNDATION IN THE INNER-CITY COMMUNITY OF TOWER HILL

iStreet Lab

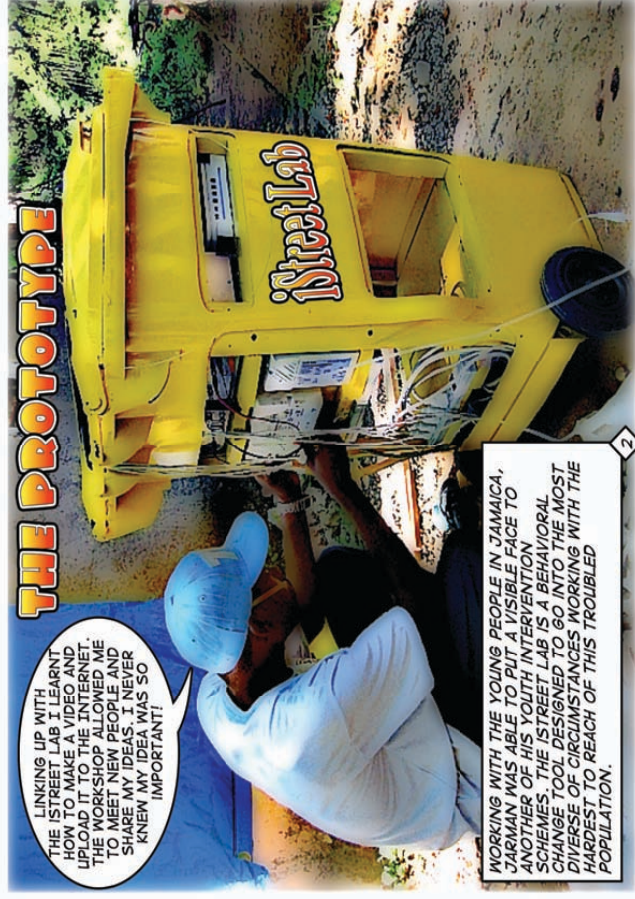
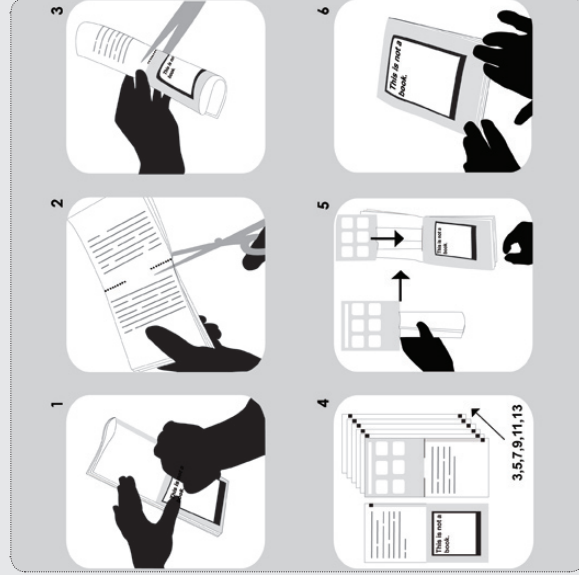
Mongrel Street

2009-05-06

<http://diffusion.org.uk>

Made with Diffusion Generator by

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WORKING WITH THE YOUNG PEOPLE IN JAMAICA, JABMAN WAS ABLE TO PUT A VISIBLE FACE TO ANOTHER OF HIS YOUTH INTERVENTION SCHEMES. THE iSTREET LAB IS A BEHAVIORAL CHANGE TOOL DESIGNED TO GO INTO THE MOST DIVERSE OF CIRCUMSTANCES WORKING WITH THE HARDEST TO REACH OF THIS TROUBLED POPULATION.



ONE OF THE OBJECTIVES OF THE PROJECT IS TO MAKE SURE THAT LESSONS LEARNED AND LOCAL KNOWLEDGE CAN BE DOCUMENTED AND PRESENTED IN A CONTEXT WHERE THE WEALTH OF THE STREET KNOWLEDGE IS NOT WASTED



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COMING TO A STREET CORNER

iStreet Lab
Recycling the Street Corners
www.mongrelstreet.org or istreetlab@gmail.com

NEAR YOU SOON

iStreet Lab delivers multimedia training and opportunities using technology. We can provide training for young people, professionals, NGO's, CBO's and corporate clients. We also provide speakers for educational forums and conferences along with new media consultation.

For further information visit the iStreet Lab web site at www.mongrelstreet.org or email theistreetlab@gmail.com

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iStreet Lab Progress Report:
Monday, April 20, 2009

The prototype iStreet Lab was completed in September 2008. This was carried out with the support of UNESCO/IPDC. We had a four days workshop and launch in the Fletchers Land community at a location referred to as the 'Square' and famous for another type of activity called 'Duty Friday' (Dirty Friday). The launch was attended by the chairman of UNESCO/IPDC Mr. Walter Fust, the community response was overwhelming and the results was fascinating. The youth on the corner was able to produce two videos and three audio tracks with vocals all of which was recorded on the corner. The community benevolent group is now soliciting funds to commission their own iStreet Lab and has kept in close contact with us.

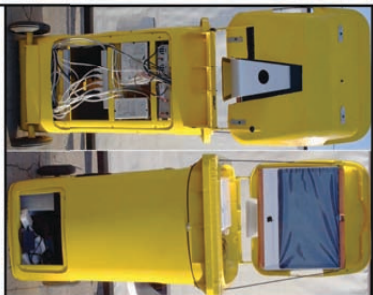
We were invited by the Violence Prevention Alliance to demonstrate the functionality of the iStreet Lab to their group consisting of various stake holders from the community, government, churches, business and academia they all praised the concept and saw it as a catalyst for the kind of funds on in the street intervention that they have been thinking of. The group has fully endorsed the project and we look forward to be working with them in the near future for further development.

We were immediately taken to the Tower Hill Community by one of the stakeholders. 'The Griffin Trust' an organisation working with hard to reach inner-city youth. This led to our second intervention where we provided services using the iStreet Lab to document a workshop being conducted by the Teen Boyhood to Shinnah Foundation. This is now leading toward the commissioning of an iStreet Lab for this community and a three-year contractual agreement being drafted for continued support, training and consultation.

A St. Catherine Member of Parliament upon visiting the Continator Project and seeing the iStreet Lab invited a member of her constituency to come and have dialogue with us to see how they could benefit from what we were doing. This led to the hosting of the first ever one-day 'Expo in the community' themed 'Healthy Community Development' day. This was done to introduce the Continator Project and the iStreet Lab to the community at large as the group represented by this young man the Windsor Heights Community Business Development Group) has set their sights on implementing in their community models of both the iStreet Lab and the Continator Project. Discussion is well on the way with the MP and a major corporate entry in the community of Windsor Heights.

Thus far all the participants have shown an eagerness to engage with the lab, organisation have also seen where this can enhance their programs, productivity and out reach as it network capacity out point all their existing means. The general response has been overwhelming and a number of media houses have taken to writing articles about the initiative. We are hoping to use this momentum to further grow the development of the production and move the project into other diversities internationally, and have already begun to developing a marketing tool for the UK, we have also been invited to take the iStreet Lab to Toronto, Canada.

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THE iSTREET LAB

THE PROTOTYPE



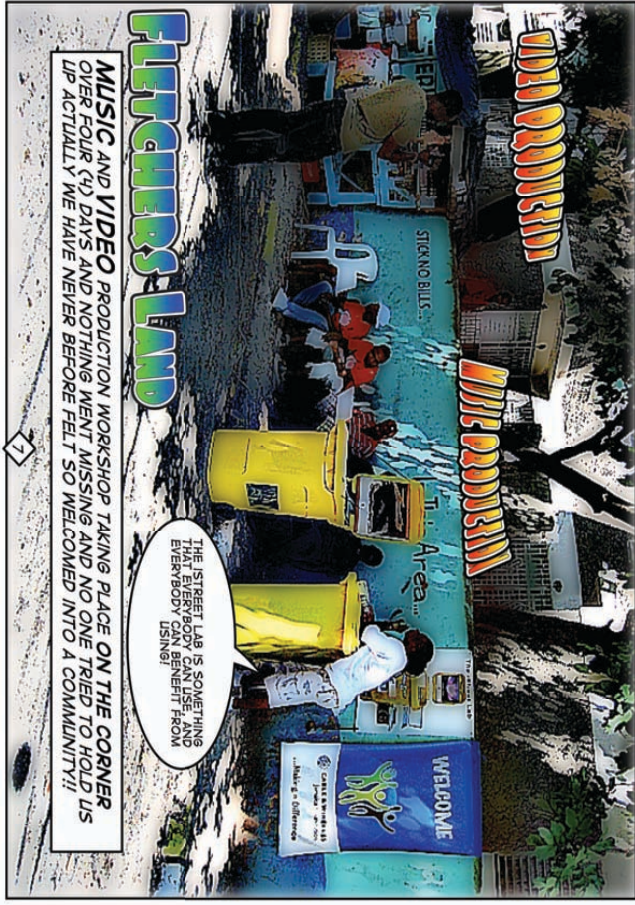
AND THE iSTREET LAB IS READY FOR THE ROAD



THE CURRY HAS COME IN



THE AUTHORITY HAS REVIEWED THE PRODUCT



MUSIC AND VIDEO PRODUCTION WORKSHOP TAKING PLACE ON THE CORNER OVER FOUR (4) DAYS AND NOTHING WENT MISSING AND NO ONE TRIED TO HOLD US UP ACTUALLY WE HAVE NEVER BEFORE FELT SO WELCOMED INTO A COMMUNITY!!

STREET LAB

THE iSTREET LAB IS SOMETHING THAT EVERYBODY CAN USE, AND EVERYBODY CAN BENEFIT FROM USING!



iStreet Lab

Information Pack www.mongosistreet.org

mervin jarman
iStreet Lab is a socially engineered piece of technology for community development and youth crime prevention.

The violent street culture we are experiencing globally has much to do with a kind of copycatism. Young people involved in popular street culture with no guidance, no direction descends into mindlessness. Interpretation of sexy and fashionable, is further eroded as echoed and embodied by the popular music culture and the action moving picture industries who project crime and violence as a defined method of social survival.

The iStreet Lab is an action to bring about some sense of inclusion of youth in the decision making process of self motivation and direction, giving the youth a higher level of involvement in how they can contribute to national development while developing themselves and building self-esteem, before they get captured by the lure of the sexiness of guns and violence.

Richard Pierre-Davis

The iStreet Lab is a Behavioural Change Lab.

iStreet Lab is a mobile community multimedia center, that recycles people and communities using technology to engage them. Everyone is trying to recycle the planet, the iStreet Lab focuses on recycling human behaviour because you cannot change the world without changing the people!

We are like a virus once we inject we begin to spread.



BUT HOW DOES THIS BENEFIT YOUR COMMUNITY IF YOU DON'T HAVE COMPUTERS OR INTERNET?

THE iSTREET LAB HAS ESTABLISHED A WIDE REACHING NETWORK COMMUNICATING ACROSS MOST ACCESS DIVIDES! THE USE OF FM TRANSMITTER, BLUETOOTH, LOW BAND VIDEO TRANSMITTER, PUBLIC DISPLAY AND INTERNET CONNECTIVITY GIVE ALL THE USERS THE OPPORTUNITY TO PARTICIPATE AND UTILISE WORKSHOP TAKING PLACE IN THE

iSTREET LAB USES THE INTERNET, RADIO, TV AND CELL PHONES TO COMMUNICATE TO ALL ITS USERS!