

# iStreet Lab



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

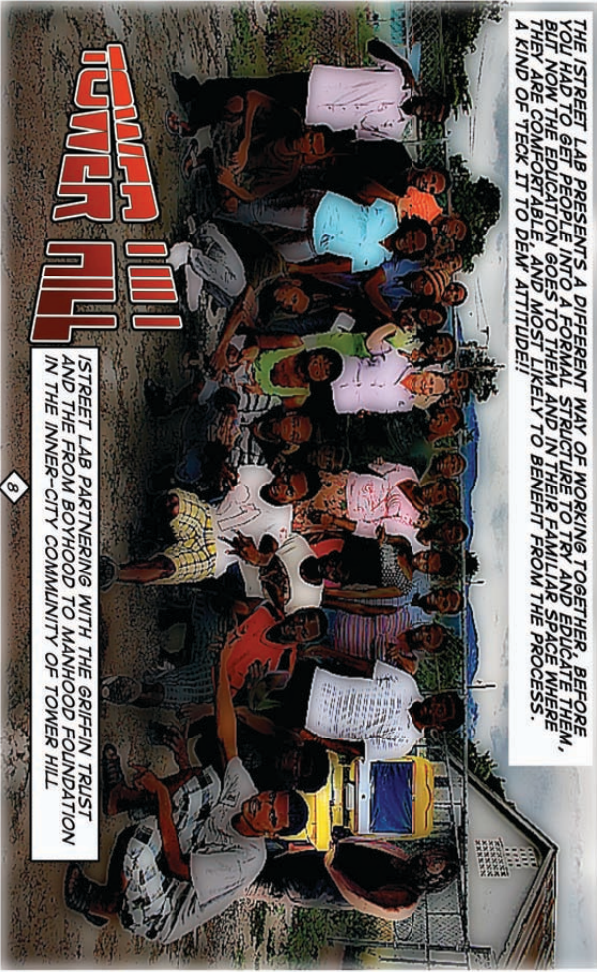
Windsor Heights



THE I STREET LAB

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 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



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 'CHECK 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



3



2

iStreet Lab

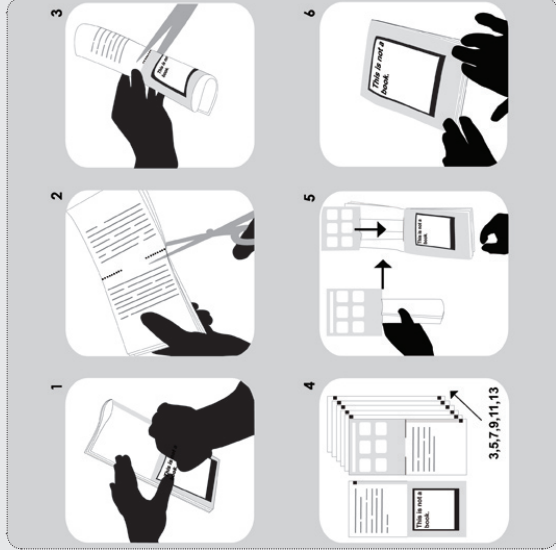
Mongrel Street

2009-05-06

<http://diffusion.org.uk>

Made with Diffusion Generator by

proboscis



3

4



# COMING TO A STREET CORNER

## NEAR YOURS

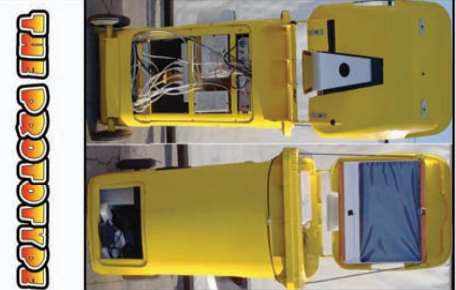
**iStreet Lab**

Recycling the Street Corners  
www.mongrelstreet.org or thestreetlab@gmail.com

**iStreet Lab**

Recycling the Street Corners  
www.mongrelstreet.org or thestreetlab@gmail.com

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](http://www.mongrelstreet.org) or email [thestreetlab@gmail.com](mailto:thestreetlab@gmail.com)



**THE STREET LAB**

**iStreet Lab Progress Report:**  
Monday, April 20, 2009

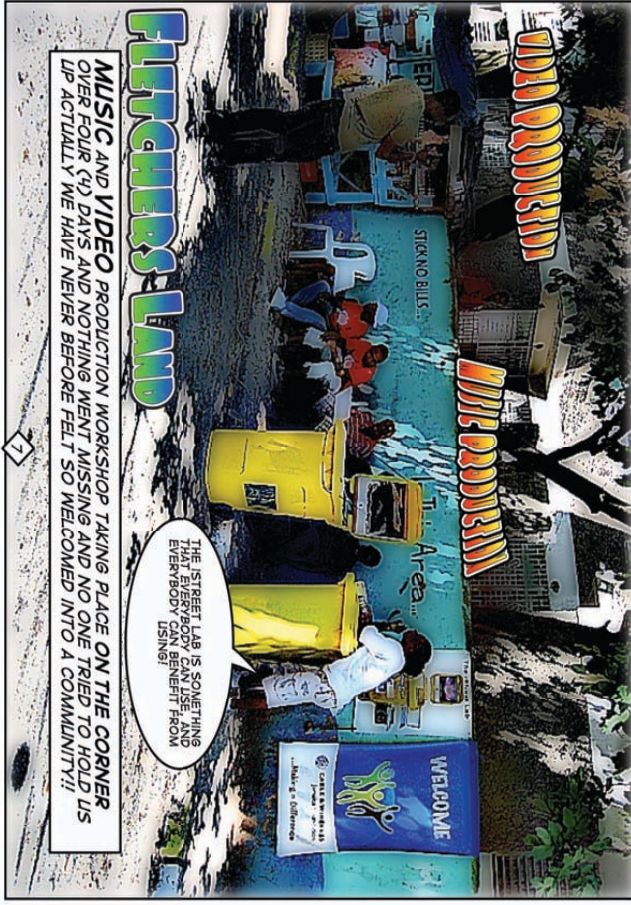
The prototype iStreet Lab was completed in September 2008. This was carried out with the support of UNESCO/IPDC. We had a four days workshop and launch in the Fleeters Land community at a location referred to as the "Square" and famous for another type of activity called "Dunny FrFriday". The launch 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, the community 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 stakeholders from the community, government, churches, business and academics, they all praised the concept and saw it as a catalyst for the kind of hands 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 From Boyhood to Manhood 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 Container 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 Exop in the community themed "Holistic Community Development day". This was done to introduce the Container Project and the iStreet Lab to the community at large as the group represented by this young man (the Winsor Heights Community Business Development Group) has set their sights on implementing in their community models of both the iStreet Lab and the Container Project. Discussion is well on the way with the MF and a major corporate entity in the community of Winsor 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 our reach as it network capacity out point all their existing initiatives. The general response has been overwhelming and to further give the development of the prototype and move the project into other areas internationally, and have already began to developing a marketing tool for the UK, we have also been invited to take the iStreet Lab to Toronto, Canada.



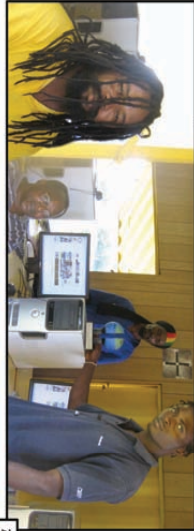
8

7



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

6



**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.



**iStreet Lab**  
Information Pack [www.mongreistreet.org](http://www.mongreistreet.org)

11

11

12