

# CASE STUDY

## Malmö's Öppna Förskolor

---

Ongoing Project – 2025

Roles: Project Manager and Researcher

---

**Diana Lopez Martinez**



**LUNDS**  
UNIVERSITET

---

# BACKGROUND

---

**Open Preschools or "Öppna Förskolor"** are spaces that operate as meeting spaces for families. They can be described as 'play groups' or in my own interpretation, 'indoor playgrounds'.

As opposed to the typical idea of a preschool or daycare, guardians must be present in the space with their child. My team is working specifically with the Malmö Open Preschools.

Their stated description is as follows:

- A meeting place for parents and children aged from 0 to 6 years.
- Attendance is free of charge, and you do not need to apply for a place.
- Open preschools are staffed by trained educators, who arranges sing-alongs and read books to the children.
- All of the City of Malmö's open preschools can provide language training if you need to improve your Swedish.



---

## THE CLIENT'S PROBLEM

---

The service is **not reaching key target groups**, including newly arrived families, families with foreign backgrounds, families with lower incomes and education, and those in vulnerable life situations.

Survey data shows that the majority of current visitors belong to the Swedish middle class, while **groups most in need of support are missing**.

---

# PROJECT DEFINITION

---

Our aim is to **increase awareness** of the existence of open preschools in general, and to **attract a greater diversity of visitors**, especially families in vulnerable situations and foreign-born families.



## MEET THE TEAM

---

The team consists of four members, with a wide array of professional and higher education experience that plays into why we were all determined to take on this project. Our experience spans both social welfare and cultural project management, which allows us to tackle this project from several perspectives.



### Cameron Casey

From the US and has a bachelor's degree in Psychology and Anthropology. Professional experience working with immigrants and women within nonprofit organizations.



### Diana Lopez Martinez

From Mexico and raised in the US, and has a bachelor's degree in Asian Studies and professional background in education administration.



### Luna Wink

From the Netherlands and has a bachelor's degree in Arts and Culture Studies. Professional experience in the music industry and PR.



### Lovike Cedervall

From Malmö and has two bachelor's degrees, one in Literature, and another in The History of Ideas. Professional experience in project management.

---

# METHODOLOGIES

---



- **Participant observation**

- Observing parents and staff at different open preschools with the purpose of understanding how the social dynamics manifest in the space.



- **Individual interviews (go-alongs)**

- Semi-structured conversations with parents, staff members, and others (including Yalla Trappan and BVC personnel) to gain an understanding of the motivations, backgrounds, and strategies of the different actors involved.



- **Focus group interviews**

- Conversation with parents, staff members, and others (including Yalla Trappan and BVC personnel) with the aim of creating a dynamic atmosphere in which different participants can interact with each other and generate new ideas through their connections to each other.



- **Netnography**

- Thorough desk/internet research aiming to get a full picture of the online presence of the open preschools in Malmö and other cities around Sweden, and a background on the way people think of the concept of preschools in different cultural contexts.



- **Visual methods**

- Supplementing our fieldwork with visual data in the form of photography and sketches.

---

# TIME BUDGET

---

- From **mid January to the end of May**, each group member will do **15 hours of work every week**.
- This work will consist of a mixture of field work, desk research, data analysis, team meetings, and the synthesizing of all of this information into presentations (both oral and written).

---

# INTERVIEWS IN THE OPEN PRESCHOOLS

---

**We began the project with interviewing participants at a local open preschool and at an associated non-profit (Yalla Trappan).**

## **Reasoning:**

A part of the issue is finding those who are not participating. From the team perspective, it was important to find out **why and how** the conversion from non-user to user is taking place. These were folks that had made the conversion, or in the case of Yalla Trappan, had brought upon the conversion.

Through 'going along' a normal visit to the open preschool, we could also observe how parents and children interacted with the space in their every day, while they provided insights through conversation.

## **We started with the question:**

**“How did you first learn about the open preschools?”**

## **We also wanted to know:**

**“Did anything keep you from visiting?”**

We wanted to uncover possible pain points that were causing people to give up before trying the preschool. We had assumptions about cultural standards (and a preference of at-home care or family for childcare) were putting people off of the Open Preschools.

**We did not** encounter any negative attitudes about the Open Preschools themselves. **Families enjoy the space, people make friends, and their children have fun.**



*Illus. Diana Lopez Martinez*

# FINDINGS

## People love Öppna förskolor...



## ...once they go.

The preschool department works with non-profit groups like **Yalla Trappan**. Yalla Trappan's goal is to create jobs and increased economic independence for foreign-born women who are far from the labor market.

Yalla Trappan's Yalla Lotsar – or **Yalla Guides**, work with women in the community to resources that match their needs. **They successfully connect women in the community to the open preschool by approaching them in person, tapping them on the shoulder, and speaking them in their native language.**

We want to replicate this... but, it requires a lot of people and a lot of time. If language barriers affect a significant part of our target audience, then we should look for ways to either work with visual communication or with translation.



“I learned about it from  
**a friend.**”

- Mother attending Open Preschool Hera with her son.

“I learned about it from a  
**nurse at the BVC**  
[children's clinic].”

-Father of two and first time visitor at Open Preschool Hera.



All interviewees pointed towards a known person to be the reason they learned about the open preschools.



# FINDINGS

---

- Most people had to be informed directly.
- People acted on personal introductions to the open preschools.

**This is not a problem with the service.  
Awareness is the central issue.**

---

Which brings us to the **second phase of the project**. Here, we must ask address an additional guiding question in order to invite different cultures and different economic classes into the open preschool.

**How can we be the “tap on the shoulder”?**

## AREAS OF FOCUS

### Language

- Communication across language barriers
  - We need to strengthen visual communication used by the open preschool in their marketing efforts

### Connection

- Online communication is not the only way to connect.
  - While the preschool department has noted that online communication is lacking, we found that in-person, offline contact

**What is the most effective way of communicating?**

**What does the Open Preschool meant to the people who love it?**

# MILESTONES & DELIVERABLES

This is an ongoing project. Here are the steps that will be taken to bring this project from the initial stages to the final presentation and deliverables for Malmö Förskoleförvaltning.

## COMMUNICATION STRATEGY

- Updates are shared to the client on a weekly basis by e-mail.
- In-person meetings are held after project milestones.

## DELIVERABLES

- Oral presentation
- Written report
- Mock ups of potential communication plans

Through these steps and strategies we hope to increase diverse engagement at Malmö Öppna Förskolor.

APRIL 2025

- **Open preschool visit**  
Focus groups  
Individual interviews
- **Concept research**  
Netnography  
Interviews
- **Supplementary preschool visits**  
Photography / sketching  
Observations
- **Data analysis**  
Synthesis of material  
& insights

MAY 2025

- **Collaborative Creation**  
Meeting where team and preschool department will develop new marketing/ outreach plan together.
- **Final presentation**  
to Malmö Förskoleförvaltning