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Social Hackademy Methodology

How to implement grassroots digital co-creation initiatives

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Preamble

White paper on the future of Europe. European Commission, COM(2017)2025 of 1 March 2017

"Many of today's jobs did not exist a decade ago. Many more will emerge in the years ahead. It is likely that most children entering primary school today will end up working in new job types that do not yet exist. The challenges of increased use of technology and automation will affect all jobs and industries. Making the most of the new opportunities whilst mitigating any negative impact will require a massive investment in skills and a major rethink of education and lifelong learning systems. It will also call for the roll-out of new social rights to accompany the changing world of work."

The need to transform local populations into digital talent. European Commission, Digital Transformation Monitor – May 2017

"The growth of digital talent is becoming increasingly important for the economic development of regions and cities. Digital talent can encourage entrepreneurship and innovative thinking, increase prosperity and lead to the diversification of local communities. By encouraging the development of digital talent, cities can decrease unemployment and prepare their local communities to the future economy."

Rethinking education in the digital age. EPRS | European Parliamentary Research Service, Scientific Foresight Unit (STOA), PE 641.528 – March 2020

"Only education can provide the preconditions for the social inclusion and equal participation of European citizens in a digitalised democracy. Rethinking education in the digital age therefore matters for safeguarding European values such as equality, democracy and the rule of law."

Future jobs, local digital talent and new educational approaches are the three main pillars of the **Social Hackademy** proposed and promoted by the #hackAD European partnership. With this document, we will present the conceptual and operational elements that have characterized the consolidation of a good practice in the field of digital skills for social innovation into a permanent laboratory of grassroots digital co-creation initiatives.





The main objective is to describe a detailed methodology for the establishment and exploitation of a local Social Hackademy, in a way that can be transferred and readily applied in the countries represented in the partnership and possibly scaled-up at European level.

Starting from the presentation of the selected best practice (the Social Hackathon Umbria), the document will mostly focus on (1) the implementation of trainings with young socially excluded people, (2) the organization and implementation of a Social Hackathon, and (3) the usage of an online platform for training young people and fostering of communities.

Introduction to SHU



#SHU

Originally planned as the Italian final event of the [Generation0101 project](#), the first edition of [Social Hackathon Umbria](#), SHU2016, has immediately demonstrated to impact in a positive and sustainable way on all the actors involved in the co-creation process of digital solutions to societal challenges. The initiative has been carried out for the last four years involving an increasing number of participants (from 80 in 2016 to more than 180 in 2019) who have benefited from different learning activities implemented during a timeframe of 3-4 months.

In fact, the SHU training methodology provides the involvement of two main target groups:

- **young learners** who follow a structured training programme on one or more digital competencies to enhance their vocational profile and put in practice what they have learned contributing to the development of digital solutions that answer specific social challenges (acting as junior hackers during the final hackathon);
- **representatives from public or private entities** that are active at social level and have a personal or institutional interest in identifying and developing a digital solution to a social issue (acting as challenge givers and actively participating at the event).

The main strength of SHU is to base the entire process on the educational potential that a co-creation experience could offer to all the participants, regardless of their digital competence level and professional or personal profile. Therefore, based on the annual focus of each single edition of SHU, different additional groups have been invited to take part at the final event, which lasts 48 hours and represents the final phase of a quite long-term process where **everyone involved has finally the feeling to have won something**, regardless of the fact that they have been effectively awarded with a plate or a prize.





SOCIAL HACKATHON UMBRIA IN NUMBERS

SHU has been implemented for four years so far, changing the thematic focus every year (2016 digital for non-profit - 2017 digital for cultural heritage - 2018 digital for entrepreneurship and employment - 2019 digital for environment) and involving:

- 180 among **NEETs, unemployed youths and refugees** who attended one or more training courses, with an average duration of 30 hours each, in web design, online collaboration tools, e-journalism, easy coding, mobile app development, digital video, video game development, digital storytelling, augmented reality content production and graphic design
- 80 among **non-profit organisations**, social enterprises, associations, public bodies and individual social innovators from all over Europe applied with a proposal for the development of a digital solution to a social problem
- 250 **high school students** participated at different level at the event: as members of the co-development teams, supporting the media coverage team, attending parallel events and workshops
- 24 **concrete digital solutions** (6 every year) have been developed and shared with Creative Commons license CC BY-NC 3.0 IT

Moreover, every year, 100-150 among experts, digital passionate, kids with parents and grandparents, and many other curious people participate at the various side-events promoted during the main event (open only to accredited participants): social jury sessions, playzone, digital exhibitions and tours of the city, workshops and seminars.

A LEARNING EXPERIENCE FOR EVERYONE

In other words, the main pedagogical objective of SHU consists in **enhancing at the maximum possible grade the impact that a training intervention has on the learners**, by letting them experiencing how:

- they can spend the competences acquired during the training in the realization of a concrete product or service, which is useful to the rest of the society;
- cooperation and team work are key elements for the successful implementation of a project; and
- answering to the needs of a certain target group cannot disregard the involvement of those directly affected by those needs or, at least, of some representative of relevant organizations.

Indeed, the third aspect of this list can be elected as the second really innovative element of the SHU format: **making sure that the direct beneficiaries of the solutions which will be developed during the contest will not only actively participate in the definition of the challenge, but they will also be part of the co-creation groups**, thus:





- acquiring those basic (or maybe advanced) digital competences that will ensure the sustainability of the developed solutions, and
- influencing the technical/digital development, as well as the creative process, by ensuring an immediate quality check in terms of feasibility, relevance, usability, etc...

Last, but not least, the third crucial aspects in the organization of SHU is the selection of motivated and skilled team managers who monitor and lead the co-creation process and guarantee the finalization of the outputs.

A COMMUNITY OF SOCIAL HACKERS

Over the last four years, we have collected numerous evidences of the short-term positive effects on the participating youths, such as the **creation of professional and educational opportunities for NEETs** who finally realized what direction to take in the future, but also refugees who had the chance to show their talents and competences in the digital field.

Moreover, we are now starting to register the long-term impact that the digital solutions developed thanks to the SHU can bring to the wider society; for example, we have recently been notified that the FuoriRiga website (<https://www.fuoririga.org/>), which is managed by the homonym NGO, has been recognized by the Italian Government as the only adequate website to allow communication and exchange of anonymous letters between teenagers inside and outside the prison!





What has been more important for the consolidation and the growth of the initiative, though, was the offer of follow-up opportunities to the community of social hackers who took part at the event year after year. In particular, we have implemented three different strategies to support the hackers in exploiting the results achieved with the participation at the Social Hackathon.

A more traditional one consists in **partnering with ideas and business incubators that offer the opportunity to follow acceleration programmes** to enhance the market and/or technological readiness of the projects co-developed during the event. This is the case, for example, of the special award assigned to the [Trekify](#) team in 2019 by [NExT – New Economy for All](#), a national association that has developed an innovative approach to assess the social impact of start-ups and businesses against their capacity in supporting the achievement of the Sustainable Development Goals of the UN Agenda 2030.

A second strategy is to promote the hackathon as a **capacity-building and networking opportunity** for everyone who is interested to learn more about **innovative approaches for cooperative and inclusive learning**. Indeed, we can proudly announce how the experience gained with the participation at SHU2019 has allowed a lower secondary teacher from southern Italy to coordinate, on behalf of her school, the organization of a local event in occasion of the [DigiEducHack](#), a global Hackathon promoted by the European Commission to identify key challenges for education in the digital age and co-create innovative solutions. Moreover, one of the ideas developed by the students has even being awarded as the best project among 130 innovative solutions from 21 countries.

The third one, which also represents the main inspiration on which the #hackAD project is based, consists in **the evolution of the Social Hackathon event into a permanent local Social Hackademy**. A strategy that is possible only with a strong and active engagement of local stakeholders, which in Foligno (the host city of the good practice) has concretized in the inauguration of a new Volunteering Youth Association called [CrHack Lab Foligno 4D](#), supported by a multidisciplinary team of inspired mentors who share the passion in guiding young people to develop an addiction to innovative thinking and to acquire a conscious digital practical culture, exposing them in advance to the most advanced technologies to prepare them for the new jobs that will arise in the next decade.



CRHACK LAB





Crowdhacking a new world!

CLOSING THE GAP BETWEEN SOCIAL AND DIGITAL INNOVATION

In the Europe of the 21st century, with all its societal challenges and cultural tensions, ***social inclusion* is progressively becoming the common answer and strategy for a smart, sustainable and, not only 'inclusive', but also community-based future.**

Regardless the level of awareness on the concrete application of such a holistic practice, *social innovation* is vertically mainstreamed into the majority of European local policies' agenda, and it is certainly confirmed as the "red thread" linking the seven official flagship initiatives of the EU2020 strategy.

In fact, whether you are reading the local press seated at a bar in the central square of a countryside village in Europe, or you are surfing the Web for personal or professional information, the chance that an article on *social innovation* pops up is very high.

Anyway, whatever the application field and the policy level, the key aspect that makes *social innovation* policies extremely relevant nowadays is their unavoidable tendency in producing social value, instead of market value. A secular trend in the history of the Union that, if successful, will manage to fill the present gap existing between social and economic policies.

Within such a socio-political framework, **the main role of a Social Hackademy is to support the implementation of innovative actions and projects with the final aim of demonstrating how *digital* and *social* innovation can mutually benefit** for the realization of a "Digital Single Market" founded on social value and social investments.

Indeed, we are convinced that if, on one hand, it is important to address the centralized policy agenda of Commission with periodical position papers, on the other hand, *social innovation* should not remain a cosmetic intellectual practice. *Social innovation* cannot exist without *social subjectivity* and *grassroots* approach.

THE VISION

New perspective

In a few generations, as a result of the complete maturation process of digital culture initiated by the invention of the microprocessor, **humanity will see the world with completely different eyes from those with which we look at it today.** The impact of this transformation will be similar to that of the invention of movable type printing.

A useful mental exercise to understand what will happen is to put yourself in the shoes of an enthusiastic promoter of new printing technologies at the end of the fifteenth century and try to understand how he was looking at the transformation underway in the society thanks to this invention. How much of what would had happened in the following centuries and which we take





for granted today, could he not even imagine? In what words would he speak of his world? What common words of today did not exist or had a different meaning?

What words are we missing today to describe this new world? Will AI change or destroy the job market? Will money still have a sense of existence? What if economic models based on something other than money develop? Etc...

But why should the invention of the microprocessor have a cultural impact similar to that of mobile printing?

The Interactive Planet

The invention of the microprocessor and the consequent development of digital technologies introduces for the first time in the history of humanity the ability to widely manipulate the other half of matter - energy - to create semantic value. This literally creates a new dimension in the processes' space. A dimension with new and "strange" characteristics for our brain, accustomed to strategies consolidated over the millennia to make our interaction with matter in the form of mass meaningful. **A new dimension of the previously invisible and intangible world is now revealed to us and it becomes manipulable.**

The ubiquity of these processes and the enormous advantages they bring will make it convenient, and in many cases mandatory, to adopt a representation of the world by processes rather than by objects. It is not something totally new. This situation has already emerged in the 19th century with the development of the so-called Hamiltonian mechanics (by the Irish mathematician William Rowan Hamilton who laid the foundations) based on the description of the world as waves and elaborated to overcome the limits in some contexts of Lagrangian mechanics (from Italian mathematician Giuseppe Luigi Lagrange) based on the representation of the world as a set of material points.

The convenience of representing the world as a space of processes rather than as a set of objects is well familiar in the modern scientific world, but has never found a large adoption in common thinking, because it did not bring any practical and operational advantage in everyday life. **All this changes with the advent of the so-called "digital".**

A mental exercise useful for understanding the difference between the two ways of thinking consists in describing, from the point of view of the processes, a simple glass of water resting on a table. Why doesn't the glass cross the table or rise in the air? Or why doesn't it slide sideways? Why does it keep its shape? Why doesn't it break the table? Why does water adapt to the shape of the glass? Why don't all these conditions change over time? These are completely idle questions if our goal is simply to have some water available to quench our thirst, but answering them brings out an infinite number of operating processes such as the action of the force of gravity and the energy fields at the atomic and sub-atomic level, the dance of the quanta of light that allow us to





observe objects and so on. What looks like an immovable still life actually proves to be a complex acting piece with infinite invisible actors who act to put it on stage.

In a similar way, one can try to think of a palace. It is not just an object that "stays there". It is the result of an infinite number of processes that have led to build and decorate it, including those that have led to understanding and developing the technologies and techniques required. Even more fitting and complex is the example of the human body itself.

The world turns out to be much bigger than you think, when you acquire the ability to fully interact with the invisible dimension of its processes.

Four-dimensional thinking

Digital technologies introduce the ability to create and manage a new dimension of the processes' space, whose nature is perceived as very bizarre by our brain trained to operate by objects. Confusions and paradoxes are rapidly generated in the face of "objects" that are tendentially volatile over time, but capable of moving at almost infinite speed and of not being subject to the limits of space. The so-called Augmented Reality makes these contradictions particularly evident, which are already evident at the linguistic level, given that the old categories prove to be inadequate and often lack the necessary words, since they were not needed until now.

So far, we have conveniently looked at the world as a 3D system moving along an independent timeline. But when you start creating digital environments in augmented or virtual reality, you immediately realize that designing them as sets of objects independent of time does not work. We must necessarily conceive them as an ecosystem of processes that evolves over time, because this is the nature of energy. The same digital construct is never observed twice.

The New Frontier

Not everything can be clear now, but it certainly will be for future generations. Sooner or later they will discover that they are living in a world much larger than what we were able to perceive. A world that will contain a dimension of processes that is all to be explored today. A dimension that has yet to be made suitable for human life. A space waiting for its Genius to become a Place. Almost a new planet waiting to be terraformed to become interactive.

The next generations will have the good fortune to be able to explore and civilize a new frontier land, much closer than previously thought. It won't be necessary to invent impulse motors and teleportation "*to boldly go where no man has gone before*".

So, what is the mission of a Social (Crowddreaming) Hackademy in this scenario?





MISSION AND VALUES

Mission

A Social (Crowddreaming) Hackademy is generated **to facilitate the development of an ethical vision of the world as an interactive space of four-dimensional material processes to be handled responsibly to make the planet Earth a better place.** [The terms "Space" and "Place" are used in the sense of Norberg-Schulz's "Genius Loci" theory].

In other words, a Social (Crowddreaming) Hackademy contributes **to accelerate the maturation of a "digital thought" and its fusion with "object thinking"**, retracing a path similar to that which led from the "Era of Stampification" to the Renaissance. In other additional words, the Social (Crowddreaming) Hackademy contributes **to a democratic and sustainable civilization process of the digital dimension of our planet.** Furthermore, the Social (Crowddreaming) Hackademy aims **to develop new eyes capable of seeing the complete reality of the world around us.**

In order to carry out such a revolutionary mission, we must agree on a set of specific values.

Values

Learning by Hacking

- Not didactics, but education of young people through the offer of a space where you can practice experiences that allow you to generate innovative ideas to be applied in everyday life, to finally invent new processes and expand our world.

Stigmergic model

- Not a planned transfer of skills, but the delivery of stimuli that direct individual behavior towards a useful result for the whole community. Bringing out and proposing these stimuli is the task of the senior members of the Hackademy

Ecosystem Logic

- Use of the "Crowddreaming" method to train the Connective Minds to the lucid dream of a desirable future.

CrowdHacking

- Creating addiction to connective creative thinking and disruptive innovation that allow the individual to elaborate generative visions of an unimaginable future before the advent of digital technologies.

Crowddreaming

- Overcoming the purely analytical logic with equal citizenship rights granted to creative thinking to face the challenges of Space, Time and, above all, Speed of the Post-Analytical Society.





Starting from these values, the Social (Crowddreaming) Hackademy operates based on **5 Pillars – - Technology & Talent, Treasures & Tales, Time – and 3 main Paths – Exploration, Orientation and Experimentation.**

Exploration

- Digital technologies are very young and the progresses that the speed of information and the simulation power are generating in every field follow one another at a pace never seen before. There is much to explore both in terms of technologies and methods.
- The Social (Crowddreaming) Hackademy facilitates a **participatory exploration of promising practices, processes and products** and a no less important and constant co-curation of news, articles and case studies.

Orientation

- Making sense of exploration results is equally important for "colonists" to benefit from the activities of "explorers".
- **Travel diaries, tutorials and interactive stories** are needed to map the new dimension of the processes' space and make it usable.

Experimentation

- Discoveries and maps are the basis for developing hypotheses on new processes that can be created. The hypotheses need to be validated or falsified through experimental projects, which in any case teach something and suggest new directions of exploration.
- Furthermore, external inputs improve the perception of the world around us, of its needs and desires, relaunching new explorations that we would never have undertaken alone.
- Experiments must have a specific time limit, usually one year. After this term they must evolve into something else (a business? a funded project? a case study? It depends ...). In the case of testing new services, therefore, **the Social (Crowddreaming) Hackademy produces prototypes, non-profit and possibly with a high social impact.**
- The elaborated models or their evolutions can then become a launching pad for other more markedly entrepreneurial activities, managed by groups of members or other organizations (which may therefore also have an interest in financing the Hackademy activities).

VALUE PROPOSITION

Discovering congenial spirits [Connective Minds]

The world goes too fast to do everything alone, but it is not always easy to find travel companions. Especially when you want to start discovering the unknown. Finding companions to overcome the "solitude of the explorer / innovator" is a big job in itself. **The Social (Crowddreaming) Hackademy acts as an aggregator of people of different skills and backgrounds, but united by the passion for exploring the new digital dimension of the world.**





The aggregation action always takes place around projects with an immediate practical fallout [Hacking], but on two levels. There are projects that are primarily digital in nature and guided by an interest in a shared theme, which primarily live on the net internationally and are co-designed and co-created by different local hubs of the Hackademy. There are projects where instead the territorial element prevails as the cause of aggregation and are the responsibility of one specific hub. Of course the two levels can intersect.

The **Social (Crowddreaming) Hackademy favors the formation of Connective Minds that apply to the resolution of shared problems.** From this point of view, it also works to encourage the establishment of work teams for projects promoted by the Members, which have met the interest of others.

Discover new ideas and tools

The Social (Crowddreaming) Hackademy allows you to continuously discover and experiment practically new technologies and methods, especially through **CrHack Labs and Units (physical identified spaces where mentors and tools are available).**

The Social (Crowddreaming) Hackademy makes a continuous effort to create local and online laboratories, where to guarantee shared access to technologies and tools that are difficult for individuals to access, especially if they are young. Particular attention is paid to the exposure of young people to the technologies of the immediate future to prepare them for entering the job market and to live with greater awareness the opportunities and risks of an increasingly complex society.

Practicing

Eclecticism, orientation towards problem solving and the ability to learn well and quickly are not learned in books. They derive from practice and experience. **The Social (Crowddreaming) Hackademy promotes project-based training experiences, based on the 4Ds of Digital Distributed Didactic Dreamworks.** You learn by playing, or in any case having fun, with the aim to let converge the factual and digital dimensions of the material world and you don't do it in a classroom, but where such convergence can actually take place. "*The whole world is a stage*".

Create job opportunities

The ability to create sustainable real value is an important requirement of the Social (Crowddreaming) Hackademy experiments. Creating job opportunities for members - especially young socially excluded members - is a primary indicator of success.





TARGET AUDIENCES

As one can easily understand by interpreting the Vision and the Mission of the Social (Crowddreaming) Hackademy, the main direct target groups are those mostly involved in shaping the future. Therefore, when setting up a local hub or unit, particular attention should be given to:

- **Who will necessarily be involved in shaping the future. [Young people]**

Young people are those on whom an investment in innovation capacity is potentially more profitable. Particular attention is paid to the world of formal and informal education of young people, as well as to the inclusion of those who are at risk of social exclusion.

Intergenerational and peer-learning transmission mechanisms, also creating "teens" and "junior" teams, are key strategies to develop the transversal competences of the older ones, as well as to guarantee a more genuine innovation process.

- **Who personally feels strongly engaged to help young people in shaping a better future. [Missionaries]**

Great attention must be given to "missionary" educators, trainers and youth workers.

Obviously, the Social (Crowddreaming) Hackademy reserves a strong emphasis on digital technologies, but not with a "technology for technology" approach. Technicians and digital experts are welcome, but having the primary interest in helping the new generations to face the epoch-making challenge of creating and safeguarding digital cultures is the key factor for active involvement.

The Social (Crowddreaming) Hackademy approach is ecosystemic: the creation of "new eyes" requires all kinds of skills. For example, it is important to imagine alternative economies. The development of AI requires deep reflections on the way in which human thought itself is generated and structured. Clarifying that the digital dimension of material reality is not just "computer stuff" must be a top priority from the start.

- **Organizations that are more attentive to the future, young people and innovation and development of the digital world in terms of mission and history. [Organizations]**

These organizations are sought both as project partners and sponsors.

There are two major platforms that are used to facilitate the generation, monitoring and exploitation digital co-creation activities and the interrelation among the different actors of local and international hubs and units. These are **(1) the Social Hackathon**, which recurs annually and it represents the final phase of the cooperative learning experience, and **(2) the Social Hackademy Online Platform** that offers e-learning, showcases the products developed by young people in different languages, supports online assessment of acquired competences and awarding of badges and offers a collaboration space for youth, missionaries and organization in each country where a hub or a unit is present.





How to organize a Social Hackathon

"A hackathon (also known as a hack day, hackfest or codefest) is a design sprint-like event in which computer programmers and others involved in software development, including graphic designers, interface designers, project managers, and others, often including subject-matter-experts, collaborate intensively on software projects."

from [Wikipedia](#)

Differently from the majority of the hackathons, which are usually addressed to IT experts and base their marketing strategy on the availability of cash prizes or the access to business acceleration programmes, a Social Hackathon is characterized by:

- a **participatory process in the identification of the specific challenges**, which relate to the improvement of one or more societal issues or to the digital empowerment of those stakeholders that contribute to the sustainable development of the society;
- the **protagonism and collaboration of people who have a low level of digital skills and take part at the hackathon with different roles**, but all with the expectation of learning new skills while having fun and contributing to the development of a digital solution at social impact;
- a quite **extensive preparation period** that includes targeted training interventions, social incubation strategic planning, as well as the design and implementation of a well-structured promotional campaign that focuses on the openness and gratuity of the event for everyone.

Therefore, being advisable to organize the final contest in a period of the year that allows the organization of outdoor side events and activities, thus maximizing the impact on the local community, the organization of the Social Hackathon should start already in January and it encompass four consecutive phases with ongoing parallel and interconnected activities that interest several key players:

YOUNG PEOPLE

- Participants in digital training courses to improve their professional profile and put into practice what they have learned by contributing to the development of digital solutions that respond to specific social challenges
- **ROLE IN THE HACKATHON**
Junior hackers who join co-development teams and are led by an experienced team manager for the duration of the event

ORGANIZATIONS

- Selected through public call, they are active at a social level and have a personal or institutional interest in identifying and developing a digital solution to one of the challenges proposed in the annual edition
- **ROLE IN THE HACKATHON**
Solution givers ensure that the developed solution effectively responds to the identified need in the context of the challenge

PARTNERS

- Local, national and international organizations that allow us not only to highlight the event and ensure the participation of hackers and the public, but also to offer follow-up for the best solutions
- **ROLE IN THE HACKATHON**
Technical and economic sponsors, mentors and judges, suppliers of special awards with incubation paths for the winning ideas... etc.





PHASE 1 – PLANNING THE HACKATHON

This is the longest and the most critical phase for a successful organization and implementation of the event. You will need an experienced event manager and an effective secretariat with skilled collaborators who are able to solve problems fast and independently, communicate and promote the event to the relevant stakeholders in a timely and targeted way, as well as to take care of all the logistics aspects and coordinate the external providers.

Here below we will present a list of the most important aspects that you have to take into consideration when planning your Hackathon. For each aspect, a description of the process developed and refined during the years with the implementation of the Social Hackathon Umbria will be presented, together with tips and key issue at organisational and logistic level.

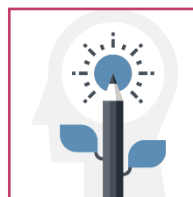
Define the dates and the venue

The decision on the dates of the event and the venue where to organize it is a crucial one and should be taken at least six months in advance.



Social Hackathon Umbria

- The Social Hackathon Umbria takes place every year the first weekend of July, when there are not other major events going on in Foligno
- The main event starts on Thursday at 20.00 and it lasts 48 hours, until Saturday at the same hour. The awarding ceremony is organized the day after in the morning
- So far, the event has been always hosted by the Association Study Centre City of Foligno (CSF), which is located in the city centre at the local branch of the University of Perugia
- The CSF operates also a DigiPass, a public digital competence centre that provides support, training and networking services to all citizens in the field of digital skills



Useful tips

- The event should last at least 24 hours and include one night. Shorter initiatives are of course possible, but they should be limited to the co-design of pitches and innovative ideas
- When you plan the event, put the Social side in front of the Hackathon one. Besides the digital contents, you should propose various side-events addressed to both the participants at the Hackathon and the general audience
- This means that the overall programme of the initiative should last longer than the Hackathon itself and that you need a venue that provides all the facilities you need to organize the different events in dedicated areas at the same time





These are two examples of venues that can host a Social Hackathon. The first one reproduces the map realized for the Social Hackathon Umbria 2019.



The second one is how we have originally planned the organization of the fifth edition of SHU in 2020 at Colfiorito, a beautiful mountain village only 10 minutes far from Foligno, before the decision to cancel the event due to the COVID-19 pandemic.



4 MAIN AREAS

Area 1 – Park

Jim: workshop for kids and adults
Green area: drones and robots
Track: concerts and events

Area 2 – School

Main venue for the Hackathon

Area 3 – Commercial area

Coordination and volunteers offices
Catering zone
Shuttle drop in/off for transfers from/to Foligno

Area 4 – Museum

Seminars, exhibitions, meetings and final event





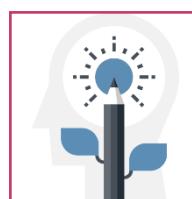
Identify the main topic and the specific challenges

Together with dates and venue, the identification of the main focus of the Hackathon and the elaboration of the specific challenges that you want to propose to the junior hackers and the possible solution givers is another key element that will considerably affect the planning phase in many different ways. This decision may depend on various financial and strategical reasons, but it has always to be shared with the relevant stakeholders and the local community.



Social Hackathon Umbria

- Every edition of SHU has been focused on a different societal challenge (non-profit organizations in 2016, cultural heritage in 2017, entrepreneurship and occupation in 2018, environment in 2019)
- Starting from 2017, three challenges have been elaborated every year, each one focusing on a different sub-area of the main topic and asking for the co-production of different digital solutions
- The selection of the sub-areas has been always based on EU policies and priorities and validate through the consultation of local and national stakeholders in that area of interest
- A public call has been then published and promoted at EU level for the identification of the best two solutions for each challenge
- The call is addressed to private and public organizations or (starting from 2019) to informal groups of youths with expertise on the annual topic (and not necessarily on the digital element of the challenge)



Useful tips

- When selecting the topic of your Hackathon, valorize the activities that your organization is carrying out anyway so to guarantee an adequate financial coverage of the expenses and to create an opportunity for contamination among different projects and target groups
- It is crucial to co-design the event in collaboration with your team, your local network and other relevant stakeholders. Make sure that the challenges you have identified covers the needs of the local community
- Participants must have the feeling that they are contributing to the creation of something useful for the society, and they should be able to see a concrete product (not only a PPT presentation) at the end of the event. For this reason, ask for the realization of digital solutions that are in line with the training programmes that you are offering to the junior hackers and make sure to enroll competent and motivated team managers

In order to give you a concrete example of the full process you should follow to select a relevant topic and the related challenges by following a participatory approach, we have designed a seven





steps methodology thinking at the organization of the Social Hackathon within the framework of the #hackAD project.

Step 1 - Selection of the main topic

- Given the overall framework of the Agenda 2030, which has been already agreed by the partners during the preparation of the project proposal, we will decided to work on Sustainable Development Goal n.1 "End poverty in all its forms everywhere", because data show that due to the COVID-19 pandemic there will be an increase of poverty all over the world with serious social consequences.

Step 2 - Identification of the main stakeholders

- Considering the choice of the topic we get in contact with the local or the national NGOs that provide services and assistance to poor people such as Caritas, for example, and we ask them to patronage the event and support us in defining relevant challenges

Step 3 - Analysis and selection of the SDGs targets

- Together with the Caritas operators we organize a public consultation to select the three most relevant targets of SDG n.1 and gather suggestions on possible digital solutions that may contribute to their achievement

Step 4 - Formulation of the #hackAD challenges

- After having consulted our trainers on the expected competence level of the young people participating at the courses on Web Design, Graphic Design and Mobile App Development, we formulate the three challenges (one per SDG target) making sure that all participants will be able to contribute to the development of the digital solutions proposed by the expert organizations

Step 5 - Publication of the call for solution givers

- A public call for local and national organisations working in the field of poverty reduction and non-formal groups of youths who have an idea that meets the identified challenges will be published and widely disseminated thanks also to the support of the main partner

Step 6 - Selection of the solutions to co-create during the Hackathon

- Two solutions will be selected for each challenge by a committee composed of members from the organizing partner, the main supporting stakeholder and other public supporting partners and private sponsors. The challenges will be selected based on the following criteria: Impact, Innovation, Feasibility and Transferability. Moreover, only those organizations that ensure the presence of two representatives during the Hackathon will be considered eligible

Step 7 - Planning the digital co-creation experience

- Each selected solution will be assigned to a team manager with an adequate profile to ensure the technical development of the proposed digital tool or service. The team manager will get in contact with a representative of the organization that has proposed the solution (the solution giver) and they will start planning the final project to be carried out in occasion of the Hackathon, as well as identifying the necessary digital skills to be included in the team for an effective and fruitful co-creation experience



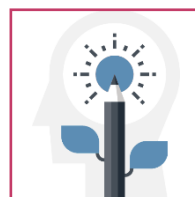
Communication and logistics

When you have defined the dates, the venue and the challenges of your Hackathon, you are ready to start promoting the event and planning all the logistic aspects that will turn your digital co-creation marathon into an unforgettable experience for your team and all the participants!



Social Hackathon Umbria

- The promotional campaign and dissemination plan of SHU is always shared with the *junior hackers* who are attending the preparatory training activities. Guided by experts and professionals, they contribute to the creation of digital contents, as well as to their dissemination through the official communication channels
- Operatively speaking, SHU is realized by a team of 20-25 staff members (paid and volunteers), some of them taking care of the event management and coordination (3 people), an accreditation and support team (4 people available all day), a media coverage team (5-6 people), a security team (4 people who also supervise the night activities), some IT experts and other specific collaborators who take care of one or more side events, such seminars, exhibitions, kids' campus, etc.
- SHU is organized and promoted as an event that involves the local community, including associations and companies that may be interested to show their initiatives in the field of digital innovation, as well as the local restaurants and hotels where the participants can use the event vouchers



Useful tips

- A good narrative strategy to promote the event consists of telling the stories and the expectations of those who are involved in planning the event, thus exploiting the grassroots dimension of the initiative from the very beginning
- Try to involve as many partners as possible! They can contribute by taking part at the event or organizing topic-related side activities (partners), they can provide you with essential technical and digital services or gadgets for the participants (technical sponsors) or they can increase the relevance and impact of the Hackathon with financial support, patronages or special awards (supporters)
- Providing complete and clear information is key for a successful event! You can achieve this by: (1) classifying and grouping the information available on the event website based on the profile of the user (eg. participant, curious, kids); (2) distributing an InfoPack to the participants well in advance and making printed portable copies available during the event; (3) taking care of dressing the venue with evident and informative signs, posters and totems.



With regards to logistics, here below you can find a visual checklist with all those matters that you MUST think about, regardless the dimension or the length of your event!

Accommodation



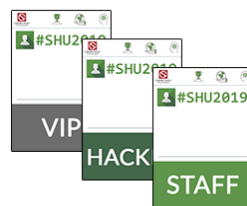
Make sure that all participants coming from other areas of your Country or from abroad know where to go to rest and sleep. Provide the partner hostels/hotels with sticky labels

Catering/Food



Provide at least 3 meals per day. If you don't have catering facilities, make agreements with different restaurants and distribute meal vouchers to the participants

Accreditation



Establish an accreditation system that facilitates to monitor the access to the area dedicated to the Hackathon and allows the participants to recognize each other's role

IT & Workspace



Create/Rent a dedicated (and possibly empowered) WiFi connection for the event. Each team must have enough space (and sockets!) to cooperate without disturbing others

Social agenda



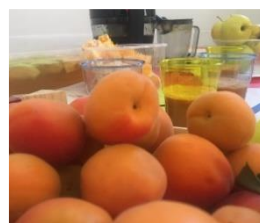
Social Hackathons cannot work if participants don't have fun while they are co-creating digital solutions. Include games, concerts, flash-mobs and other social activities in the agenda

Awards



For each challenge, there should be a winning team that you can award in different ways! However, try to assign different prizes or special mentions to those who have deserved it

Wellbeing



Fresh water, healthy snacks, first aid kit, adequate temperature, continuous surveillance, contingency plan, are all essential elements to ensure the wellbeing of participants

Sustainability



If you really want to make the difference, make sure that the event is inclusive, accessible and environment-friendly. Moreover, all solutions must be released under CC license

Last but not least, while you are planning the Hackathon, it is a good practice to think about and start implementing different strategies to ensure the follow-up and possible up-scaling of the solutions that will be developed by the participating teams. Depending on your partners' network and available resources, many different opportunities can be proposed to the people who contribute in making the event a successful co-creation experience: incubation programmes, field application tests, dissemination and exploitation events, etc... **Anyway, it is crucial that all participants are aware since the moment they decide to enrol of how and when you intend to valorize their efforts.**





PHASE 2 – PREPARATORY TRAINING ACTIVITIES

A Social Hackathon is organized with the objective of developing **digital competencies of youngsters and adults** through the active participation at preparatory training activities that culminate in a Hackathon for the co-creation of innovative digital solutions to one or more societal challenges.

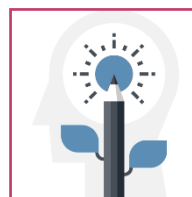
Pedagogical approach

Any type of digital training can be integrated with a Hackathon and benefit from a different and definitely effective way of assessing the competences acquired by the learners. For this reason, digital competences centres are advantaged as they can easily plan their training programmes in a way that facilitate and promote the exchange of experiences and competences between the participants at different courses.



Social Hackathon Umbria

- Every year we first try to include all ongoing trainings into the framework of SHU, then we decide if and which courses we need to deliver on purpose in order to cover all the digital competences that are necessary to compose teams able to co-create the requested solutions
- SHU dedicated courses last usually between 30 and 40 hours and they are scheduled over a period of 3 months that concludes exactly with the dates of the Hackathon
- All courses are provided for free and involve from 12 to max. 24 participants, thus ensuring to train enough *junior hackers* who can be equally divided into the six competing teams
- When possible, we cooperate with internal or external trainers who are available to follow the entire training programme, included the facilitation of a team during SHU



Useful tips

- Trainings must be planned well in advance, taking into consideration the specific needs of the final targets (high-school or university students, NEETs, unemployed or other disadvantaged groups)
- Regardless the topics you are focusing on, you should offer at least two training paths, so to attract learners with different backgrounds, interests and digital competence level
- For the same reason, it is always a good idea to foresee courses on different domains such as programming, communication, creativeness and cooperation
- The pedagogical approach should be as much as possible project-based, hands-on and include cooperation and peer-learning activities
- Most importantly... learning **MUST** be fun!



PHASE 3 – SELECTING THE SOLUTION GIVERS

When all other preparatory activities are up and running, you can start taking care of another fundamental aspect of the Hackathon: **the selection of competent, engaged and available solution givers!** A *solution giver* is any public or private organisation, or an informal group of young people, that can prove to be active in the social challenge tackled by the Hackathon and provide a convincing solution to one of the challenges proposed.

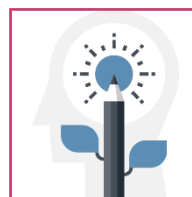
The public call

Although you may want to delimitate the geographical scope of your Social Hackathon, involving for example organizations that operate only at local, regional or national level, it is very important to ensure an open process of selection by publishing and widely disseminating a public call at least two months before the event.



Social Hackathon Umbria

- SHU is an international event hosting participants from many EU countries
- The call is launched two months before the event and interested organizations have 30 days time to propose their solution through an online form
- Two solutions for each open challenge are selected based on the assessment of the following criteria:
 - Relevance: the solution is answering the challenge in a clear way and it is framed within the main topic of event with competence and awareness
 - Feasibility: it is possible to develop at least a prototype of the proposed digital product/service in the given for the Hackathon
 - Social change potential: the solution can generate multiple beneficial changes aimed at improving the actual situation



Useful tips

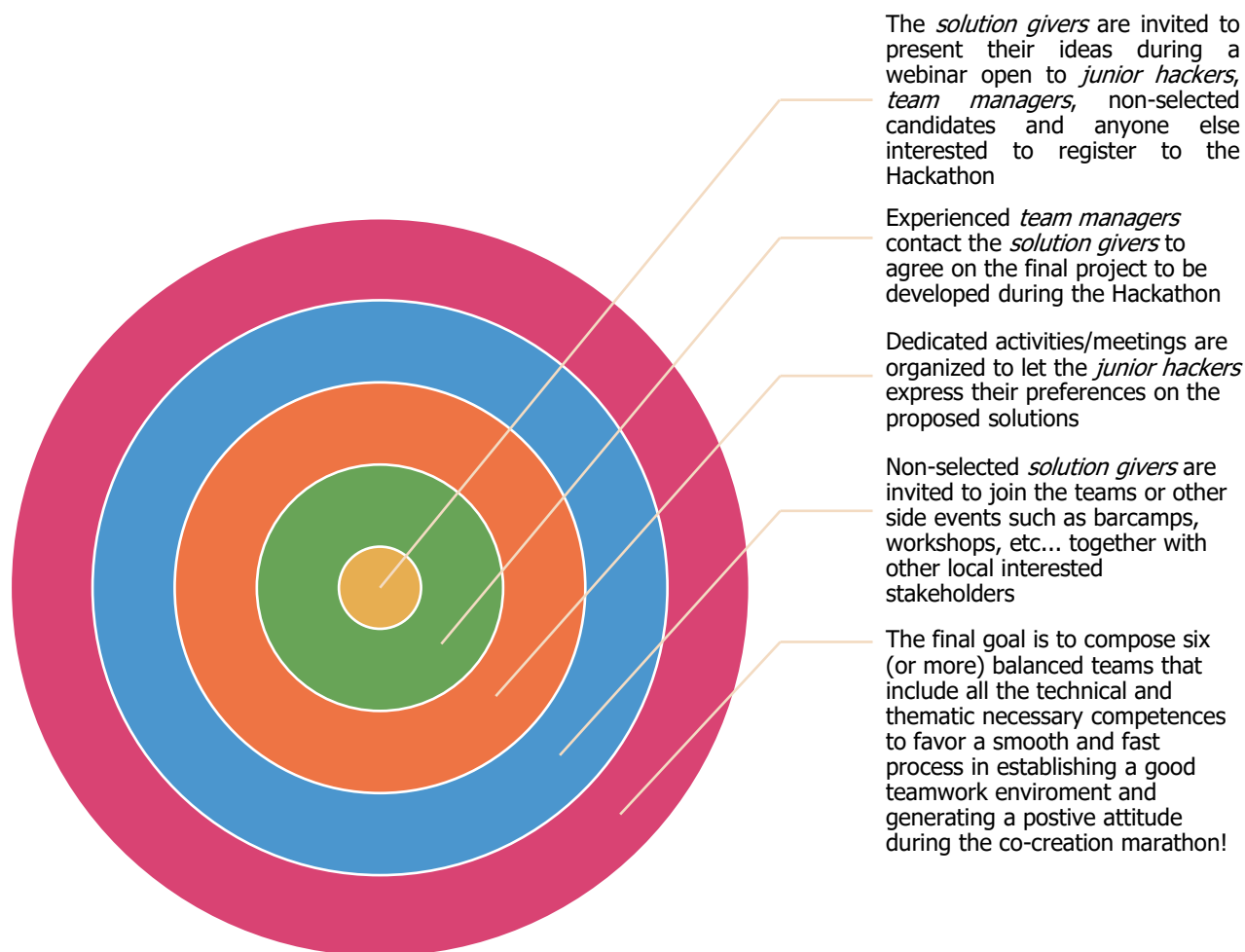
- Make sure that at least one representative of the organization/group that has submitted the idea is available and willing to take part in the event for its entire duration and as a member of the co-development team
- When selected, present the solutions and their "givers" publicly so to catch the interest of other possible stakeholders and increase the relevance of the event
- Organize pre-events where the *junior hackers* can ask questions and get a deeper understanding of the proposed solutions, so to be better oriented in the selection of the team they want to work with
- Ask the trainers to involve the learners in the development of elements that can contribute to the co-production of the solutions during the upcoming event



Setting up the teams... a real challenge!

One of the most difficult aspects in the organization of a Social Hackathon is being able to create balanced and motivated teams, **trying not to disregard the expectations of all those involved in the event**. After having experimented many different models during the various editions of the Social Hackathon Umbria (from drawing by lot to pre-contest mini challenges, including direct assignment from the organizers or the trainers), we have learned that **the participatory strategy is the most effective one**.

During the period between the selection of the final solutions and the Hackathon, which is usually and it should be at least one month long, you should allow and support all the actors (expected to take part in one of the co-creation teams) to interrelate and start co-designing the operational strategy they want to put in place during the Hackathon.





PHASE 4 – EVENT PROGRAMME AND REGULATION

The very last phase in the organization of a Social Hackathon starts after the selection of the *solution givers* and it requires the activation of all the resources you have planned for the final arrangements and the implementation of the event. At this stage, **many different processes (training, marketing, logistics, secretariat, etc...) have been already started and you must be able to coordinate them** in order to facilitate an effective cooperation among all the people (staff and volunteers) involved and ensure a continuous exchange of information before, during and after the event! There are two main elements that you should carefully plan and communicate in the right way: **the programme of the event and the Hackathon regulation.**

A double (or even triple) agenda

A Social Hackathon is a complex and long event that interests not only those who will be competing in the digital co-creation teams (namely the *junior hackers*, the *solutions givers*, the *team managers* and all the other stakeholders invited to join the competition), but also the local community who should be involved through the organization of dedicated side-events and the active participation in the selection of the best solutions. Here below, you can find a commented example of the parallel agendas planned for the last editions of the Social Hackathon Umbria.

HACKATHON

With accreditation

SIDE EVENTS

Open to the public

Thursday

During the day (before 18:00)

It is important that all participants and support people complete the accreditation procedures by 18:00. It is a good idea to accredit all the local staff the days before the event starts. Each participant guarantees that the personal information provided in the registration are accurate and true. The secretariat makes sure to collect a signed release form for the use of personal data and images taken during the event. Those who are entitled to receive a reimbursement for travel expenses are asked to provide all the necessary documents and information, which will be transferred to the administrative office that will send a notification when the reimbursement has been processed or it is ready to be collected at the information desk (in case of cash).

During the accreditation, participants receive a hard portable copy of the InfoPack, the meals vouchers, the badge to enter the Hackathon area, eventual gadgets and all other material that has been produced for the event.

During the day

The opening day of the Hackathon is always very demanding and logistic aspects should have the priority on the promotional ones.

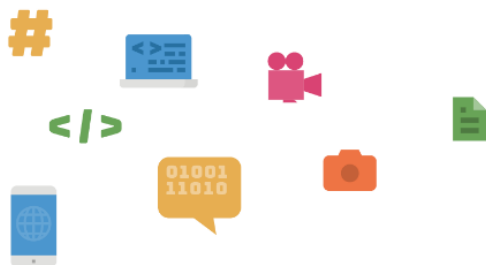
You can organize a press conference in the morning and, if you have the chance, ask your communication team to arrange some dissemination launch on local radios and web portals.

The secretariat can send reminders or call those who have registered to the side events scheduled for the next days.

20:00 – After the official start of the competition

If one of your side events is an exhibition or a permanent playzone where you have invited other organizations to show their activities and practices in the field of the Hackathon, you may want to inaugurate them with a public launch on the first day of the event, why not with a welcome drink where you also invite the accredited participants. Here below, some





18:00 – Presentation of final projects to be developed during #SHU2019 and teams warm-up

This is probably the first time that you manage to have all the participants together in the same room! Take the chance to present the event regulation once again, answering questions and introducing all the staff members. Give the floor to the coordinators of the different support teams (eg. Media coverage, Administration and secretariat, Safety and IT) to repeat the information you have already included in the InfoPack. Team managers and selected organizations will have 10 minutes to present the final version of the development project for #SHU2019. The map of the venue will be illustrated by the organizers and all teams will be directed to their working area.

20:00 – Official start of the competition

Starting from this moment, access to the venue will be regulated by an accreditation system, which implies acceptance of the event regulation. There are three types of accreditations:

- **Staff:** all those involved in organizing the event
- **Hacker:** event participants, regardless of the access mode and selection
- **VIP:** team manager, representatives of the selected organizations, members of the jury, etc.

The venue will remain open 24/24 hours starting at 20:00 on Thursday to 20:00 of Saturday. From 24:00, if there are no participants in the building, this will be closed and reopened the next morning at 6:00. Each team self-regulate in terms of working times, rotation and participation at the reserved or public side-events.

examples of the permanent events organized for the Social Hackathon Umbria.



2016 – Exhibition on Social Computing arts



2018 – Playzone for kids and adults with AR and VR

Friday

During the day

Participating in a Social Hackathon is a great experience to learn new things and get in contact with new people that share your interest on digital innovation and/or the social topic of the event.

If you have asked all the participants to follow the social pages of the Hackathon or to join a dedicated group on a communication platform/App, it will be easy to keep them informed on the side events that you are organizing along the main event.

With regards to the social events, you can use your creativity and propose as many activities as you want... there will be

9:30/17:30 – Digital Campus/Labs for kids and teens

The best way to involve the local community in the event is by organizing daily programmes for kids (6-10 years old) and teens (11-14 years old).

Depending on the period of the year, you can cooperate with schools, sport and youth clubs, social cooperatives that provide daily services to young people and their families, thus attracting a large number of youngsters who will bring their parents and grandparents to the event.

Moreover, you can link to the digital labs to the discovery of the main topic of the Hackathon, thus contributing to the development of civic and social competencies of the younger



always someone who needs a break from the digital marathon and will be glad to get in contact with the members of other teams while eating a fresh slice of water melon or representing his/her team in a mini-contest for the assignment of special gadgets and secret prizes!



2018 – Watermelon and lemonade cannot miss on July!

Moreover, this day is the most indicated one for the organization of workshops and training sessions where the teams can send some representative to reinforce their strategic thinking or communication skills, both fundamental aspects to enhance the quality of the project they are working on and to present it in an engaging way.



2018 – Lego Serious Play workshop

You can organise different type of training and capacity building activities, but always taking care that:

- No one is feeling forced to join (all of) them;

generations!

15:00/17:00 – Workshops and seminars for teachers, digital passionate, trainers, youth workers, etc. on the new digital opportunities for education

Regardless the specific social dimension of your event, one of the main objective of the Hackathon is to promote the acquisition of digital skills for all those who are involved as participants. This aspect can and should be amplified attracting all those educational professionals and social care operators who may be interested in acquiring new knowledge in the field of digital innovation and enhance their capacity to exploit the opportunities offered by the digital transformation.

During the years, we have organized many different side events also taking the chance to present the results achieved with the implementation of local and international projects. Although included in the general programme of the Social Hackathon, each event should be disseminated separately and participants should receive at least a certificate of attendance that clearly indicated the learning outcomes and the methodologies experimented.

17:00/19:00 – Tours, visits and cultural activities

The valorization of the city and the community that is hosting your Hackathon is another important element to maximize the impact of the efforts that you have spent in the overall organization of the event.



2019 – Ecotours with accessible offroad electric car

Don't miss the chance to offer both the participants at the Hackathon and the local citizens the opportunity to discover the surroundings with a new and socially empowered





- Teams can freely decide on who is the most appropriate representative to attend;
- The maximum duration of one session is two hours;
- Trainers are aware about the projects carried out by the teams so to provide concrete and relevant examples

perspective. Get in contact with all the local stakeholders that are active in the social areas covered by the Hackathon and co-organize touristic and cultural activities, site visits, but also follow-up activities and anything else that can contribute to generate a shared ownership of the event at local level.

Saturday



2018 – Social Jury: delegates from the National Association "[Stati Generali dell'Innovazione](#)" (General States of Innovation), a community of social innovators from all over Italy that has sponsored the Social Hackathon Umbria from the very first edition and it is now organizing its summer event in Umbria during the days of the Hackathon with a parallel programme!

During the day

Saturday is another good day to carry on with the activities for young people, as well as with the thematic and cultural tours, also keeping in mind that most of your partners and the members of the jury will be present from today.

10:00/12:30 – Policy event

Another type of event that is always good to include in the programme provides the participation of the policy stakeholders who have a granted a patronage to the Hackathon or can contribute the horizontal and/or vertical mainstreaming of the solutions proposed by the co-development teams. Moreover, if you organize it towards the end of the competition, you can probably take advantage of the presence of the majority of the Jury's delegates who will be pleased to share their experience and knowledge on the topic addressed by the Hackathon. The event must be open to the public that should be able to interact with the speakers either during a round-table discussion or taking an active role in generative speaking activities such as, for example, world-cafe, coaching circles or open space technology.

SOCIAL JURY – 15:00/17:00

Anyone interested in finding out how a Hackathon works and how the six teams are working for the development of digital solutions, will have the opportunity to enter the area reserved for the Hackathon, ask questions, observe and fill out an evaluation form. Teams must be prepared to receive the visitors and delegate one or two representative who will briefly introduce the main elements of the solutions which is being developed and answer the questions. In order to optimize the process, each group of *social jurors* will be composed of 10-15 participants and it will be guided by a member of the staff who will provide them with an evaluation form where they can take notes and finally assign a vote to each visited team. Overall, the tour shouldn't last more than 1 hour with an average time of 10 minutes' presentation for each team. You can invite experts and professionals to join the event as *social jurors*, including the members of the official jury who will start getting an idea about the solution and can provide useful suggestions for last-minute improvements. At the same time, it is very important to ensure the participation of the local community who could be attracted also by promoting a lottery or other rewarding strategies.

20:00 – Deadline for the submission of projects

All team managers must ensure the submission of the final version of the solution produced by his/her team within 48 hours of the start of the competition, including any support

22:00 onwards – (Mystery) Social Event

Concerts, flash mobs, thematic events are just examples of final social events that you can organize to celebrate the conclusion of an exhausting but incredibly rewarding experience! And if you want to increase the expectations of





and presentation material that they intend to use the following day during the awarding event.

all participants, keep it secret for them and invite as many friends as possible!

Sunday

OFFICIAL PRESENTATION & AWARDING CEREMONY – 9:30/13:30

After attending the presentation of the final solutions, for which the teams will have a maximum of 10 minutes, the jury members get together for the final evaluation. The results obtained with the evaluation forms collected the previous day will be summarized and made available to the jurors, representing 25% of the total value for the definition of the evaluation ranking (2.5 points). The jury can then proceed with the assignment of points in the three evaluation areas:

Impact: What impact will have the digital solution for the beneficiary organization's development strategy?
Will it also ensure a positive impact on the beneficiary target groups? (Max. 3 points)

Innovation: What changes will bring the digital solution for the reference users? Can the product define a new response to the needs of the community? Will this improve the efficiency in achieving institutional goals? (Max. 2,5 points)

Transferability: Can the solution be used in other organizations, so as to also improve their work? (Max. 2 points)

While the jurors are assessing the solutions and agreeing upon the winners for each challenges and available special award, you can invite all the participants at the event to join a goodbye reception and take the chance to take a nice group picture like the ones attached below! The event will conclude with the prize-giving ceremony, the anticipation of next year's edition topic and dates and a thanks-giving session open to all the participants who want to contribute with their positive thoughts.

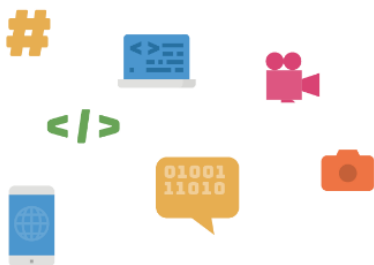




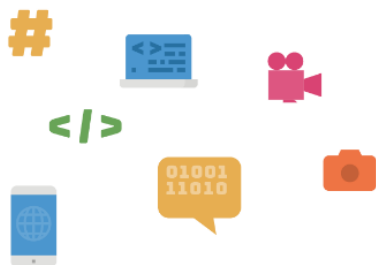
The event regulation

Despite its evident social dimension, the Hackathon is anyway a competition and it requires a clear set of rules that must be shared well in advance with all the participants. Here below you can find a non-exhaustive, but pretty much detailed, list of topics and suggestions to consider when you are drafting the regulation of your own event.

Topics	Suggestions and exemplary text
Objectives	Describe the context and the specific challenges of your Hackathon. What do you want to achieve and why participating in the co-creation of the digital solution is beneficial for all those involved and for the society at large?
Participants	List all the eligibility criteria and the different profiles of the individuals who will cooperate in the co-creation teams or are willing to voluntary support in the implementation of the event. Specify deadlines and methods for applying.
Support people	Explain which other persons will be accredited to enter the Hackathon venue and with what role.
Participation rules	Provide all the relevant information about schedule, non-acceptable behaviours, use of the available resources. As the event organizer you should ensure the presence of appropriate positions for the team's work: table, chairs, power outlets and access to the network dedicated to max. 10 people. <u>Participants must arrange to procure any other necessary equipment for the realization of projects.</u>
Venue	Provide clear instructions for the access and the use of the venue, including accreditation and limitation specificities. Although you are offering a 24 hours opening service, we suggest you to clarify that starting from 24:00, if there are no participants in the building, this will be closed and reopened the next morning at 6:00.
Responsibility and obligations	<p>Each Participant will use the premises where the event will take place, as well as the materials and equipment that may be made available by the organizers and / or brought by the participants themselves, with the utmost care and diligence, and will strictly adhere to any instruction given by organizers to ensure the safety and security of all participants.</p> <p>In no event premises may be used:</p> <ul style="list-style-type: none"> • To carry out activities prohibited by law or otherwise contrary to public order or morality; • To carry out activities which could be dangerous to persons or property at the event or could cause hindrance or impediment to the smooth running of the event;



	<ul style="list-style-type: none"> For carrying out activities in violation of the rights of third parties, in consideration, including but not limited to trademarks, patents, copyright, etc. <p>It is agreed between the parties that participants are required to use spaces in accordance with the instructions and directives given by the organizer, as well as to any other regulation applicable - safety regulations, fire regulations, etc. In every case, the Participant is required to know and comply with the provisions relating to the use of the space available to it during the presentation of the projects..</p> <p>If in doubt about the correct use of the spaces, the Participant is required to contact the Organizer, who reserves the power to prohibit the carrying out of any activity in contravention of the provisions of this Article, without this leading to any participant right to compensation of sums invested or other charges for participation in the event.</p> <p>Moreover, the Participant acknowledges the event venue and to consider it a safe place and suitable for the performance of Hackathon's activities. The Organizer will not be responsible for any damage incurred to the Participant due to thefts, robberies, fires, earthquakes, unavailability of services (electricity, Internet, etc.), and any other incident, except in cases where the damage is directly attributable to the wilful misconduct and / or gross negligence of the Organizer itself.</p> <p>Participants are supposed to supervision of materials used for the Hackathon for the whole duration of the Event.</p>
Guarantees	<p>During the participation at the Hackathon, each participant guarantees that the developed product:</p> <ul style="list-style-type: none"> Is created during the Hackathon and is an original work of the Participant; Does not contain any trademark, logo or other element protected by an industrial property right or copyright owned by third parties, or, where there are rights of third parties, the Participant has previously obtained all the necessary permissions and licenses from the owner; Does not violate other rights of third parties, including, among other things, patents, trade secrets, rights from contracts or licenses, rights of publicity or rights of privacy, moral rights or any other right worthy of protection; Does not subject contracts with third parties; Does not contain any defamatory content, representation, outrageous consideration or any other content that could damage the name, honour or reputation of the organization that represents the idea or any other person or company;



	<ul style="list-style-type: none"> Does not constitute a violation of applicable laws and does not contain content that encourage illegal behaviour.
Jury, evaluation criteria and procedures	List all the members of the expert Jury, specifying their job titles and areas of expertise. Provide all the necessary information for the teams to get prepared in a timely and appropriate way to the different phases of the evaluation.
Prize-giving	Indicate when and how the selected solutions will be notified, including details on the available prizes and eventual special awards.
Intellectual property and mentions	<p>All digital products realized during the Social Hackathon will be published online and licensed under Creative Commons <i>Attribution - Non-commercial 3.0 (CC BY-NC 3.0 GB)</i>. The development teams are responsible for the attribution of that license within the deadline for the presentation of products.</p> <p>All Hackathon's products must bear specific mention of their realization in the context of the specific event (<i>include the title</i>), organized by xxxxxxxxxxxx (<i>include the name of the organizer</i>) from xx to xx xx/xxxx (<i>include the days of the event</i>).</p>
Personal data	<p>Personal data collected through the Hackathon registration will be processed in order to allow the completion of the Hackathon and, in particular, to send notices about the execution of the connected transactions, as well as to fulfil the obligations required by law.</p> <p>The processing of personal data will take place through the use of manual tools, computers and telematics and / or automated communication systems, with purposes strictly related to the aforesaid uses and always in full compliance with the confidentiality requirements and data security. Owner of data processing is the (<i>include the name of the organizer</i>).</p> <p>Such data may be disclosed for the above purposes to (<i>include the name of the organizer</i>) subsidiaries and / or affiliates in accordance with art. 13-14 of GDPR 2016/679 (General Data Protection Regulation).</p> <p>Notwithstanding the above, we exclude any form of communication or disclosure of personal data to third parties that is not planned as required by law. Each individual may exercise, at any time, the rights referred from art. 15 to art. 22 of the EU Regulation n. 2016/679, by writing to (<i>include the contact email of the organizer</i>).</p>



Conceptual design of the Social Hackademy Online Platform

General description

The Social Hackademy Online Platform represents an online space for education, assessment, exchange and community building among young people, trainers, external experts from all sectors, and other stakeholders. It will provide eLearning and peer learning services, support assessment of acquired competences and award badges, showcase Hackathon outcomes and products and support the establishment of online virtual communities. The platform will include tools to offer a personalized experience to its registered users and to support special interest groups, a repository of documents and OERs, gallery of Hackathon outcomes, instant messaging, forums and blogs, teleconferencing, indexing and searching, etc. Registration to the platform will be free.

The Social Hackademy Online Platform supports the implementation of the Social Hackademy methodology and the online communities formed around it. The platform will be developed as an open environment and will provide:

- eLearning services that will include the course outlines, the training material (OERs) and the handbooks,
- online assessment based on online exercises for assessing students' acquired competences that lead to awarding badges
- showcasing of Hackathon results, by allowing the participating teams to upload the Hackathon outcomes
- virtual community development, by supporting the synchronous and asynchronous collaboration of members of Hackathon teams among themselves and with external experts, the exchange of comments, knowledge and experience, and the promotion of Hackathon outcomes to the community
- advanced indexing and search facilities based on tagging of resources

The platform will include tools to provide training and collaboration services to its registered users, including services such as:

- multiple level user authentication
- special interest groups
- personalised dashboard, including user profile
- a repository of documents and OERs
- gallery of Hackathon outcomes
- instant messaging
- forums and blogs





- wikis
- teleconferencing
- news and announcements
- tag cloud
- searching (in profiles, groups, repository, blogs etc.)
- online badges
- interface with social tools

It is a very relevant tool to use and broadly disseminate the project's methodology. The platform will be equipped with an assessment system, aiming to capacitate anyone attending the hackathons to successfully implement knowledge creation, cooperation, learning and assessment activities within the scope of the project objectives. The platform also aims to promote interactive communication among stakeholders. To this end, the platform will allow the exchange of experiences between the hackathon participants, and will itself adopt a cooperative approach to foster motivation and engagement.

Furthermore, the platform may include additional services such as Hackathon Participant and a Hackathon Organiser services designed around popular open source solutions and services.

These sets of services are described below by presenting indicative functionality.

Hackathon OER services

Service	Description
OER repository	Collections of searchable educational objects.
Collaboration	Online and offline learner-tutor collaboration
Assessment	Assessment in the form of quizzes, projects and experiments

Hackathon Participant Services

Service	Description
Sign-up	Participants need to sign up to the platform and then they can browse hackathons and comment or post on the Discussion Board, but they won't be able to submit to a hackathon until they register for it.
Profile	The public profile shows the projects in the portfolio of the user, projects submitted to hackathons, and personal information that





	have been entered upon sign-up, such as photo, location, bio, Twitter handle, website, skills, etc.
Portfolio	<p>The portfolio service is the profile page where users can show off the projects they have made. Projects added to the portfolio can include hackathon projects that have been submitted or anything else users may be working on.</p> <p>Project pages can be created that include details about the project and share them with the world. Anyone can access the portfolio by visiting a portfolio URL.</p> <p>The portfolio also shows hackathons the user has participated to by submitting projects so that followers may access the relevant information.</p>
Registration for a hackathon event	Navigation through available hackathon events is possible. User may choose to register to a hackathon or unregister from one they have already expressed interest in.
Creating and managing projects	When users create a project they are creating the project page that will house the details about what they are working on. Using a dashboard, user may manage their projects (edit, upload files, submit).
Project Submissions	Participants can access and work on the projects in their portfolio at any time. When a user wants to enter that project as a submission to a hackathon that's when it is considered a submission. Submissions can edited at any time.
News	News are presented by date or based on the notification filter settings.
Discussions	Participants can post a question or comment on a hackathon discussions tab. This area can be frequently used to post a public question to the hackathon managers. Users can opt-in to receive an email when new discussion topics or comments are added. By default, any user who posts a topic or comment will receive future email alerts on that thread.
Team Formation	A service where a user registered for a hackathon is able to indicate if he/she is looking for teammates or not via a checkbox option and a text box to introduce himself, and ideas he/she has, or what kind of teammates he/she is looking for.



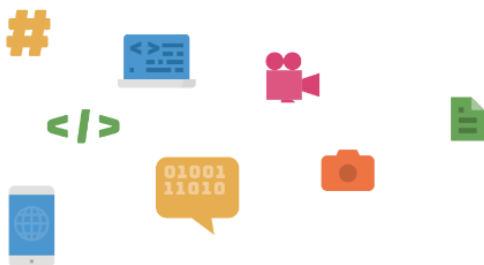


	Team up is available through team request options that composes a message and sends an email.
Feed service	A user may browse other users' portfolios and follow/ un-follow and like/unlike their projects.

Hackathon Organiser Services

Service	Description
Hackathon creation and management	<p>Hackthons are created by defining the essential information such as title, scope, duration, type etc.</p> <p>A hackathon site can be created providing an overview of the hackathon and answer the questions such as who is running the hackathon, what is the goal of the hackathon, what do participants have to submit etc. Videos, rules and submission guidelines can be added.</p> <p>Hackathons can be accesed and edited through a hackathon gallery.</p>
Rules	<p>A service to create rules specifically designed for a hackathon. These rules protect organisers and participants while ensuring the hackathon is completely fair and governed by the correct laws.</p> <p>Every hackathon has different rules and every hackathon manager will apply the rules differently but they will generally include key dates, eligibility (who can participate, minimum age, limits on team or organization size, residency and location requirements etc.), submission requirements, prizes and winner Selection etc.</p>
Management of registrations and	New submissions are set as visible automatically. If the gallery is turned on they will be publicly viewable unless you hide them.
To-do service	A "To-do" feature that can ne used to direct participants to perform actionable tasks that in turn will guide them through the hackathon.
Judging and scoring	<p>Judges can be added to specific hackathons as well as award criteria. Judges have access to hackathon submissions and they are able to assign scores and write reviews</p> <p>Public voting option: "Popular Choice" prize awarded through public voting.</p>





	<p>Judging criteria can be added including items such as:</p> <ul style="list-style-type: none"> • Quality of the idea (including creativity, originality and fit with the target audience) • Implementation of the idea (including user experience, design, and integration) • Potential impact on the target audience <p>Judges using the online judging platform are asked to rate using each criterion on a 1-5 scale.</p> <p>Offline judging mode: offline judging is used when judges will review projects via demos or presentations.</p>
Communication with participants	Communication with all participants in a hackathon or a team is possible through this service.
Results Showcase	Final results showcase through the hackathon website.