



# CoCreAid Kit 4.0

Unlocking the potential of  
digital co-creation between  
HEIs, NGOs, and citizens

# Welcome to CoCreAid 4.0!

Higher education institutions (HEIs) are increasingly engaged in society and therefore play a growing role in regional and social development (Klein & Pereira, 2021). Consequently, they are faced with a rapid expansion of their responsibilities. Therefore, academic literature calls for more comprehensive knowledge on co-creation between HEIs, non-governmental organisations (NGOs), and citizens to improve its practical realisation (e.g., Mooney et al., 2022).

Nowadays, co-creation increasingly takes place in digital environments, as the physical distance between the actors in a global collaboration does not always allow for a face-to-face meeting (De Silva et al., 2021). As a result of this increasing international collaboration, successful cooperation in the digital sphere is becoming more and more critical. However, to date, the collaboration between HEI and NGOs in the digital sphere has been somewhat neglected, leading to a lack of insight (Polese et al., 2021).

Our ERASMUS+ Strategic Partnership project CoCreAid Kit 4.0 has one clear goal: to unlock the potential of digital co-creation between HEIs, NGOs, and citizens. We aim to close the prevalent knowledge gap by analysing current success factors and barriers to digital co-creation and identifying appropriate platforms and methods for cooperation. Based on these insights, we are generating a digital platform with various methods that can be used for co-creation projects. **This platform is called CoCreAid Kit 4.0.**

FH Münster University of Applied Sciences is proud to be leading the CoCreAid Kit 4.0 partner consortium. The consortium comprises University Szczecinski, European E-learning Institute, Ege University, Meridaunia and FH Münster. By joining forces on this project, we will be able to leverage a much greater understanding of the needs and solutions for digital co-creation than could be achieved on our own, thus producing a much more relevant, high-quality, and sustainable impact.



Co-funded by the  
Erasmus+ Programme  
of the European Union

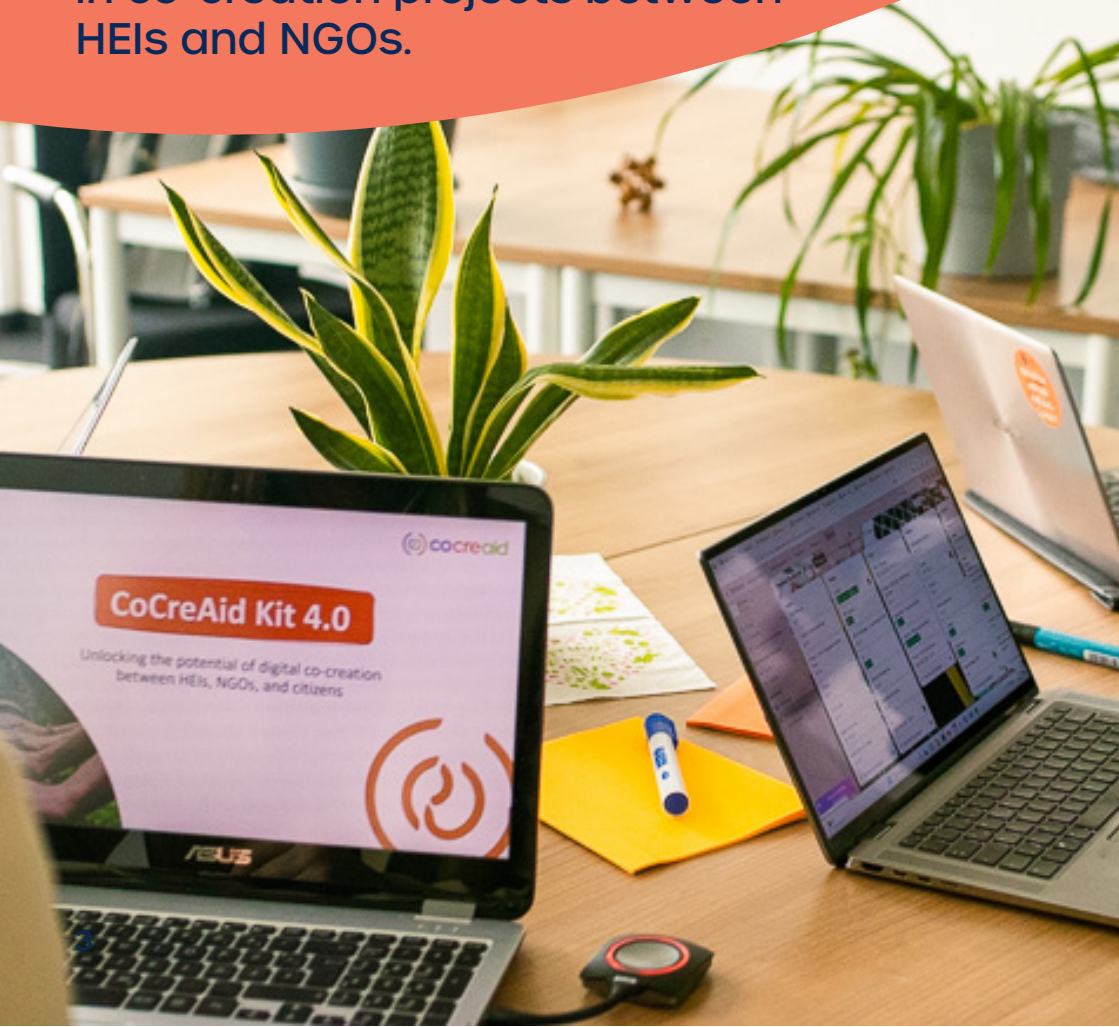


*The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors and the Commission cannot be held responsible for any use which may be made of the information contained therein.*



# OUR APPROACH

Follow our road to digital inclusivity in co-creation projects between HEIs and NGOs.



1

We create greater awareness and understanding of success factors and transfer barriers in co-creation projects between HEIs and NGOs. We define requirements for digital work in terms of platforms, methods, and digital skills.

2

We develop an „easy-to-use“ graphical user interface (CoCreAid Kit 4.0) that serves as an all-in-one solution for digital co-creation. The CoCreAid Kit 4.0 guides the user through a wide variety of digital platforms and co-creation methods depending on the progress of the project.

3

We pilot test and validate the CoCreAid Kit 4.0 and modify it to create a final, user-friendly version of the platform.

4

To scale the use of the CoCreAid Kit 4.0 to a broad target group, we aim to hold several multiplier events.

# OUR PROJECT OUTCOME

## 1 Report on digital solutions for co-creation

The report will serve as a foundation for the digital CoCreAid Kit 4.0 by elaborating on the success factors and barriers to digital co-creation. Under the consideration of secondary literature and qualitative research, key requirements for digital platforms, skill sets, and the most suitable methods will be identified.

## 2 Digital CoCreAid Kit 4.0

The digital CoCreAid Kit 4.0 offers a structured perspective on available digital platforms and methods to overcome the existing barriers in co-creation projects. The Kit offers access to various digital platforms and digital methods that can be directly applied in digital co-creation projects. The CoCreAid Kit 4.0 is intended to serve as a guide for the implementation and development of high-quality co-creation projects. The aim is to increase social impact in participating European countries and beyond.

## 3 CoCreAid Kit 4.0 validation and finalisation

The CoCreAid Kit 4.0 will be tested in digital co-creation projects between Higher Education Institutions and NGOs. Based on this evaluation, the CoCreAid Kit 4.0 will be modified and finalised.

## 4 CoCreAid Kit 4.0 user guideline

A CoCreAid Kit 4.0 user guide will be developed to enable all future users to utilise the CoCreAid Kit 4.0 in co-creation projects. Respecting the different levels of digital knowledge, the guideline will enable participants to increase their digital literacy and to participate more actively in digital co-creation projects.

# OUR CONSORTIUM



European  
E-Learning  
Institute

European E-Learning  
Institute  
Denmark



FH MÜNSTER  
University of Applied Sciences

Münster University  
of Applied Sciences  
Germany

University of Szczecin  
Poland



EGE University  
Turkey



Meridaunia  
Italy (NGO)



Stay tuned and visit us on  
[www.cocreaid.eu](http://www.cocreaid.eu)



**Katrin Uude**  
Research Associate  
Science-to-Business-Marketing-Research Centre  
FH Münster University of Applied Sciences  
[katrin.uude@fh-muenster.de](mailto:katrin.uude@fh-muenster.de)



With the support of the  
Erasmus+ Programme  
of the European Union