



CoCreAid Kit 4.0

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CoCreAid Kit 4.0 User Guideline for Citizens



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1-Introduction

CoCreAid Kit 4.0 user guideline aims to guide the acceptance of the Graphical user Interface (GUI), generalisation of the project results, and scaling of the concept to make it available to a larger audience especially for 'Cultural exchange of the application of co-creation tools in rural regions'. The GUI and suggested digital tools were prepared by our project team and piloted by academicians, NGO project leaders, and citizens throughout the lifetime of the project in workshops and project events. This Guideline also presents feedback, good examples, and practices received from the relevant target audience throughout the project implementation. Sharing the experiences of consortium partners based on previous project results, it will guide you in preparing effective projects and facilitating digital access. It will provide social impact by increasing digital literacy thanks to the good practice examples we provide from our transnational multiplier events. Thus, higher education institutions and NGOs will increase the impact of their projects by establishing sustainable partnerships with the help of these digital tools in their joint projects. It also serves as a reference source for citizens to have at their disposal in their project development activities.

1.1-CoCreAid Project Introduction

Our Erasmus+ Strategic Partnership project CoCreAid Kit 4.0 aims to increase social inclusion by connecting NGOs in rural areas with European Higher Education Institutions (HEIs). This project addresses the social challenges and needs of citizens in rural areas and promotes inclusion through co-creation projects. Despite the social and physical interaction barriers caused by Covid-19 pandemic, the CoCreAid Kit 4.0 provides a digital solution to facilitate collaboration between HEIs and NGOs. Thus, the project can unlock the potential of digital co-creation between HEIs, NGOs and citizens. By providing an "easy to use" graphical user interface (GUI) with various co-creation methods, the project aims to overcome barriers and enable successful, high-quality digital co-creation projects. These methods, from different disciplines, will guide users through the entire co-creation process, from project definition to integration, addressing social challenges and promoting civic engagement. Led by Fachhochschule Münster - Muas (Münster), the project involves a consortium of 4 partners from five different countries, including Turkey (Ege University (EGEU)), Poland (Szczecinski University (SU)), Denmark (European E-Learning Institute (EUEI)) and Italy (Meridaunia Scarl (MS)). CoCreAid Kit 4.0 will strengthen digital competencies between HEIs and NGOs and improve the inclusion of rural citizens in co-creation projects.

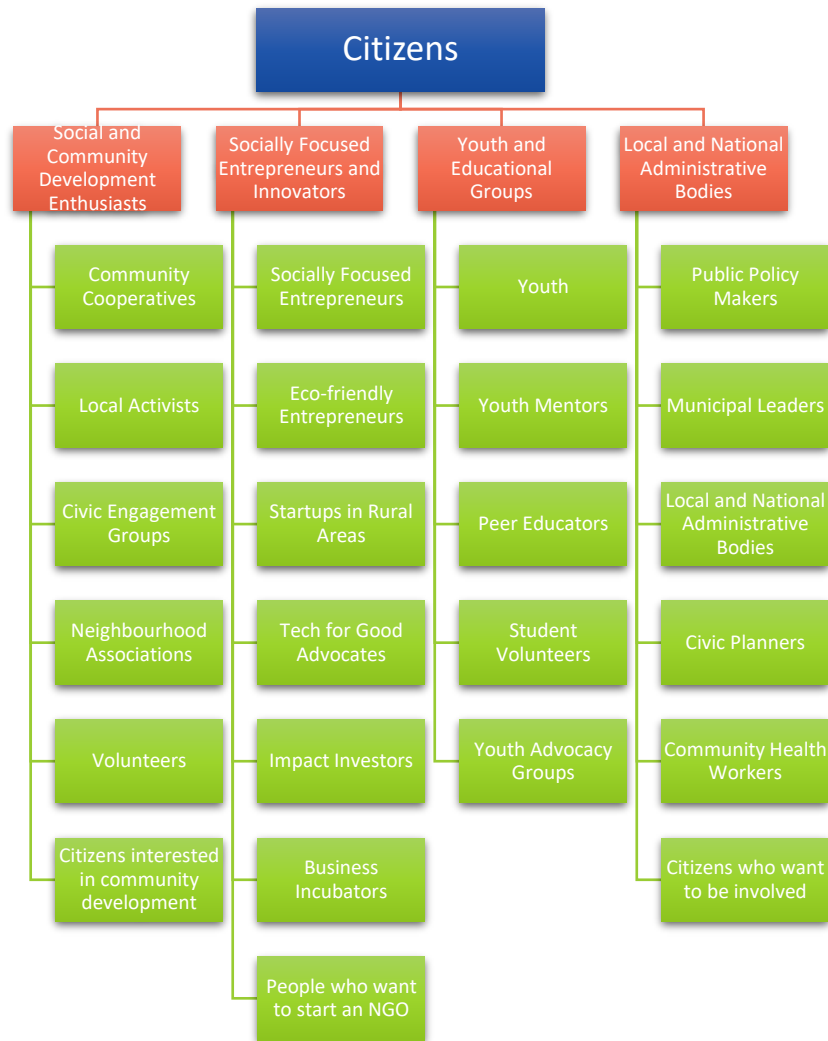
1.2-Target groups

The project has three main target groups: HEIs, NGOs, and Citizens.

2- Cocreaid Kit 4.0 User Guideline for Citizens

2.1- Who is this guide for?

This guide has been created for the citizens who participate in civic engagement co-creation projects initiated by the NGOs. This guide designed for:



CoCreAid aims to offer social inclusion to citizens from rural areas. Digital co-creation methods can overcome local and social barriers.

2.2- What does CoCreAid Kit offer for Citizens?

Citizens, especially those living in rural areas, will benefit considerably from the CoCreAid Kit and the opportunities it provides. As their digital competencies and skills are developed, their motivation to engage in digital cocreation projects with

HEIs and NGOs will increase. The digital platform reduces their effort to participate in such projects and therefore increases their chance to make their problems heard and to develop appropriate solutions.

The Kit offers various tools, methodologies and information on digital cocreation to foster citizens capacity to become active citizens. By the help of these user-friendly guideline, they can easily find inspiration on how to kick off, run and conclude their projects. Moreover, they can solve problems or study on a new project idea via methods that CoCreAid Kit provided. Citizens also learn from good practices and overcoming transfer barriers sections of it. These sections

The CoCreAid Kit has lots of functions that can be simply used by citizens. They can benefit from **tools and methodologies** presented by Kit to enhance their digital literacy, handle barriers and improve impact of their projects. They can also draw lessons **on good practices of digital co-creation** projects from different countries. **Kicking off the cocreation function can facilitate smooth and productive progress by providing them with information, sources** and guidance.

The Kit will have a significant impact on citizens. The User-friendly interface of the Kit will encourage them to use digital tools to carry out co-creation projects. It will also enhance digital literacy by improving personal skills and competencies. This will support their job readiness and potential to engage in the digital economy. The CoCreAid Kit will guide them in building their business plan and reaching out to international organisations, especially HEIs and NGOs. Furthermore, they will be able to transfer information and integrate ideas from the CoCreAid Kit into different projects and activities. This guide will motivate them to actively engage in digital co-creation projects and increase awareness of the co-creation approach. Ultimately, with the help of the Kit, citizens will have opportunities to be part of digital co-creation projects with HEIs and NGOs independent from time and space limitations.

2.3- Cocreation examples for citizens, testimonials

We would like to share an example of the co-creation of citizens in the small municipality of Biccari, located in Monti Dauni, in Apulia. Cooperativa di Comunità di Biccari was born with the initiative of citizens who understand the needs of their region and find solutions to the increasing population decline.

Concerned about the future of their village, a group of residents began discussing how to develop local resources and create economic opportunities. With the support of the local government, they included the community in the co-creation process. Thus, they brought Biccari's natural beauty and cultural heritage to the fore in order to increase initiatives that would give the village a new life.

In this participatory and inclusive process, where all citizens can express their ideas and suggestions, public assemblies and focus groups were first organised. Training programs were then organised to provide citizens with the necessary skills to manage cooperatives and develop projects.

Cooperation was of great importance in the process. Experts in various fields, such as sustainable tourism and regional marketing, were included. Thus, support was provided for citizens to turn their ideas into concrete and sustainable strategies. Meetings were often held online, allowing for wider participation, even those who could not be physically present. Video conferencing platforms were used to hold public meetings and virtual focus groups for citizens to share their ideas and suggestions. Thanks to the digitisation of the process, it has become more accessible and faster. At the same time, however, some critical issues with the use of technology have emerged.

The cooperative has set out to develop the area sustainably. For example, it has encouraged tourist activities such as excursions, food and wine tours, and other outdoor activities, thus attracting tourists interested in exploring Monti Dauni's natural beauty.

They have also transformed historic buildings into accommodation facilities and cultural spaces, breathing new life into the city's historical heritage. Cultural and social events, such as festivals and workshops, which helped to strengthen the sense of community and promote local culture, also contributed positively to the process.

The cooperative has created new job opportunities and attracted tourists and investments, giving the town a new perspective. More importantly, it strengthened the bond between citizens and demonstrated how important active community engagement can be for development.

Digital methods have increased participation. They also facilitated communication and collaboration, saving time and resources. However, some challenges remain.

Limited Access to Technology: Not all citizens had the same ease of access to digital technologies. Some residents, especially the elderly or those with fewer digital skills, found it difficult to participate actively in online processes, limiting the full inclusivity of co-design.

- **Technical Difficulties:** Technical issues, such as problematic internet connections and difficulties in using the platforms, sometimes hampered meetings and the flow of communication. These slowed down the decision-making process and made coordination between participants more complicated.

- Information overload: The availability of multiple digital tools has led to information overload. Participants sometimes found it difficult to manage the mass of information and digital activities, with the risk of losing focus on the main objectives.

The Biccari Community Cooperative represents an inspiring model of digital co-creation, demonstrating the extent to which technology can support local development. However, the Biccari case also underscores the importance of addressing the challenges of accessing and using digital technologies to ensure everyone can participate in and benefit from co-design processes. With a conscious approach adapted to society's diverse needs, it is possible to overcome these challenges and build a more inclusive and sustainable future.

2.4- Ideas for use of CoCreAid Kit (ideas for transferability)

Citizens struggle with many challenges while they are designing projects. Some digital platforms have complex user interfaces. Therefore, using these platforms without advanced technical skills can create pressure on citizens. Most citizens don't know enough about digital platforms' sophisticated functions. Thus, accessing various available digital platforms can be difficult for them. New platforms, new tools and new methodologies emerge day by day via technological improvements. The citizens must be enthusiastic to keep up with new tools and methodologies and need time to explore. They can face difficulties in sustaining effective interaction among various actors due to physical distance and time limitations. Most of the time, coordination of activities makes the situation challenging for citizens. They can also have problems with internet infrastructure. Lastly, concerns about the privacy and security of personal data and data protection regulations can block their willingness to join these projects.

The CoCreAid Kit proposes methods and digital tools to use at various stages of projects, with a user-friendly interface to increase accessibility for all users, including those with limited technical skills. The "How to use CoCreAid Kit" section of this guideline facilitates the use, with infographics with clickable access links, suitable for all needs. Thus, the guidelines and support materials facilitate access to basic functions and encourage users to specialise according to their needs. The methods and tools proposed can facilitate effective communication and collaboration amongst different stakeholders. The CoCreAid Kit can purposely be used as a lifelong learning platform that enhances citizens' digital skills and project implementation competencies. The CoCreAid Kit provides information about the use of different tools with links to the homepage of the tool. Concerns regarding privacy and data protection can be resolved by carefully examining the data protection and GDPR regulations of the relevant tools of use. We also suggest the citizens prepare a detailed consent form for those participants to be involved in project activities.

We also encourage the citizens to browse the frequently asked questions section at the end of the guide for guidance and additional supporting materials. Our commitment to inclusivity is evident in the platform's design, which adapts to different needs and backgrounds. To facilitate digital co-creation, we suggest citizens explore best practices available here and on the CoCreAid website.

It is also recommended that citizens attend community events and follow our social media platforms to gain awareness about the benefits of digital co-creation, thus building a sense of ownership and motivation.

3- HOW TO NAVIGATE COCREAID WEBSITE?

CoCreAid NAVIGATION

SECTION 01
Landing Page

SECTION 02
MAIN MENU

- Home
- About
- CoCreAid Kit 4.0
- News

SECTION 03
CoCreAid Kit 4.0

Welcome to the Co Cre Aid Kit

You will - AIMS / OBJECTIVES

- 1. To help you understand...
- 2. To help you understand...
- 3. To help you understand...

SECTION 04
ADDITIONAL RESOURCES

Latest News

- University of Applied Sciences
- University of Applied Sciences
- University of Applied Sciences

SECTION 05
MULTI-LANGUAGE

- Danish
- English**
- German
- Italian
- Polish
- Turkish

Find out more at:
[HTTPS://COCREAID.EU/](https://cocreaid.eu/)

4- FAQs for Citizens

Q: Which skills do I need to take part in a digital co-creation activity?

A: Creativity, problem-solving, idea generation and communication are the basic skills you will need. In addition, you may enhance your digital skills by examining suggested digital platforms. We offer digital platforms divided into five categories collaboration, creativity, communication, engagement, and file sharing, [here](#).

Q: What resources do I need for digital co-creation? Is it costly to take part in such a project?

A: To start with, you will need a technical infrastructure e.g. a reliable network connection, a laptop and a web browser. Our Co-Creaid toolbox can advise you on selecting the best methodologies for your digital co-creation. Click on the boxes [here](#), and it automatically filters and selects the suitable methodologies according to your needs. You will also see very useful Miro board examples for each method at the bottom of the page. For more digital tools, click [here](#). Some tools are free and some needs registration fees, to see the details just click on the links for the tool you are interested in.

Q: Are there any good examples of digital co-creation that I can inspire?

A: You may find some best practices of digital co-creation with their explanations [here](#).

Q: What other resources and training opportunities are available for me to develop the necessary skills for effective digital co-creation collaboration?

A: See the report [here](#), DigComp 2.2: The Digital Competence Framework for Citizens - With new examples of knowledge, skills and attitudes

www.cocreaid.eu



Contact the authors:

Dr. Özge Andiç Çakır, Dr. Fırat Sarsar,
Dr. Elif Tunalı Çalışkan, Dr. Aylin Şendemir
Ege University
ozge.andic@ege.edu.tr