



CoCreAid Kit 4.0

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CoCreAid Kit 4.0 User Guideline for NGOs



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Table of Contents

1-INTRODUCTION	2
1.1-COCREAIID PROJECT INTRODUCTION.....	3
1.2-TARGET GROUPS	3
2-COCREAIID KIT 4.0 USER GUIDELINE FOR NGO’S	3
2.1- WHO IS THIS GUIDE FOR?	3
2.2- WHAT DOES COCREAIID KIT OFFER FOR NGO’S?	4
2.3- COCREATION EXAMPLES FROM THE VIEWPOINT OF NGO’S	6
2.4- RECOMMENDATIONS FOR TAKE-UP AND MAINSTREAMING.....	8
3-HOW TO NAVIGATE COCREAIID KIT WEBSITE?	10
5-FAQS FOR NGOS	11
6- COCREAIID CONTACT INFORMATION	13

1- Introduction

User Guidelines

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

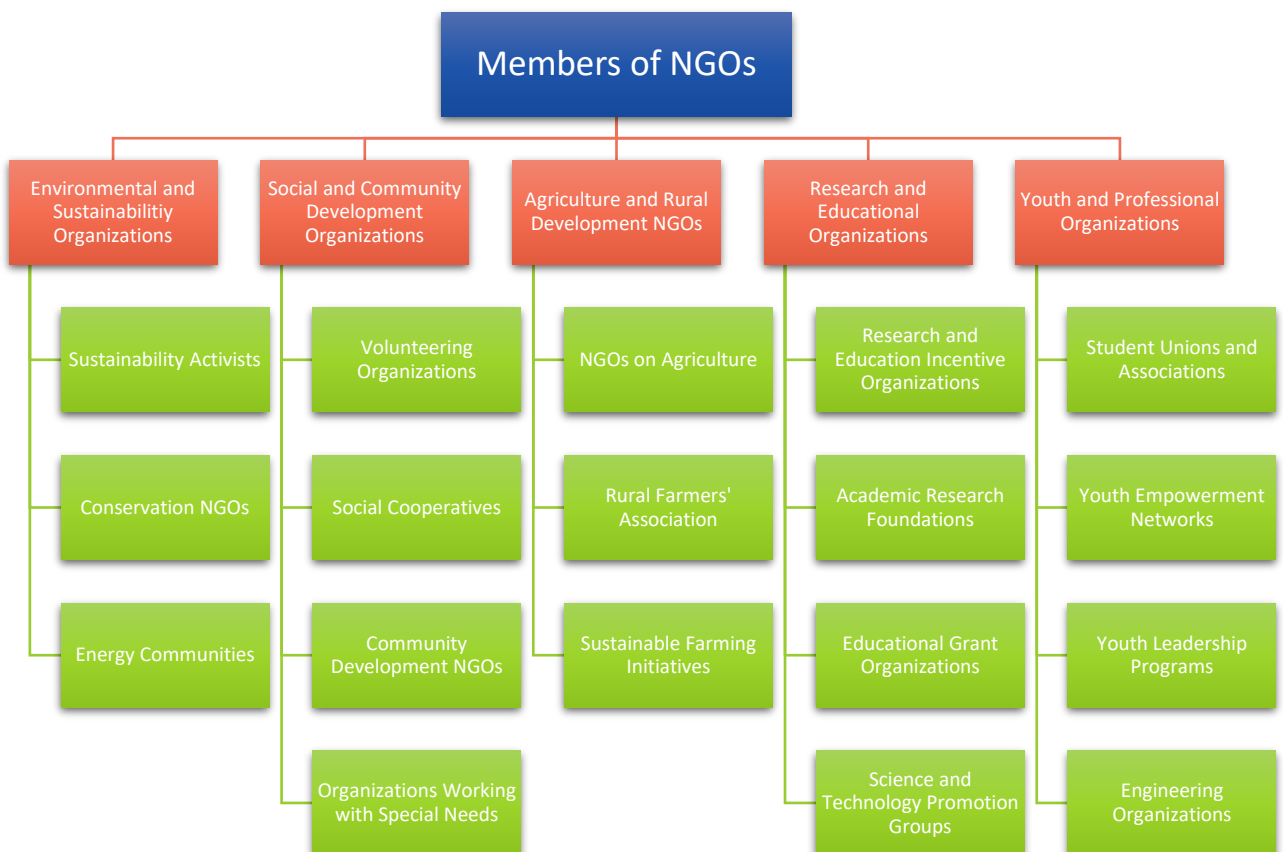
The project has three main target groups: HEIs, NGOs, and Citizens.

Use

2-Cocreaid Kit 4.0 User Guideline for NGO's

2.1- Who is this guide for?

This guide has been created for the members of European NGOs who lead co-creation projects especially in rural areas between HEIs and NGOs. This guide designed for:



The purpose of CoCreAid Kit is to increase effectiveness of NGOs by supporting their collaboration with HEIs and citizens from rural areas. CroCreAid provides methods for co-creation and location-independent work on societal challenges between NGOs and HEIs.

2.2- What does CoCreAid Kit offer for NGOs?

The CoCreAid Kit offers a powerful, user friendly and all in all toolkit for NGOs to support them for high-impact collaboration projects. The Kit also equips NGOs with several information that increase their awareness about transfer barriers and good practices in cocreation projects. Additionally, it helps them to promote their digital literacy so that they can foster their digital cocreation capabilities.

In short CoCreAid Kit offers for NGOs:

Project Management and Implementation

- Ready to use methods for projects
- Adaptability to various project stages
- More variance in tools and methods to apply in their work

Community and Stakeholder Engagement

- Tools to enhance community engagement
- Opportunities to engage citizens in their projects
- Improved stakeholder engagement

Digital Collaboration and Communication

- Offers structure and inspiration on how to collaborate digitally
- Tools to surpass geographical and social barriers
- Facilitate communication between members and stakeholders

Accessibility and Useability

- Easy to use guide on digital co-creation tools

CoCreAid Kit offers various features for NGOs to improve the quality and the quantity of their cocreation projects. The Kit will facilitate the execution of NGOs' projects with **the methods and tools** presented. This will also increase the attractiveness of projects and improve participation. **The guidelines** will support NGOs to find best way to overcome challenges that they face with. Furthermore, **The CoCreAid Toolbox** will help NGOs to choose the right methods and tools suitable for their project stages and specific objectives. Availability of **free digital platforms** will propose cost reduction. By the help of several **good practices** from different countries, NGOs will expand their point of view and learn from those cases. **The transfer barriers** identified and explained in CoCreAid Kit will assist NGOs to overcome common barriers to cocreation.

Use This guide will have different impact on NGOs. It will provide the inspiration for NGOs to enhance their project with innovative and fresh ideas. The User Guideline will support NGOs to tackle social challenges in their impact area. By increasing attractiveness of projects, it will not only improve involvement of citizens but also provide opportunity to reach more stakeholders. The Kit will boost internal communication as well as save time to reach expected outcomes of the projects. It will offer creative solutions to multifaceted problems to widen the impact of their projects. Furthermore, it will encourage NGOs to overcome the common barriers which slow them to go beyond geographical borders.

2.3- Cocreation examples from the viewpoint of NGOs

User G

Name of the case: Young IZIKAD

Aim of the case: IZIKAD (İzmir Businesswomen Association) organized The Young IZIKAD Competition annually. The aim of this competition support young entrepreneurs projects. In this competition, experts from different universities work together with businesswomen who are members of the Association.

Target Group: Young Entrepreneurs

Tools and Methodologies used: Zoom, Miro Board, Google Drive, Brainstorming, Discord

1.What challenges did you face as a project designer?

Assembling experts to whom has different backgrounds forced project designers to much. They needed to plan everything step by step and coordinate communication between team members carefully. Furthermore, synchronizing the schedules of representatives from various fields was difficult. Therefore, time management counted as one of the major challenges that project designers faced with.

2.What kind of problems did your target group face?

Lack of understanding of the cocreation approach was one of the main problems. Some participants also were not used to digital cocreation methods and tools. Therefore, engaging in project process and speaking up during meetings a bit though for them. They showed that they needed intimacy of face-to-face communication.

3.How did you find solutions to these challenges considering CoCreAid Kit and your experience?

First, clarification of tasks helped project designers to navigate the different perspective of experts. This enabled each expert to contribute to his or her area of strength. Miro Board template for brainstorming provided by CoCreAid Kit made the planning and coordinating process of competition very clear and effective. Participants was also benefit from technical support included in mentoring and trainings, to improve their digital competencies.

Use

Name of the case: Entrepreneurship in Art

Aim of the case: Entrepreneurship in Art project which is led by TOBB (Union of Chambers and Commodity Exchange) Women Entrepreneurship Board aims to create a digital platform. By the help of this platform artist from different fields have change to present their masterpiece to aesthetic enthusiasts. Moreover, it encouraged young artists in the field of entrepreneurship.

Target Group: Artist, art students and aesthetic enthusiasts

Tools and Methodologies used: Zoom, Google Drive, Brainstorming

1.What challenges did you face as a project designer?

The project team was used to face to face communication. Therefore, meeting in digital environment put pressure on them.

2.What kind of problems did your target group face?

Some participants in the target group had low digital literacy. They didn't have sufficient knowledge on digital tools and methods. In addition to these the digital competence levels of the participants differ from each other.

3.How did you find solutions to these challenges considering CoCreAid Kit and your experience?

Most of the participants familiar with zoom from different remote meetings and projects. Therefore, zoom was used for the project meetings. By the help of user-friendly interface, zoom prevented participants from getting bored during meetings and increased the participation rate. To understand the idea behind the cocreation approach and internalize cocreation methodologies and tools, the CoCreAid Kit served as an important source of information. Especially good practices and overcoming barriers sections inspired project designers.

2.4- Recommendations for take-up and mainstreaming

NGOs deal with different challenges during co-creation projects. The major challenge that discouraged all participants was the lack of willingness and low participation of stakeholders. Lack of motivation can directly or indirectly impact the project's effectiveness and limit progress. Participants may avoid using necessary digital tools and methods for the implementation of the project because of their low level of digital literacy. Besides these, choosing unsuitable digital tools for NGOs' skills may limit the quantity and quality of the projects. Another challenge that NGOs try to handle is feeling uncomfortable on the recording. This situation may cause thinking to lose their freedom of expression and hesitate to participate in projects. Both NGOs and their target groups, including rural citizens, are generally used to the intimacy of face-to-face communication. Hence, time management and lack of intimacy may lead to complexity in project designers' management of projects.

Target groups of NGOs also tackle some problems. One of the most important problems they faced was the inability to communicate literally and technically as they had different visions and digital literacy levels. This can build critical barriers to collaboration. The impact and success of projects directly depend on the willingness and participation of the target group. Therefore, reluctance and low participation of the target group may limit the progress of the projects by discouraging participants. Like project designers, freedom of expression is also important for target groups. Recording during digital meetings may restrict participants from engaging in discussions and activities. The target groups may not have enough experience in co-creation practices. Thus, they may be unaware of the cocreation approach and methodologies. Finally, the timing of recurring project meetings may be complicated when organising between different participants.

Several solutions can be applied to all these challenges regarding CoCreAid and their experiences. Active usage of the CoCreAid Kit can assist NGOs and their target groups in facilitating an understanding of the co-creation approaches and methodologies. Through the assistance of CoCreAid Kit's information, participants can easily internalise the cocreation perspective. Experience sharing and disseminating good practices is a good way to learn from others. This can also boost understanding of the cocreation approach and motivation for participation. Another solution to overcome the low participation of project stakeholders and motivate them to express their opinions without hesitation is the improvement of the digital literacy level of participants. Participants can be reinforced via technical and practical support, mentoring, guidance, organisational videos and training. Hence, they can gain confidence in engaging with digital tools and methodologies. A clear division of tasks at the kick-off phase of the project can prevent confusion and chaos. It can also provide better time management. Furthermore, active usage

of social media can promote participation and engagement of stakeholders by spreading information about co-creation projects. To conclude, making space for common sense can provide efficient collaboration among participants by reducing conflicts and stress, improving decision making and increasing productivity.

User Guidelines

3- HOW TO NAVIGATE COCREAID WEBSITE?

User Guidelines

CoCreAid NAVIGATION

SECTION 01
Landing Page

SECTION 02
MAIN MENU

SECTION 03
CoCreAid Kit 4.0

SECTION 04
ADDITIONAL RESOURCES

SECTION 05
MULTI-LANGUAGE

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

5- FAQs for NGOs

Q: What are the potential benefits of engaging in digital collaboration with HEIs and citizens for our NGO, and how can we communicate these benefits to stakeholders?

A: Engaging in digital collaboration saves effort and time and reduces the barriers to collaboration. Before communicating these benefits, you may learn more about digital co-creation [here](#).

Q: Are there any methods that we can use for digital co-creation activities?

A: You can reach our suggestions for digital co-creation methods for the project start, implementation, and closing stages [here](#)

Q: What strategies can an NGO implement to overcome transfer barriers among stakeholders who may not be familiar with digital co-creation tools?

A: You can find our strategies for overcoming transfer barriers among stakeholders [here](#).

Q: Can you suggest some digital platforms for NGOs to co-create with their stakeholders?

A: We offer digital platforms divided into five categories collaboration, creativity, communication, engagement, and file sharing, [here](#).

Q: We are unsure which methods best suit our needs. Can you help us decide?

A: Our CoCreAid toolbox can advise you on selecting the best methodologies for your digital co-creation. Click on the boxes [here](#) to automatically filter and select suitable methodologies according to your needs.

Q: Are there any templates NGOs can use for digital co-creation activities?

A: We have some Miro templates that you can use for digital co-creation activities. For example, a mind-mapping technique, the Miro template, is at the bottom of this [page](#). You can search for other templates at the bottom of the relevant method's page.

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

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

Q: What measures should be taken to address potential technical or connectivity problems that may disturb digital collaboration sessions?

A: Beware that you are addressing more than one digital platform for collaboration, if one platform has connectivity problems, you can switch to the other alternatives. For the list of digital platforms, see [here](#).

Q: How can we ensure that the co-creation process remains inclusive and equitable for all stakeholders involved?

A: You can use several methods for inclusion, you may see different methods and approaches that are suitable for your needs [here](#):

User Guidelines

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

A: [Here](#) is one project in adult education that aims to enhance the digital skills and competencies of NGO employees and self-employed adults. Please also check our [report](#).

www.cocreaid.eu



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