



**HubIT**

The HubIT logo consists of the word "HubIT" in white, bold, sans-serif font, centered within a blue rectangular box. The box is surrounded by several colorful, irregular geometric shapes: a red triangle at the top left, a teal square at the top, an orange rectangle at the top right, a purple shape at the right, and a green shape at the bottom.

# **TECHNOLOGY WITH AND FOR SOCIETY**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 769497.

# GUIDELINES FOR SETTING UP SSH-ICT COLLABORATIVE EVENTS:

## DESIGNATHON METHODOLOGY

### HubIT

TECHNOLOGY WITH AND FOR SOCIETY

Programme

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**1st September 2017**

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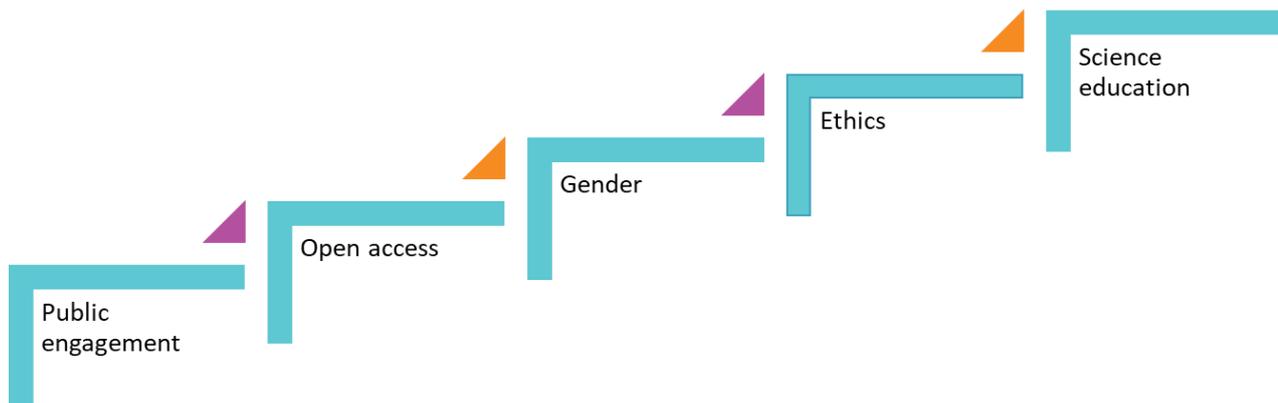
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## EXECUTIVE SUMMARY

The deployment of information and communication technologies (ICT) introduces radical changes to our lives. Therefore, it is crucial that ICT innovations follow the expectations, needs, and values of society—not only in a reactive way, but also proactively through constructive, reflective, and critical interactions with social sciences and humanities (SSH), and the application of responsible research and innovation (RRI) actions (illustrated in the figure below). The SSH-RRI approach is acknowledged within the European Union research and innovation efforts as a method of mainstreaming SSH research across all topics of H2020, aiming at ICT-related research and innovation.

*Figure 1. The five principles of RRI*



As such, this methodology tackles several issues. The first is on the European/EC/H2020 coordination level. There is a need for mobilising, empowering, and coordinating all the components forming the RRI-SSH effort in the ICT related parts of H2020. Although the EC has dedicated significant effort to designing the H2020 programme and the embedded ICT, SSH, and RRI components, it remains a challenge to enact them.

Second, concerning ICT developers, there is a need for knowledge, tools, and advice for fostering responsible and inclusive ICT research and innovation. The concept of RRI is evolving and ICT developers need to adjust their methodologies to take account of RRI requirements and input from SSH researchers in order to deliver innovation that is responsible, inclusive, and aimed at reversing inequalities.

Third, SSH scientists too require knowledge, tools, and advice for mastering participation and engaging in the collaborative ICT innovation process. The shift from “researcher” to “expert”, from one who merely informs the general public of research results to a model of participation and engagement in the technological innovation process, especially in the SSH domain is rather new for researchers.

Fourth, the engagement of stakeholders has become a new paradigm to assure societal acceptance and responsible research and innovation. Policy makers need evidence of best practices, measured by adequate indicators, in order to make informed decisions on policy-oriented research and innovation activities towards societal needs.

Fifth, in order for the general public to participate in the co-creation of research and innovation, they need to better understand science and technology, creative capability, and opportunities for engagement. On a practical level, research still seems distanced, complicated, abstract, and out of everyday public discourse to most citizens.

Therefore, the HubIT inclusive hackathons are brought to life to bring together ICT developers, SSH researchers, and other stakeholders across H2020 ICT-related projects and beyond, thus activating the constructive interactions among these stakeholders, and leading to a responsible approach to research and innovation through the uptake of SSH expertise and RRI actions.

Considering the background of the HubIT initiative, this document presents the methodology for Inclusive Hackathons (hereinafter referred to as Designathons) as per deliverable D4.1. It provides practical guidelines for the organisers of the various activities of a designathon by delving into the particular aspects of each phase of the designathon—pre-design, designathon, and post-design (illustrated in the figure below). Ultimately, the developed methodology is to be tested and replicated, thus becoming an integral part of the final European Framework Model.

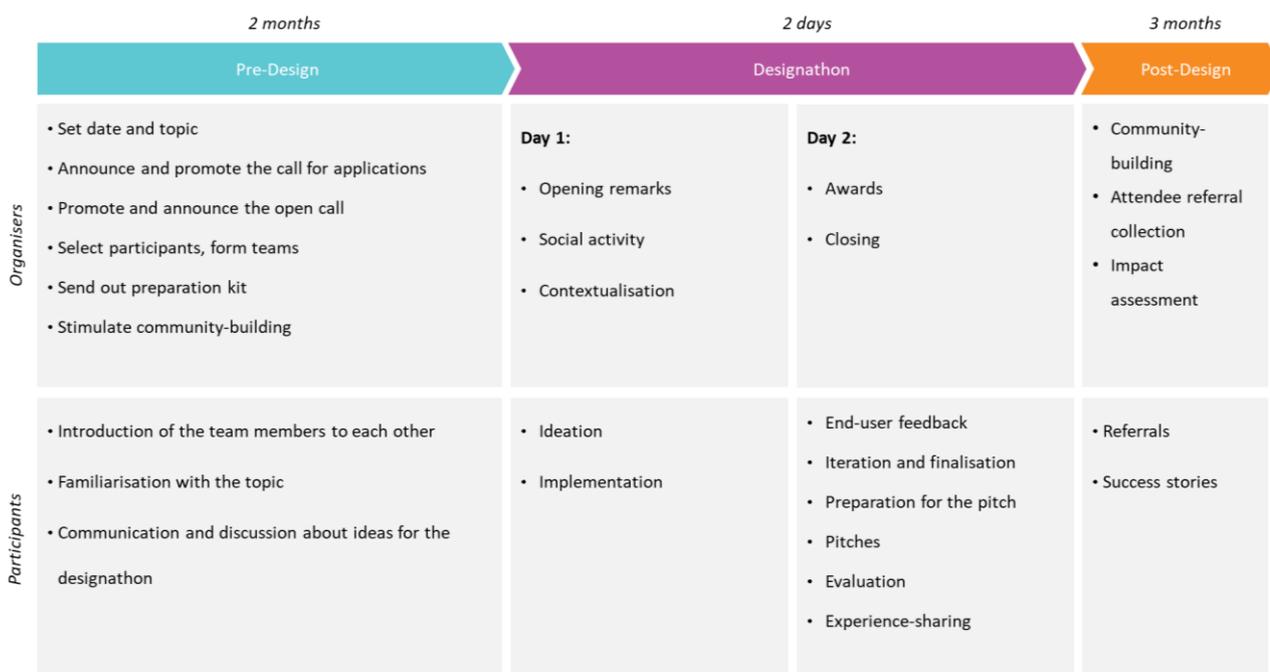


Figure 2. Overview of the designathon

# 1. PRE-DESIGN

The pre-design is the first phase of the designathon. It encompasses activities that take place before the actual event. The figure below illustrates a possible timeline for the pre-design period.

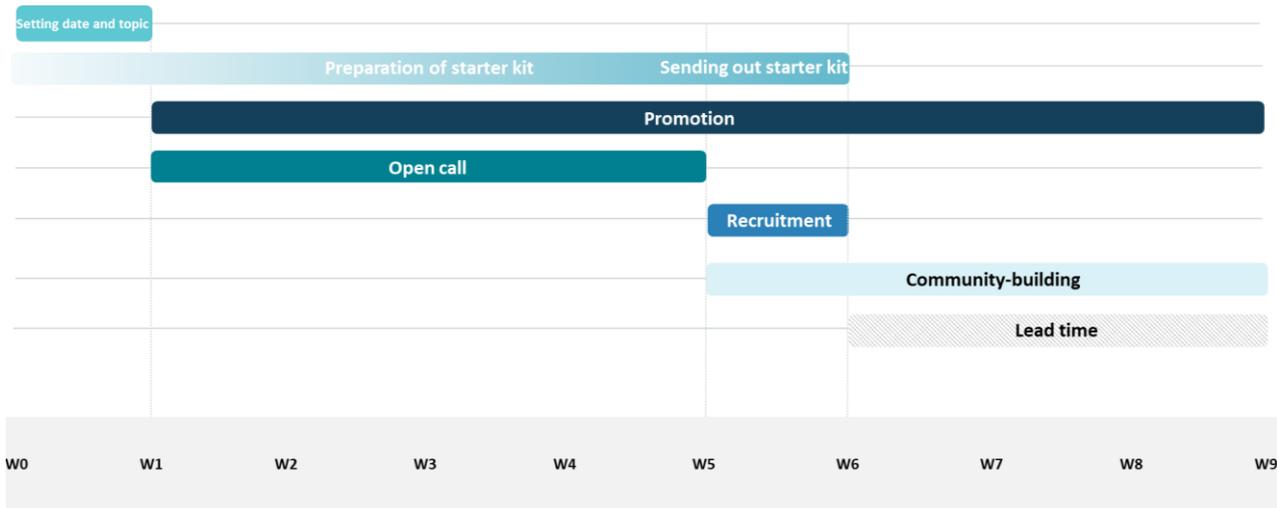


Figure 3. Timeline for the pre-design

The following sections elaborate on the components of the pre-design phase.

## 1.1. TOPIC AND VENUE

The designathon aims to engage communities and representatives of the fields of SSH and ICT around a relevant challenge topic. The challenges that will be augmented into the HubIT stakeholder network activities in a multi-fold perspective are defined and illustrated in the figure below.

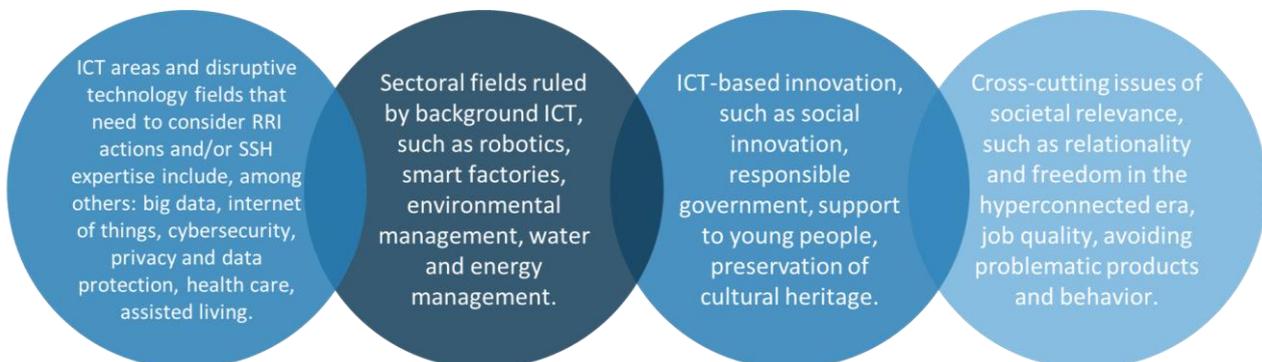


Figure 4. Defining and identifying challenge topics for designathons

Moreover, the topic will be such that it focuses on a group of interrelated challenges and stakeholders (SSH researchers, ICT developers, public sector, policy makers, and users) that are also relevant and sustainable, thus taking into account the most recent calls for proposals under Horizon 2020.

Furthermore, there are several aspects to consider when honing into the theme of the designation:

- **The availability of data** (when such is needed). It is important for the designing of effective solutions that the necessary resources exist and are available to participants;
- **Formulation of the topic.** The topic should be formulated as a clear challenge and social need that invites the generation and development of focused and specific solutions. The structure could be as follows:
  - Purpose: Crowdsolve solutions for real-life business problems;
  - Theme: Digital Healthcare;
  - Problem Statement: There is a lack of quality and experienced healthcare professionals in rural India. This, in turn, leads to a lack of quality maternal care, delay in diagnosis, and hospital overcrowding.

As for the venue, following RRI requirements and calls for inclusivity in other ways than professional fields, designathons will be organised as events that welcome people from all walks of life. Therefore, it will take into account several factors: gender (not sex), the needs of people with disabilities, pregnancy,

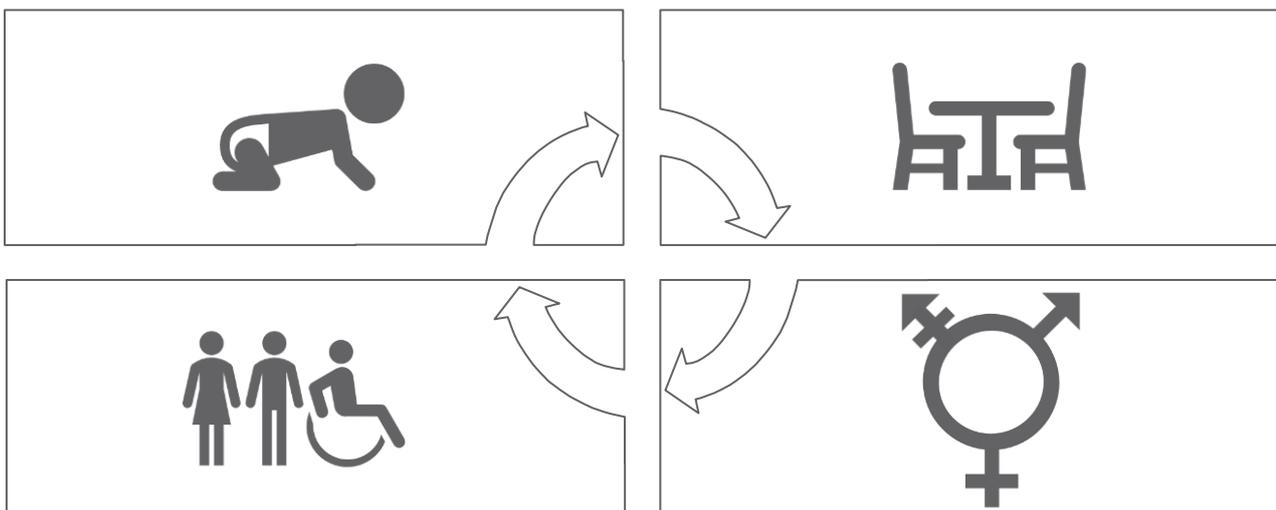


Figure 5. Issues to take into account to ensure inclusivity during the designathon and the general public.

First, for the hackathon to be as inclusive as possible, the water closets should be able to accommodate people with disabilities, pregnant persons, as well as those who do not conform to gender.

Second, it is also preferable that the venue is spacious enough to accommodate the general public during the pitches (see PITCHES).

Third, it is imperative that dietary needs are acknowledged and met. Thus, information about each participants allergies and dietary restrictions should be gathered beforehand.

Fourth, making sure the location follows the European Accessibility Act (EAA) further promotes the notion of inclusivity and enables people with disabilities to fully participate in the designathon in a safe and accessible environment.

## 1.2. PROMOTION

Promotion activities form an integral part of the organisation of the designathon. More so that the event aims to be inclusive, these activities need to be specifically targeted and tailored to the identified main stakeholders. As such, it is important to increase the visibility of the event on both the national and international arenas. This can be done in two ways: by utilising the existing network of the consortium partners, and by communicating the event to new potential participants.

Before we dive into ways of promoting the designathon, taking into account the language used throughout is crucial. Realising the core reason behind why it was decided to refer to inclusive hackathons as designathons, organisers need to ensure that the event is communicated as one where participants “make”, “design”, “create”, and “invent”, rather than “hack” or “code”, as such terms deter potential applicants from applying—they might feel incompetent or even misperceive the goal of the event. As such, the designathon should explicitly emphasise that there are a variety of skillsets from across disciplines that can contribute meaningfully without having to hack code.

Further, it is important to note that before promotion activities commence, the organisers should already have a definitive idea about the date and topic of the event.

### 1.2.1. Promotion within the network

#### *E-mail invitations and newsletters*

One of the most efficient ways of spreading the word about the designathon is using e-mail. The structure could be as follows:

- Opening: attention-grabbing phrases, rhetorical questions;
- Event description: goal, location, date, topic, fees, eligibility, open call;

→ Closing: a call to action, contacts.

An example e-mail following the structure outlined above can be found in the figure below.

*Table 1. Example of e-mail*

## **DESIGN WITH US!**

Are you interested in developing more socially responsible digital innovations?

Would you like to collaborate on ground-breaking projects with people from all walks of life?

Are you a marketer? A business person? SSH researcher? Maybe you are a programmer or an ICT representative

If the answer is **YES**, then keep reading!

As a part of the European Commission-funded HubIT project, we are organising **three designathons**—sprint-like events that gather ICT developers and SSH researchers—on the topics of **digital healthcare**, **smart city**, and **education**.

Good news—the applications for the first designathon that will take place in **Vilnius on October 4–6, 2019** are already open!

The 50 selected participants will have the opportunity to:

1. Co-create and test new business and research ideas;
2. Receive in-depth feedback from experts and potential end-users;
3. Establish cross-border, pan-European business partnerships;
4. Win prizes, including the opportunity to attend a bootcamp for an acceleration programme, pitch to investors, gain access to TENDERIO mentoring services, and many more.

ALSO, the travel and accommodation costs, as well as meals, are fully covered by the project for all selected participants!

[Apply now!](#)[hyperlink to the HubIT application platform]

[Find out more!](#)[hyperlink to the HubIT event page]

In case of any questions, please contact [designathon.vilnius@hubit-project.eu](mailto:designathon.vilnius@hubit-project.eu)

[insert designathon event logo]

Best regards,

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## 1.2.2. Promotion outside the network

### *Pre-event page*

Two months before the event, it is important to create an event page even if not all the details have been finalised yet. This will capture interest early and help build up search engine optimisation (SEO) with Google.

The page will be set up on the HubIT website so as to ensure that all information about the events and projects is congregated in one space. However, Facebook or Eventbrite events can also be created, linking the landing page.

Meanwhile, it is important to keep the page active by sharing posts and articles that relate to the challenge topic.

### *Social media*

Getting on social media early is important for creating momentum, building a community, and spreading the mission. As such, social network sites, such as Facebook, Twitter, and LinkedIn are indispensable. These spaces can be linked to the pre-event page, but also include other, smaller updates about the designathon. Of course, a hashtag here is crucial. A suggestion is #HubITdesign.

## 1.3. RECRUITMENT

### 1.3.1. Applications

The platform used for applications will be Zoho Backstage—a tool from a cloud software provider. The applicants can register either as a complete or partially complete team, where one person registers the other members; or the candidate can register individually.

An important aspect of the designathon is the creation of a pleasant, safe, and non-discriminatory environment for a diverse set of participants. Therefore, to maintain a welcoming environment, having a well-defined set of anti-harassment and IPR and GDPR policies are essential. Equally as important is the effective communication of such policies to all attendees and the ascertaining of their subsequent acknowledgement.

An example of an application form can be seen in the table below, including the Code of Conduct for HubIT designathons, and the Confidentiality Statement and Notice Regarding Personal Data, where GDPR and IPR issues are outlined.

Table 2. Example of application form

- Name\*

\_\_\_\_\_

- Surname\*

\_\_\_\_\_

- Gender\*

Male

Female

Other

- Country of residence\*

[dropdown list]

- City of residence\*

[dropdown list]

- Age\*

18–24

25–34

35–44

45–54

55–64

65–74

75+

- Highest level of education completed\*

Primary

Secondary

Vocational

Bachelor’s degree or equivalent

Master’s degree or equivalent

Doctorate degree or equivalent

Other: \_\_\_\_\_

- Choose the option that best matches your field of professional activity.\*

- Information and communications technology
- Social sciences
- Humanities
- Public administration/decision-making
- Other: \_\_\_\_\_

- Choose the option that best describes where you work.\*

- A public organization
- The industry field
- Academia
- Non-governmental organization
- Other: \_\_\_\_\_

- Area of expertise\*

- SSH
- ICT

- Relevant experience (projects, conferences, etc.)

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- Hopes and expectations\*

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- Please specify your dietary requirements, if any.

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- I agree to adhere to the [Code of Conduct](#)[insert hyperlink or include whole text]\*
- I agree to the Confidentiality Statement and Notice Regarding Personal Data [insert hyperlink or include whole text]\*

Table 3. Example of Code of Conduct

## CODE OF CONDUCT

HubIT aims to offer a designathon where all attendees feel welcome, included, respected, and safe. All attendees, including participants, speakers, judges, the general public, and organisers are, therefore, required to abide by the following code of conduct at all times.

### TL;DR

Be respectful. Our designathon is dedicated to providing a harassment-free space for everyone, regardless of gender, age, sexual orientation, ability, physical appearance, race, or religion.

HubIT stands for inclusivity.

We do not tolerate harassment in any form. Sexual language and inappropriate imagery are not appropriate for submitted projects or at any time or place during the event, including talks, workshops, receptions, and online media. Attendees violating these rules may be expelled from the event at the discretion of the event organisers. Any occurrences that violate the HubIT Code of Conduct should be reported as specified in the procedures at the end of the document.

### Full Version

Harassment includes, but is not limited to offensive verbal comments related to:

- Gender,
- Age,
- Sexual orientation,
- Ability,
- Physical appearance,
- Race,
- Religion,
- Sexual or graphic images in public spaces,
- Deliberate intimidation,
- Stalking, following, harassing,
- Photography or video recording someone without their consent,
- Sustained disruption of talks or other events,
- Inappropriate physical contact,
- Unwelcome sexual attention.

All attendees, including participants, speakers, judges, the general public, and organisers are required to

abide by the following code of conduct at all times. Attendees exhibiting any of these harmful behaviours will be asked to stop immediately, and at the discretion of event organisers, any action deemed appropriate may be taken, including warning the perpetrator or expelling them from the event without the right to demo.

Photography is encouraged, but attendees must be given a reasonable chance to opt out from being photographed. If they object to being photographed, please comply with their request. It is inappropriate to take photographs in contexts where people have a reasonable expectation of privacy, for example, in bathrooms or when attendees are sleeping.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please follow the reporting procedures at the bottom of this document and report the incident immediately. Equity officers will be clearly identified and reachable at all times via the phone numbers below.

Designathon staff will be happy to help attendees contact venue security or local law enforcement, or otherwise assist those experiencing harassment to feel safe for the duration of the event.

## Reporting Procedures

If you feel uncomfortable or think there may be a potential violation of the code of conduct, please report it through the following methods. All reporters have the right to remain anonymous.

- John Doe:(123) 45 678
- Jane Doe:(123) 45 679

You can also email us at [designathon@hubit-project.eu](mailto:designathon@hubit-project.eu).

If you are in need of emergency help, please contact the following resources immediately:

- Emergency: (+370) 112
- Police: (+370) 02
- Ambulance: (+370) 03

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Credit for this code of conduct go to the following codes of conduct:McHacks Code of Conduct, Major League Hacking Code of Conduct, Hack Code of Conduct, Hack@Brown Code of Conduct, JustHack Code of Conduct.

If you have any questions regarding this code of conduct, please contact [designathon@hubit-project.eu](mailto:designathon@hubit-project.eu). HubIT reserves the right to modify this code of conduct at any time.

Last modified on June 14, 2019

Table 4. Example of Confidentiality Statement and Notice Regarding Personal Data

## CONFIDENTIALITY STATEMENT AND NOTICE REGARDING PERSONAL DATA

The inclusive hackathon (thereinafter—Designathon) is implemented by the HubIT consortium partners as a part of the proposal “The HUB for boosting the Responsibility and inclusiveness of ICT enabled Research and Innovation through constructive interactions with SSH research”. The Program is funded by the European Commission.

The goal of the Program is to activate constructive interactions between the stakeholders forming the RRI-SSH ecosystem. The program will help stimulate the uptake of SSH research within the framework of ongoing H2020 ICT project solutions and ideas for new SSH-ICT collaborative projects either funded by H2020, national or international programmes, or private investors. The methods used within this WP will itself become tested tools for SSH/RRI implementation in ICT research and be part of The Final European Framework Model.

I, participant of the Designathon:

1. Commit to protect the reputation of the Program and not take any intended actions that could compromise the image and reputation of the Program.
2. Confirm understanding that all intellectual property (IP) created and/or presented before/during the Program belongs only to its creator(s) and is protected under Intellectual Property Law and other IP protection laws.
3. Agree with the use of photographs and video materials made during the Program for publicity purposes without my additional prior consent.
4. Understand that confidential information includes any IP, business idea, know-how, business concept, software, procedures, products, services, development projects or programs, idea descriptions, or any conclusions revealed to me. Confidential information does not include information that was known or developed independently prior to learning about the business idea; information that is publicly available through non-illicit activities; information obtained from third parties who have the right to disclose such information.
5. Commit not to disclose any confidential information about Program participant(s) to any third party without the prior written consent of Program participant(s).
6. Commit not to use confidential information for any purposes other than to participate in the Program and/or review and evaluate and to provide assistance to participants during the

Program.

7. Agree that the Data processor—HubIT consortium partners, would process my personal data—name, surname, gender, email address, phone number, LinkedIn contact details, city and country of my origin in order to administer a contact database for the Program. Processed data will be kept for 3 (three) calendar years. I understand that I have the right to disagree with this clause, in which case I shall lose the right to participate in Program activities, directly receive information about the possibilities provided by the Program, ongoing and upcoming events and news. I am informed that I can cancel my given consent at any time. I am informed that in accordance to the EU General Data Protection Regulation (thereinafter—GDPR) articles 15, 16, 17, 21 that foresee personal subject's data rights and their regulation I have the right to 1) know (be informed) about processing of my personal data; 2) learn about my personal data and get copies; 3) insist that my personal data be deleted or activities related to the processing of my personal data be paused when data is processed not compliant with GDPR and principles of other legal acts that regulate the use and processing of personal data; 4) to object to the processing of my personal data. I am informed that in case any issues with Data processor cannot be resolved, I have the right to contact the supervisory body. Personal data is any information related to a natural person—the data subject, whose identity is known and can be directly or indirectly identified primarily by using such indicators as name, surname, location information, by using one or several physical, physiological, economic, cultural, or social identity traits, special personal data related to personal health, ethnic origin.

### 1.3.2. Selection

To ensure that RRI principles are adhered to and all groups are represented in the co-creation process of the designathon, the following guidelines are advised to be followed for selecting the participants and ensuring that teams are well-balanced:

The selection process also encompasses the forming of teams, which has two aspects: self-selection, and matchmaking, discussed individually below. Both include the consideration of the above guidelines during decision-making.

#### *Self-selection*

As teams or individuals register and are confirmed for participation, they will show up on the event page dashboard where they will be displayed as a full team of five or an incomplete team. The former will not be able to accept any more members, while the latter will show what kind of team members are needed, as written by the team members. This will correspond to the guidelines mentioned above. For example, the participants might be lacking a representative from the SSH field or the team might be female-dominated, and so, they are looking for a male (or other) member.

Moreover, on the forum of the HubIT platform, the participants can reach out to each other to establish connections and explore the possibilities of forming teams.

### *Matchmaking*

Similarly, the organisers of the designathon will use the same criteria to assign teams, ensuring representation and adherence to project goals.

## 1.4. COMMUNITY-BUILDING

Using the forum space available on the HubIT platform, as well as the dashboard of teams, utilise the available information to connect with other participants. This will be encouraged by posting about the news and updates concerning the designathon, as well as any relevant resources not mentioned in the preparation kit described in the upcoming section.

The organising team can undertake the creation and maintenance of designathon groups in several possible ways: HubIT forum, LinkedIn, WhatsApp, Facebook.

Another way in which the community building could be bolstered in the pre-design phase is by asking the participants to post about their journey to the destination country of designathon, thus, being able to



*Figure 6. Participant selection criteria*

introduce themselves in such a way to the other participants as well. Other than that, organisers can also post about themselves and inform the participants about the developments in the designathon organization, be it teasing about speakers, or showing the venue.

## 1.5. LEAD TIME

In order to get the participants ready for the designathon and ensure efficiency, a starter kit will be prepared and sent out as soon as all recruitments are finalised. Taking into consideration that the teams

will most probably be scattered throughout Europe, their communication and availability can be thought to be scarce. Therefore, to encourage the participants to use the lead time wisely, the starter kit will be disseminated. It will comprise several sections:

- Welcome note and photo of organisers;
- Preliminary agenda;
- Insights about the challenge topic. This can be a short overview together with a list of links to relevant articles, papers, publications, reports;
- Recommended activities during the lead time, e.g., weekly progress tracking sheet (organisers should check in halfway through the lead time to ensure the teams are communicating).

The kit will be a Portable Document Format (PDF) document corresponding to the HubIT brandbook; it will be sent to the participants via e-mail.

## 2. DESIGNATHON

The designathon is the second phase. It encompasses activities that take place during the two days that the participants come together to find solutions to the challenge topic. The figure below illustrates a possible agenda for the designathon.

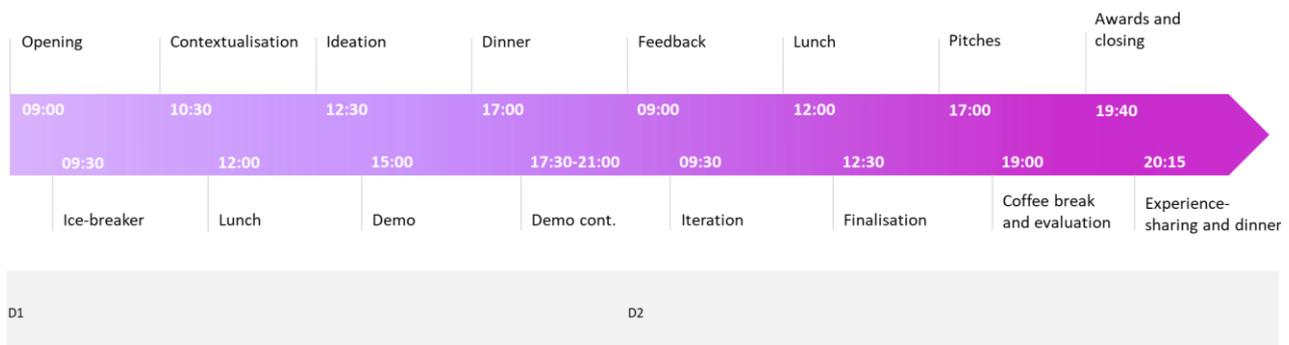


Figure 7. Timeline for the designathon

The following sections elaborate on each of the components of the designathon.

### 2.1. OPENING REMARKS

The event begins with a short opening, whereby organisers present themselves as well as the agenda for the next two days and make organisational announcements. These announcements should also include the mentioning of the Code of Conduct, what it means, and how it would be enforced during the event—showing who the designated equity officers are that they could approach in private in case of issues.

### 2.2. ICE-BREAKER

The ice-breaking activity is there to bridge the social gap between the representatives of SSH and ICT professional fields. It should be interactive and should involve the stimulation of communication among the participants. Possible activities include but are not limited to:

- **Common link.** Each of the teams has to come up with 5–10 different traits/facts that are common to all members of the team. After five minutes or so, the teams share their commonalities with the group. The more unique the findings, the better. This is aimed at making the teams feel more comfortable with each other and showing that they all have some things in common.

Time: 15–20 minutes;

- **Getting-to-know game.** What does the person in front of you do for a living? Turn to the person next to you and the one sitting on the right explains to the one on the left what they do in their life that could be useful during the designathon for 1 minute. This repeats for the second time, but the two people turn the other way and the one who hasn't yet spoken introduced themselves.

Time: 5–10 minutes;

- **The fastest ball ever.** The team is to solve the following problem: how to pass the ball in the absolute fastest way. After 15 minutes, they present their solution to the group.

Time: 25–30 minutes;

- **Shoe factory.** The group is to come up with as many ways as possible of selling and marketing shoes for a company that produces only left shoes. After 15 minutes, they present their ideas to the group.

Time: 25–30 minutes;

- **Hopes and Fears.** Each participant is given 10 minutes to write down his/her hopes, expectations, and fears for the designathon. Afterwards, they read it out to their teammates.

Time: 20–25 minutes.

## 2.3. CONTEXTUALISATION

Even though the participants will be sent the preparation kit (see 1.5 LEAD TIME), to ensure that all attendees are on the same page, an informational session or a keynote speech will be provided. This time is dedicated to providing the context of the challenge topic and the necessary background to draw inspiration from during brainstorming and implementation of the idea. Contextualising the topic would also mitigate the risks of some participants not being prepared, not having acquainted themselves with the preparation kit or, perhaps, not having followed any timeline or the suggested progress tracking to come to the hackathon with a general understanding of the topic or possible solutions and ideas.

This could adopt the format of a workshop, lecture or seminar. Ideally, a person experienced in the challenge topic and hackathons would be delivering the contextualization.

## 2.4. IDEATION AND DEMO

During the ideation and implementation portions of the day, the participants will brainstorm and commence the implementation of their idea. Aiming for an MVP, a demo would also be acceptable and

highly likely, considering the time limitations. Participants are encouraged to be involved in every stage of the ideation and implementation, interrelating the fields of SSH and ICT, thus employing a transdisciplinary approach. This is also important to ensure critical making practices, i.e., ascertaining that the solution is aimed at solving an actual existing problem, rather than it being impractical and purposeless, albeit technologically advanced. This is also in line with the Responsible Research and Innovation (RRI) principles, implying that societal actors work together to better align both the process and its outcomes with the values, needs, and expectations of society.

## 2.5. FEEDBACK AND FINALISATION

Further building on the aforementioned RRI principles, the teams will have a dedicated time to receive feedback on their ideas and solutions from other societal actors, be they researchers, citizens, policymakers, businesses or third-party organisations. It is thus the organisers' task to find and invite these actors to the designathon in order for them to share their expertise and advise teams. This feedback may be on the business model, the technical elements, the idea itself, the pitch or any other aspects.

The feedback session would look as follows: each team is invited to present their progress to the reviewers in an informal setting, where the reviewers can ask questions to better understand the solution, thereafter voicing their opinion on the strong and weak aspects, possibly offering ways to improve. Each team is allocated 20 minutes—100 minutes in total for all teams.

As the teams receive feedback, the other teams continue working on their solution, finalising the concept, the demo/MVP, and the pitch.

## 2.6. PITCHES

### 2.6.1. Format

The format and requirements for the pitch will comprise the following:

- Each team is allocated 20 minutes for the whole pitch—10 minutes for the presentation, and 10 minutes for the question and answer (Q&A) session. There will be a hard stop if a team goes over time;
- All team members are on stage;
- The pitch is delivered in front of a live three-person jury;
- Projector and clicker, as well as the possibility to use stage props (to be communicated to the organisers via e-mail at least 10 days before the designathon).

### 2.6.2. Jury

The panel comprises three judges, chosen according to their experience. Ideally, they cover all fields relevant to the designathon, such as technical knowledge, business, and expertise in the challenge topic, following a similar principle as the selection of participants—RRI principles. As such, the jury should also have a gender balance, with at least one person being of a different gender.

Moreover, to ensure greater involvement of various societal actors, the public will be free to attend the pitching event. The spectators can vote for the best pitch. Though will not directly contribute to the decision-making, the jury can take the outcome of the vote into account while deliberating the winners.

As a final note, it is encouraged to let the judges meet the designers before the pitch. The judges are invited to attend the second day of the designathon, giving them the opportunity to meet and talk with the participants mostly during coffee breaks and lunch. This gives the participants a better chance to impress the judges with a more comprehensive explanation and demonstration, and the jury a deeper understanding of their ideas as well as their professional aptitude.

### 2.6.3. Assessment criteria

The assessment criteria are to be communicated both to the participants and the jury (including the attendees). For the participants, they will be known through the starter kit, while the judges will be informed before the designathon; as for the public, the assessment criteria will be reiterated before the beginning of the pitching event.

The suggested assessment criteria are as follows:

		COMMENTS
<b>1. INNOVATION</b>		
• Is this an original idea or has it been tried before?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	
• How does it compare with and how is this better than existing solutions?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
<b>2. DESIGN AND EXECUTION</b>		
• Does the solution display aspects of critical making? Is it user-friendly?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	
• Does it work?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
<b>3. IMPACT</b>		
• How much of an impact will the solution bring?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	
• Is the idea scalable? Is the business model viable?	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
<b>4. SYNERGY BETWEEN SSH-ICT</b>		
• Is there evidence of cooperation among the team members, i.e., transdisciplinary approach?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	
<b>5. RELEVANCE</b>		
• Is the solution relevant to the challenge topic?	<input checked="" type="radio"/>	
<b>6. DEPLOYMENT PRACTICALITY IN REAL LIFE</b>		
• Is the solution technically viable?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	
• Is the solution business-viable?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	
<b>7. COMPLEXITY OF ARCHITECTURE</b>		
• What data sources are being used and how?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
<b>8. PRESENTATION</b>		
• Was the business model communicated clearly?	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	
• Was it fun?	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
<b>GENERAL EVALUATION OF CRITERIA</b>		
	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	

Figure 8. Assessment criteria and scoring sheet

Theorganisers should print out the scoring sheet and distribute it to the judges before the pitches begin.

## 2.7. FEEDBACK

A survey/questionnaire is to be distributed while the jury deliberates the winners, during the coffee break. The evaluation form is to be used to compare and contrast with the “hopes and expectations” section filled out in the registration form (see Applications).

Furthermore, the participants will be encouraged to refer people in their circle who could potentially be interested in future designathons. Attendee referrals are an important tool for attracting participants, as past participants prove to be a strong network of potential advocates.

*Table 5. Example of feedback form*

1. Gender\*
  - Female
  - Male
  - Other: \_\_\_\_\_
2. Age\*
  - 18–24
  - 25–34
  - 35–44
  - 45–54
  - 55–64
  - 65–74
  - 75+
3. Highest level of education completed.\*
  - Primary
  - Secondary
  - Vocational
  - Bachelor’s degree or equivalent
  - Master’s degree or equivalent
  - Doctorate degree or equivalent
  - Other: \_\_\_\_\_
4. Choose the option that best matches your field of professional activity.\*
  - Information and communications technology
  - Social sciences

- Humanities
- Public administration/decision-making
- Other: \_\_\_\_\_

5. Choose the option that best describes where you work.\*

- A public organization
- The industry fields
- Academia
- Non-governmental organization
- Other: \_\_\_\_\_

6. Please select the extent to which you agree with the following statements:\*

- 1 – Strongly disagree
- 2 – Disagree
- 3 – Neither agree nor disagree
- 4 – Agree
- 5 – Strongly agree

1            2            3            4            5

Social sciences and humanities bring political ideology into research.

--	--	--	--	--

Engaging social scientists in the ICT product development brings additional value (better marketing, awareness of societal considerations, etc.).

--	--	--	--	--

Social sciences and humanities are not conducive to ICT research.

--	--	--	--	--

7. Please select the extent to which you agree with the following statements:\*

- 1 – Strongly disagree
- 2 – Disagree
- 3 – Neither agree nor disagree

4 – Agree

5 – Strongly agree

ICT researchers do not feel the need for SSH experts.

It is hard to persuade ICT researchers to cooperate.

It is important to always strive to offer SSH perspectives to ICT research.

	1	2	3	4	5
ICT researchers do not feel the need for SSH experts.					
It is hard to persuade ICT researchers to cooperate.					
It is important to always strive to offer SSH perspectives to ICT research.					

8. Please select the extent to which you agree with the following statements: \*

1 – Strongly disagree

2 – Disagree

3 – Neither agree nor disagree

4 – Agree

5 – Strongly agree

As a result of participating in the designathon, I have learned more about societal problems that can be answered through cooperation between ICT and SSH.

As a result of participating in the designathon, I have found potential partners from other disciplines for collaborative responsible ICT research and innovation.

As a result of participating in the

	1	2	3	4	5
As a result of participating in the designathon, I have learned more about societal problems that can be answered through cooperation between ICT and SSH.					
As a result of participating in the designathon, I have found potential partners from other disciplines for collaborative responsible ICT research and innovation.					
As a result of participating in the					

designathon, I have gained a better understanding of the concept of Responsible Research and Innovation (RRI).

As a result of participating in the designathon, I have acquired new skills in the sciences.

As a result of participating in the designathon, I foresee future collaborations with people from the ICT field (if you are from the SSH field)/SSH field (if you are from the ICT field).


Additional comments:

---

9. If you have used the HubIT platform, what are some of the ways in which it could be improved?

---

10. Overall, what did you think about the event? What can be improved?

---

11. Would you recommend the HubIT designathon to your colleagues? \*

- Yes
- No

12. If you have a person who you think would benefit from our designathons, please provide their contact information [here](#) [insert hyperlink to a spreadsheet with leads].

13. Do you want to be updated about HubIT events? \*

- Yes, my e-mail is \_\_\_\_\_
- No

## 2.8. AWARDS

The jury will identify the top three ideas, i.e., the top 3 teams. Ideally, all top teams receive some kind of prize.

Some ideas for potential prizes include:

- Spots on the Bootcamp Finals of an accelerator;
- Opportunity to pitch to an accelerator or incubator programme;
- Promotion and increase in visibility, whether looking for seed investment or marketing a fully-developed product;
- TENDERIO mentoring services related to public contracts abroad.

The scope and variety of prizes largely depend on the organising team and their network.

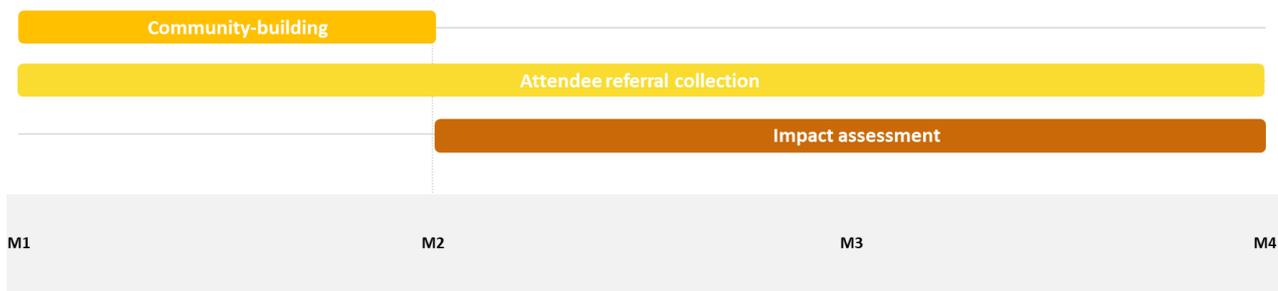
Alternatively, to make some prizes accessible to beginners, prizes for “best design”, “most useful”, “funniest”, and similar categories can also be awarded.

## 2.9. EXPERIENCE-SHARING

The experience-sharing will take place in the form of a dinner or an evening activity, where the participants can socialize and network. As a potential activity, the organisers could arrange for volunteer participants to speak about their experience for several minutes, or simply discuss their experiences amongst themselves and with the organisers.

### 3. POST-DESIGN

The post-design is the third and final phase of the designathon. It encompasses activities that take place



after the actual event. The figure below illustrates a possible timeline for the post-design period.

Figure 9. Timeline for the post-design

The following sections elaborate on the components of the post-design phase.

#### 3.1. COMMUNITY-BUILDING

As mentioned in COMMUNITY-BUILDING, the organising team will undertake the creation and maintenance of designathon groups in several possible ways: HubIT forum, LinkedIn, WhatsApp, Facebook—and now already e-mail newsletters.

Ways in which the community building could be bolstered in the post-design phase by posting about relevant articles and information, as well as upcoming events, providing media (photos and videos) taken during the event, and encouraging the members to keep up-to-date with their developments—maybe their designathon idea has gained much traction!

#### 3.2. ATTENDEE REFERRAL COLLECTION

Other than its inclusion in the feedback form, through any of the communication channels outlines above, the designathon team can leverage the networks of the participants to gain a list of potential applicants to future designathons—after all, designathon alumni are the best advocates of the event.

The request for referrals can be sent out right after the completion of the event, with one reminder a month or more since the sending of the request. This can be a spreadsheet or a section on the HubIT platform where the participants can fill out the following information about leads:

- Name and surname,
- Phone number,

- E-mail address,
- Area of expertise,
- Country of residence.

### 3.3. IMPACT ASSESSMENT

The impact assessment of the HubIT designathon will begin as the event ends and last for three months. The KPIs to be considered are shown in the figure below.

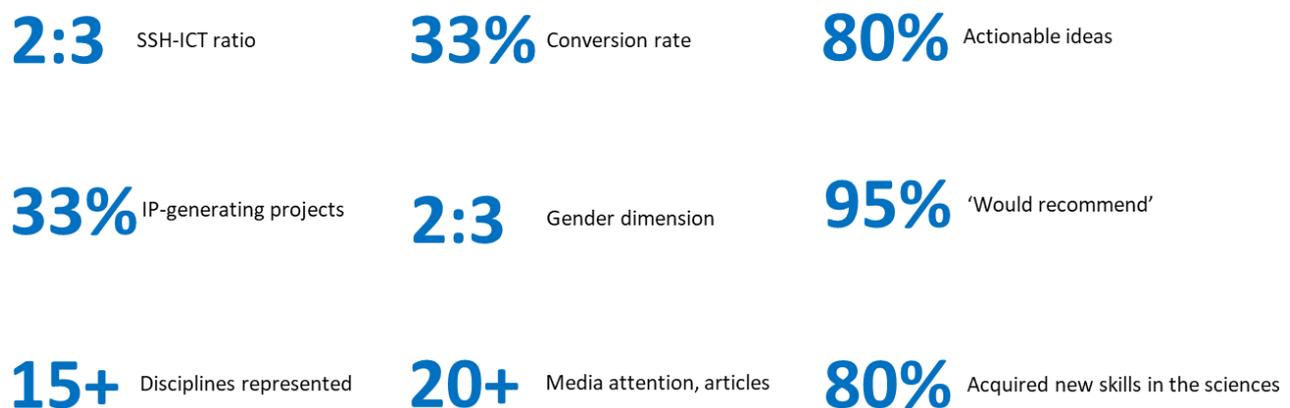


Figure 10. KPIs for impact assessment

However, considering the time limits associated with the project, not all KPIs can be properly tracked, such as IP-generating projects, and conversion rate, as they might need a longer time to manifest themselves.

On the other hand, those who can designate a longer time period for impact assessment are encouraged to do so in two stages: Impact Assessment Part I, and Impact Assessment Part II. While Part I focuses on the first three months, part II will consider all indicators within a six-month period.

Both cases entail the necessary follow-up with participants in order to keep track of further development of their ideas, which can be supported by granting them more visibility via the parent designathon.

## 4. Tips on how to organise a designathon online

The methodology of the Designathon was originally designed in order to bring different stakeholders together. The methodology was tested and proved to be successful. However, due to the Covid 19 pandemic, face-to-face meetings were no longer possible and the methodology for the Designathon was adapted to make events like these also possible online.

While in-person events are still favourable for establishing long-term collaboration, moving an event online can have some advantages. It is ultimately possible to engage with more people for a lower cost. Even in the absence of a pandemic, an online event can be a good alternative if financial, local or time constraints preclude a face-to-face event.

This additional methodological note reflects and summarizes our experiences with the organisation of online designathons. Since the target group and the general methodology of the online version of the event are not very different, only the organisational differences are discussed below.

## 4.1. Pre-design

As in the face-to-face designathon, the general process of online-designathon is divided into the pre-design phase, the actual designathon and the post-design phase. The difference between face-to-face meetings and online events is mainly in the pre-design and the designathon itself. The most important differences are described below.

### 4.1.1. Choice of the Platform and communication tools

In contrast to the in-person Designathon, it is not necessary to choose a venue to welcome participants, but a platform to organise participant management and communication. There are here several possibilities. You can choose for instance Devpost.com as the platform for participant management. Devpost is a platform dedicated to the organisation of hackathons. You can also rely on communication platforms, such as Teams, Webex, Zoom etc.

Some advantages:

- You can easily organize plenary and breakout session in a flexible way during all your event
- Easy to use
- Can be combined with other communication tools.
- Devpost already has a large worldwide user base.

Some disadvantages:

- The Devpost platform is strongly oriented towards the IT sector.

- The organisation of online events is only free of charge for universities and schools.
- There might be problems with data privacy protection
- The Platforms are designed in a way that you have to adapt your needs to it

The fact that so far only a few users from the SSH sector are registered on platforms such as Devpost is the problem that the HubIT project wants to address. The declared aim of the HubIT project is to involve more SSH researchers in the process of IT innovation. A low-threshold method to achieve this is to bring SSH researchers together with ICT developers on platforms such as Devpost.

During our project, further communication platforms were used in order to carry out designations online, like for instance zoom or Teams, depending on the preferences of the organisers, and how such tools and their functionalities can best help them in supporting their online process. In the case of one online designathon organised in Hungary for instance, several tools have been tested and scenarios built to find the most user-friendly tool for running the event. Devpost, Webex, Microsoft Teams, Zoom, have been identified and tested as potential platforms to organise the event. Microsoft Teams have been finally chosen because it allowed both plenary presentations and group work and supported also the co-working of the teams what for instance Zoom didn't (however Zoom has a better service when it comes to breakout rooms, but it doesn't allow co-working for instance or to see the discussions after the meeting is closed, what were very important conditions for such a 48 hour long online event).

In addition to the central platform for the event, various tools can be used to make the event more comfortable for the users. During the various events organised in the HubIT project, we relied for instance on Discord, as a communication tool among participants and organisers, that has been directly integrated to the Devpost platform. Through such a tool, participants can communicate into small groups via chat or video calls during the whole event. Groups also used Miro as a visual tool for the co-working and brainstorming. During the Ice-breaking and team building part another online tool was used which facilitated this activity. Wonder is a virtual space where people can meet and talk. People can easily and freely leave a virtual room, jump in another and start discussion with those people that are already in that virtual room.

### 4.1.2. Promotion

The promotion of online events is very similar to that of on-site events. A big difference, however, is that participants do not have to travel to the event. This can be both an advantage and a problem.

Promotion of online events, such as designathon can have several advantages. It is possible to advertise up to the last minute. Depending on the current number of applicants, you can increase or decrease the advertising measures, depending on whether there are still participants missing or there are already too many applicants. Organising an online designathon is more flexible since it can be scaled up (and down) quite easily.

A disadvantage of such a long-planned event is, however, that people easily register but can also decide at the last minute not to show up, as they do not have to travel. Therefore, it is advisable to motivate participants to register as early as possible, and generally to grant a lot of effort for this task. This gives you more planning security but you also have to be aware that online participants are not so easy to recruit participants, even though active communication efforts, because of the high number of online events organised nowadays. Another challenge of online events' flexibility is that you need to be prepared to have enough facilitators and mentors in case you get too many registrations.

Early registration can be motivated by pointing out the limited number of places available for participants. Please also note that participants might register for an online event shortly before the registration deadline. If the number of participants is to be fixed, advertising must begin early and participants must register early. If the number of participants is flexible, advertising can continue until the end and later registrations can also be taken into account.

Moreover, you will need to design an appealing promotion to motivate participants to take part in your event. Lastly, you will have to use, as in the case of an on-site event, all the communication channels available to promote your event. Depending on the size and goal of your event, your promotion can be directed either toward your own network or both within and outside your network. While some of our events were designed for a specific target community (for instance students/alumni of a specific university), other events remained very open and attracted a great diversity of participants.

#### Promotion within the network

Potential participants within the network may already be familiar with the event format and can be expected to know the objectives of the project. They may also be familiar with the terms and acronyms used.

## Promotion outside the network

Potential participants outside your own network, which are not familiar with the event form, do not know what to make of terms such as designathon and acronyms such as ICT and SSH. In this case, common terms have to be used for advertising or new terms have to be explained. It might be also wise to check if there is already a commonly used for similar events, for instance ideathons, or hackathons.

It is also very important to publish the advertisement on the appropriate channels and distribution lists targeting various kinds of stakeholders and disciplines in relation to your topic and to explicitly emphasise in the text that the event is open to all disciplines. A lot of efforts should be therefore put in the promotion plan outside the networks, including the identification of various lists of experts in a field, the way you want to communicate, the timing of your communication etc...

While promoting the event, it might be also important to identify potential multipliers that can relay the information on their own network and create a snowball effect.

### 4.1.3. Recruitment

#### Applications

If a platform such as devpost is used, the application process is very simple. Here, the infrastructure of the platform can be used and participants only have to register on the platform and then confirm that they are participating.

If you rely on another platform, such as Team or Zoom, the application process is expected to run in parallel, as such platforms do not integrate an application instrument. Therefore, applications can run for instance via google form, as defined in the designathon methodology where an application form template has been also provided.

In both ways, application processes should satisfy all data protection regulations. It is therefore important to mention this point in the rules and to make the release of the data a condition of participation. For this, it is important that the participation requirements are clear.

## Selection

For an online event, the number of participants is a much less critical factor than in the case of an onsite event. The selection process in that case can be designed in a more flexible way and adjusted depending on who is subscribing. For instance, in case you have too many people with a certain background, you can adjust the condition of participation in order to reach a certain ration of experts (either SSH/ICT or gender balance) within each team. Participants are then forced to bring in expertise from other disciplines if their team is not yet diverse enough. Also for this, it is important that the participation requirements are clearly communicated and that you open registrations long enough.

## Venue and catering

During online events, you do not have to take care of the venue. There is no buffet that has to suffice for everyone and the number of hotel beds in your city is nothing to worry about. All these organisational aspects are therefore much easier. However, if you want to make your event more enjoyable, you can for instance let participants order pizza and soft drinks for the different meals of the event and let them send you the bill in the end.

### 4.1.4. Community-building

In order to promote exchange between participants and support team building before the event, they must be provided with a low-threshold tool for communication. There is a wide range of tools that can be used: Slack, Telegram, Discord, Threema, Team speak, Hangout, Facebook, Signal, Zoom, skype just to name a few.

The important thing here is to decide on one of the services, right from the start and to specify this for everyone. This avoids parallel structures being set up and all participants having the same information. Moreover, once you have decided on a specific communication tool, you need to start being active on it as soon as possible in order to enhance communication between participants.

When choosing a platform, data protection must of course be taken into account. In addition, the platform must be easy to use, allow a forum function and personal chat channels. To remain compliant with data protection laws, you can use a platform that does not require registration. This also lowers the initial barrier.

For one of our designations for instance, we have created a Discord server for communication. Discord is a service used in gaming but is also increasingly used for hackathons. It allows you to open forums on

specific topics and allows users to open personal chat channels. There is a video chat function and voice channels. Users can create an account or simply enter the server using an alias.

For another designathon, participants rely on Whatsapp groups, with one for every participant and others for each group competing during the event.

#### 4.1.5. Prizes

For an online event, prizes are very important, as participation cannot be made more attractive through incentives such as travel reimbursement and meals. Moreover, prizes can also make a difference when participants have the choice among a great number of different events where they can participate.

It is therefore advisable to offer attractive prizes, such as online courses, scholarships, invitation to design thinking courses, to accelerators or incubators programs, or even monetary prizes if possible.

The prizes can be structured in such a way that they also regulate the size of the group.

The distribution of the prize money among the participants is then already done.

If for regulatory reasons no cash prizes can be paid, sponsors must be sought for this.

## 4.2. Online Design

The designathon takes place on the communication platform of your choice. This platform should remain the same during all the events in order to keep it simple for the participants. However, if you rely for instance on Devpost for managing your event, you will still need an additional communication platform, such as Zoom, in order to carry out the plenary sessions.

### 4.2.1. Opening remarks

The opening remarks differ from onsite events in that the technical details have to be explained to all participants. Moving such events into the digital sphere might be new and sometimes challenging for some participants so that it is very important to clearly explain every step and provide all technical information before the event starts. This is especially the case with the communication during the event. This is also a good opportunity to keep in touch with your participants. Indeed, keeping participants

informed through regular emails before the event is central if you want to prepare them to attend the event.

The plenary sessions should happen with a tool like Zoom or Teams and everyone must receive the appropriate links and passwords prior to the event.

The communication within the groups should be organised by the groups themselves, but an option must be offered. A community chat program such as Discord or Slack is recommended.

During the Opening remarks, it should be mentioned how to set up the community chat. In case some participants have trouble in setting up a challenge, you should be able to support them in doing that so that everyone can start working in small groups as soon as possible.

#### Communication during the event

- Create your own channel on the Discord Server: <https://discord.com/invite/PhVr2Dc83C>
- If you need support, do not hesitate to contact us via mail: [your-email@your-institution.com](mailto:your-email@your-institution.com)
- Join the conversation by including

#[YOUR\_EVENT]

#Design4Society

in all of your Facebook, Twitter, LinkedIn, and Instagram posts.

It should also be clearly explained to the participants what is expected of them. This also includes the fact that the submission must be adapted to the online format and must be made as an upload. A short slide could have the following content:

#### What is expected of you?

- Develop a presentable concept (such as video, PPT, technical documentation etc...) from start to finish within 48 Hours.
- Collaborate, reflect on it and have fun while doing it.
- Do it responsible!

**We have no specificities/requirements for the format. The results should be clearly presented/explained and adapted to online formats. Be creative :)**

### 4.2.2. Pre-pitch and grouping

If you decide to leave the registration open until shortly before the start of the Designathon, you must give the participants the opportunity to form groups at the beginning of the event or to fill up their existing group. For this purpose, all participants who do not yet have a complete group will be asked to present their project idea in a pre-pitch.

The pre-pitch can last 1 to 2 minutes and the groups can be asked not only to present the project but also to explain the strengths and weaknesses of their team. In this way, they can address participants who can bring specific skills to the team. Therefore, such pre-pitching is not only beneficial for improving ideas but also to improve building of groups. During our events, we saw that some of the winner teams were teams that were built from scratch following such a pre-pitch session.

Concretely, the pre-pitch and grouping can follow these steps:

- Ask participants during the plenary session to take 5 min and think about their idea and to prepare a small pitch
- Each participant, who has an idea to pitch, is welcome to present it to the other participants (with or without ppt), also stressing the skills already available and the ones lacking.
- Create breakout sessions for each idea presented.
- Allocate the other participants interested in a specific idea to the room so that they can discuss the idea.
- If someone wants to go to another room, she/he can ask the moderator to switch.

### 4.2.3. Ice-Breaker

The ice-breakers have to be adapted. However, some ice-breakers translate well to the online format. The icebreakers *Common Link* and *Hopes and fears* can be performed with little adjustments to account for the online setting. One could also skip the ice-breakers and use the pre-pitch session to let the participants get to know each other.

Icebreaker sessions can be supported via breakout sessions or via dedicated tools such as wonder.

#### 4.2.4. Ideation

In the ideation phase, it makes sense to let the participants work at their own pace and with their own resources. As the participants have not travelled to the event, they are not necessarily able to work to a set timetable.

In an in-person event, you would support the participants by having them eat their meals together at certain times and thus have a structured day. This is not possible with an online event and the participants have to choose the structure themselves.

Nevertheless, it is important for participants to have a contact person. It is advisable to set up an open consultation hour in the mornings and evenings where participants can ask their questions if necessary. You can also multiply the icebreaker sessions so that participants have other kinds of interactions with participants outside their teams. Another solution is also to set up a virtual coffee break room, where participants can go and socialize, speaking about their project or other things. Even though socialisation, for such events, might be more challenging online than on-site, creating spaces and times where participants have the possibility to meet and discuss more informally is central to the event, as community building is an important part of it.

In addition to the socialization aspect, it is necessary to provide participants with necessary support through coaching or mentoring. If possible, experts can be for instance invited to offer thematic consultation hours. These could be based on the structure of the event and on day 1. an expert on design-thinking might be more appropriate, while an expert on pitches might be more appropriate at the end of the event. Regular coaching sessions with interdisciplinary experts going from groups to groups to discuss the projects with the teams is also a central part of the process, and often an important prerequisite for the development of high-quality projects.

Apart from such offers, participants should be regularly reminded by email or in the forum the different meetings and deadlines they have to be aware of in order to secure a smooth process during the event. Moreover, do not hesitate to remind them that, in case of problems, they are able to contact the organisation teams and set up a meeting with them almost every time. And, as we said, the more you keep in touch with the participants, the better it is.

#### 4.2.5. Pitching

In principle, pitches can be made in a similar way to an in-person event and instead of a stage there is a video conference with all participants. However, in an online event there is also the possibility to let the participants submit a video. The pitch would take place in front of a camera anyway. This has the advantage that the project is documented immediately and judges can view the documentation more often for evaluation. The results can also be published more easily. The participants also have more freedom to develop their ideas. The pitch can be classic or an animation, an explanatory video or a PowerPoint with spoken text. If you decide to let the teams upload their presentation, and not pitch it directly during a plenary session, it is still necessary to organise a plenary session with all participants in order to collectively discuss the process and how they perceive/experienced the event. This is also a good opportunity to remind them about potential follow up and collect feedback about the event.

#### 4.2.6. Jury

Depending on the solution you choose for pitching, that is either a live pitch through a plenary session or by uploading a video, the evaluation of the pitches and the involvement of the juries might differ.

In an online event, the jury does not necessarily have to be present if you do not decide upon a plenary session where the teams pitch their idea. Depending on how the documentation is submitted, the jury can make a selection after all the projects have been submitted.

The jury must be very well introduced at an online event, as the participants want to know what criteria the jury will use to evaluate the projects. It is therefore advisable to introduce the jury during the opening remarks and to tell something about the background of the jurors.

The assessment criteria for the jury can be similar to the normal designathon. In case, they do not directly pitch their idea in front of the juries during a plenary session, participants are expected to upload their documentation and that this documentation should be adapted to online formats.

### 4.2.7. Awards

In an online event, the award ceremony does not necessarily have to take place on the same day as the pitches, especially if the teams just upload their documentation on a platform. This gives the judges more time to evaluate the projects. Depending on how you organise the evaluation of the judges, your award ceremony can be relatively different. For instance, if you let participants upload their project documentation and leave juries several days to evaluate the projects, you might provide the feedback of the juries to each team in a written form or give them the feedback during the award ceremony without having the jury being present. Of course, you can ask the juries to be present to the award ceremony. If you expect the team to directly pitch their idea during a closing session, where the jury can directly evaluate the projects, you have the possibility to let the jury present the winners and provide feedback on the teams during this very session.

### 4.3. Post Design

This stage does not really differ from the onsite event. During this stage, you can promote community building and support the further development of the most promising project ideas. You can also promote the event and its results toward various communication channels.

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