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# Welcome to the webinar!

*How to hack local community activation in cities in times of a lockdown?*

*May 18th, 2020 11 – 12AM*



ENERGYCITIES

## Webinar agenda

- Welcome and intro – Bénédicte Weber, Energy Cities; 5'
- About this webinar – Sandra Vlašić, ZEZ & Terra Hub & EIT C-KIC 5'
- Why the city of Križevci did it and what we got out of it? – Danijel Šaško, deputy mayor of Križevci 5'
- „Today for Tomorrow” hackathon in Križevci: How we did it, what we have learned? – Erica Svetec and Josip Beber, Green Energy Cooperative ZEZ & EIT C-KIC 20'
- Climathon 2020, Fabienne Lang, EIT C-KIC, 3'
- Q&As – 25'

**18/05/2020**

# HOW TO HACK

LOCAL COMMUNITY  
ACTIVATION IN CITIES  
IN TIMES OF A  
LOCKDOWN?

**WEBINAR: WHAT WE LEARNED FROM ORGANISING  
AN ONLINE HACKATHON WITH CROATIAN CITY KRIŽEVCI**



**JOIN US AT 11AM**



# Today for Tomorrow

A PARTICIPATORY ONLINE TOOL FOR  
VISUALIZATION, ENGAGEMENT AND  
DEVELOPMENT OF FUTURE PROJECTS





# WHY we did it?

It's (global) lockdown, and...

- we still want to work with cities
- we want to help to better connect with the citizens on finding solutions to common problems.

**People AND collaboration** are the key for social resilience, for the cities.

Digital infrastructure is not in a lockdown - let's use it!

- we wanted to test an on-line method of working with stakeholders and test how to achieve citizen activation.

# WHAT the city got out of it?

The Challenge posted by the city was:

- how the jobs will look like after this crisis? how we used digital to help us? how we helped the most vulnerable? Can we do it (and how) when there is no crisis to create a better city?

The first wave of activated local community players around specific issues and/or challenges posted by the city.

Newly (re)connected local stakeholders engaged around specific issues, ideated some solutions good for the community now and after the lockdown - how do people think about resilience?

# LEARNINGS AND USE OF THE TOOL

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## FOR CITIES:

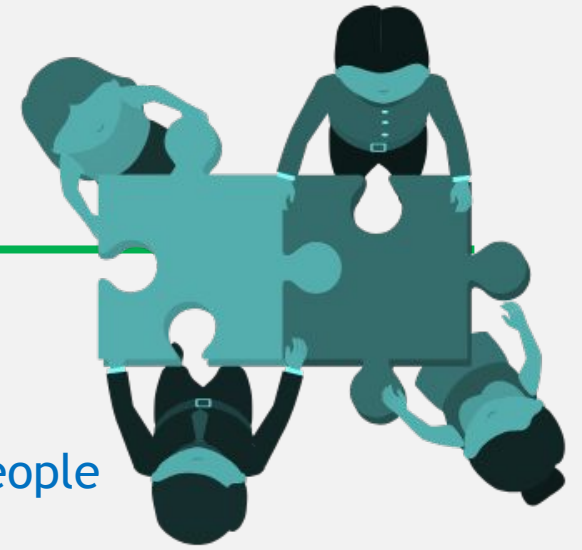
- Local engagement
- Engagement of local authorities
- Inclusive and participatory planning, decision making, strategy development, etc.
- Co-creation

## FOR CITIZENS:

- Active citizen movement
- Identification of like-minded people
- Collaboration
- Activity and project identification
- Collaboration and planning

## FOR SCHOOLS:

- Fun and engaging tool - new learning methods
- Mini project development
- Engaging youth in decision making projects and planning



- **User-friendly**
- **Multiple use**
- **Suitable for the use in native language**



# TOOL DESCRIPTION

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- Hackathon-like method.
- Inclusive, interactive, agile, promote multidisciplinary collaboration, and have shorter innovation cycles.
- Along with generating new ideas and future proofing a business, project or scoping, this tool can enhance collaboration between teams, citizens and local authorities bringing not only developing entrepreneurial skills, but also transparent co-creation in the city governance.

**2 days / 3+8**  
(backend 8 hours)

## RESOURCES:

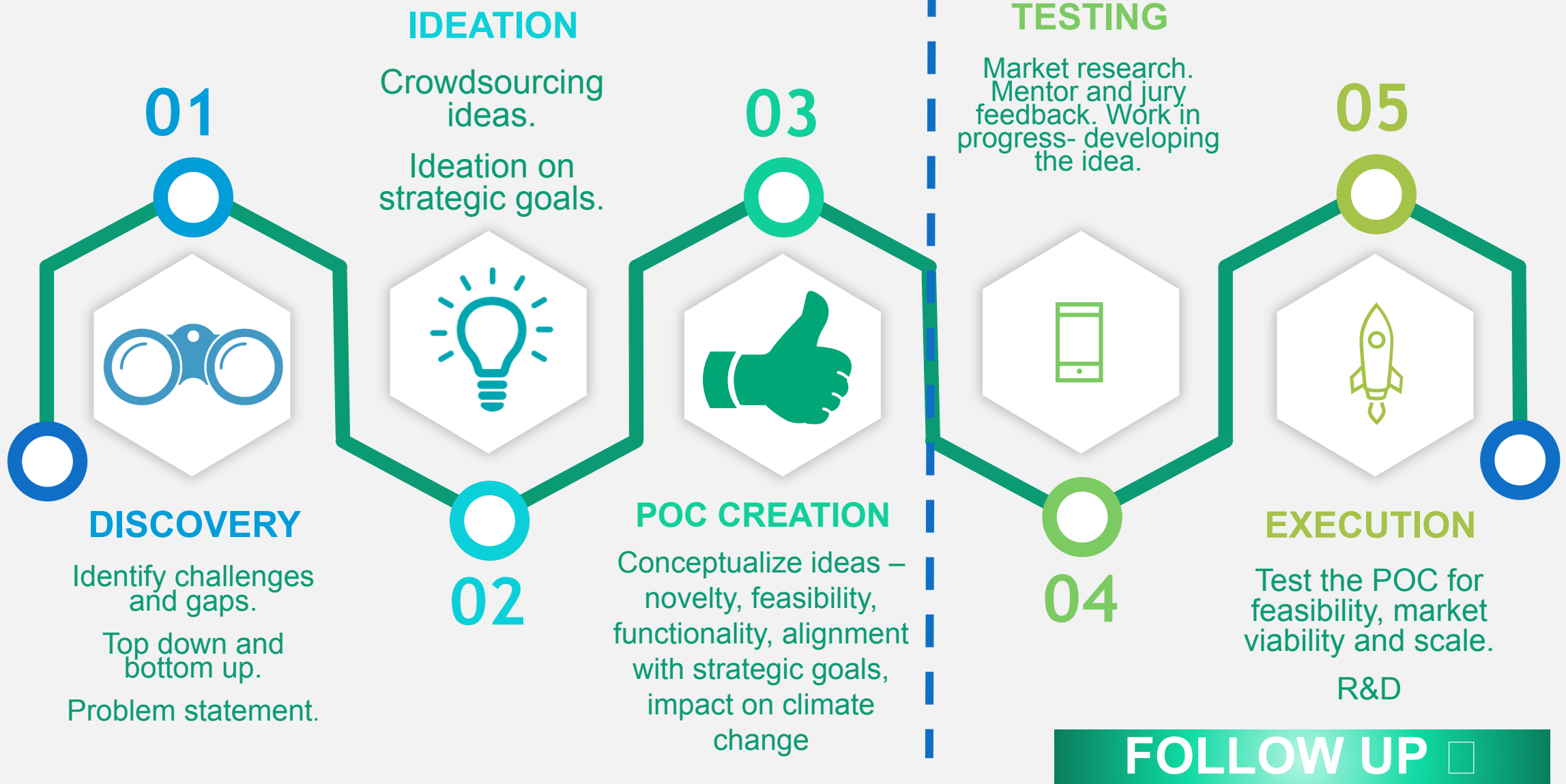
- CLOUD - storage
  - WHITEBOARD or other- interactive map, post-its
  - VIDEO
- CONFERENCING  
TOOL

## HUMAN RESOURCES:

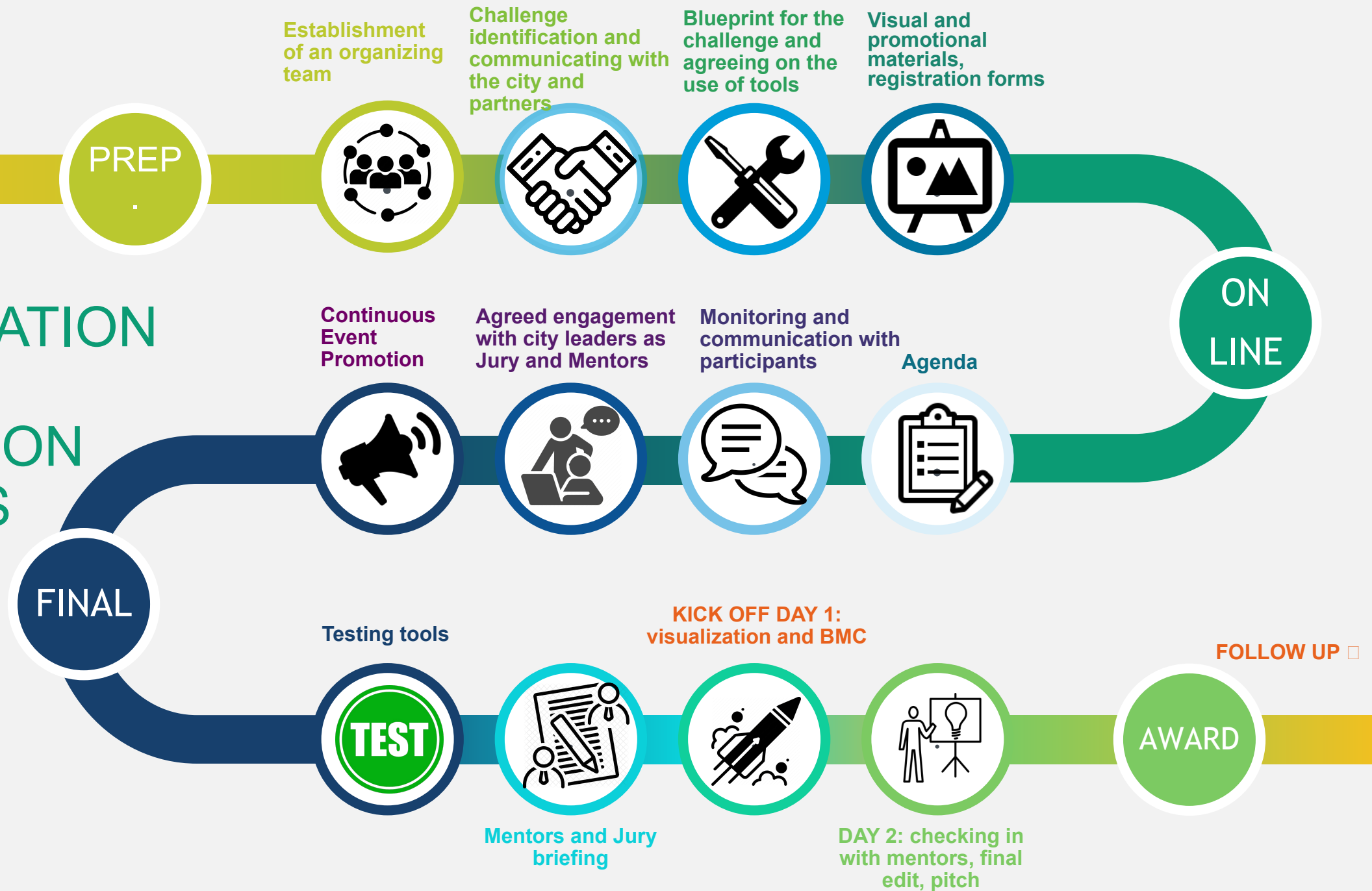
- Mentors
- Jury
- Speakers, presenters
- Facilitator
- Tech staff



# Today for Tomorrow: INNOVATION PROCESS



# OVERALL ORGANIZATION & HACKATHON PROCESS



# GENERAL



## PROCESS

- Team formation
- Agreed on what will be the challenge, awards and who will be the partners
- Designed a programme and outcomes
- Developed first promo and visual elements; and build a communication plan

## GOOD SIDES

- Experience with hackathons (3)
- Support from local authority
- All team members collaborated in real time (co-created whole process)

## CHALLENGES

- Quick set-up (only 8 days to develop hackathon)
- Changed to the short format because of the timing of the hackathon (choose weekday after working hours)

# WEB & PARTICIPANTS

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## PROCESS

- Prepared in advance web announcement and communication
- Engaged participants online and offline

## GOOD SIDES

- Web already existed
- Presence in local community (build the trust >5 years of activity)
- Experienced communication manager

## CHALLENGES

- CM had to be active and keep track of new applications and participant requests
- Short time for participants with no team to get to know each other

# PROMOTION & COMMUNICATION

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## PROCESS

- Prepared problem statement
- Writing promotional lines, communication and e-mails for participants
- Media announcements and continuous updates on the programme/promotion

## GOOD SIDES

- Communication pool established (media)
- Quick setup of communication texts because of the co-creation documents

## CHALLENGES

- Only 5 days to apply and participate
- Short time to prepare engaging post for social media





# AGENDA & LECTURES



## PROCESS

- Additional materials for participants research (links, video..)
- Design a program
- Design the agenda
- Visualise whole process (what participants, menthors, jury and organizers see in every moment)

## GOOD SIDES

- Existing additional materials for participants
- User-friendly programme and agenda (used simple tools)

## CHALLENGES

- Short time of the programme so there was no time for lectures to gain context

# AGENDA

## IZAZOV DANAS ZA SUTRA

Imaš viziju?



### SRIJEDA

**17:00 - 17:30** KRIŽEVCI 2030 - uvodna riječ i kick-off

**17:30-17:50** IMAŠ VIZIJU? ZNAŠ PROBLEM?  
IMAŠ RJEŠENJE!

**18:00-18:25** PROBLEM  
BUDUĆNOSTI-definiranje izazova kojeg želimo riješiti

**18:30-19:00** OD IDEJE DO REALIZACIJE-  
poslovni model

**19:00-19:15** POKAŽI ŠTO IMAŠ! - priprema pitcha

**19:15-19:45** PREZENTACIJA RJEŠENJA

### ČETVRTAK

**14h** DEADLINE za slanje dodatnih pitanja mentorima

**15h** Mentori šalju dodatne komentare i prijedloge za razradu

**17h-18h** Vrijeme za usavršavanje vaših rješenja

**19h** PREZENTACIJA RJEŠENJA I ODABIR POBJEDNIKA



Imaš rješenje!



Imaš problem?



# MENTOR SELECTION & HANDLING

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## PROCESS

- Pool of mentors inside the organization (already existing)
- Mentors are used working independently
- Every mentor had their own „room” with their teams

## GOOD SIDES

- No mentor coordinator needed
- All menthows were good motivators

## CHALLENGES

- The number of mentors must be equivalent to the number of the teams (good for smaller number of participants ~ 30-50 people)
- Mentors need to know the design process (guidebook preparation)



# CRITERIA & JUDGING PROCESS

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## PROCESS

- Criteria established during the co-creation process for the challenge
- Creation of the jury score sheet
- Quick brief with jury
- Seperate „room” for the jury for briefing and judge

## GOOD SIDES

- Existing jury score sheet
- User-friendly process

## CHALLENGES

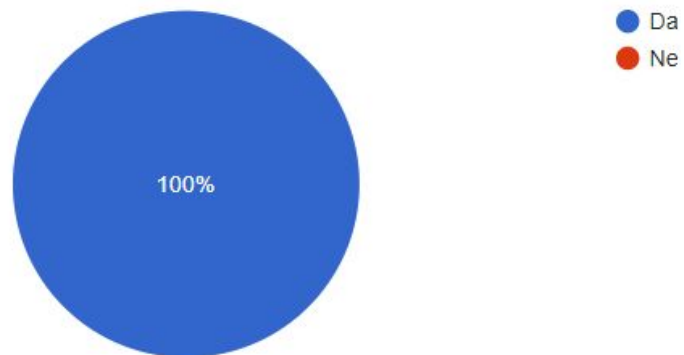
- One jury member had to brief others - lack of time to explain the expectations
- The jury is unfamiliar with the work of the team. They only evaluate the last pitch.
- Teams had too little time to prepare the final pitch.





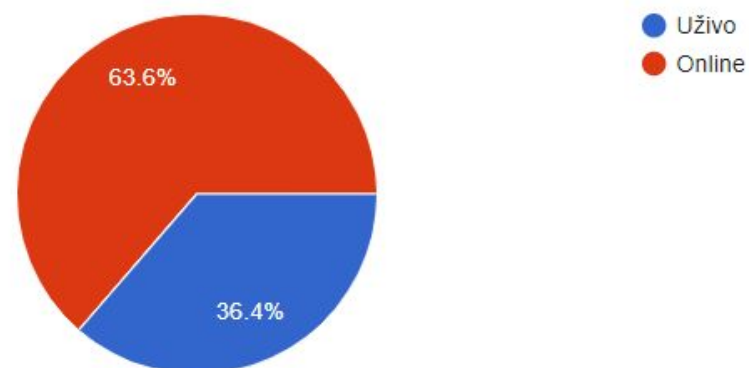
Mislite li da je važno da građani imaju uvid u izradu strategije?

11 responses



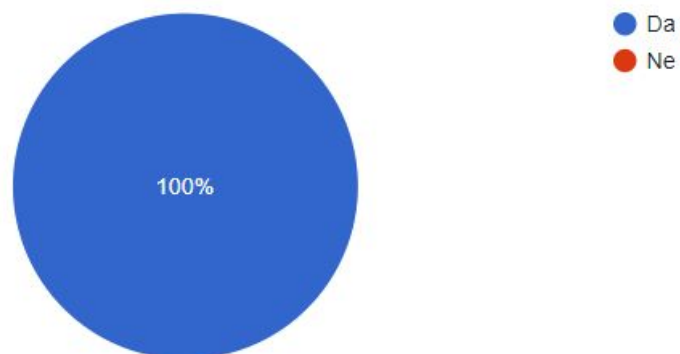
Jesu li šanse veće da sudjelujete na ovakvom događaju ukoliko bi se događao uživo ili online?

11 responses



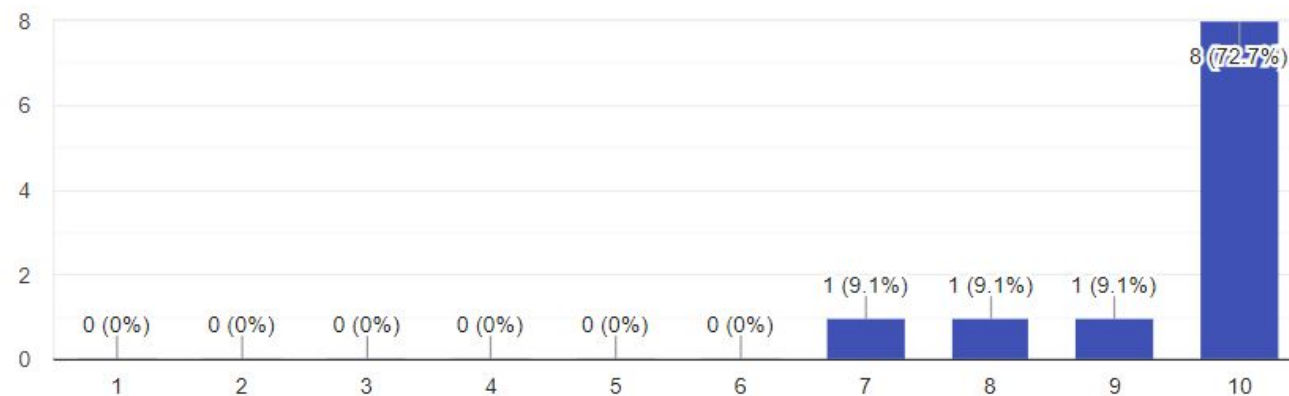
Mislite li da bi drugi gradovi trebali izrađivati strategiju na ovaj način?

11 responses



Koliko mislite da ovaj događaj unaprijeđuje vaše povjerenje prema gradu?

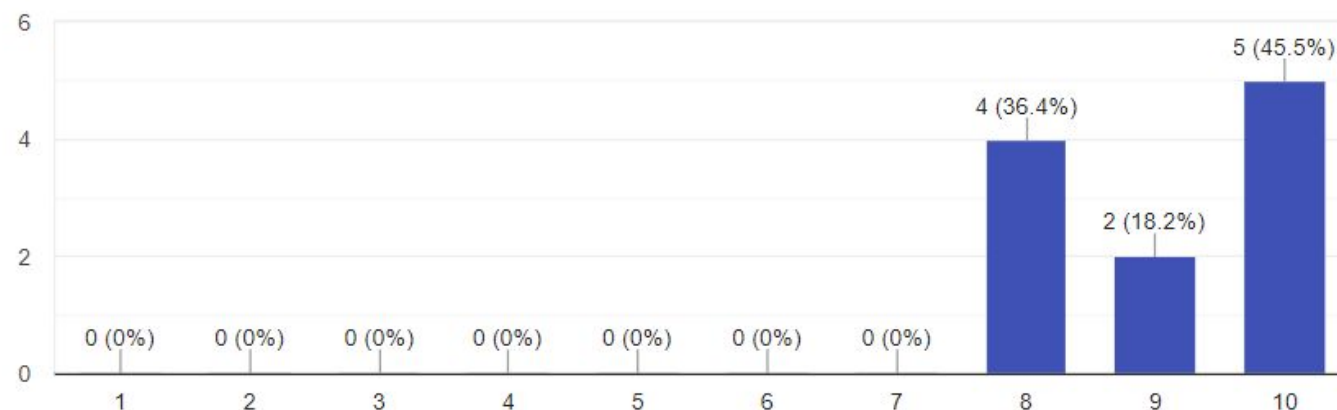
11 responses



Koliko su veće šanse da se uključite u neki od sljedećih događaja koje organizira grad nakon ovog događaja? (da ih promovirate, unaprijedujete i sudjelujete u njima)

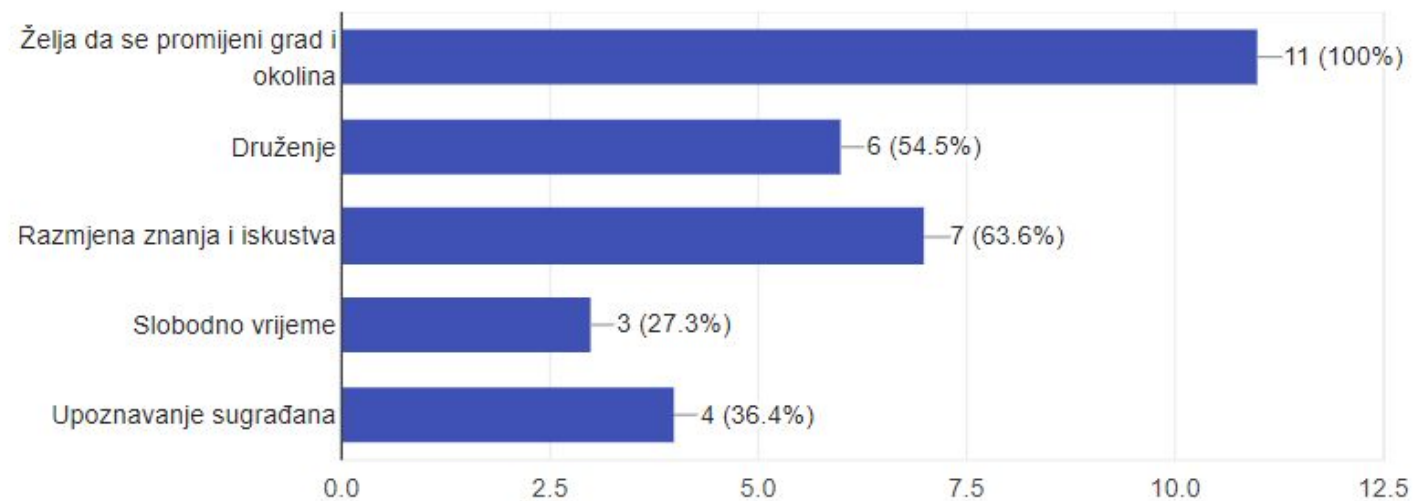


11 responses



Što bi vas potaknulo da više sudjelujete u gradskim aktivnostima?

11 responses



Time for change.  
Be the change.

Climathon 2020



# Our Mission Statement

**Seeds of change can sprout from a single idea.**

That is what Climathon is about.

Climathon is **a stage for those that want to act** on behalf of the needs of our planet.

By 2050, more than two-thirds of the world's population will live in cities.  
Our cities **must be carbon neutral by 2030**, and the people that live in them are a powerful driving force towards that goal.

Already, there is momentum on the streets. There is an inner fire among people to self-organise and **take the climate crisis into their own hands.**

And home is where it counts.

Real change is made within the communities and cities you take part in **every day.**



# What is Climathon?

Climathon is a **city-based programme** that offers a clear pathway to action and interaction - an opportunity for cities and citizens to co-create local ideas to shared climate challenges.

At the core of the Climathon programme is an **ideathon**. The ideathon - **Global Climathon Day** - takes place on **13 November 2020** in hundreds of cities across continents and many timezones.

Over the span of **12-72 hours**, a diverse group of participants ranging from policymakers to entrepreneurs, youth to business leaders, hackers to academics, and students to professionals, come together to collaborate on forward-thinking ideas.



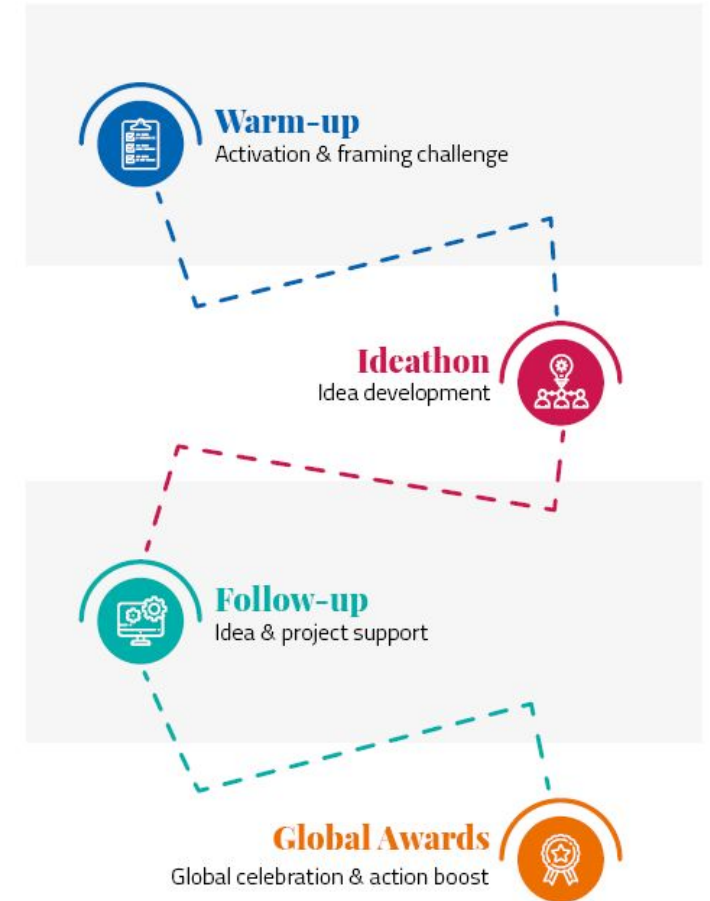
# What is Climathon?

As citizens, what future do we want?

The aim of Climathon is to **raise climate awareness, disrupt the status quo**, and **rethink the places** we live in and the future we want as citizens.

**Ideathons** build the **foundations** for long-lasting climate projects, impact-driven start-ups and genuine conversations with decision-makers over city plans and policies.

Warm-up events and follow-up activities make sure the **community is engaged**, ideas are shared and there is genuine **long-lasting impact**.



# Join the movement

The number of Climathons is growing

**Our movement is building!**

We can raise climate awareness by bringing communities together to collaborate and ideate on the cities of tomorrow.



# Thank you!

Apply on our website: <https://climathon.climate-kic.org/>



