IN EDU project engagement programme

HOW TO ORGANIZE A CIVIC HACKATHON GUIDELINES
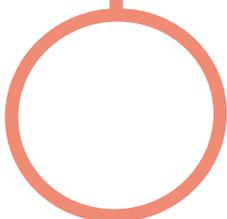
HOW TO ORGANIZE A CIVIC HACKATHON GUIDELINES

Sofia, January, 2020

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Publication available online at: http://in-eduproject.eu/

If you would like to cite any part of this publication, please make reference to its title and authoring organisation.

sofia
development
association

INTRODUCTION

The guidelines scale-up the good practice promoted by Sofia Development Association of organizing municipal/civic hackathons. The main target groups are youngsters from 15 to 19 years.

The civic hackathon is part of **IN-EDU engagement programme and will be conducted in Bulgaria, Croatia, Italy and Slovenia**. It aims at developing media literacy and critical thinking competences in teachers, students and parents from diverse backgrounds in order to empower them at community level. The civic hackathon will give young people real opportunities to challenge messages coming from media and to build their own counter-narrative and bias-free ideas.

The civic hackathons, an adapted version of the ICT-solution-oriented hackathons, have proven to effectively engage diverse groups once given a common goal and can be considered co-design and learning laboratories of cooperation and inclusion at community level.

Civic hackathons winning teams will have the opportunity to implement their campaign actions in order to raise societal awareness on the importance of media and information literacy. Thus IN-EDU will **educate, empower and engage** young civic voices.

The best teams will gather with their peers in Sofia at **Youth Innovation Camp** to exchange experiences and develop social, civic and intercultural competences. This international camp and the grassroot campaigns will reach out to peers beyond the project partnership and spread the European values of freedom of speech, tolerance, citizenship.

Hackathon is:

- a creative competition where teams of 2-5 people develop innovative solutions to different challenges through different programming languages;
- an environment where teams dive into the problems that a hackathon focuses on for a limited period of 24 or 48 hours and design and prototype solutions.

Hackathon is not:

- about starting a new business;
- only for tech people;
- about solving a problem for 24 hours.

"*Participants are asked to come up with great ideas, formulate a prototype and prioritize wisely; then self-organize and execute—do quick research, prepare resources, write code, reuse existing components and systems and finally prepare a presentation—all in time-boxed scenario. The hackathon may be focusing on known problems or business opportunities or technologies (stated upfront) or it could be open to any ideas with no particular constraints*".

(George Krasadakis, "How to run a successful hackathon")

Teams usually are interdisciplinary and consist of coders, designers, subject-matter experts, project managers, communication experts, etc. The civic hackathon also encourages the formation of interdisciplinary teams where participants have different skills and expertise.

Hackathons could be internal, for organization/company employees, or external, inviting citizens interested in the topic addressed by the hackathon.

WHY CONDUCTING A HACKATHON

Because:

- It is a way **to inspire communities and to promote creativity, cooperation , and innovative thinking for designing solutions to different challenges**.

- It is one of the best ways for participants to pick up new skills working on a project, for networking, career orientation.

- The advanced technologies nowadays change the way of collaboration between public authorities, businesses, users and communities. A hackathon stimulates design of solutions to specific problems/situation providing one-time investment.

- It's a good way also for public authorities to stimulate innovations framing a problem with no instructions how to solve it; defining an appropriate award in order to attract more participants who may apply different approaches offering the authorities respective solutions.

- The public - private financing of a competition for innovations distributes the risk between the public and private sector as well the responsibility for stimulating the creation of public goods. The local sponsors may become co-owners and co-creators of the innovative solutions.

WHAT ARE THE OBJECTIVES OF A HACKATHON

In order to solve a problem, it has to be very clearly defined.

The objectives and the rules of the competition and the awarding criteria should be clear and achievable so the winner is undisputable.

The competition pays only for result.

THE CIVIC HACKATHON FORMAT

The Media and Information Literacy Civic Hackathon will involve teams of high school students, with the objective of planning and designing community campaigns/ actions for the raising awareness or improving critical thinking and media literacy. Depending on the countries' specificities, the hackathon might be dedicated to a given topic with implications for media literacy*.*

Having in mind that the main target group of IN EDU Civic Hackathon are high school students (15 – 19 years), IN EDU team is shaping the format to:

2-day Hackathon including 8-hour on spot prototyping of campaign projects; networking dinner and 8-hour teams' presentation preparation; pitching in front of a jury session and award ceremony.

Students who register for the hackathon should form teams of 2 – 5 people.
Target group for the IN EDU project hackathon is 40, could be also more.

HACKATHON PLANNING AND TIMELINE

STAGE 1. IDEATE, DESIGN, PREPARE

January 2020 - SET THE CHALLENGE:

Could be: *Media and Information Literacy matters*

At the day of the hackathon participants will receive more specific information for the different aspects of MIL that they should develop actions for.

THE TASK COULD BE: *How to deal with the information disorder - separate divisive disinformation from verified fact; How to recognize the fake news; Can we restrain the online hate speech; Can we train children and youth how to protect themselves from online scams and harmful content….*

Create online and offline campaign action/s that address the challenges.

You will receive seed money to implement the action/s it with mentoring in the next 4 months.

The Jury members will be….

January 2020 – SCHEDULE THE DATES of the Hackathon (between May-June 2020)

"Good to know"

Choose 2 consecutive dates for the hackathon. Could be Friday and Saturday, or Saturday and Sunday so that you do not disturb the school agenda. Avoid holidays.

Consult the dates with teachers and school principals.

February 2020 - FIND AND BOOK THE VENUE AND EQUIPMENT FOR THE HACKATHON

Assure the space is accessible in terms of infrastructure and public transport.

Assure it is wide enough to accommodate:

- a banquet-style setup with large circular tables that seat about 8 people each table with chairs for every team member and additional chairs for mentors;
- place to build (if it is not existing) a scene for the pitching session and award ceremony;
- place for food and beverages;
- there are clean toilettes to be used by participants;
- good WiFi to be used (is it fast and reliable? can it connect all of your participants? does it block any ports?)

Assure that you have the following equipment:

- cloud where the teams will upload their projects;
- computer for presentions, splitters if you will have 2 screens, pointer;
- power strips for every team (at least 2 per team)
- projector/s
- screen
- wireless microphones (2 minimum);
- printer (optional);
- photo camera (or a service that take care of all the visual and communication aspects).

Usually hackathon teams bring their own computers. It is recommendable to ask teams in advance to bring their own computers.

February 2020 - DEFINE AND ORGANIZE AWARDS

Clearly define awards.

The awards could be:

- cash for the campaign action implementation;
- in-kind awards from sponsors (could be tech equipment; tickets for interesting digital festivals/ events; tickets for Brussels Code Week or other interesting events);
- one of the awards would be participation in IN EDU Youth Camp in October 2020.

It is important to define the main awards that will be part of the main promotion of the hackathon. Other awards (if any in-kind awards) can be organized in the consecutive months and promoted online.

February – March 2020 - INVITE JURY MEMBERS

Jury should be balanced – invite tech and business people, designers, policy makers, community leaders, social network influencers, journalists, famous people who are supporting different causes.

It is recommendable to have well known people in order to attract participants but also raise media interest.

Jury members should be announced with the announcement of the hackathon.

February - PREPARE THE RULES

The rules should be clear and public. Discuss the challenge and rules with the jury members and sponsors.

Every registered participant has to agree with them in order to participate in the hackathon.

Rules should give clear instructions on the product/deliverable that is expected from the teams.

A draft template with RULES for PARTICIPATION is annexed.

Create criteria for selection of the winning projects and voting system. Discuss them with the jury.

A draft template with Criteria for selection of the winning project is annexed.

Find sponsors. Some of the sponsors could be willing to provide awards, others may provide food and drinks for participants. Others could be interested in supporting the cause and also contributing in parallel sessions/aside events.

Identify sponsors who will be interested in the hackathon themes and target groups.

Prepare a short description of the hackathon and the way you will promote the sponsorship prior to meet the sponsors.

STAGE 2. INVITE, INFORM

March 2020 DESIGN VISUAL IDENTITY AND CREATE A SHORT HACKATHON BRIEF

Create appealing design that could attract young people.

Design online space where you will upload regular information and registration form for the participants.

The registration form and information for IN EDU Media Literacy Hackathon will be uploaded on www.in-eduproject.eu.

Design visual materials for online and offline promotion. The minimum information a material should contain is the challenge, the awards, dates and venue, link to the online space for registration with rules for participation, logos of organizers and sponsors.

February – April 2020 RECRUITMENT CAMPAIGN ONLINE AND OFFLINE

Start campaigning for recruiting teams. Use the communication channels the target group use.

As students are the main target for IN EDU Civic Hackathon use the social media such as Instagram, Tik Tok, Facebook, Snapchat, Pinterest, etc.

Contact also school principals and teachers who were already involved in activities related to media literacy. Give them posters or leaflets and ask them to distribute in the schools.

Send information to existing school media and popular media, social network/media influencer, working on this topic.

March – April/May 2020 PARTICIPANTS REGISTRATION

Keep in touch with participants who registered.

Send them regular (but do not spam) information and reminder messages. Could be about a new Jury member, new award, final agenda, prominent speaker who will great them, etc.

Publish on social networks a kind of profiles/brief presentation/interviews withJury members, influencers promoting the Hackathon, etc.

Invite inspiring speaker to open the hackathon.

Invite recognized professionals to give the awards to the winning teams.

Invite policy makers and business companies, association/networks of companies/professionals on the field, NGOs, etc. to attend.

Prepare side events for parents and other relevant target groups, i.e. discussion with an expert on safe internet.

PREPARE the final hackathon agenda. Appoint a moderator of the whole event. Prepare equipment for the organisers so they could be recognizable for the competing teams – could be t-shirts, bigger colorful badges.

It could it be useful and effective to engage young students from Universities, or others as Volunteers for the Hackathons; also students from schools that can obtain credits or other forms of recognition.

STAGE 3 . THE HACKATHON

May or June 2020

Each IN EDU partner will organize civic hackathon in May or June 2020 depending on local contexts.

"Good to know"

When booking the venue negotiate with the space owner that the hall will be accessible few days prior the hackathon for final check-ups and preparatory actions.

The day before the hackathon PREPARE AND CHECK:

○— technical equipment (microphones, screens, projectors, splitters, electrical strips);

○— WiFi connection;

○— sitting arrangements for the registered teams;

○— voting system for the jury *(the voting system could be offline or online; whatever you decide be sure that you guarantee it is fair and it is working well)*.

BRAND THE PLACE and set up the scene for the opening and for the pitching session

○— make it comfortable and colourful.

Use posters, print colorful stickers directing to registration, pitching place, food and drinks.

Find comfortable and designed furniture and make relax zones. For this purpose you may contact sponsors to provide such furniture.

TEST THE VOTING SYSTEM

ORDER: SNACKS AND BEVERAGES; CATERING FOR LUNCH AND DINNER

INVITE MEDIA, SPONSORS, PARTNERS

THE DAY OF THE HACKATHON

Register participants.

Welcome the guests.

Life stream and share photos, videos, messages.

Create a video from the Hackathon.

Organize a space for the pitch in front of the JURY.

ORGANIZE AWARD CEREMONY

You will have to rearrange the hall, as you will have more guests – parents, stakeholders, teachers, media. The awards provided by IN EDU project are funds for actions implementation. Design certificates with the prize for 1, 2, 3, etc. place in order to award the winning teams during ceremony.

Make the ceremony festive.

STAGE 4. AFTERMATH

Create visual dossier of the hackathon.

Send press release with awarded projects.

Prepare the contracts for the award to the winning teams.

Mentor the winning teams to implement the campaign/actions they design during the hackathon.

WORK WITH UNDERAGED

When starting organizing the civic hackathon assure you follow your national regulations for working with high school students. Prepare the needed documentation, i.e. declarations from parents, etc.

Provide information on the way you will assure participants safety and the way you will obey GDPR.

IN EDU HACKATHON ON MEDIA AND INFORMATION RULES

1. Entry rules (terms of participation)

1.1.   High school students with attitude, skills and ideas in coding, design, communication, journalism are allowed in the teams. Teams of schools whose teachers participated in the IN EDU training will have an advantage when registering.

1.2.   People under the age of 18 can participate in the hackathon - subject to the conditions in accordance with the regulations for participation of students in extra-curricular initiatives.

1.3.   School teams of 2-5 persons are allowed to compete.

1.4.   Project demos are allowed in presentations.

1.5.   Presentations are limited to a 5-minute presentation and possible 5 - minute Q&A from the judges.

1.6.   By participating in this Hackathon, the Participants accept the binding of these Rules and agree to comply by their provisions. Should we provide teams with a written text of the rules to be "signed" by them?

2. Winner Selection

The overall Contest winners (The Best of the best MIL's answers) will be selected by the predefined panel of Jury Members ("Jury") . All teams competing in any challenge are candidates for the award.

Evaluation criteria:

• **Applicability of the project/action:** Whom does this project help and in what way? Does it solve a major problem from practice? Is the theme topical and applicable? Does anyone really have a real need of this project?

• **Content evaluation:** Is it useful and interesting, and is it interactive or it already duplicates existing sources? May be useful to add a question about innovative features and what innovation can be? Are the texts, illustrations and other multimedia elements reliable and of quality? Is the content copyrighted, or is it copied from somewhere (quality copyright content is more highly valued)?

Should we take into consideration the key elements that characterize MIL, such as Information sources verification, no stereotyped images and biases, etc.?

• **Technical implementation:** Are the appropriate technologies used in the right way? Is there a better usability, intuitive user interface and user experience? Is there a good structure, layout and navigation?

• **Impact of the project:** Is the target group of the project/action clearly defined? Is the size of the target group realistic? Is it clear how the designed actions will impact the target group/s?

• **Pitching:** Is the project presented attractively and convincingly during the defense?

3. Copyright and protection of intellectual property

3.1.   Participants will not submit content that is copyrighted, protected by trade secret or otherwise subject to third party intellectual property rights or other property rights, including privacy and publicity rights, unless you are the owner of such rights or have permission from their rightful owner to post the content.

3.2.   Participants will not submit content that is unlawful or encourages conduct that would be considered a criminal offense.

3.3.   Participants will not post advertisements or solicitations of business

3.4.   Participants will own the intellectual property rights for all their work (hereinafter: Development).

3.5.   By participating in the Hackathon every participant or team of participants give its express consent to Organizers to use all information derived or relating to the Hackathon for all kind of marketing and promotional purposes (hereinafter: Marketing content). Marketing content shall be provided without any compensation for the participants and shall be worldwide, perpetual and irrevocable.

4. Eligibility

Hackathon Organizers will have the right at their sole discretion to determine whether an entrant is eligible for the Contest and may disqualify at organizers' sole discretion.

5. Awards

5.1.   Contest prizes are non-transferable by the winner. If you accept a prize, the Organizers will be responsible for all applicable taxes required by local law related to accepting such prize. Any cash prize values are published as gross value.

5.2.   Responsibility of the Organizers and / or third parties involved in the initiative in any case, the winning Participant / Team will receive the prize for which it is awarded under the conditions set out herein. By handing over the Team Prize, the Organizers and / or a third party engaged in the initiative is relieved of any further liability. Disputes between third parties concerning the ownership of the project do not affect the principle of the award of the distinction by the Organizers to the person whose claim is presented to the Organizers in accordance with the provisions of these Rules.

5.3.   The Participant's personal data is subject to review by the Organizers.

5.4.   The organizer does not have the obligation to conduct correspondence regarding claims for participation in the hackathon after its end.

6. Termination of the Hackathon

The Organizer has the right at his discretion to terminate the Hackathon at any time without being exhaustive in the event of material misconduct, violation of the In EDU MIL Hackathon Rules or force majeure circumstances. The termination of the Hackathon is announced on the website in-eduproject.eu. In these cases, no compensation is due to the Participants.

A DRAFT TEMPLATE WITH CRITERIA FOR SELECTION OF THE WINNING PROJECT

Name of the team:	Final score:

Criteria	Relative weight in the final score %	Points	Score
Applicability of the project/action: Whom does this project help and in what way? Does it solve a major problem from practice? Is the theme topical and applicable? Does anyone really have a real need of this project?	30%	Min **1** Max **10**	
Content evaluation: Is it useful and interesting, and is it interactive or it already duplicates existing sources? Are the texts, illustrations and other multimedia elements reliable and of quality? Is the content copyrighted, or is it copied from somewhere (quality copyright content is more highly valued)?	20%	Min **1** Max **10**	
Technical implementation: Are the appropriate technologies used in the right way? Is there a better usability, intuitive user interface and user experience? Is there a good structure, layout and navigation?	20%	Min **1** Max **10**	
Impact of the project: Is the target group of the project/action clearly defined? Is the size of the target group realistic? Is it clear how the designed actions will impact the target group/s?	20%	Min **1** Max **10**	
Pitching: Is the project presented attractively and convincingly during the defense?	10%	Min **1** Max **10**	

Instructions to jury members:

1. The judging will have 1 stage:

   After the end of the hackathon each team draw a number indicating the pitching sequence. The organisers create a list with team names and sequence and upload the names in the voting system.

   Every team has 5 minutes to pitch their project in front of the Jury Panel and guests. The Jury members have 5 minutes for Q&A.

2. Every Jury member has access to the voting system. If the voting system is electronic, every jury member is registered with their private email and access the voting through their smartphone or laptop after the organizers send them a link..

   The Jury members could also receive the score form on paper in order to make notes prior to finalize the score.

3. Every jury member scores the project based on the criteria that have been published in the Rules for participation. The score should be only integer.

4. If a following hypothetical situation occurs the jury panel can make their final decision with a final discussion:

   4.1. If there are projects with same score the Panel discuss and take decision with simple majority: 50 +1.