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Agenda

Virtual and Co-Creative Methods for Successful Projects

Part 1 – Project Design and Management (Philipp Baur)

Coffee Break

Part 2 – Case studies: How to leverage digital platforms for co-creation beyond Zoom-meetings (Björn Nyström)





Uppsala University Division for Internationalisation Unit for Global Partnership

- **Bilateral country networks:** Sweden + South Africa, Japan, Chile, Italy, USA
- **Development projects:** Erasmus+ KA2 (CBHE, SP) and Swedish Institute
- **European University:** ENLIGHT



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Latin American and European
Cooperation on Innovation and
Entrepreneurship



Combining career guidance
and game design to help
students identify and express
soft skills gained during
studies abroad



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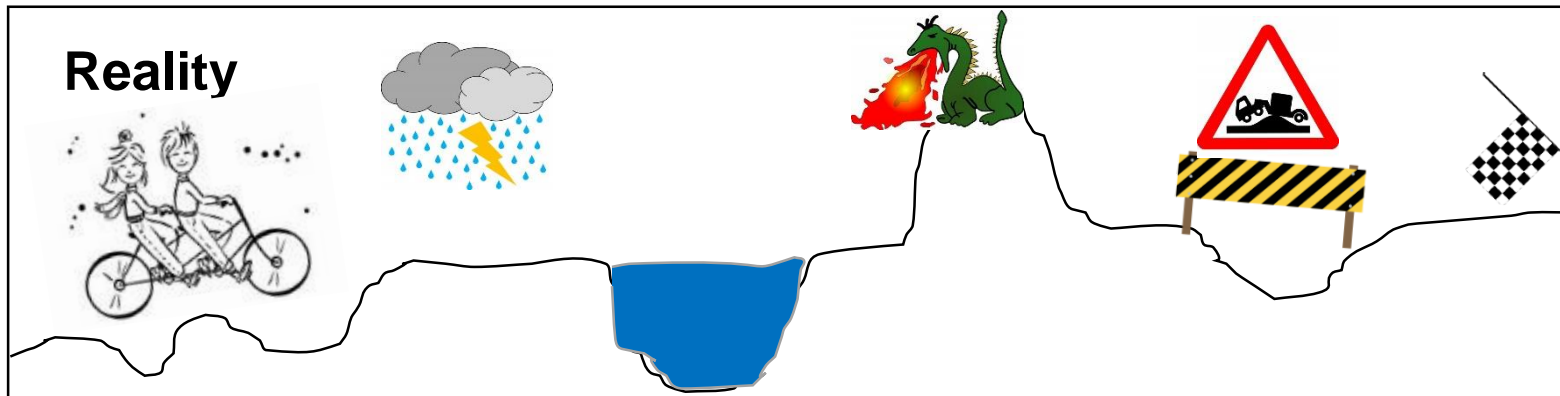
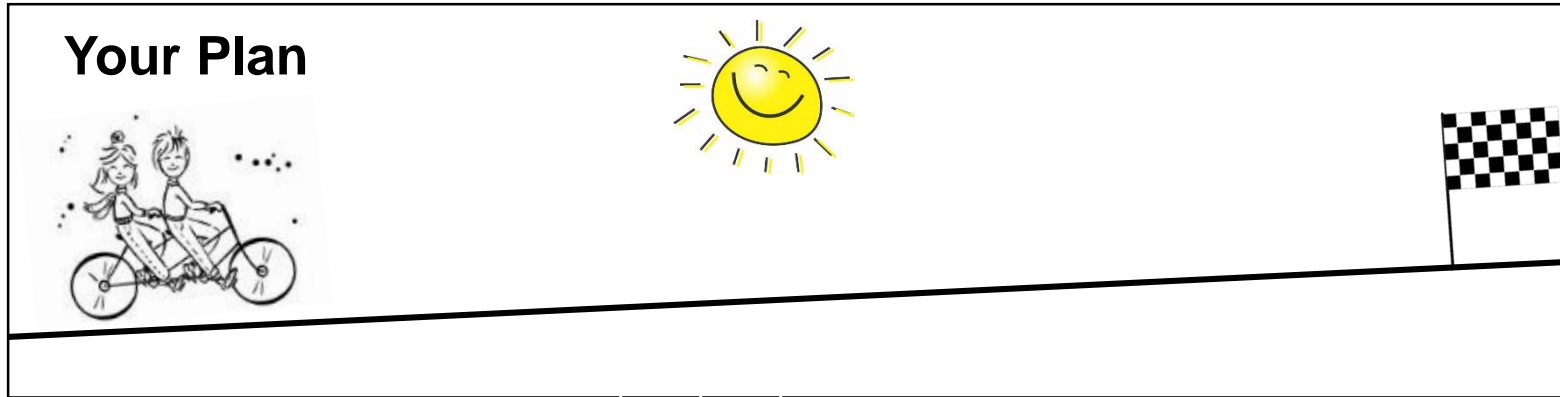
Virtual and Co-Creative Methods for Successful Projects

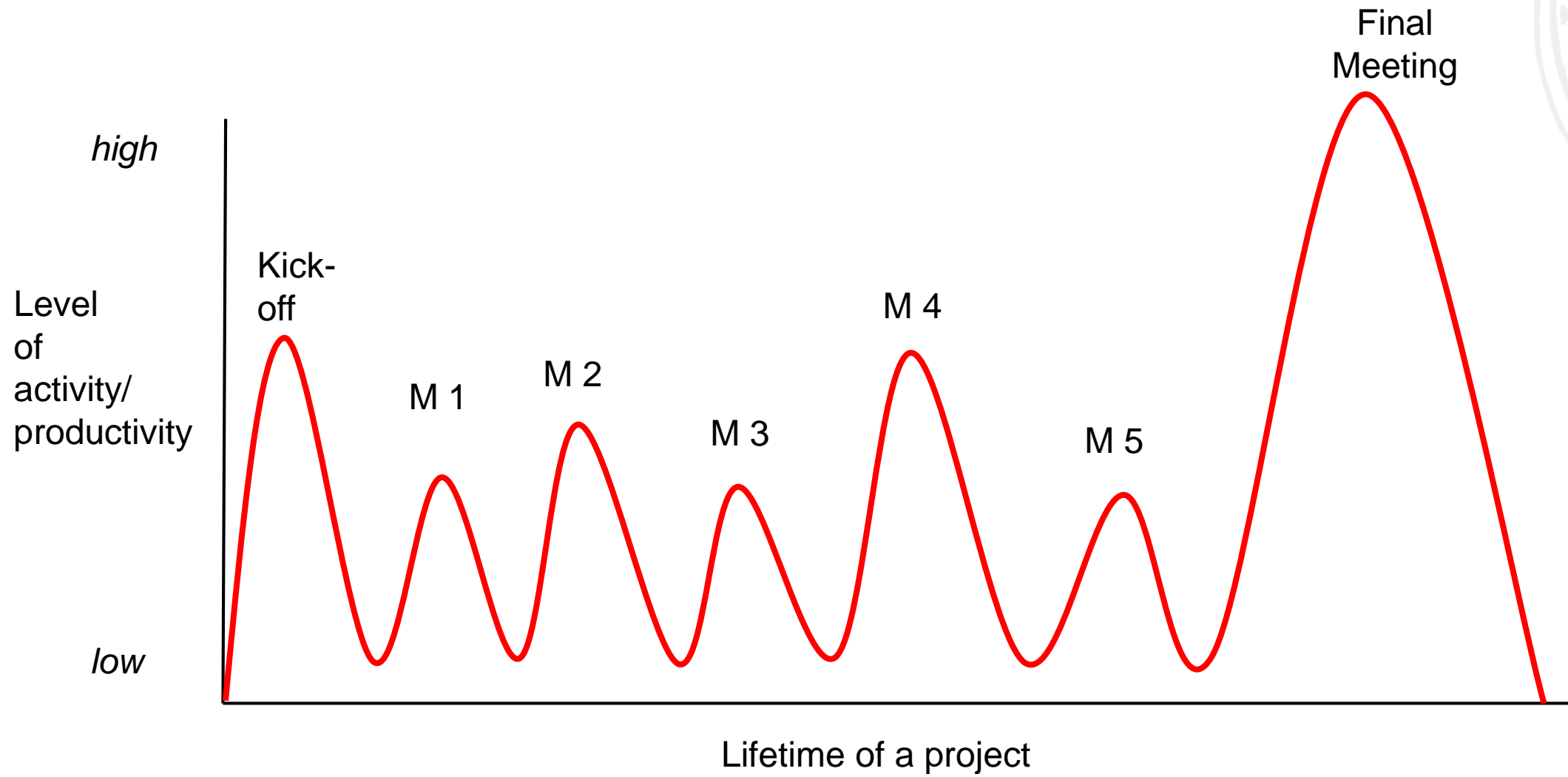
Part 1: Project Design and Management

Philipp Baur



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Why virtual collaboration?

Feedback from evaluators and some conclusions



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1. Cost effectiveness

*“Some activities are not sufficiently motivated and thus budget reductions are recommended. The **number of transnational meetings is excessive**, in essence amounting to once a month during the entire project except during the summer months. Given the multitude of media platforms for long distance collaboration and the relatively few participants (who by this point are used to working with each other) it is **difficult to justify so many physical meetings**. Further, stakeholder meetings could be held with just the local group who then report the results back to the larger groups. Recommend eliminating transnational meetings 2, 4, 5, 7, 11, 12, 14, 16, 18, 19, 20 and 21.”*

”Real” meetings are expensive!

Virtual meetings are cheaper!



Find a balance between cost effectiveness and the necessary investment in travelling for meetings





2. Sustainability

*“The use of digital tools is well anchored in the different activities during the run of the project. There are **several hybrid meetings** planned and many face-to-face meetings with the project teams. A positive feature is that these meetings are planned after each other at the same place why the **number of journeys is reduced.**”*

Travelling for meetings causes (a lot of) carbon emissions

Virtual meetings have a smaller environmental impact



Find a balance between the need to meet in person and virtual, eco-friendly means of collaboration



3. Inclusiveness

*“The multiplier events appear to be designed in an **accessible and inclusive way**, open to a broad public, and designed in an **eco-friendly way**.”*



Virtual events have the potential to be more inclusive and accessible for a broader audience (dissemination, impact)





4. Work Flow & Quality

*“The application, containing the project’s goal, theme, activities, etc. was developed in advance through contacts via e-mail and video calls. The distribution of roles, responsibilities, and tasks are **clearly defined, and well balanced**.*

*Continuous coordination, communication, and discussions, will be handled through the planned TPMs and **regular communication through digital platforms**.*”

What kind of format is necessary to achieve an outcome/output of good quality?



Find the right mode and combination for effective project collaboration (in real life and virtual)



5. Impact & Mainstreaming

*“The proposal has good prospects for institutional sustainability as a **special webinar** is planned for **university management** to ensure institutional approval of the results, including the recommendations for institutional change and the toolkit, and the partnership has a clear plan for future activities.”*



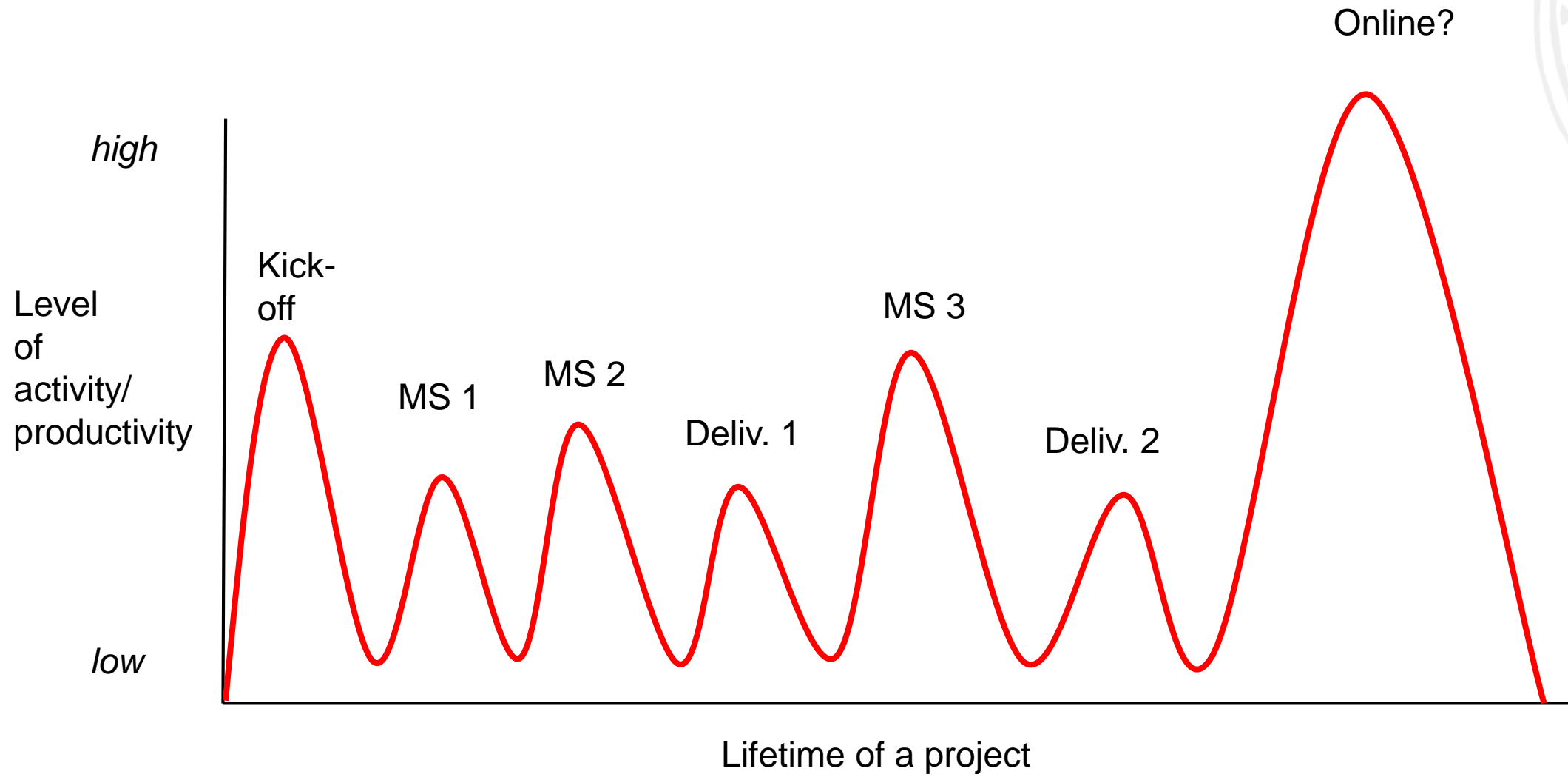
Virtual events allow you to reach your target group better and increase your desired impact





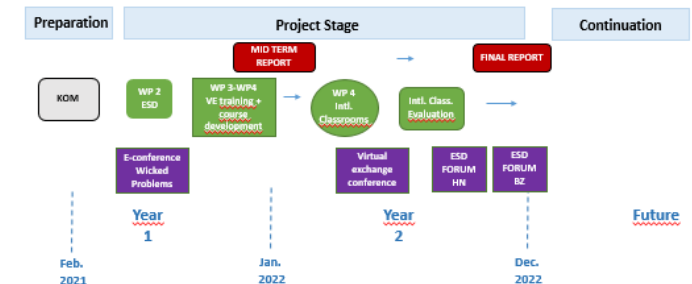
Possible solutions, and how to
pitch them in your proposal





1. Project Phases

- **Getting to know phase (6-9 months):** Higher need for face-to-face meetings for bonding and building human relationships (incl. social activities, dinners, wine tasting...) → foundation of your project
- **Working phase:** Depending on objective and topic, more virtual collaboration than physical meetings. What methods of interaction are necessary to achieve a specific output/outcome?
- **Wrapping up phase:** Dissemination and increasing impact via local and virtual events (target group specific, broader reach, inclusive, open webinars, “glocal” solutions)



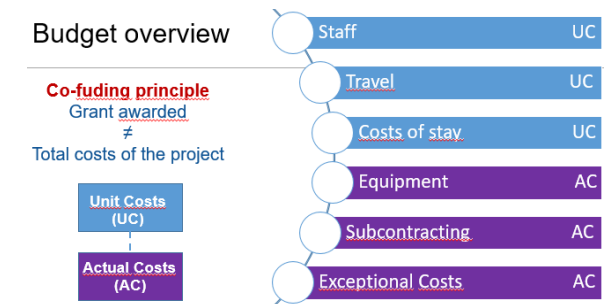
Arguments: Sustainability, cost-effectiveness, inclusion, impact, **quality!**





2. Project Management & Administration

- Explaining Erasmus+ rules and regulation works very well with a video conference and ppt presentation (inviting financial staff possible, recording can be shared, easy access, time effective, split up in smaller chunks)
- Management of a group of key people (contact persons/steering committee) incl. decision making and voting works very well via video conference (e.g. monthly management meeting → routine)
- Shifting project management & administration to online meetings will free up valuable time within face-to-face meetings (training, exchange, creativity, bonding, fun)

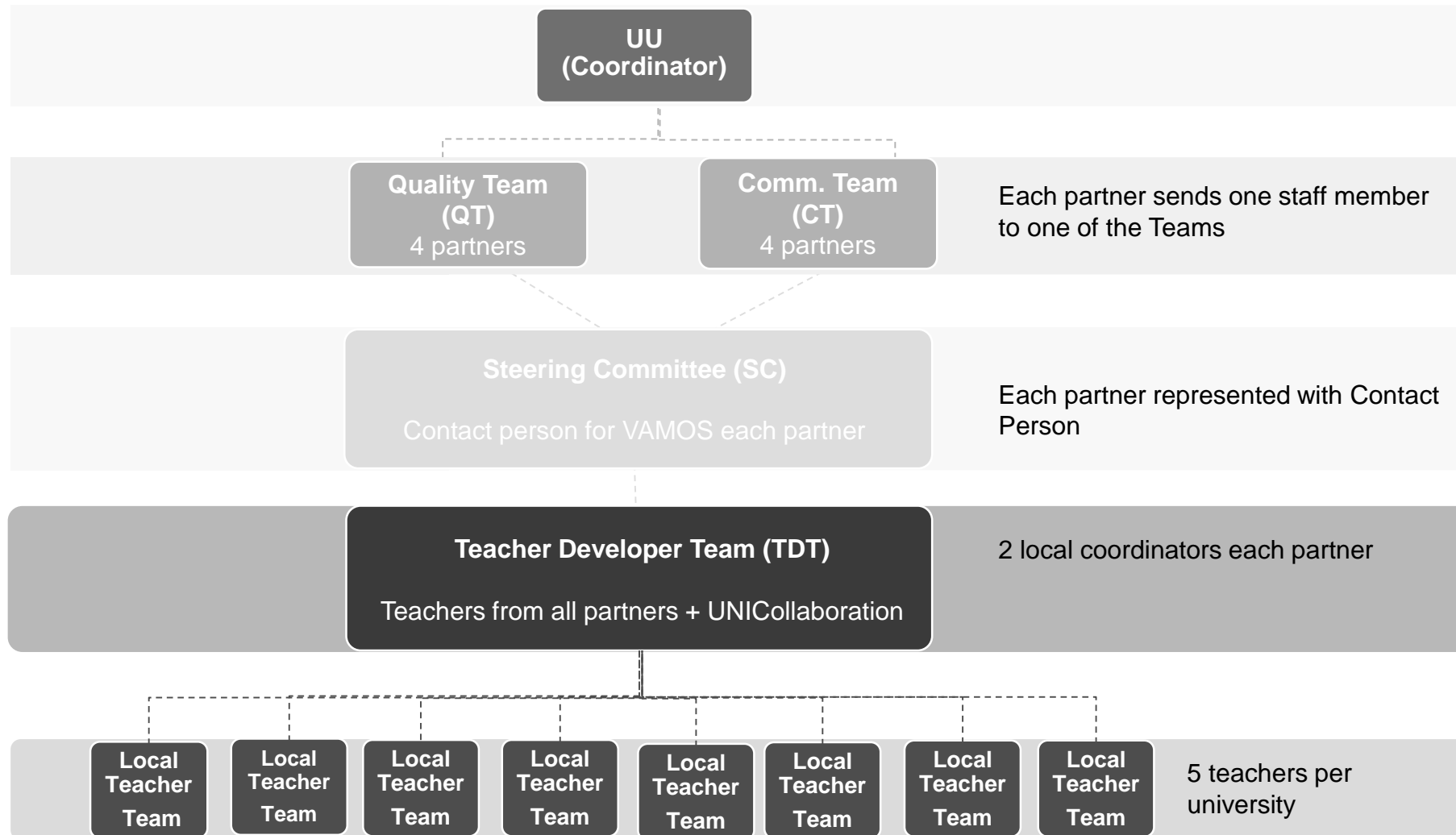


Arguments: Sustainability, cost-effectiveness, PM effectiveness





3. Team Model UU (VAMOS example)





4. Hybrid meetings

- Combination of a physical with a virtual meeting
- Limit number of participants, clear agenda and purpose
- What is the clear value of going “glocal”?
- Is it necessary to go hybrid? Could several separate meetings lead to the same result, maybe even easier or better?

Arguments: Sustainability, impact, local impact, global networking





5. Virtual Exchange Approach for Projects

- Virtual Exchange (VE) is a practice, supported by research, that consists of sustained, technology-enabled, people-to-people education programmes or activities
- constructive communication and interaction takes place between individuals or groups who are geographically separated and/or from different cultural backgrounds
- with the support of educators or facilitators.
- Virtual Exchange combines the deep impact of intercultural dialogue and exchange with the broad reach of digital technology.

(Source: EVOLVE project)



VE lesson 1

Balance between synchronous and a-synchronous interaction

- Synchronous: creativity, jointly developing new ideas, pitching, testing&failing
- A-synchronous: collecting information, analysis, collaborative writing

→ In order to achieve a certain objective or deliverable, what mode of interaction and collaboration is necessary? In what combination?



VE lesson 2

Co-creation and shared leadership

- Co-creation can be understood as method and mindset of collaboration based on producing and evaluating new knowledge and solutions together as a group. The goal is to empower partners as active agents and to facilitate joint ownership and shared responsibilities.
- Going virtual forces you to be specific about rules and limits
- Team complementarity – experts who need each other

→ Develop your own co-creation definition and the role of virtual collaboration!





VE lesson 3

Building trust and confidence online

- Learning to work together, step-by-step
- Task sequence: Ice-breaker → information exchange → comparison&analysis → product creation

→ Awareness for team building online (and IRL)



VE lesson 4

Technology is *not* pedagogy

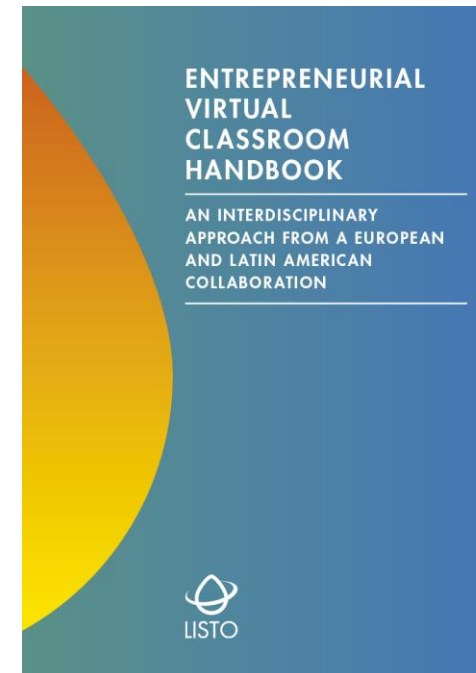
- Technology connects us but can also lock us in
- Choose your method first, then the right tool

→ Method awareness, do it with your team!



Links and sources

- [EVOLVE project](#)
- [NICE project](#)
- [Stevens Initiative](#)
- [UniCollaboration](#)
- Entrepreneurial Virtual Classroom Handbook:
An interdisciplinary approach from a European
and Latin American collaboration
<https://listoproject.eu/resources>



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Summary: Pitching your solution

- Be **specific** – Don't base your proposal on assumptions about formats, solutions, terminology.
- How are you going to collaborate and communicate digitally/virtually, and why? You need to pitch **your unique approach**!
- What platforms do you want to use, and why? What are their up and downsides? (**risk analysis**)
- Is **training** required?
- Associated **costs** and **legal issues** (institutional contracts, GDPR)






How to find a balance? Now it is your turn!

- You are developing an E+ Collaboration Partnership proposal. In a work package scheduled in the first year of the project, you would like to deliver a **state-of-the-art report** about the topic of your project which will be published on the project website.
- Develop a **draft WP plan** which introduces the necessary **steps** of the WP!
- What **activities** are necessary? What is your **timeline**?
- Do **not** talk about tools and platforms (yet)!
- Work in small groups! 10 min followed by short presentations!





Virtual and Co-Creative Methods for Successful Projects

How to leverage digital platforms for co-creation
(beyond Zoom-meetings)

Björn Nyström



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FIND YOUR HIDDEN SKILLS



The SkillMill app helps you **identify, understand** and **express** the soft skills gained through study abroad experiences.



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*Skills
Frameworks*



*Interdisciplinary
Approach*



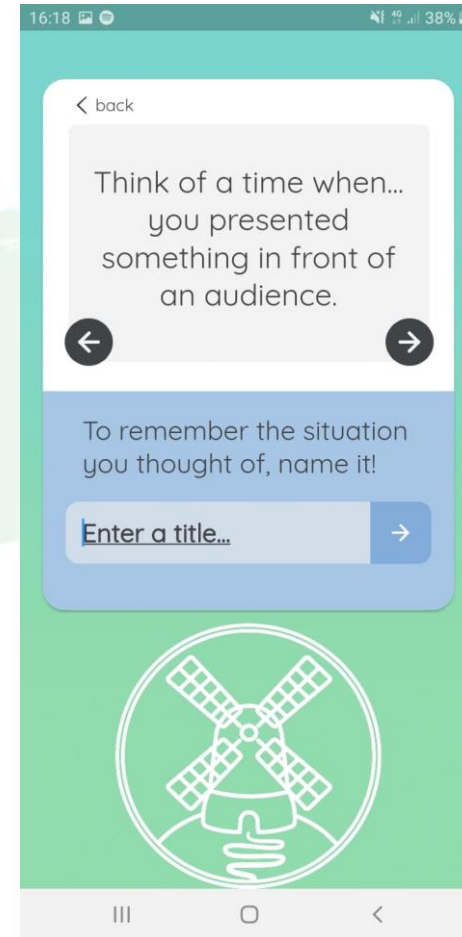
*Interactive &
Student-centered*



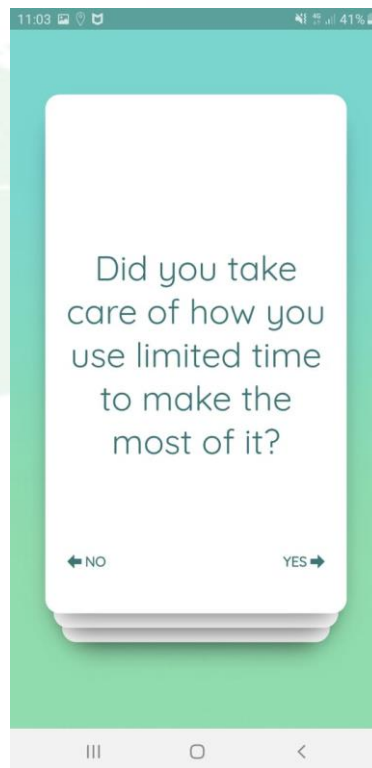
How does SkillMill work?



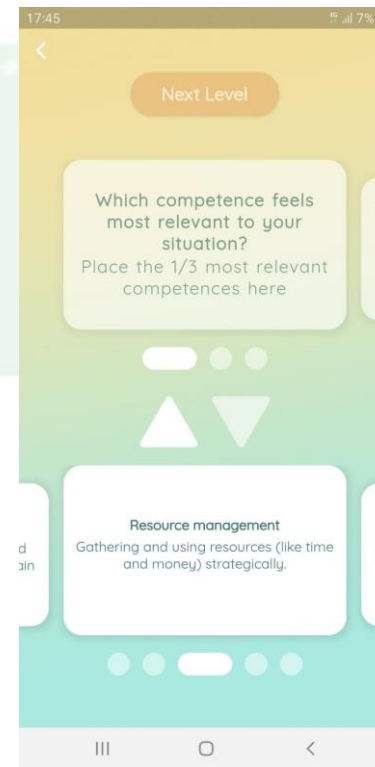
Build insight into different skills.



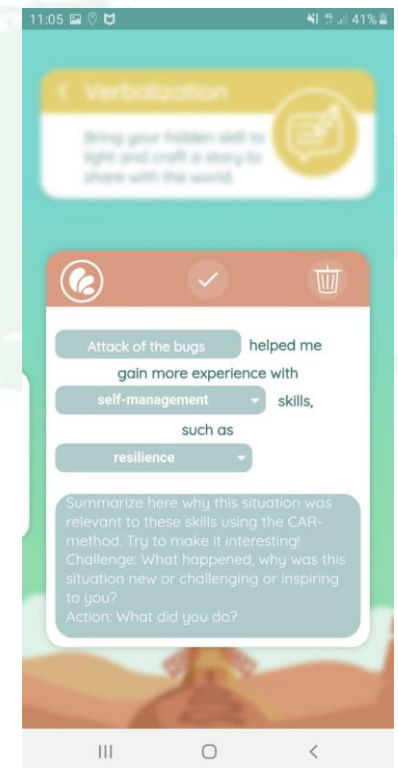
Get help with identifying learning experiences.



Explore skills through guiding questions.



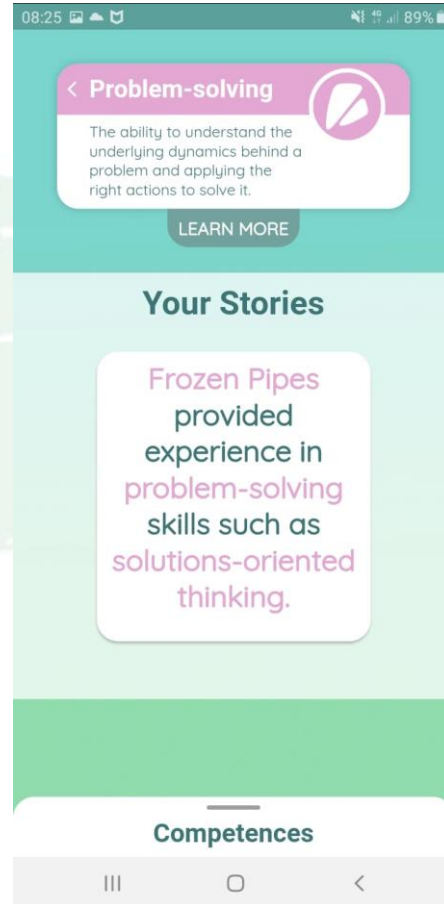
Compare relevant skills.



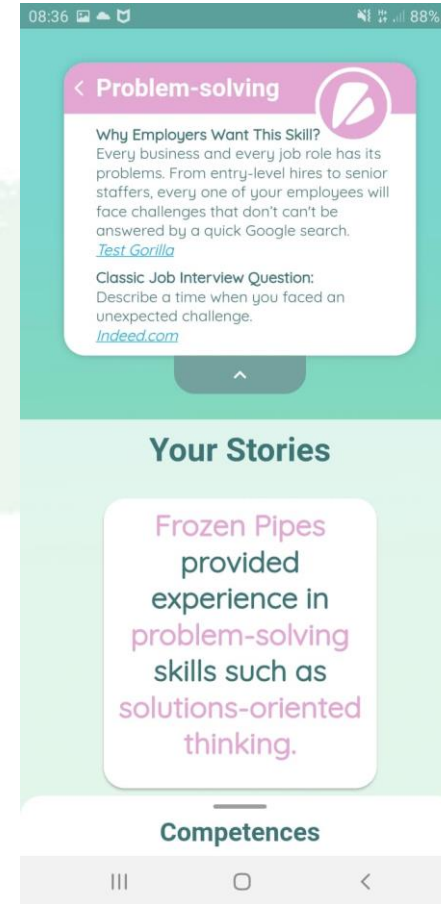
Verbalise your personal development.



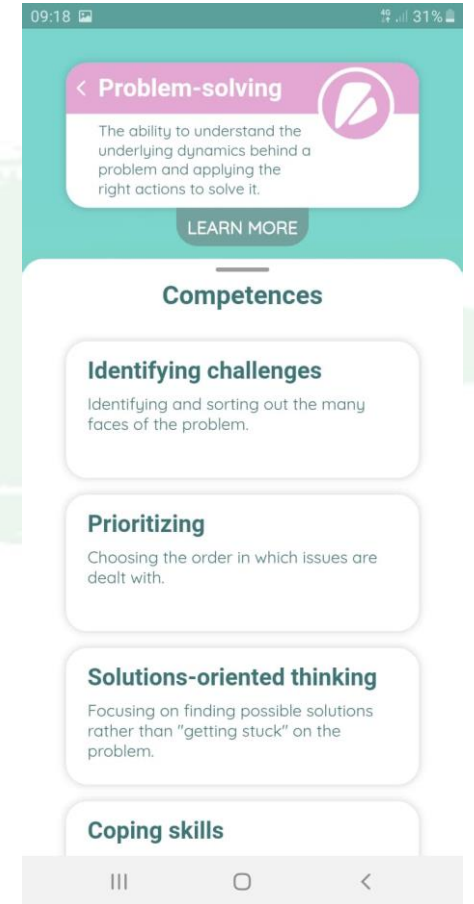
Collect a library of skills-related learning experiences.



Save visual “postcards” of learning experiences.



Learn more about employer perspectives.



Discover the skills encyclopedia.

Intro: What is the 'hidden project budget'?

Project = Shared vision for the future, realized through work.

Project budget = \$\$\$

Hidden budget = Commitment & engagement

Fail states =

- Out of budget
- Project fatigue

Project life signs:

- Interested
- Understand
- Believe & contribute



The Store: Meet our stakeholders **where they are**

Window (interest)

- How do we make stakeholders **interested** in our project?
The “WHY”.

Store (understanding)

- How do we make stakeholders **understand** our project?
The “WHAT”.

Lab (interaction & commitment)

- How do we make stakeholders **contribute** to our project?
The “HOW”.

WINDOW

STORE

LAB



Strategy 1: Project storytelling in four words

Window:

Purpose: Creating **curiosity**.

- What is the **two most interesting** things about our project?
- Theme + qualifier that makes it unique.
 - Distance learning + remote villages
 - Batteries + pine resin
 - Soft skills + game design



Interest – Understanding – Contribution



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Mission #1

Explain your project in four (or five) words.

Criteria:

- Must allow listener to decide “Am I interested in this or not?”

Interest – Understanding – Contribution



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FIND YOUR HIDDEN SKILLS



The SkillMill app helps you **identify, understand** and **express** the soft skills gained through study abroad experiences.



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POWTOON



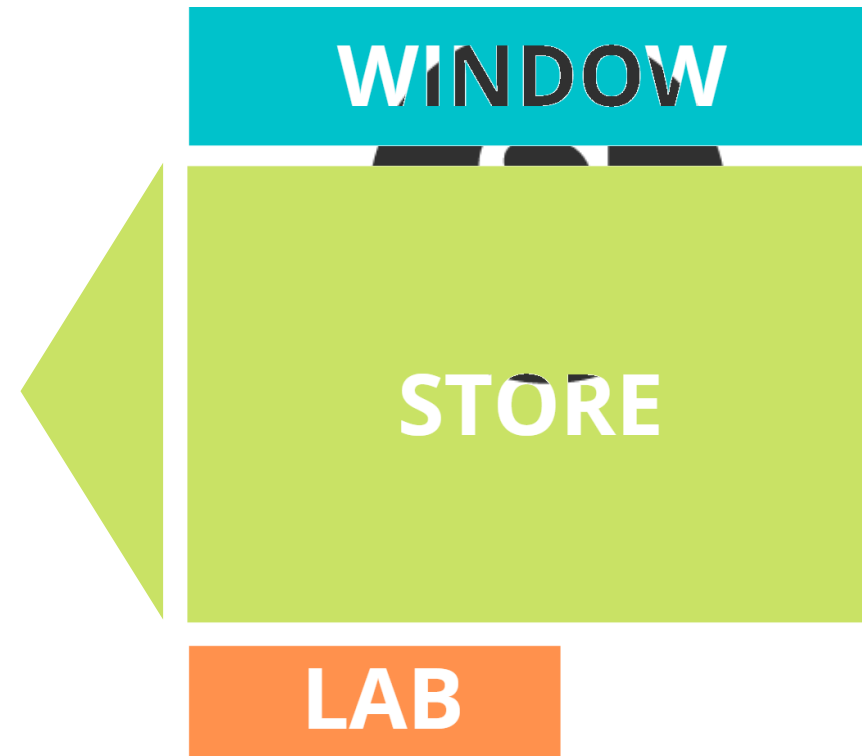
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Strategy 2: Making things visible

Store:

Purpose: Create **understanding**

- **Discussion:** What is required for an **interested** person to **understand** our project?
 - └ What is **produced** in this project?
(“What do you actually *do*?”)
 - └ How can I **interact** with this project?
(What does this have to do with *me*?)



Mission #2

Explain what your project **produces**, and how we (or students) can **interact with you**.

Criteria:

- Maximum of 10 words.

Interest – Understanding – Contribution



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Strategy 3: Making remote work tangible

Lab:

Purpose: Facilitate **contribution**

Discussion:

- Provided that partners are interested and have time, what limits contribution?
- **Reverse brainstorm:** How can we make sure that interested partners gradually stop contributing?

My take:

- When partners don't **understand** the process.
- When **capacity for contribution** is unequal, or they feel that it **makes no difference** when they do.
- When contributions become less **visible**.
- When people feel that work is not **cumulative**.



Interest – Understanding – Contribution



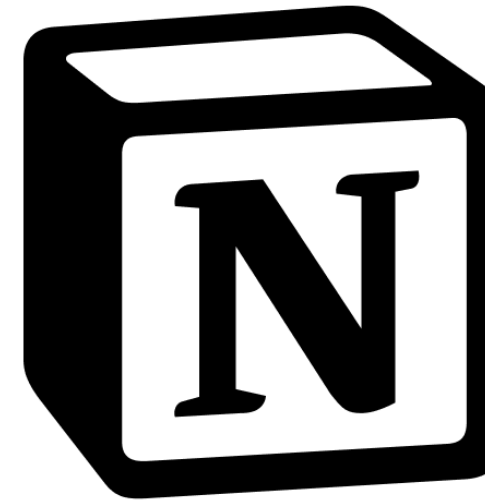
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NOTION: On-boarding & process tracking

Purpose: Visualising **goals**

Wiki: What does someone need to know to **function** in our project?

Process: What do our meetings produce in terms of **actionable items**?



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Interest – Understanding – Contribution



LUCIDSPARK: Ideation that adds up

When we want to **brainstorm** together.

When we need to make our **thought processes** visible to each other (rather than our faces).

When **one session is not enough** to build a framework of ideas.

When we want to make it **OK to criticise** the project.

Advice: Whiteboards are not magic. Find models to **steer interaction**.



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Interest – Understanding – Contribution

Workshop Strategy System

Do you know clearly what your team is working towards?

No →



Yes
↓

Do you know the biggest problem you face?

No →



Yes
↓

Are you able to articulate your problem clearly?

No →



Yes
↓

Do you have a range of ideas on how to solve it?

No →



Yes
↓

Have you assessed if your ideas are robust?

No →



Yes
↓

Have you decided which ideas to test?

No →



Yes
↓

Make a prototype
and test it!

workshoptactics.com

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Mission #3

Look through the workshop models from the card deck.

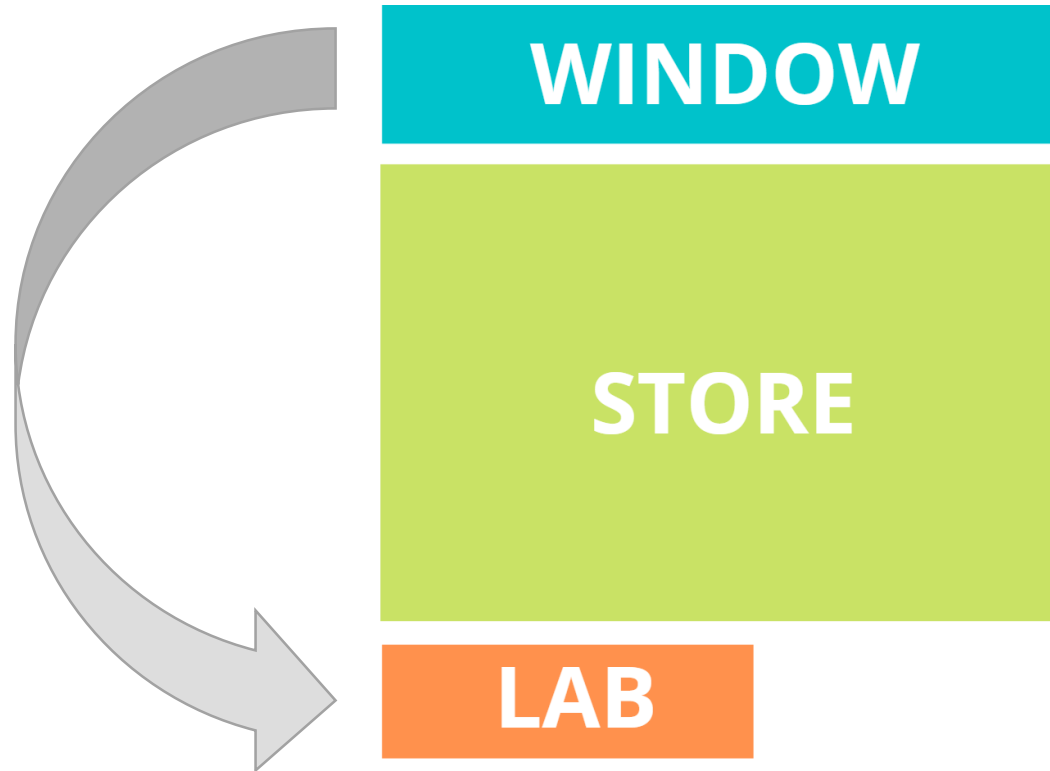
Find **one new approach** that you could **translate into an online** setting.
If you find one— why this one?



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Interest – Understanding – Contribution

Co-creation with the “outside world”



Interest – Understanding – Contribution



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GATHER: Make complex meeting structures visible

When we want to make it easy to **switch dynamically** between

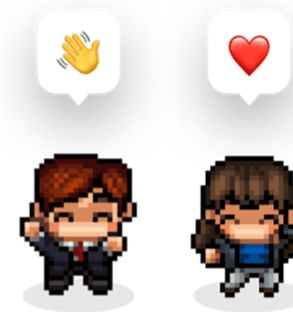
- conversation partners and
- collaboration modes.

Good for:

- Placing **interaction into a narrative**.
E.g. visualising a workshop structure, a meeting purpose or event context.
- Meetings with **many participants**.
- When we want to let participants do other things than talking, like **moving around** and **interact with things** (conference style) or when we benefit from a **recurring venue**

Risks:

- Success is not automatic – requires conscious building.



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Interest – Understanding – Contribution

Mission #4

- Provided you could **customize the environment** to your needs, what kind of event would you do in a project?

Or...

- Could you adapt one of the workshops cards into a Gather environment?



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Interest – Understanding – Contribution



Thank you!



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