



# DIGITAL TRANSFORMATION TOOLBOX

[www.csi-project.eu](http://www.csi-project.eu)

## Additional Information



### ***CSI EU Digital Transformation Toolbox***

Cultural Social Innovation Europe - Erasmus+ Project Partnership  
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# Welcome to the CSI EU DIGITAL TRANSFORMATION TOOLBOX!

“

*“Minds are like  
parachutes; they work  
best when open.”*

*[T. Dewar]*

”



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# INTRODUCTION TO THE PROJECT!

At a time when digital technologies have revolutionized the way we live and work and all aspects of our lives, we believe it is more crucial than ever to provide high quality, sector-specific training opportunities which allow educators to update their skills and embrace effective digital teaching and learning. It is also vital that young people and adults are given opportunities in digital upskilling for increased employability skills. For this reason, CSI EU aims to increase the ability and motivation of youth/adult educators to incorporate cultural social innovation activities into their curricula/teaching strategies, with a particular focus on increasing their confidence in using digital tools. The CSI EU project will do this by developing:



## A GUIDE CULTURAL SOCIAL INNOVATION (2021-22)

This publication draws on extensive research into the state of cultural social innovation across the EU and UK, as well as the approaches, methods and tools used to carry out these projects. The Guide raises awareness and commitment to introducing CSI into the education of adults and young people, it aims to inspire and cultivate the creativity skills that is essential in the culture-based social innovation process, aided with the use of digital tools.

## THE DIGITAL TRANSFORMATION TOOLBOX (2022).

The toolkit follows on from the in-depth research undertaken in the aforementioned guide. While the Guide to cultural social innovation is research based, the Toolkit will be centred on practical guidance and tools for adult and youth educators wishing to incorporate cultural social innovation activities into their training and teaching strategies, with a particular focus on increasing their confidence in using digital tools.

**CULTURAL SOCIAL INNOVATION HACKATHON AND GUIDE (2022-23).** Will be an intensive 1- or 2-day cultural social innovation training for both adult/youth educators and young adults on how to carry out/develop CSI projects. The guide makes a

clear case of the relevance of a Hackathon for adult and youth educators to implement this new pedagogic approach, and provide a step by step guide on how to organise a hackathon.

Our toolkit is designed to teach you **OUR TOP 20 TOOLS** in under an hour each. It follows a simple four step process and our hope and aim is to encourage you to try one or two tools initially, gauge the impact for yourself then learn some more!

# TOOLKIT OVERVIEW

## Who is the Toolbox for?

The Toolbox is designed to provide practical guidance and tools for young people and adults wishing to enhance their digital skills, the toolbox will also guide the adult educators and youth workers seeking to incorporate culture-based social innovation activities into their teaching strategies, with a particular focus on increasing their confidence in using digital tools and apps.

## Top 20 digital tools

The opportunities of cultural social innovation is enhanced with the utilisation of digital tools or apps as it enables young people and adults to undertake cultural social innovation activities that tackle pressing societal issues felt in local and national societies. Therefore, we have identified 20 highly usable resources to offer concise, actionable information about their pedagogic contribution, allowing educators to quickly review each tool and choose those of most interest, then learn quickly and implement with students. The six categories are:

01



### PRESENTATION

These tools allow educators/young adults to use the power visual storytelling to present and animate ideas and concepts incorporating text, video and graphics.

02



### SOCIAL TECHNOLOGIES

These tools enable young adults to discuss ideas or matters concerning social innovation with peers, educators and the public. They provide a path to wide ranging networks.

03



### COLLABORATION TOOLS

These tools enable people involved in a common task to collaborate share and co-author digital files through cloud computing.

04



### CROWD SOURCING TOOLS

These tools enable young adults/educators to seek knowledge, funds, or services from a large body of people online for their cultural social innovation activity.

05



### CULTURAL TOOLS

These tools enable young people to gain an interest in culture and art, and provide inspiration for cultural social innovation problems/opportunities to get involved with.

06



### CIVIC GOOD TOOLS

These tools enable young adults to inform (get informed), to persuade, to provide access, or to get involved in civic/democratic issues

# How to Use this Toolkit

Our toolbox is designed to help you learn any of our top **20 tools** in less than 1 hour; in fact, most can be learned in less than 30 minutes!

Our toolkits all follow a simple **4 step** approach

## STEP 01

### “IN A NUTSHELL”

At a glance, decide if this tool sounds right for you.

## STEP 02

### ADVANTAGES + LIMITATIONS

Outlining the pros and cons of any tool is important and we have collated feedback from educators who have helped give us insight into how effective they feel these tools are

## STEP 03

### LEARNING FROM OTHERS

Sometimes the best way to learn is to see a practical example. So that's what we have collated, some of the best online case studies to help you get a good flavour of how other youth workers and young adults are using the too

## STEP 04

### GETTING STARTED

Register online and get started with whichever tool you feel best suits your business needs!



*What are you waiting for,  
go ahead and pick your  
first tool to learn...*

# 01

## PRESENTATION TOOLS







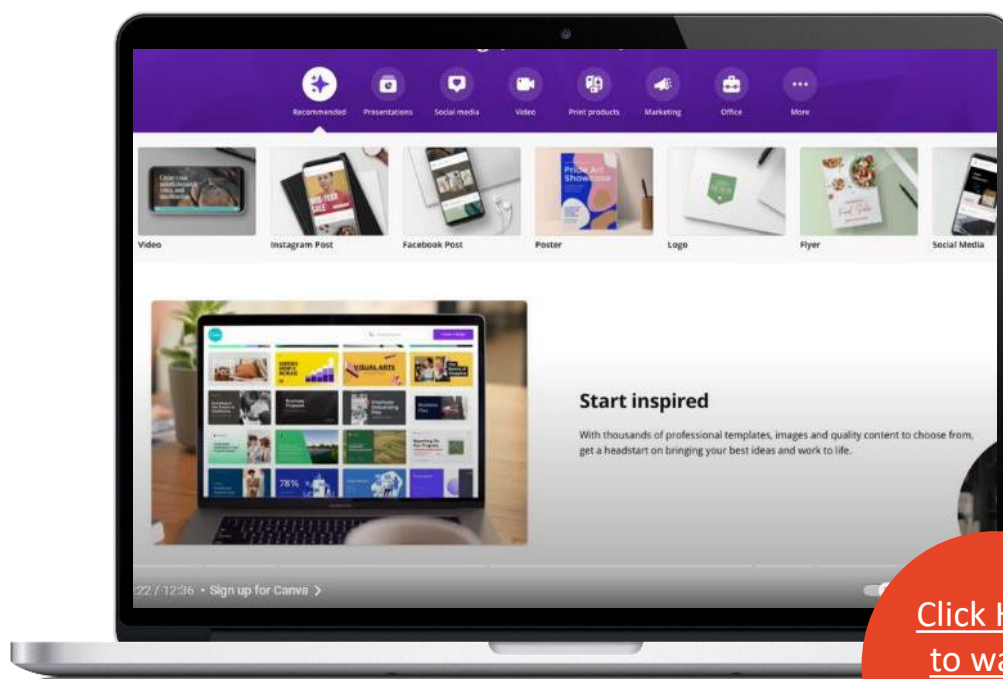
Canva is a web-based graphic design platform for creating different visual content: posters, presentations, CVs, infographics, calendars, booklets etc. It is free to use for personal or commercial purposes with collaboration availability. Canva is easy to use: users can select an appropriate template from more than 250000 free templates, and drag-and-drop elements (text, photos etc) into design.

Educators can use Canva for creating learning materials, worksheets, learning plans, and presentations for their classes. Canva also has a free extension for education and distance learning. Educators / youth workers can publish assignments and activities for learners, and share their designs to Google Classroom and Microsoft Teams. Learners can use Canva to design and create their learning portfolios, and make group projects with up to 10 members. Canva offers its paid version Canva Pro (109.99 per year) with unlimited access to premium tools and content, and with 100GB of cloud storage: <https://www.canva.com/pricing/>.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Canva and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Easy web tool for creating professional-looking designs for different purposes.
- A lot of free templates and styling elements.
- Integration of other web tools into designs: Google Drive, YouTube, Google Maps, Instagram, Typeform etc.
- Free version users can have up to 5GB of cloud storage.
- Free extension for education and distance learning ([Canva for Education](#)).
- Save your work to your own computer as a picture, GIF animation, video, PDF or MS PowerPoint document.



## LIMITATIONS

- Free version users can create only up to two folders in cloud storage



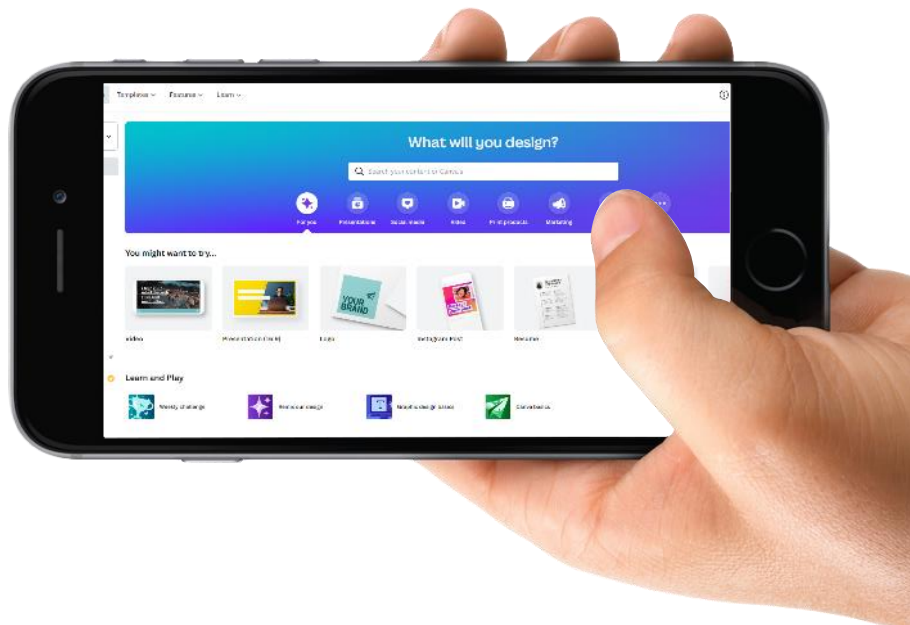
*"Canva is a really impressive suite of graphic design tools available on the web as well as Android and iOS. You can use it to create a whole host of different types of products, from newsletters to social media posts, and it's particularly friendly towards beginners."*

*– David Neild (Tech radar pro)*



## GETTING STARTED

- Sign up and log in to website <https://www.canva.com> with Google, Facebook or by e-mail.



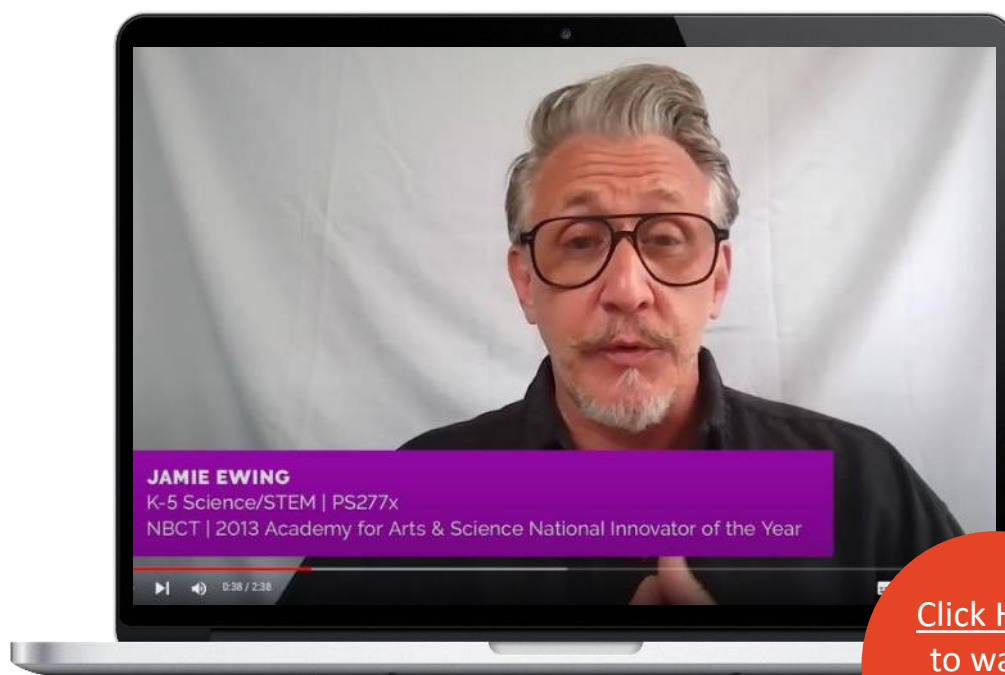


Prezi is a web-based tool for creating presentations (called prezis for short). Prezi is the evolution of a dull and monotonous PowerPoint in which the audience can interact with the content. Leaving aside the old slides that move forward and backward like pages in a book, in Prezi, you show the big picture and then zoom in to reveal the relationships between your ideas. Prezi offers a wide variety of reusable templates that will blow your imagination, and help you start your project. So even if you are not a designer, this web-based tool is made for you. In the last few years, it has become popular in schools, universities, and businesses. So, if you are trying to engage your learners in interactive lessons, Prezi is the way to success. It has 3 core interfaces which users can utilise to meet their needs: Prezi presentation tool, Prezi Video and Prezi Design.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Prezi and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Supports flipped classroom – Preview the day's lesson content with a short video your students can watch beforehand.
- Integration Support – Prezi can be connected to other apps like Slack, Zoom, and Google Meet. These integrations make it easier to share and present Prezi projects with teams and collaborators.
- Non-linear navigation – The signature navigation in Prezi offers a unique perspective for creating and viewing a presentation.



## LIMITATIONS

- No free version- ranges from 6 euro/mo to 19 euro/mo
- Can be difficult to navigate when starting out with the tool.



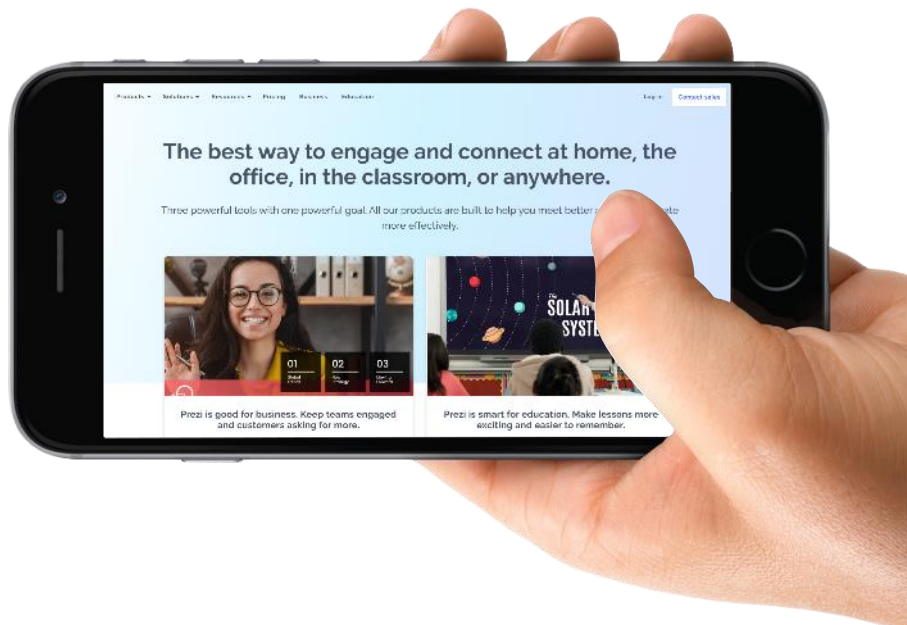
*"I love Prezi. Information with visuals is always better received, so when I tried Prezi Video, I was hooked. Once I realized how easy it was, I got carried away."*

*-Dr. Allison Upshaw (Assistant Professor of Fine Arts, Stillman College, Tuscaloosa, AL)*



## GETTING STARTED

- Sign up and log in to website <https://prezi.com/signup/> with Google, Facebook or by e-mail.



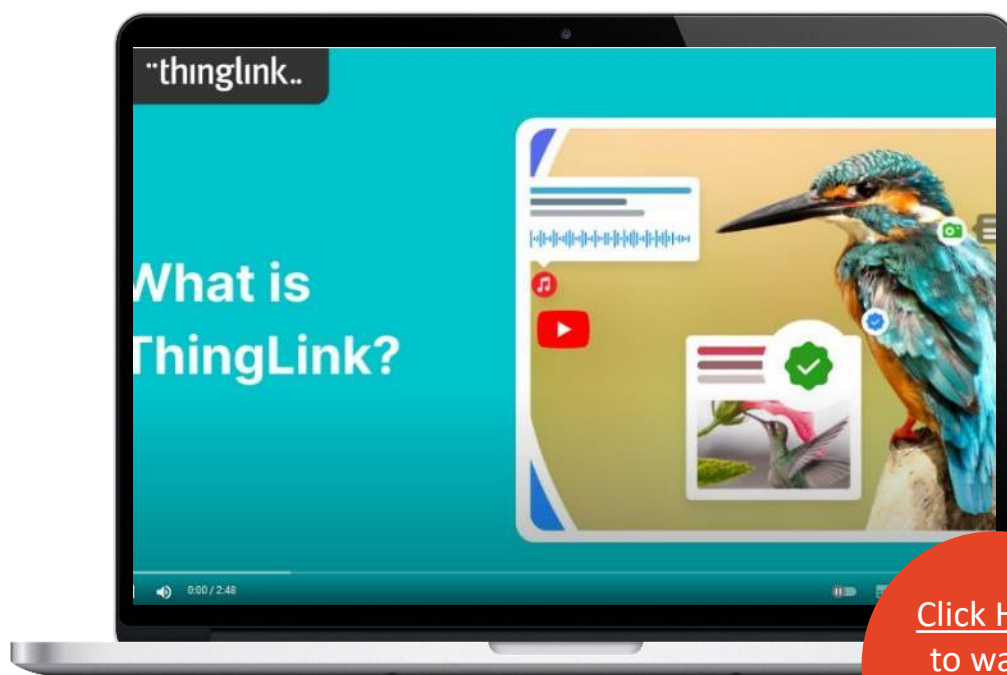


ThingLink is an award-winning education technology platform that makes it easy to augment images, videos, and virtual tours with additional information and links. Over 4 million learners use ThingLink for creating accessible, visual learning experiences in the cloud. It is a way of providing information in a visual format, making it more interactive when presenting ideas. ThingLink encourages users to become confident in using multiple forms of media to express themselves. The desktop editor supports collaborative editing of images and the creation of courses and assignments. The mobile app can be used to save notes with direct audio recording to images. ThingLink offers an easy way to create audio-visual material to empower users and develop their digital literacy skills, and create engaging projects in a language they can understand.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Thinglink and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- The potential application of ThingLink is huge – not only for teachers and students.
- Available in over 60 languages.
- Available for all sorts of classes, regardless of size, age or learning level.
- Compatible with many other sites (e.g. Padlet).
- Supports capability and skills development in real-world environments.



## LIMITATIONS

- Some find the registration system confusing to navigate.
- Annual Fee to use the Premium package



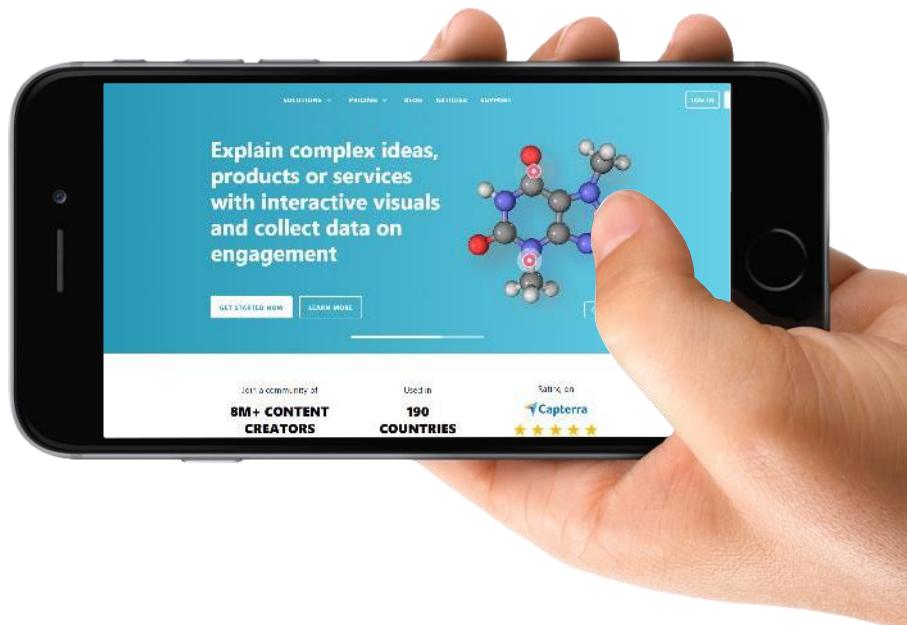
*“Creative and Interactive-I think that this tool definitely gives students the creative ability to construct their own knowledge about a topic through the use of the base image. As a teaching tool itself, an educator could search through the already constructed images to find one that fits their theme and use it for direct teaching”*

*-Cresta K. (educator)*



## GETTING STARTED

- Now that you have had a good introduction into Nearpod – why not test it out for yourself?  
<https://www.thinglink.com/login>





# 02

## SOCIAL TECHNOLOGIES





A Facebook Group is a place for group communication and for people to share their common interests and express their opinion. They let people come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos, and share related content. Groups are meant to be a circle of people who share and keep in touch on Facebook. Groups can have a wide range of sizes ranging from close contacts to open networks that allow many people to join and contribute. Groups can be established by networks of educators who wish to share ideas and techniques for teaching cultural social innovation, or by students who wish to learn more about the topic of cultural social innovation. Groups can also be established and shared by educators and students where lessons, content and event details can be shared between the two groups.

Facebook Groups are free to use, as long as you have Facebook profile, which is also free to set up.



### LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Facebook Groups and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- A closed group inspires trust and cooperation between its members.
- Free to use
- Easy for finding and contacting people with similar ideas;
- Accessible on all mobile devices and in almost every country
- It's easier for users to engage freely in conversations knowing that only other members can see and comment, rather than the entire Facebook audience.



## LIMITATIONS

- Features can be quite limited beyond sharing and commenting, further action requires the members initiative
- Unless settings are changed, there will be notifications every time someone comments in the group.
- The Group timeline/newsfeed shows the latest posts on top which means posts are constantly changing order or can get lost depending on the frequency.



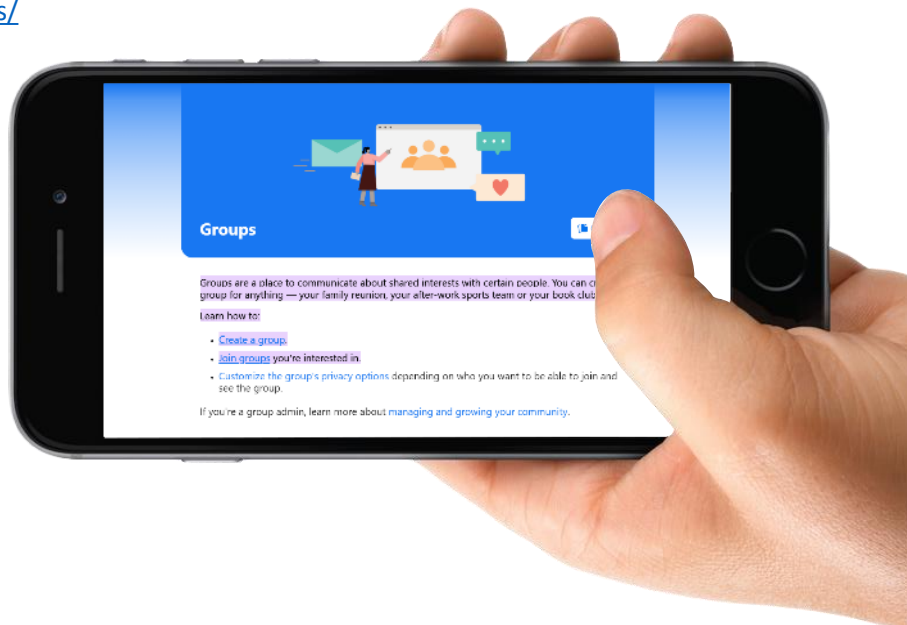
*"I use Facebook pages to assist my students with their revision...I create events on Facebook for the exams, so that if students forget when they are they can check on their phone in a matter of seconds."*

*-Ruth Kerfoot (Educator)*



## GETTING STARTED

- Locate the 'Create group symbol', which is placed on the left side of screen. To create a group you name your group, add your selected people and select your privacy <https://www.facebook.com/groups/>



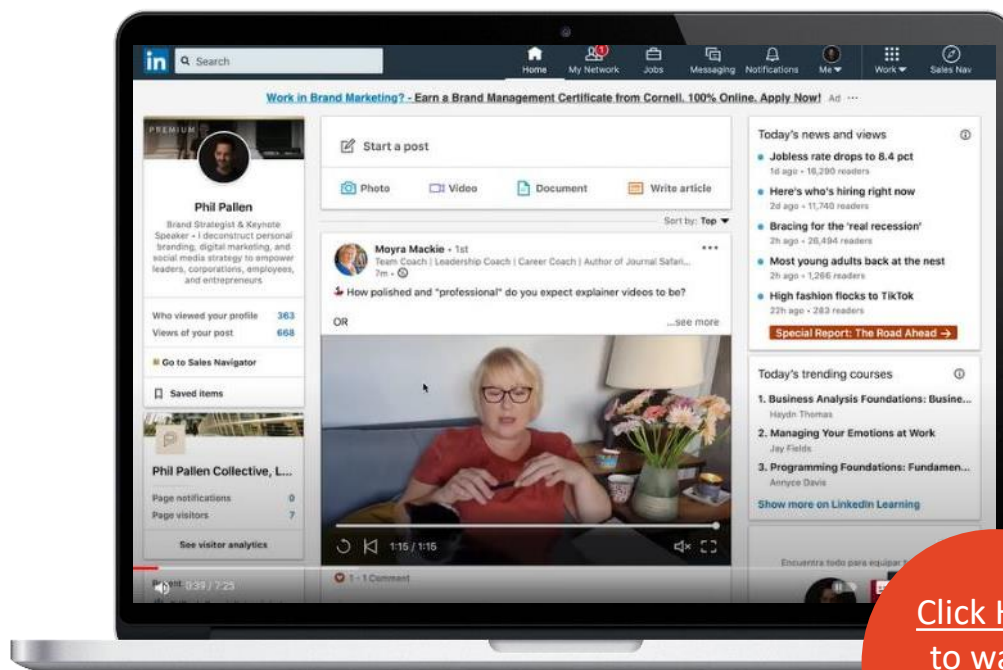


LinkedIn is a professional networking and professional development site, designed to help people make business and professional connections, share their experiences and resumes, and find jobs and likeminded people. LinkedIn is quite similar to social networking sites like Facebook but it is more professional. It's based on principles like connecting to people, posting updates, sharing and liking content, and instant messaging other members. Your profile, for example, becomes a resume, complete with work/life experience, accomplishments, recommendations, and referrals from colleagues. LinkedIn supports hundreds of thousands of job seekers and self-employed people, it helps nonprofit organizations scale their impact, share and celebrate how different people come up with solutions in different countries and it also mobilises members to make a difference in their communities both online and in person, which makes it a great tool for cultural social innovation. Educators can use LinkedIn to develop their students ability to connect and network, start or social movements and see what similar people but of different cultures are achieving.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into LinkedIn and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- LinkedIn create opportunities for their own employees to engage in social impact by contributing their skills and time to support their local communities.
- Through the Volunteer Marketplace, they offer members an easy way to find fulfilling board and volunteer opportunities that fit their interests and expertise in social innovation
- It is free, easy to use, simple to connect with other people
- Provides opportunity to promote cultural engagement and social innovation projects that people may be working on and start conversation with others who can collaborate
- Allows for the creation and joining of closed and open groups specific to certain topics, many of which are relevant to culture and social innovation.



## LIMITATIONS

- You do have to pay for the premium version which has additional features
- You can receive a lot of additional notifications which aren't completely relevant to your activity
- Connections Won't Necessarily Happen In Real-Time



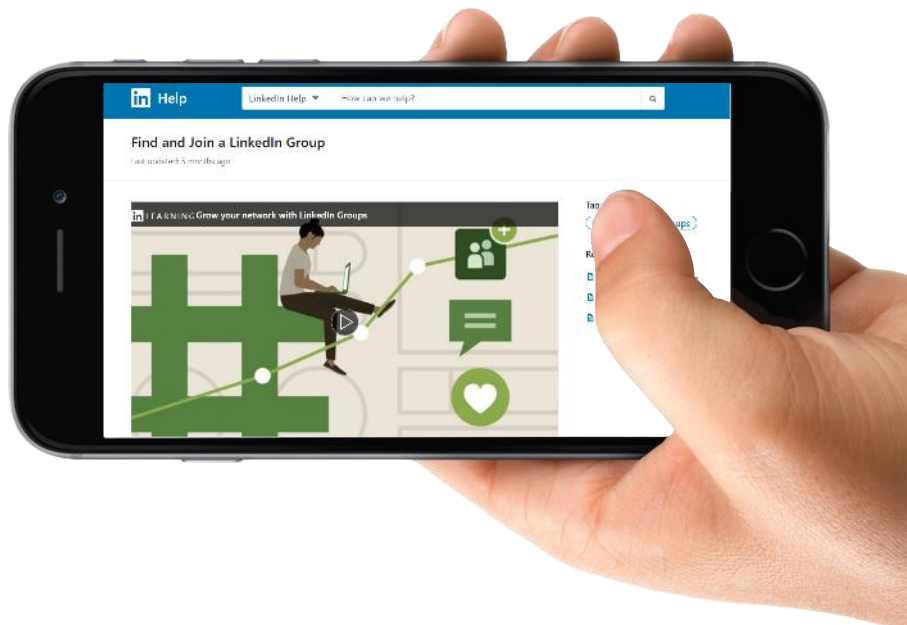
*"Great Networking Platform. Have used it for a while now and it seems to me to be the ultimate platform for networking and making really useful connections."*

*– Ian Doyle (Educator)*



## GETTING STARTED

- Now that you have had a good introduction into Nearpod – why not test it out for yourself [LinkedIn: Log In or Sign Up](#)





The ShareTree app enables individuals, schools, community groups, and businesses to develop and demonstrate characters and cultures of high value. It empowers its members to live a life of purpose and meaning. There is a social innovation to this platform as it is developed to give schools, community groups, businesses, and individuals an opportunity to share their acknowledgment of others' character qualities, thereby cultivating social connection and cultural integration; as well as to share their time, skills and resources by making meaningful contributions to their community through volunteering. Students, teachers, staff, parents and any Individuals seeking higher purpose, increased social engagement and the experience of thriving team cultures can use the Sharetree app. ShareTree is the perfect balance between personal innovation and social innovation by promoting engagement, making other people feel valued and spreading appreciation, these characteristics make it perfect for promoting cultural social innovation.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into ShareTree and how it can be utilised!



[Click HERE  
to watch  
and learn](#)





## ADVANTAGES

- Promotes healthy character development in schools, communities, institutions and individuals
- Aim is to empower and engage people personally and in their communities
- Promotes volunteering, cultural engagement and social innovation
- Free to use and mobile compatible
- Can register via LinkedIn, Email or Facebook



## LIMITATIONS

- It is a new app with little reviews or widespread testing
- Has very broad audience but is better for younger people



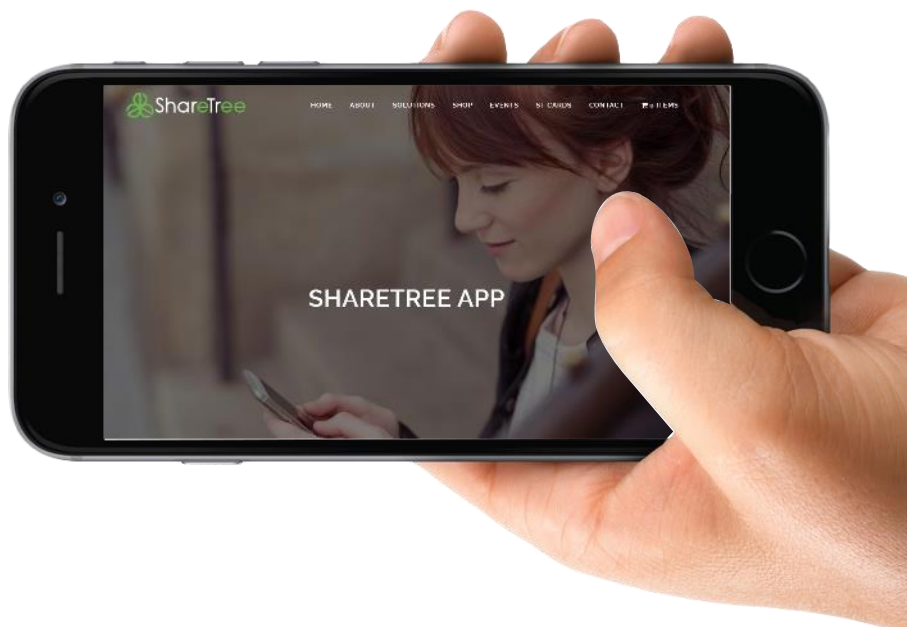
*"Sharetree is a quantum shift in the application of technology to promote healthy character development in schools, communities and institutions."*

*-Geoff Smith (Author, The Primary Character Curriculum)*



## GETTING STARTED

- Now that you have had a good introduction into ShareTree – why not test it out for yourself [Share Tree- sign-up](#)



# 03

## COLLABORATION TOOLS





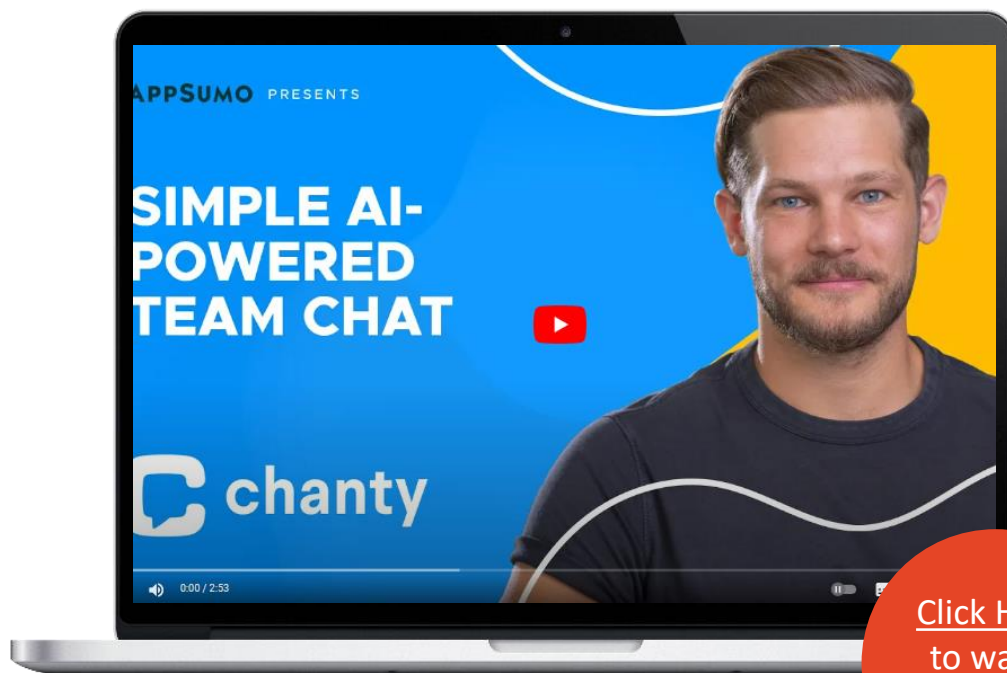
Chanty is a cloud-based collaboration platform that combines communication, project management, and automation to help teams work together more effectively. It's a single hub for neatly organized tasks, conversations, pinned messages, and all the other content you share. You will have quick access to your entire message history and easily find people from your team. Moreover, activate Conversation actions via the three-dot menu to pin messages, rename or leave conversations in a single click. Whether it's a Teambook hub or any given conversation - you are in command leading the way.

Chanty features a free plan for teams with up to 10 members. This free plan which covers most basic functions within Chanty. They also offer a business plan, which starts at \$3 per user, per month, and delivers additional features and unlimited members.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Chanty and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Simple and fast team chat app
- Helps teams of all business segments work more productively.
- Helps the user easily get in touch with colleagues in private, public, group and one-on-one conversations.
- No message history limit.
- No hidden costs.
- Built-in Task Management.



## LIMITATIONS

- Unable to intergrade third party apps, such as calendar
- Unable to mute threads



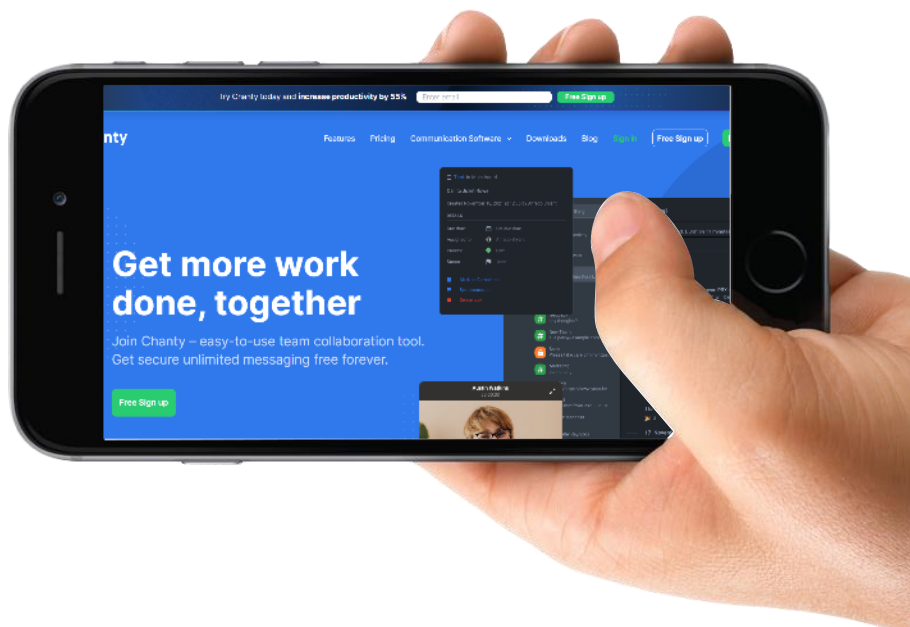
*"We value Chanty because of the ability to have all work-related conversations in one place. We also enjoy being able to send files back and forth. Being able to access Chanty from anywhere is a huge advantage."*

*-Jacob Hopson (Manager Rain oil & Gas LLC)*



## GETTING STARTED

- Now that you have had good introduction into Chanty– why not test it out for yourself <https://www.chanty.com/>



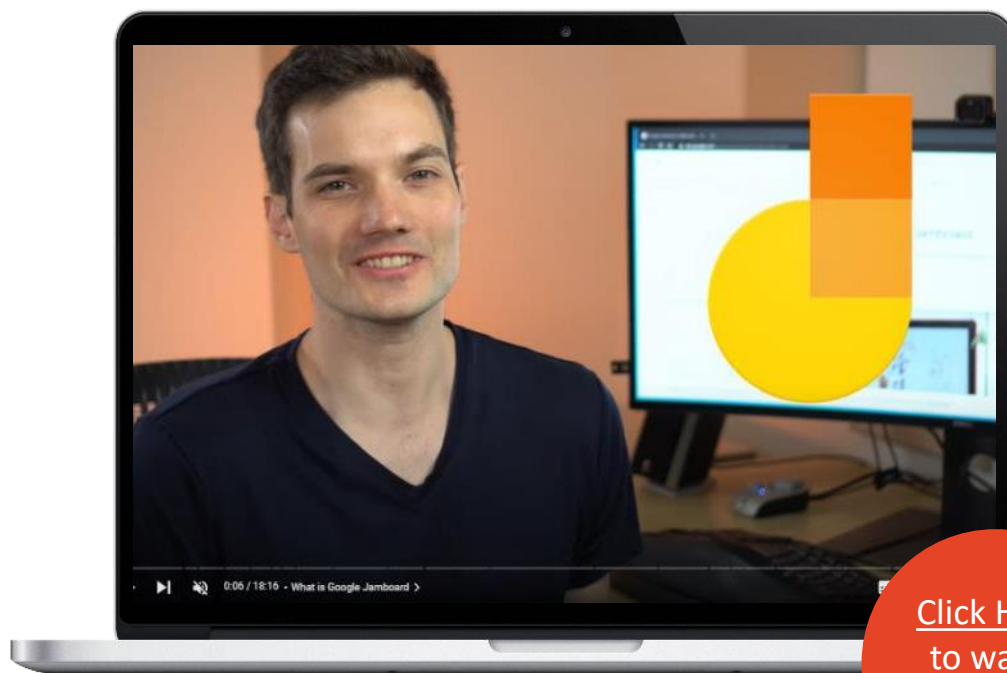


Jamboard is a digital interactive whiteboard developed by Google to work with Google Workspace, formerly known as G Suite. It was officially announced on 25 October 2016. It has a 55" 4K touchscreen display and can be used for online collaboration using Google Workspace.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Jamboard and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Builds communication
- Great tool for collaboration
- Stimulates and enables critical thinking
- Stimulates and enables creativity to flow
- Facilitates brainstorming and development of new ideas.
- In the classroom you can engage students in problem solving exercises.



## LIMITATIONS

- Lack's ability to add media content such as music and videos



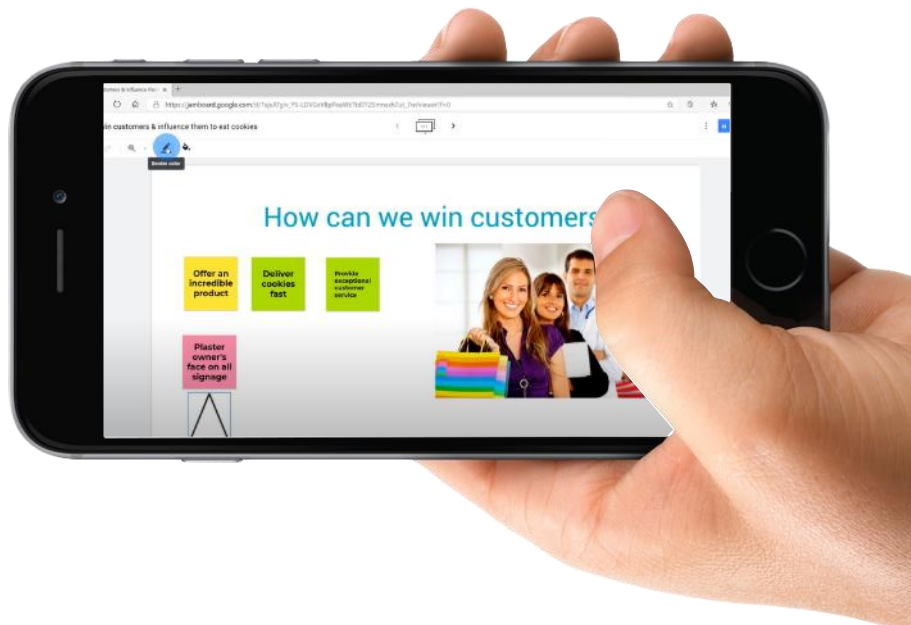
*"Google Jamboard is a simple but efficient whiteboard app that gets the job done well. It also works well with the rest of Google Workspace. The cloud-based environment is good for collaboration, and sharing your work with others is especially easy."*

*- Ritoban Mukherjee, (Tech Radar writer)*



## GETTING STARTED

- Now that you have had a good introduction into Jamboard – why not test it out for yourself: <https://jamboard.google.com/>







Getting started with Slack can be as simple as downloading the software. Slack is the foundation of teamwork and shared understanding across your team. It helps you communicate and collaborate without emails by setting a standard for online team communication. Millions of people are using Slack to bring their teams together and drive their business forward.

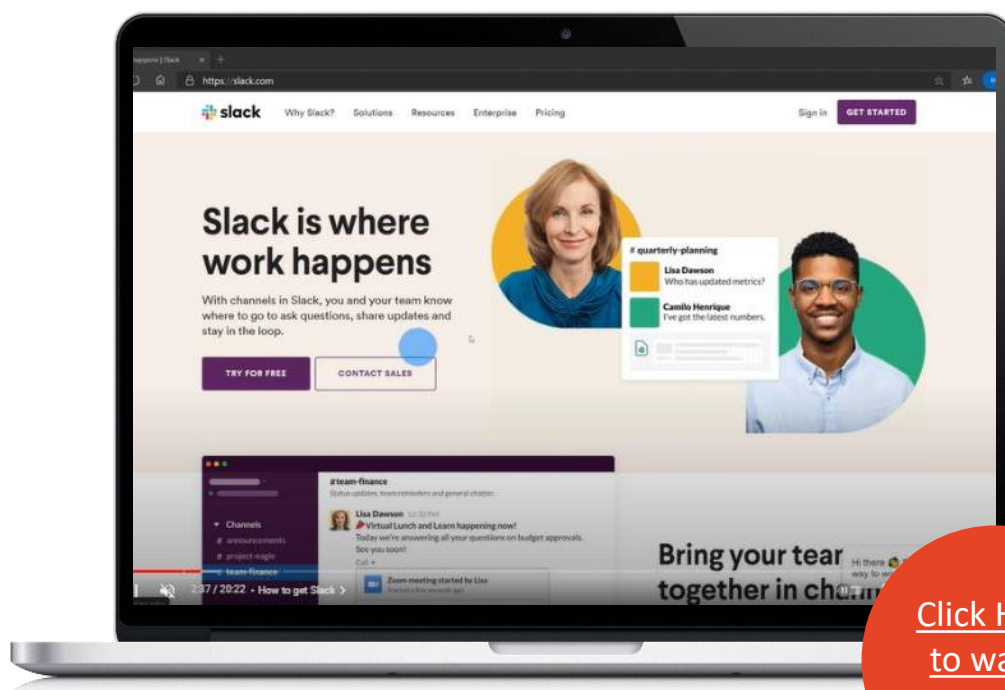
Once you and your colleagues have downloaded Slack, there are many ways you can incorporate it into your business operations. The most basic way to use Slack is as an instant messenger, for both one-on-one communication and group discussions. This allows teams to remotely discuss a project and share files as easily as they could if they were in the same room. Slack can also be used for phone calls, video chats, and screen sharing.

The layout is flexible. New channels can be created and removed at any time, for any purpose. Users can jump in and out of channels whenever needed. Within channels, you can create threads that help organize multiple conversations going on at once. These side chats help prevent tangents from distracting from the primary focus.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Slack and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Instant communication: Slack operates in real-time and can be used on nearly any mobile connected device.
- Searchable history: This log of interactions can be invaluable. In the paid versions, you can search every file and conversation in Slack.
- Shared files: Documents can be shared in real-time right within your Slack channels. You can comment on a specific document and get instant feedback.
- Public and private channels: This gatekeeping feature of Slack is very useful. You can limit channels or group chats to just the individuals involved in a project or open it up to the entire company.



## LIMITATIONS

- Messages can get disorganized and chaotic: When you have several people collaborating on a project in a chat format, the information can get buried quickly. Slack moves quickly and it can be hard to keep track of what's going on.
- Addictive by nature: With push notifications and emojis, Slack has much of the addictive quality of social media.
- Can be shallow: Compared to face-to-face meetings, it's difficult to have substantive conversations via instant messages.



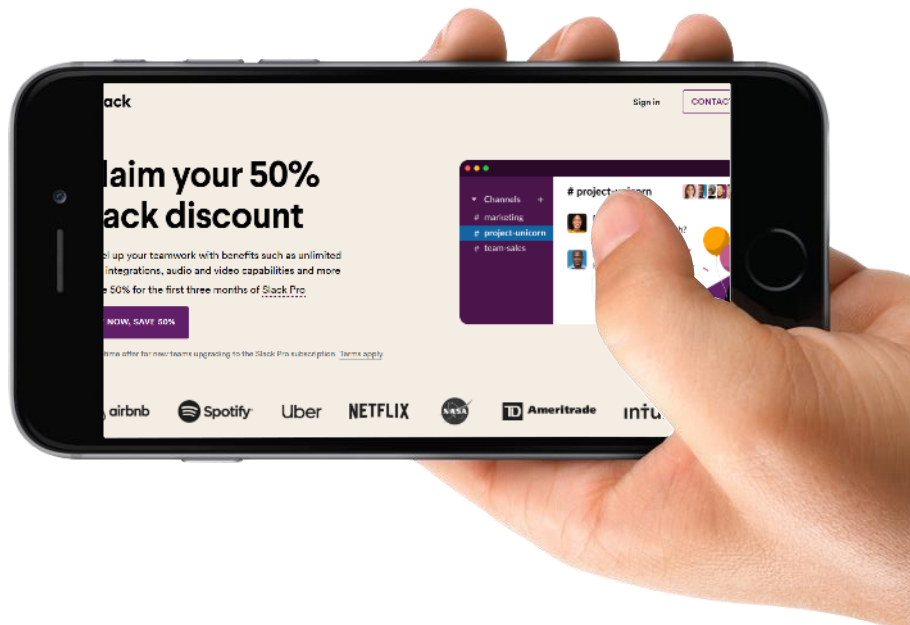
*"Slack works best when the whole team commits to sharing updates, files, and other important information in dedicated Slack channels. As a messaging app, it works both in real-time and asynchronously, making it good for hybrid and all-remote work environments."*

*-Sanket N, Technical Consultant/Trainer*



## GETTING STARTED

- Now that you have had a good introduction into Slack – why not test it out for yourself: <https://slack.com/signin#/signin>



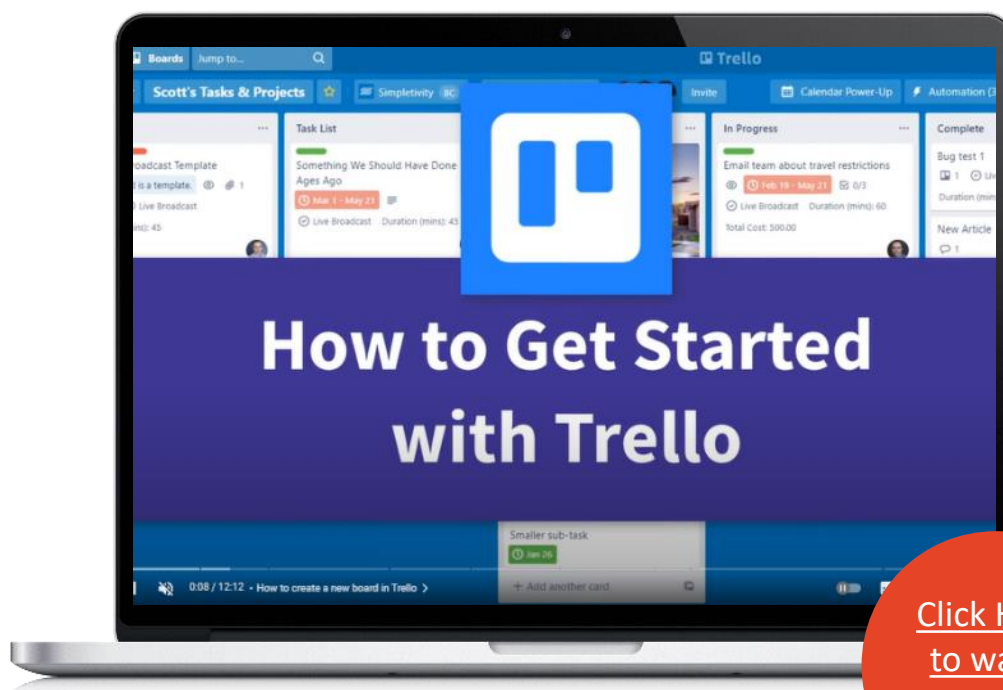


Trello is the flexible work management tool where teams can ideate plans, collaborate on projects, organize workflows, and track progress in a visual, productive, and rewarding way. From brainstorm to planning to execution, Trello manages the big milestones and the day-to-day tasks of working together and getting things done. It allows teams to grow closer together through managing projects and also personal tasks.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Trello and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Trello uses real-time. Members can work on the projects without causing any disruption to the updates
- Responsive design
- The notification system is superb
- Uncomplicated Pricing plan
- No need for notes
- User-friendly



## LIMITATIONS

- Trello will not work when there is no wifi
- Cards/tasks are limited to only one Board/Project.
- Keyboard shortcuts and keyboard productivity usage is limited.



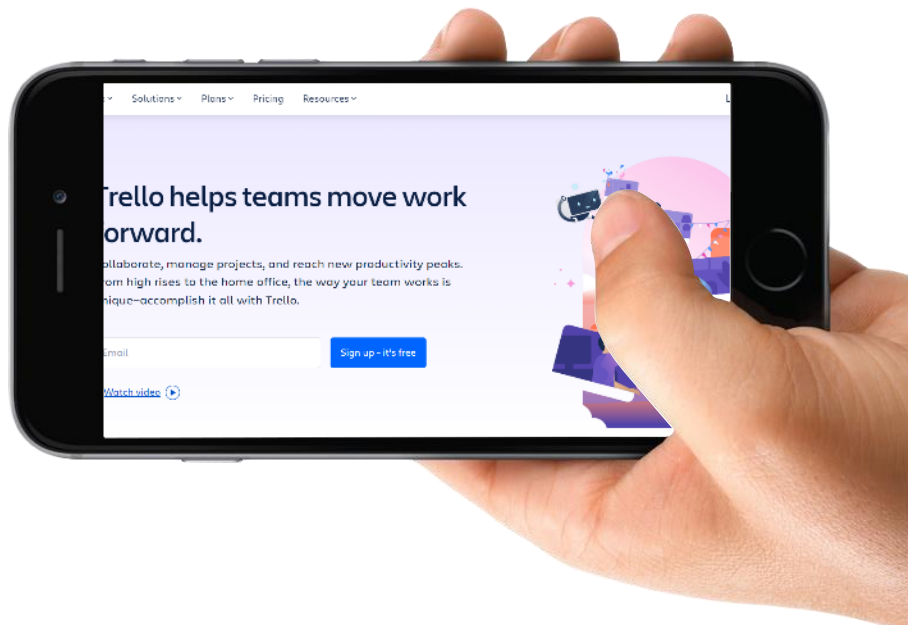
*"Trello is a great virtual board that lets you organize your workflows, tasks, and projects in a secure and organized way through cards, boards, and lists, and it's a tool that's extremely useful in your day-to-day work and offers great options, I love Trello for collaboration and productivity with great features that adapt to your needs. The learning curve is 5 minutes, and as an advanced user, you can dig deeper and discover more features."*

*-Benjamin R, Finance Manager*



## GETTING STARTED

- Now that you have had a good introduction into Trello– why not test it out for yourself: <https://trello.com/signup>



# 04

## CROWDSOURCING PLATFORMS



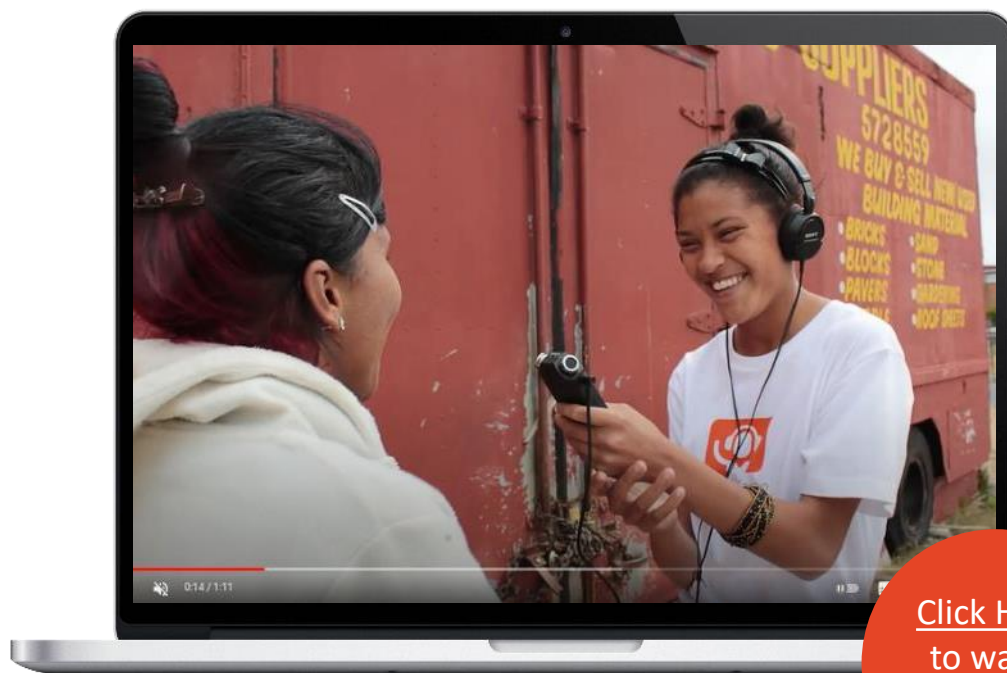


OpenIDEO is a crowdsourcing platform that enables people around the globe to come together and build solutions for current societal problems. OpenIDEO collaborates with world-class partners to bring together diverse communities that collectively develop ideas and accelerate social innovation. OpenIDEO's platform equips participants with resources, connections, and design tools to create real impact. OpenIDEO is part of IDEO, a global design and innovation consultancy, which uses open innovation to help people connect and address a wide range of societal issues. IDEO.org is IDEO's nonprofit sister organisation, which focuses on designing products and services that improve the lives of people in poor and vulnerable communities.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into OpenIDEO and how it can be utilised!



[Click HERE  
to watch  
and learn](#)





## ADVANTAGES

- Offers four different ways to get involved, collaborate and network: Challenges (<https://www.openideo.com/faq-challenges>), Alliances (<https://beta.openideo.com/alliances>), Chapters (<https://beta.openideo.com/chapters>) and Events (<https://beta.openideo.com/events>).
- Publishes case studies, stories and reports for inspiration.
- Enables participants to cultivate their skills using IDEO's design thinking approach.
- Works with sponsors (from philanthropic organisations to corporate institutions, and NGOs) that provide financial support to advance Challenges/Alliances, projects, technical resources, as well as custom open innovation programs that build collaborative networks for social good.



## LIMITATIONS

- OpenIDEO's platform expands on the power of crowdsourcing, i.e. on openly sharing and building upon each other's ideas. However, there may be special cases where highly sensitive or technical information may be difficult to share publicly and openly on the platform. In such cases, participants can share a high-level conceptual explanation of their idea, but it might be difficult for others to get a sense of its potential, and offer valuable feedback. .



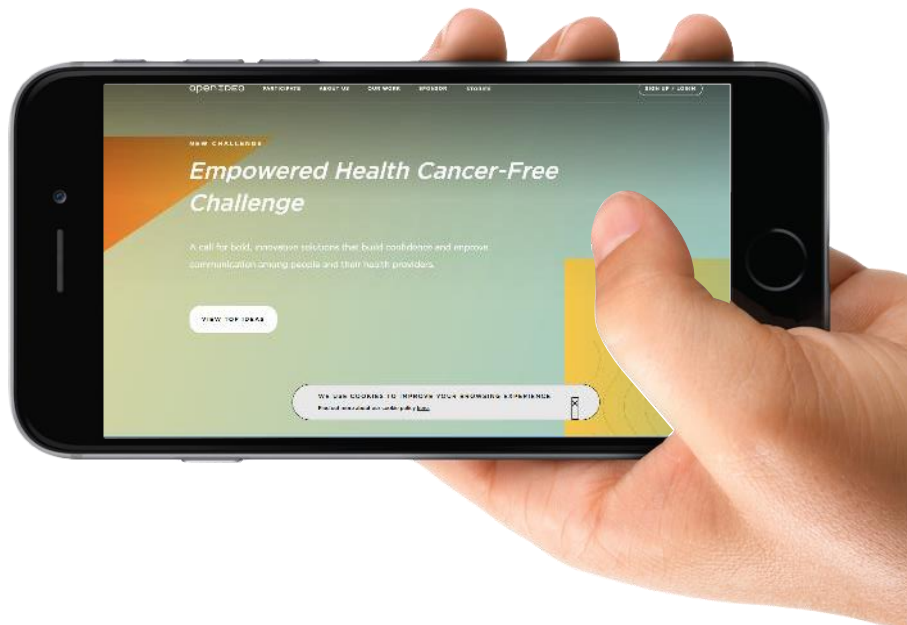
*"Being an OpenIDEO Chapter Organiser and community designer gave me the opportunity to interact with the proactive community members who look forward to actively contributing to an initiative that makes the world a better place. It's like a scaffolding that brings together people and fuels their design for a social impact journey."*

– Shwetabh



## GETTING STARTED

- Now that you have had a good introduction into OpenIDEO– why not test it out for yourself: <https://challenges.openideo.com/login>



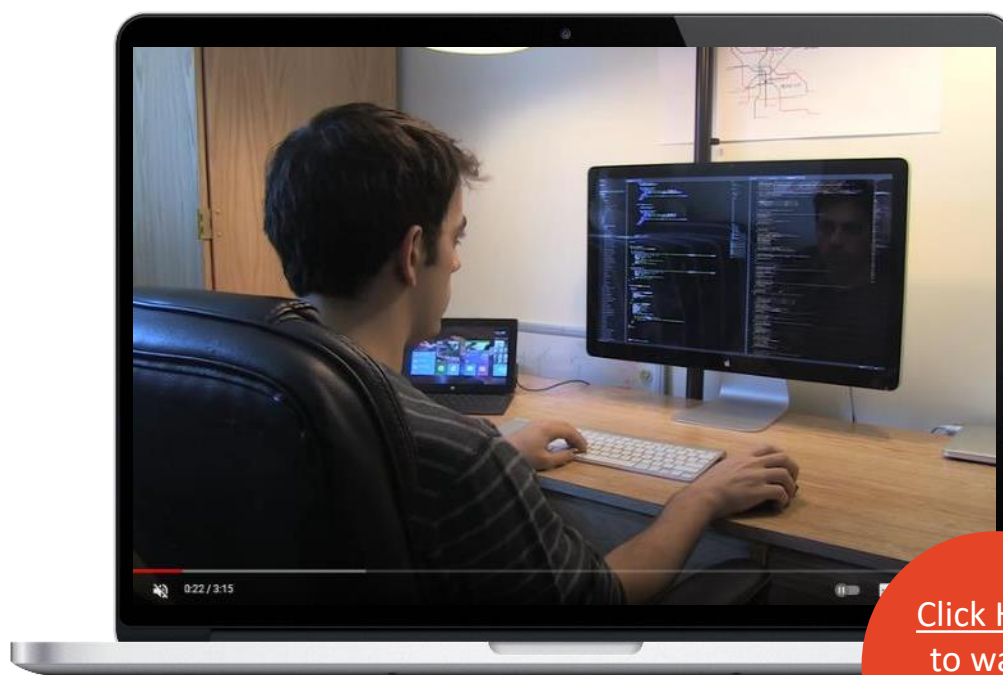


InnoCentive is an open innovation and crowdsourcing company. It enables global businesses, governments, public sector organisations and charities to put their unsolved problems and unmet needs, which are framed as 'Challenges', out to the crowd to address. The crowd can either be external (i.e., InnoCentive's global community of 500,000 expert problem solvers) or internal (i.e., an organisation's employees, partners or customers). Awards, typically monetary, are given for submissions that meet the requirements set out in the Challenge description.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into innocentive and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Free to register and participate.
- Offers resources to rapidly develop ideas.
- Publishes case studies and stories for inspiration.
- Enables participants to cultivate their skills using InnoCentive's Challenge Driven Innovation methodology.
- Provides financial support (Innovation Awards) to advance solutions to Challenges.



## LIMITATIONS

- InnoCentive's platform expands on the power of crowdsourcing, i.e. on openly sharing and building upon each other's ideas. However, there may be special cases where highly sensitive or technical information may be difficult to share publicly and openly on the platform. In such cases, participants can share a high-level conceptual explanation of their idea, but it might be difficult for others to get a sense of its potential, and offer valuable feedback.



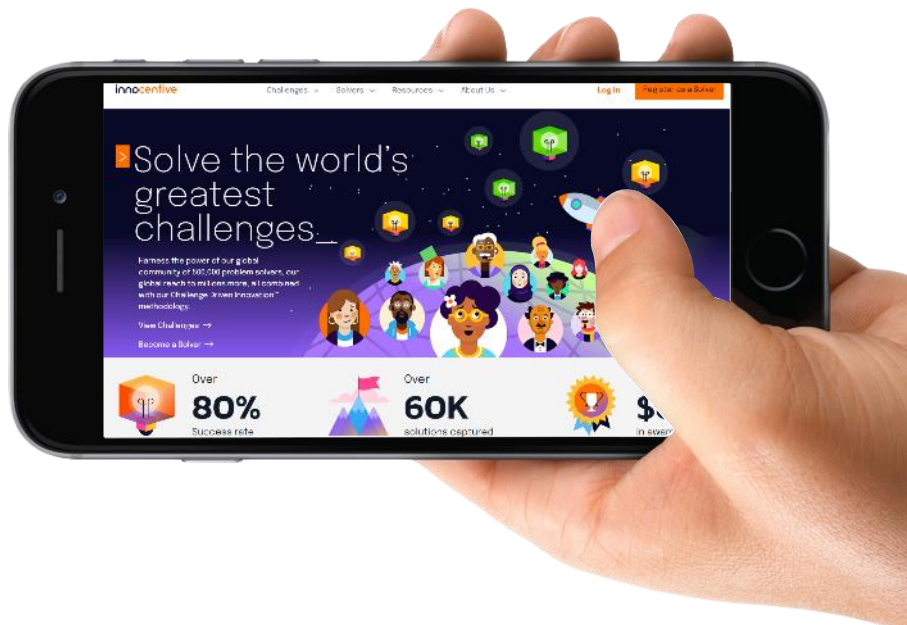
*"The open innovation platform concept is great for me because it's all about problem solving. But it doesn't prescribe which toolkit you use."*

*– Hannah Safford*



## GETTING STARTED

- Now that you have had a good introduction into innocentive– why not test it out for yourself: [Register as a Solver](#)





Kickstarter is a public benefit corporation that maintains a global crowdfunding platform focused on creative projects (arts, comics & illustration, design & tech, film, food & craft, games, music, publishing). People who back Kickstarter projects are offered tangible rewards or experiences in exchange for their pledges. This model traces its roots to the subscription model of arts patronage, where artists would go directly to their audiences to fund their work.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Kickstarter and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Kickstarter offers resources for creators interested in running a Kickstarter project.
- The Kickstarter platform is open to backers from anywhere in the world and to creators from many countries.
- Kickstarter has established the all-or-nothing model as a measure to protect creators, and to minimise risk for everyone.
- Unlike many forums for fundraising or investment, Kickstarter claims no ownership over the projects and the work creators produce.
- The webpages of projects launched on Kickstarter are permanently archived and accessible to the public.



## LIMITATIONS

- Kickstarter applies a 5% fee on the total amount of the funds raised. Their payments processor applies an additional 3-5% fee.
- There is no guarantee that people who post projects on Kickstarter will deliver on their projects, or that the completed projects will meet backers' expectations. But Kickstarter has measures to protect its community, and processes to report projects violating its Rules, Community Guidelines, or Terms of Use.



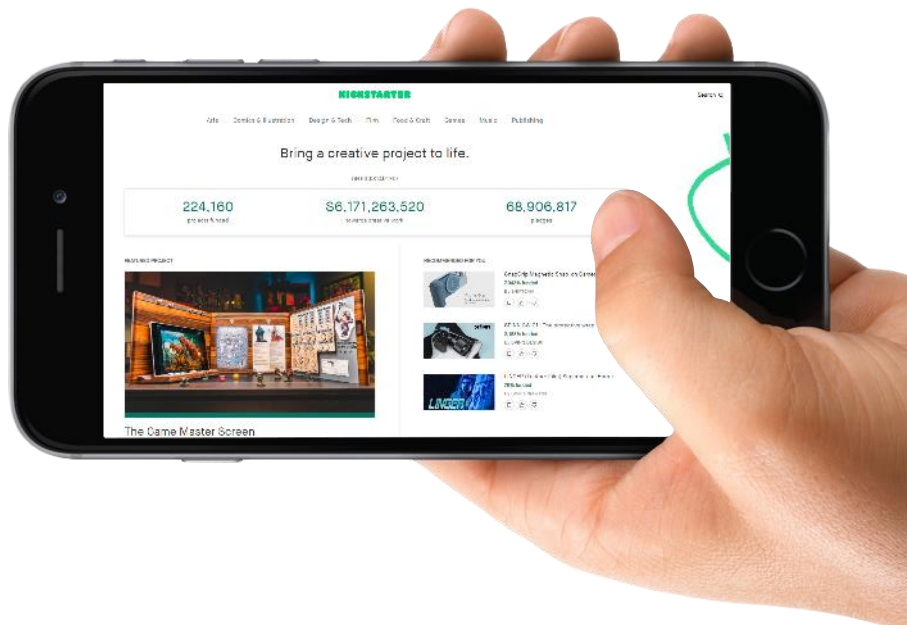
*“Kickstarter is a global community of very active and curious people with all sorts of creative objects and ideas to share and support. It was not just tech-based; it was discovery-based.”*

– Linnea Gits



## GETTING STARTED

- Now that you have had a good introduction into Kickstarter– why not test it out for yourself: <https://www.kickstarter.com/signup>



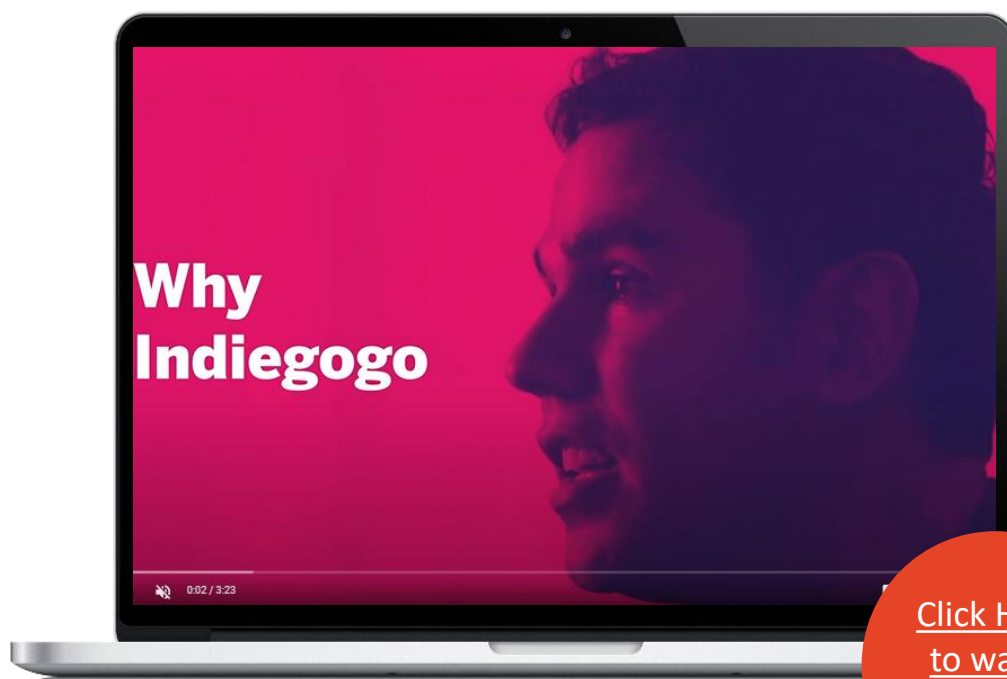


Indiegogo (<https://www.indiegogo.com>) is a crowdfunding platform that allows people to collect funds for an idea, charity, or start-up business. The site runs on a rewards-based system, meaning donors, investors, or customers who are willing to help to fund a project or product can donate and receive a gift (perk), rather than an equity stake in the company.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Indiegogo and how it can be utilised!



[Click HERE  
to watch  
and learn](#)





## ADVANTAGES

- Indiegogo offers resources, tips and tools for individuals, businesses and nonprofits interested in starting a crowdfunding campaign.
- Indiegogo publishes behind-the-scenes views of the people behind the projects or products, and success stories for inspiration.
- Indiegogo provides expert support and exclusive partnerships to boost campaigns.
- Indiegogo provides the freedom to raise funding for anything and from everywhere in the world.
- When a crowdfunding campaign ends successfully, Indiegogo InDemand provides the opportunity to continue raising funds and building the backer community after the end of the campaign.



## LIMITATIONS

- Indiegogo charges a 5% platform fee on all funds raised for a campaign. Fees are calculated and deducted from the funds that are actually raised (not the set goals). Its payment processor also charges a processing fee that varies according to the campaigner's location and currency.
- Failure to provide monthly updates and maintain open communication may result in restrictions to individual Indiegogo accounts or suspension of campaigns.



*"Indiegogo was the best traditional crowdfunding platform for us. The way they promote, the way they help with digital marketing, and even on a personal level: their experience was impressive and the people we talked to were really passionate about helping us."*

– Mihnea de Vries



## GETTING STARTED

- Now that you have had a good introduction into Indiegogo– why not test it out for yourself: <https://www.indiegogo.com/campaigns/new#/>



# 05

## CULTURAL TOOLS





Eventbrite is a self-service online ticketing platform that people all over the world use to create events, sell tickets and manage registrations for events of all types and sizes. Nearly 60,000 organizers around the world use Eventbrite each month to manage, promote and sell tickets and registrations to all types of events - from small classes, book signings and networking gatherings, to concerts, festivals and conventions for tens of thousands of attendees. The events platform also makes it easy for anyone to discover events via their website or mobile app, and easily share events with friends. In this way, Eventbrite brings communities together by encouraging people to connect through live experiences.

Joining workshops, open mic events, art exhibitions, or food tastings in a new destination is a great way to experience the local culture and lifestyle. But we often don't know where to look for exciting events. Enter: Eventbrite. No matter what your tastes, you should be able to find something fun in its vast, user-driven event directory.

Eventbrite offers three packages called Essentials, Professional and Premium with customized price lists.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Eventbrite and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Eventbrite does not charge for events that are free, may they be small or large;
- the platform makes it effortless for any person familiar with basic computer concepts to create, promote, and manage their own events;
- registration and tracking are all optimized for mobile;
- tickets and sales can be tracked easily via your site and your Facebook page;
- the event location can easily be identified because Eventbrite is integrated with Google Maps;
- you can also manage your events through your Organizer app available for iOS and Android.



## LIMITATIONS

- There is no free trial



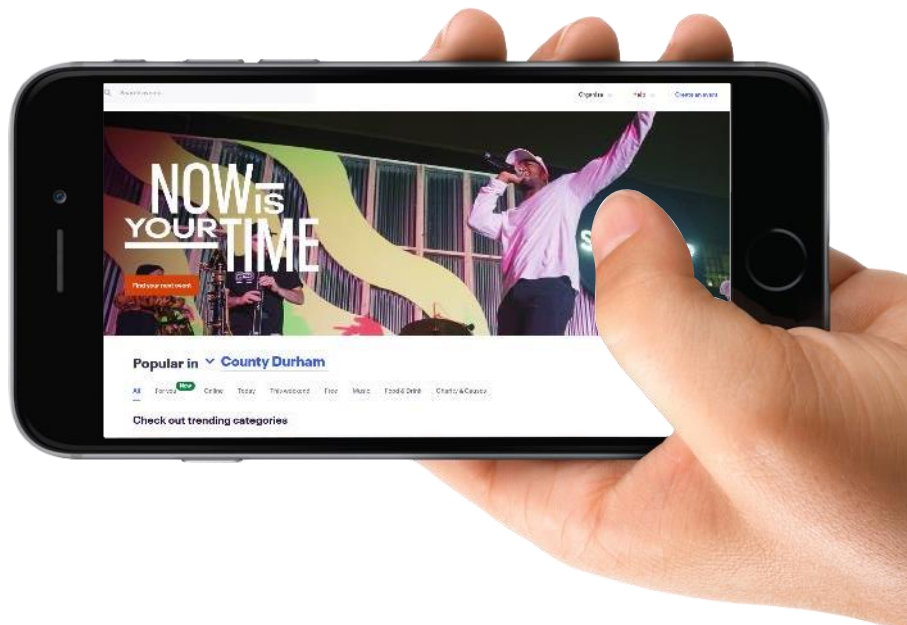
*"The best aspect about this platform, in my opinion, is that it includes a wide range of options to assist you in publishing your event with simplicity, from start to finish. You can easily get your audience registered and even obtain data and statistics once the event is completed."*

*Kushagra G (G2 Business Software Reviews)*



## GETTING STARTED

- Now that you have had a good introduction into Eventbrite— why not sign up and log in to website <https://www.eventbrite.com/> with Google, Facebook, Apple ID or by e-mail.



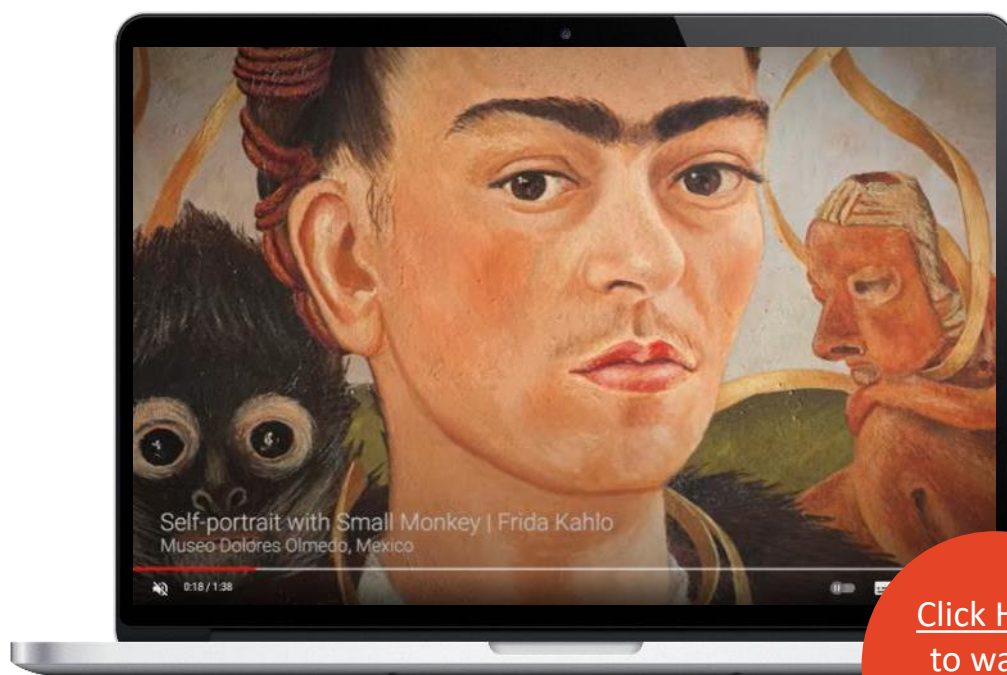


Google Arts & Culture has been developed by Google as a free to download app with free to access content. There is also a website version of Google Arts & Culture that can be found at [artsandculture.google.com](https://artsandculture.google.com). Both the app and the website display an online collection of high-resolution images of works of art exhibited in various museums around the world in the “explore” session. They offer virtual tours of galleries and cultural landmarks using the same technology as Google’s Street View. The tool also features a special robotic camera, the Art Camera, which is used for the digitization of images. The “play” session of Google Arts & Culture offers engaging and interactive features that invite the user to learn and take part in the art and culture in a fun way. Art Selfie, which invites the user to take a selfie, upload it on the app, and search through thousands of artwork that would look like the user’s selfie. Other games are excellent to use in class for students to practise and test their knowledge individually or collectively (multiplayer games). Google Arts & Culture is a great tool for educators as it makes landmarks, exhibitions and museums virtually accessible to anyone in a fun and engaging way using digital tools and advanced technology.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Google Arts & Culture and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Free and easy of access and use
- Interactive and entertaining, great for teaching purposes
- Use advanced technology such as virtual tours with street view, zoom on arts with high-resolution
- Available in app and website format and in all languages that Google supports
- Features a Youtube channel with short educational videos about art and culture around the world
- Provides a downloadable guide for teachers to use the tool in the classroom



## LIMITATIONS

- No lesson plans provided for teaching purposes
- No data privacy (the app is not protected by COPPA and FERPA)
- It is necessary to have a google account to use the tool



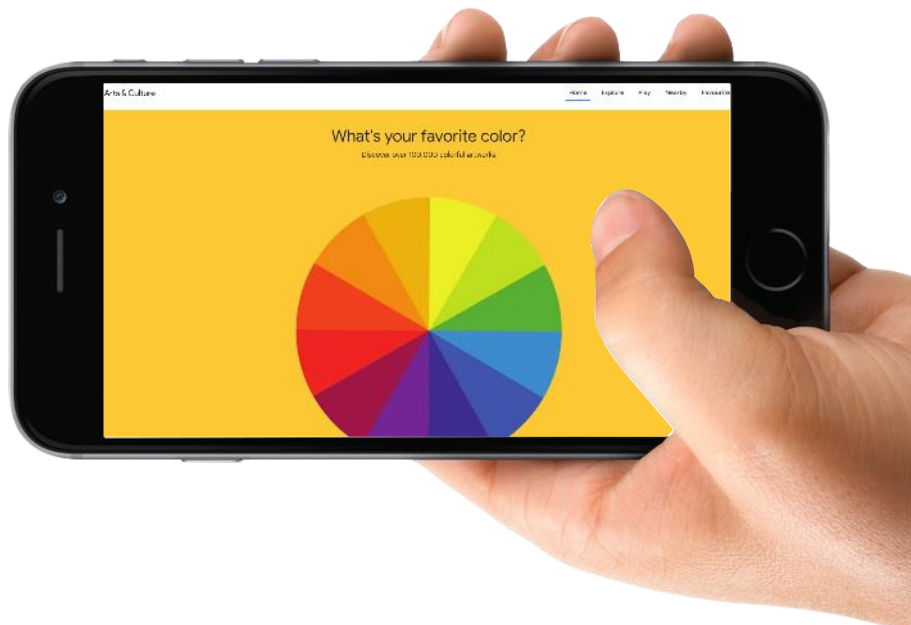
*"I do very much like google arts and culture as it can be seen for a one stop shop to view many fascinating works from around the world and different time periods. Being an artists nothing beats the real thing however Arts and Culture comes close and is extremely fascinating. From the art collectives and archives to the interactive virtual museums there are many features to explore and immerse yourself in art "*

*- Alexis R (Teacher, common sense)*



## GETTING STARTED

- Now that you have had a good introduction into Google Arts & Culture– why not sign up and log in to website here: [Sign up to Google Arts and Culture](#)





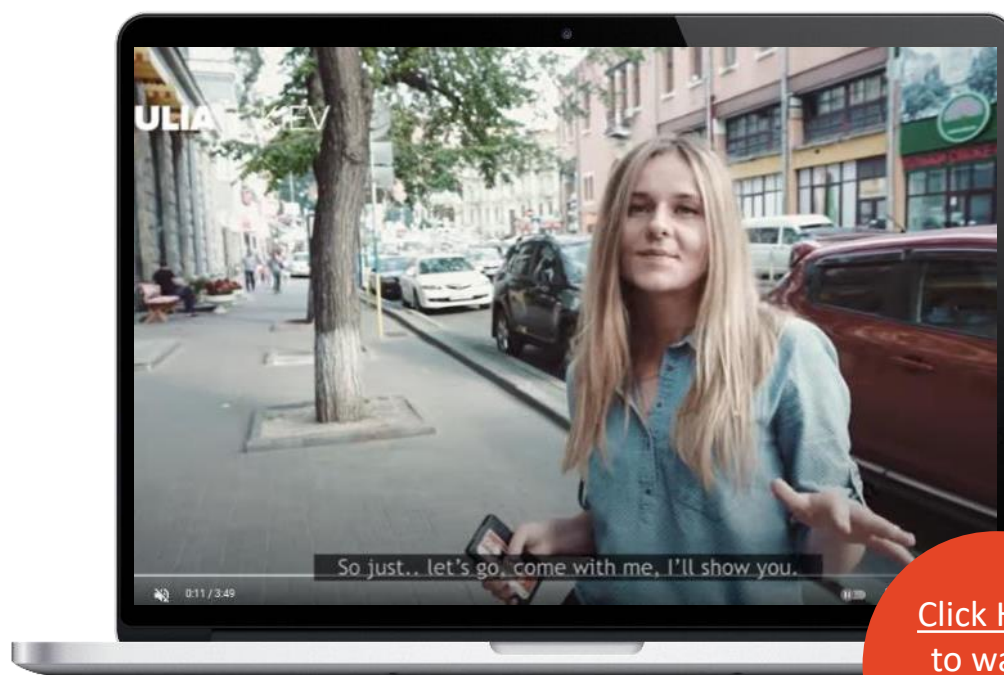


ShowAround is a different approach to cultural heritage and tourism. The concept of ShowAround involves local people of all ages and backgrounds in learning, representing and sharing the culture of their community, making them more engaged and proactive in the preservation and transfer of heritage. ShowAround is a platform where locals can register and offer their tour guide services to travellers. Currently, the site features over 6000 locals in about 8000 cities worldwide. Locals are able to create their profiles, suggest the tour they wish to give, and fix a small fee for it. They do not need to be experts to offer tours, the point of the platform being to give the opportunity to everyone to be part of the cultural sharing and representation of their community on one hand, and to make local knowledge more accessible and authentic on the other. Since the platform gives the chance to anyone to share their cultural knowledge and passion, it is a great opportunity for students to become participatory in the cultural heritage of their community and feel more connected to their cultural heritage in an engaging and practical way. The platform can be found as a website here [showaround.com](https://showaround.com) and as an app on As a local tour guide, the registration is free. An 18% commission is deducted from the tour fee earned by the tour guide.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Showaround and how it can be utilised!



[Click HERE](#)  
[to watch](#)  
[and learn](#)



## ADVANTAGES

- Participatory approach to tourism and cultural heritage
- Inclusive approach giving the opportunity for locals to be tour guides
- Incentive for locals to learn more about their local culture
- Platform that connects people from around the world together



## LIMITATIONS

- Some options have to be purchased
- There are no regulations that verify the profile of the tour guide as it is an open platform



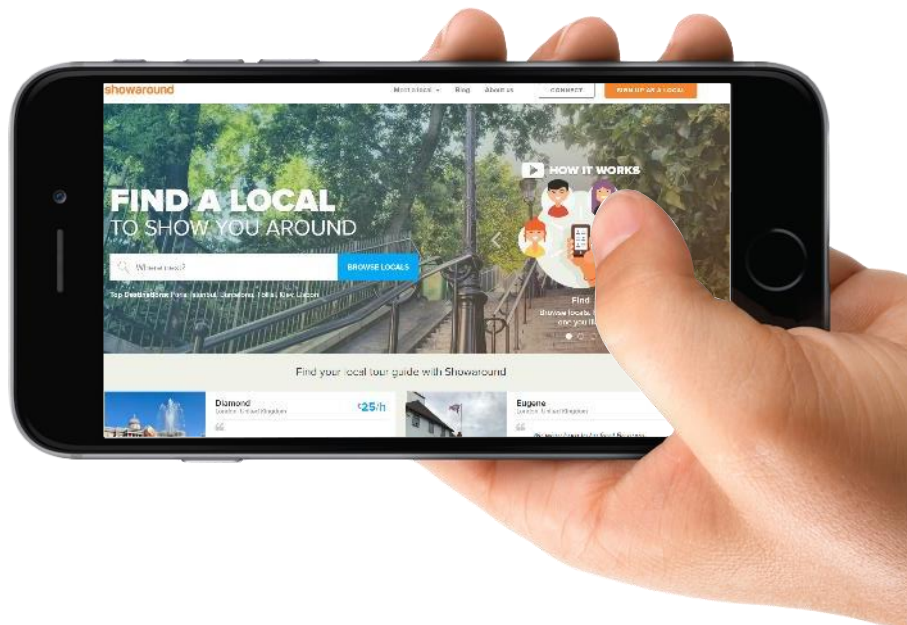
*Overall, my experience with Showaround was a fantastic one. I got to meet two really lovely local girls and spend the day discovering their local neighbourhood in Bangkok, gaining insight into how real people practice Buddhism in Thailand, and exploring the city through the eyes of two passionate, friendly locals. It's perfect for those who want to experience the authentic vibe of a city through local's eyes."*

*-Emily, travel blogger (Trust pilot)*



## GETTING STARTED

- ShowAround can be found at this address: [showaround.com](https://showaround.com), and downloadable as an app on [GooglePlay](https://play.google.com/store/apps/details?id=com.showaround) and on [AppStore](https://apps.apple.com/gb/app/showaround/id1444444444).



# 06

## CIVIC GOOD TOOLS





Eurodesk is a European youth information network created in 1990. As a support organisation to Erasmus+, Eurodesk makes information on learning mobility comprehensive and accessible to young people and those who work with them.

With a network of 38 Eurodesk Centres connected to local information providers in 36 European countries, Eurodesk raises awareness on European opportunities and encourages young people to become active citizens. Eurodesk federates over 1500 so-called “multipliers and ambassadors” that are regional or local organisations working with young people, delivering youth information and advising young people on mobility opportunities.

The Eurodesk opportunity finder has five elements that aim to enable young people and youth workers to find suitable opportunities under 1) learning, 2) volunteering, 3) Internships, 4) participating and 5) grants, with the overarching aim to encourage young people to become active citizens.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Eurodesk and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- works with qualified and trained staff and is free of charge
- takes into account the individual's requirements
- provides information and guidance for all young people
- refers to other information services
- enables access to local and regional information all over Europe
- provides information based on testimonials and true stories
- refers especially to financial support programmes
- works with verified and trusted sources



## LIMITATIONS

- The site could be more accessible/easy to access



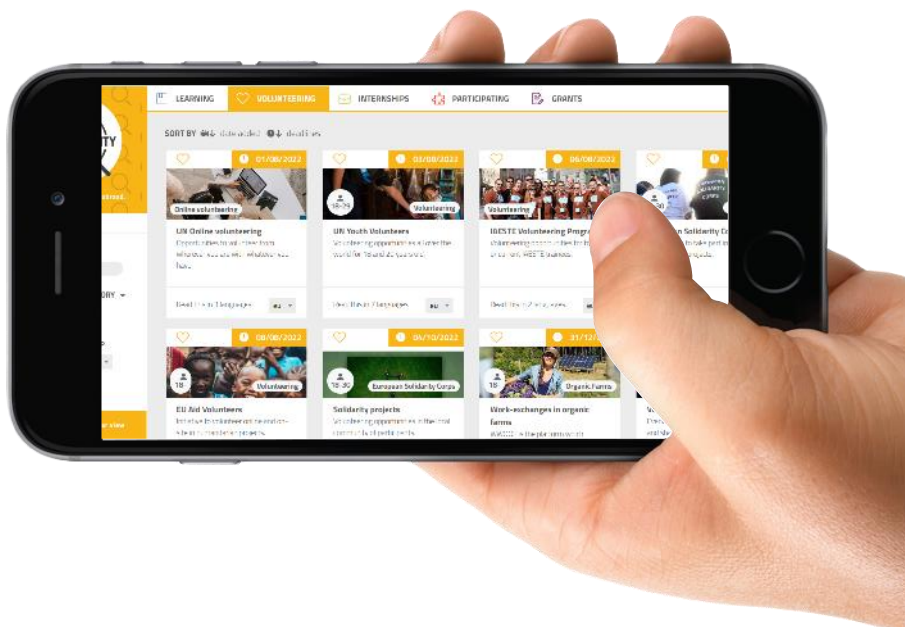
*"Eurodesk is a great platform for collating altogether in one place a portal of learning and volunteering opportunities, it gives young people the chance to study, work or volunteer abroad and immerse themselves in different European cultures"*

*—Julia Diaz (Youth worker and project manager)*



## GETTING STARTED

- Now that you have had a good introduction into Eurodesk— why not browse the opportunities on the website here: <https://programmes.eurodesk.eu/volunteering#>.





The free and non-profit online petition platform openPetition has been promoting political participation and digital democracy since 2010. Citizens become facilitators, find supporters and enter into dialogue with political decision-makers. With over 7 million users, the platform is the largest political dialogue portal in Germany. openPetition is non-profit, non-partisan, transparent and almost exclusively funded by donations.

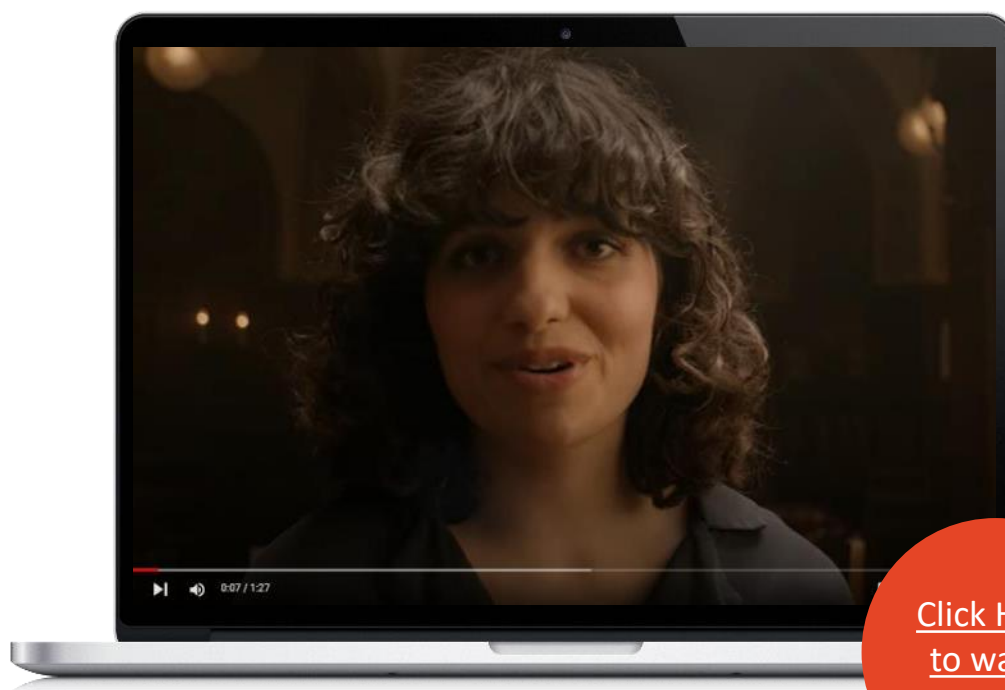
The platform supports users in creating their petition, collecting signatures and submitting the petition to the appropriate recipient. Petitions can be created in connection with all kind of initiatives in community and local level / regional / national or transnational, EU level. It is available in 27 European languages, and it is totally free for the users.

Openpetition aims to strengthen participation in democratic life, have policies more visible and transparent, as well as to modernise parliamentary democracy by using digital tools.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into openPetition and how it can be utilised!



[Click HERE  
to watch  
and learn](#)





## ADVANTAGES

- It is available in 27 national languages
- Easy to use, no special skills required to create and promote a petition
- Well-established, well-known, outstanding, transparent platform
- Petitions can be created in all levels of the civic life (even for small, local issues)
- They are present in all major social media platforms and use many digital tools: Facebook, Instagram, Twitter, YouTube, Newsletter
- Detailed guidelines and useful sources available for advocacy



## LIMITATIONS

- In their social media platforms the main communication is in German



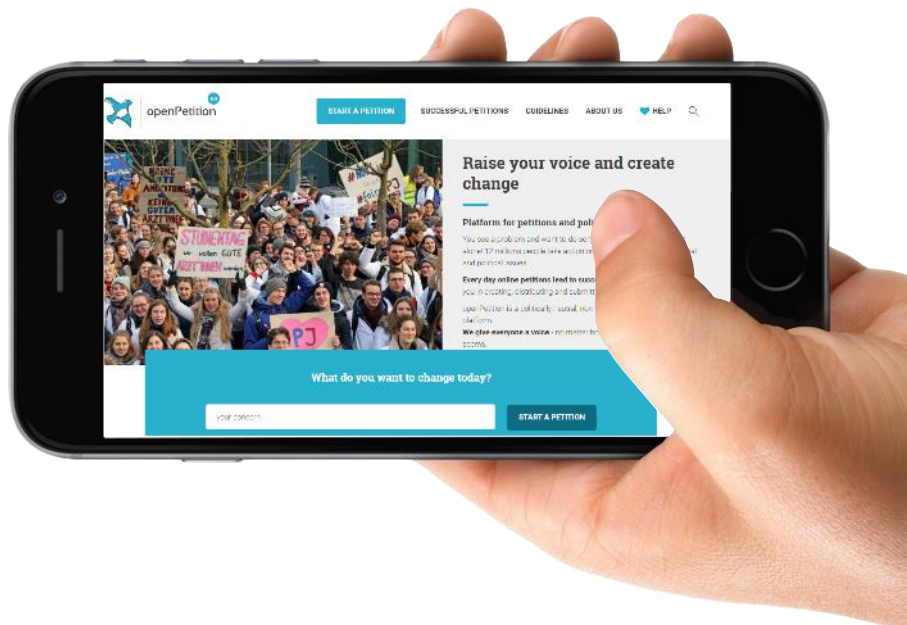
*“Great tool for making civic engagement and activism accessible and easy, opens users eyes to local/national problems that need address or supported”*

*-Karl Meyer (Student)*



## GETTING STARTED

- Now that you have had a good introduction into openPetition– why not sign up and log in to website here: <https://www.openpetition.eu/>





Decidim is a Free Open-Source participatory democracy platform for cities and organizations. Developed in Barcelona, Spain and already used by hundreds of cities, Decidim is a digital tool that helps to strengthen civic participation and put it into practice. It is suitable for strategic planning, support for participatory processes, convening meetings and gatherings, launching civic initiatives. In addition, it can be useful not only for local governments, but also for non-governmental organizations or even a parent community to make decisions based on full necessary information, in a transparent and the most democratic way possible.

Decidim promotes a democratic governance with digital infrastructure in response to citizen participatory demand where have ability to manage any participatory process, such as participatory budgeting and citizens' proposals. It combines elements from both direct and representative democracy: Citizens have the power to decide on policy proposals and politicians assume the role of policy implementation



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into Decidim and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Free and open source
- Promotes decentralization and decision to be made in local/institutional level
- Provides many different online tools for democratic participation (making proposals, attending public meetings, fostering decision-making discussions, deciding through different forms of voting and monitoring the implementation of decisions)
- Proposals can be discussed in an interface before voting



## LIMITATIONS

- Main target group (users) is institutions and municipalities who initiate the action, not the individuals

*“Decidim is a great tool for engaging a with civic issues that are important to me. It’s easy to use, with a wide range of features to avail of”*

*–Vanessa Lospitao (Student)*



## GETTING STARTED

- Now that you have had a good introduction into Decidim– why not sign up and log in to website here: <https://decidim.org/demo/>





FoodCloud is a social enterprise with a mission to transform surplus food into opportunities to make the world a kinder place. FoodCloud provides unwanted food to charities and people who need it. FoodCloud do this through utilising i) food that has gone past its sell by date, but is still edible ii) donations of food from the public (shelf stable, tamperproof foods) are also accepted, iii) collecting food from farmers that may be misshapen, have blemishes or are mechanically damaged. These foods are fine for human consumption, but supermarkets may view these foods as unsellable. Similarly, FoodCloud also offers Gleaning services. Gleaning is the act of gathering left over food from a farmer's crops when they have been harvested, or if it is uneconomic to harvest the crops, gleaning ensures that the food does not get wasted.



## LEARN FROM OTHERS

We collected and created some case study videos that will give you further insight into FoodCloud and how it can be utilised!



[Click HERE  
to watch  
and learn](#)



## ADVANTAGES

- Very pro social non-profit organisation
- They help to eliminate food waste
- Scope to do a similar idea worldwide
- There are numerous similar initiatives across different European regions (e.g. Gander, Uk)



## LIMITATIONS

- Currently only in Ireland
- Have to rely on trust that the people who need the food, are getting the food



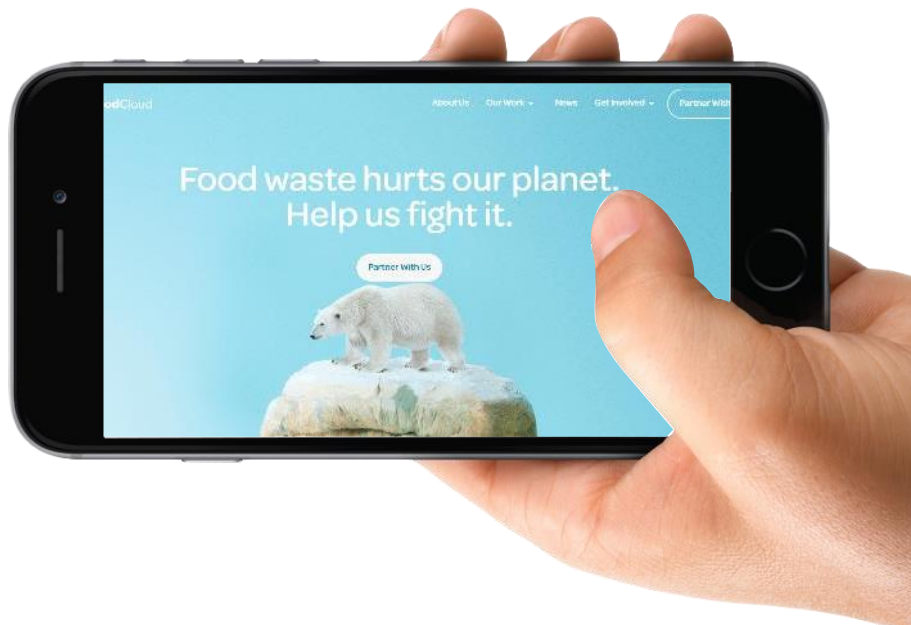
*"We are delighted to announce we have reached a milestone donation of over 795,000 meals through our partnership with FoodCloud, with an estimated value of over €1 million... our food surplus to FoodCloud has also reduced our CO2-eq to landfill by 1 million kilos in line with our sustainability commitments."*

*-Michael McCormack, Managing Director at Musgrave*



## GETTING STARTED

- Now that you have had a good introduction into FoodCloud - why not test it out for yourself? <https://food.cloud/volunteer-with-foodcloud/>





For more information follow links to:



[www.csi-project.eu](http://www.csi-project.eu)



[www.facebook.com/csieuproject](https://www.facebook.com/csieuproject)



**momentum**  
[educate + innovate]

