CodeWeek.



October 11 - 17, 2014

Bring your ideas to life with code!

#codeEU tooolkit

EU Code Week 11-17 October 2014 - Bring your ideas to life with coding

The second edition of EU Code Week will take place 11-17 October 2014. The idea is to make coding more visible, demystify these skills, and bring motivated people together to learn. We aim at getting millions of children, parents, teachers, entrepreneurs and policy makers to come together in **events and classrooms** to learn programming and related skills.

EU Code Week is a grassroots initiative of the young advisers to European Commission Vice President Neelie Kroes. The first EU Code Week took place in November 2013 and featured over 300 coding events involving more than 10,000 people in 26 European countries.

The initiative has attracted the support of coding and education movements like <u>CoderDojo</u> and <u>Rails Girls</u>, and of major tech and IT companies (e.g. Rovio, Microsoft, Telefonica, Liberty Global, Google and Facebook), who are all helping bring coding to millions of children by, for example, offering coding taster sessions, developing learning modules and helping to train teachers.

How can people participate in EU Code Week?

- Kids/teenagers/adults can participate in coding events.
- Coders can organise workshops in local schools, hack spaces or community centres.
- **Teachers, who code**, can hold coding classes, share their lessons plans, organise workshops for colleagues.
- **Teachers, who don't code**, can organise seminars or invite parents or students to teach each other coding.
- **Parents** can encourage their kids to participate in a coding workshop.
- Businesses and non-profit organisations can host coding workshops, lend their staff
 as coaches in a "back-to-coach" action, organise fun coding challenges for students or
 offer sponsorship for coding events.
- **Everyone** who participates in a coding activity can share their experience on EU Code Week website and inspire others!

How to organize your own event?

- Make the event beginner friendly, accessible even to those with no previous programming experience. Don't focus on the technicalities, try to show the fun and practical aspect of whatever technology is being used.
- The format of the event is up to you. We do however recommend to include at least practical, hands-on time, where participants can create something on their own. Even better if they can take what they've learned home to share with family and friends!
- You can use whatever tools and technologies you're most familiar with, although we do favour freely available open source tools and frameworks.
- Learning something completely new can be intimidating. A smile and a friendly
 atmosphere can help break the ice and make those, who don't consider themselves
 "technical", more at ease.
- It's also a good idea to **plan a follow up**. How can your participants keep learning? Who can they turn to if they have more questions?

What you need for a #codeEU event

- 1. A group of people willing to learn. For example, your students, coworkers, friends, or a specific group you want to help. Remember, two is a group already!
- 2. One or more teachers or facilitators. The number depends on the type and size of the event. For hands-on workshops, it can be a good idea to form smaller groups that can work with their own facilitators. Code Week events are usually targeted at beginners, so teachers/facilitators don't have to be professional programmers. It's more important to have a passion for sharing knowledge, the patience to answer questions and the empathy to understand a beginner's perspective. For larger events, it might also be a good idea to have a host that makes sure everyone has what they need and keep things running smoothly.
- 3. A place to be at. Classrooms, conference rooms and various public spaces can all make a great event venue with some preparation. When determining the amount of people a venue will accommodate, keep in mind that the room will get noisy and the air bad with during a hands on workshop, so don't try to stuff too many people in a windowless room because nobody enjoys coding with a headache.
- 4. Computers with broadband internet connection. Depending on your target group, you might ask participants to bring their own laptops, in which case don't forget to provide enough power outlets. If you have existing computer equipment at the venue, make sure they already have the necessary software installed and provide participants with instructions on how the installation can be done on their own devices. When planning internet access, keep in mind that participants will probably also want to Google or StackOverflow things and share the event through social media on mobile devices, so make sure your WiFi can accommodate those extra devices.

- 5. And finally, **something to work with/learn**. Depending on your focus group, try to find topics that are age appropriate and present them in a way that's relevant to your participant's interests. Kids might enjoy making games with Scratch, teenagers making a dating app with Rails, college students using Python for data collection/analysis, adults learning the basics of HTML/CSS for a online CV or setting up their blog. You can't create programmers in a day or week, but you can show your participants how fun it can be to create something on your own. When choosing a topic, don't start with the tools you want to use, but rather focus on the outcomes you wish to achieve. Search the web for existing lesson plans, workshop programs and adjust them to your group's needs.
- 6. **Bonus hint:** chocolate and snacks keep people happy, especially during longer events.

What can your company do?

- Get in touch with your <u>EU Code Week Ambassador(s)</u> and ask what they need help with.
- Organise a coding event for children, young people, adults, women during EU Code Week. You can seek support from the Code Week Ambassador(s).
- Spread the word about EU Code Week through your normal channels.
- Provide facilities and/or coaches for coding events and catering during an event.
- Provide coding **tutorials** in local language(s).
- Launch a **competition** between schools/cities/open to everyone.
- Offer other in kind contributions.

Promotion materials

Unless you're organizing an event for a closed group of students, coworkers or friends, you will need to do some promotion to attract participants. Social media is a good promotional tool, and you can also get in touch with local media outlets. Feel free to use any parts of the following press releases for that purpose:

- European Commission Press release in 22 languages: <u>Save the date: EU Code Week</u> 11-17 October 2014. Bring your ideas to life with #coding
- Europe Code Week Returns from October 11 to 17, 2014
- EU Code Week video: Coding is fun!

You can also use the Europe Code Week logo and modify the following resources for your event, as long as the event you're planning fits in with our guidelines.

• Europe Code Week Resources on GitHub

If you have limited spaces available, you can use tools like online forms like Wufoo, Google Forms or event pages on Facebook or Eventbrite to collect registrations. While we do favour free access to attend events, you can charge a small fee to cover the costs of the event. Alternately, you can turn to local IT companies or startups for sponsorship.

Other useful links

EU Code Week website

Map of events (events are added by local organizers & checked by Code Week Ambassadors)

EU Code Week news (also a place where anyone can submit inspiring coding stories)

EU Code Week on Social media

Twitter: @codeWeekEU Hashtag: #codeEU

Facebook: codeEU

Neelie Kroes' website

Follow Neelie on <u>Twitter</u>



Questions?

If you have additional questions about organizing and promoting your #codeEU event, you can get in touch with one of <u>EU Code Week Ambassadors</u> from your country or send us an email at <u>europecodes@gmail.com</u>.