Deliverable 2.2: 20 high-quality posts

Project Acronym	OPENCARE
Title	Open Participatory Engagement in Collective Awareness for REdesign of Care services
Project Number	688670
Work package	WP2 – Convene, nurture, drive and monitor a large-scale online conversation on care
Lead Beneficiary	Edgeryders
Editor(s)	Noemi Salantiu — Edgeryders
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Dissemination Level	Public
Contractual Delivery Date	30/11/2016
Actual Delivery Date	30/11/2016
Version	1.0

Summary

An engagement campaign to support the commissioning of OpenCare high quality posts

WP 2: Convene, nurture, drive and monitor a large-scale online conversation on care
Task 2: Seed and drive the online conversation

Terms and conditions for missioned contributions to OpenCare

1. Introduction

The OpenCare project relies on generating massive online engagement, story collection and case study research around community solutions to health- and social- care. We thus have run a campaign in an effort to select a set of well-designed stories and motivated authors engaging and debating with other users.

The selection campaign runs from May 2016 to September 2017.

The program is run by the **Edgeryders team**.
The aim of the program is to support people from all walks of life to find, test and tell the world about community solutions to care. The cohort will be comprised of **20 story authors** who will be selected in 2016 and meet in community at Caring On The Edge event in autumn 2017.

2. General timeline

May 2016: **Program Launch**
May - November 2016: **Ongoing submissions and selection (public announcements).**

3. Eligibility criteria

● Individuals of any age, gender, ethnicity, nationality can post a story and thus apply to the selection process, no matter their religious, political or other group affiliation.

● Projects which take place in countries of the European Union are given priority, but we are not excluding others which may be equally valuable to learn from.

4. Evaluation criteria

In order be considered and ultimately selected, submissions should fulfill one or more of these criteria:

● Demonstrate an interest in innovative and creative hacks around different kinds of problems related to well-being in communities

● Demonstrate curiosity and interest in finding out how projects really work in practice, as well as where they could be improved

● Demonstrate curiosity for the use of open technologies, social/ health care services and human creativity in communities

● Be about one or more initiatives that are already being used/contributed to by an existing community

● Be about one or more initiatives that are responding to needs related to improving well-being in communities, especially in provision of health- and or social care

● Demonstrate genuine interest in gaining deeper insights relevant to the work candidates are involved in and commitment of at least 4 hours per month to the effort to participate in fueling the debate by expanding on the original story, consolidating it from user comments, collectively building stronger arguments, etc.

5. Selection process

The selection takes place from May 2016 until December 2016.
Submissions are ongoing, and the selection happens in one month cycles: one batch of winners is selected and announced per cycle. If there are more high quality contributions than there are candidates, then they move to the top of the priority list in the next cycle.

1. Edgeryders publish a permanent open call visible on opencare.cc. The call specifies timeline and evaluation criteria in accordance to the above (points 1-3), as well as instructs applicants how to submit their applications online, on opencare.cc.

2. Support for submissions is provided by coordinators on the community website and in the regular community calls.

3. All submissions are published on an ongoing basis as posts or comments here.

4. Campaign coordinators review applications in an open, interactive process by engaging with applicants online in the comments sections of each post. There is no requirement as to the number of comments that need to be addressed/ responded to in order for some pieces to be considered stronger than others.

5. Each coordinator can evaluate submissions and make proposals for contributors or approve proposals by fellow coordinators. Proposals outline most promising submissions: they provide a description and link to public post/comment, authors names and bios. In addition, proposals put forward an argument about why those people and stories are best suited, using the evaluation criteria as support where needed. The decision is taken based on consensus achieved between coordinators who provide an evaluation.

6. The shortlisted candidates are missioned by Edgeryders in return for committing to author an extended blog post (individually or in teams). If they accept, they must also agree to complete tasks such as commenting other posts and making themselves available to interact with other community members.

7. Contributors are profiled on the Edgeryders blog.

8. Contributors who complete their engagement and publish the agreed upon blog post receive 250 euros per piece from Edgeryders. All financial compensations are distributed upon successful completion of the activities as agreed on by the selected contributors and coordination team.

6. Oversight

Noemi Salantiu is responsible to communicate about the program:

- Step #1: Build a shortlist of names, contributions & bios to be approved by the program Coordination team

- Step #2: Onboarding the Contributors: contact the recipients for one hour individual online calls to onboard each. Onboarding includes taking them through each of the following:
    - What the OpenCare project is about
    - How the program works and the steps to make it official

- - What their role entails in terms of commitment, timeline and opportunities provided by the project over 2016-2017
  - Go over the requirement for a high quality article of 1000-1200 words; surface themes and agree on timeline for turning it in

- **Step #3:** Publish a public post every month between to announce the selected contributors

- **Step #4:** Formalize the agreement: write down terms of engagement to ensure commitment of all parties, their responsibilities and understanding of how the compensation will be provided
  - Extract from email:
    A.   A piece around 1000 -1200 words max. Would be ideal, but we are flexible.
    B.   Submit a first draft within 10 days, as it takes another few good days before publishing, especially if it needs a compelling review.
    C.   Finally, make sure contributors come online to reply to comments to the post and participate in the online conversation whenever they feel their contribution can help others learn something. The easiest way to follow the OpenCare community is to join the CountOnMe list and receive regular headlines which team, contributors and supporters are sharing as a social media team.

- **Step #5:** Accept and pay invoices upon submission of articles and compliance with the agreed terms

7. All Contributors 2016

June 2016:
Pauline Schlautmann (Germany)
Kate Genevieve (United Kingdom)
Tomma Suki Hinrichsen (Germany)
Official announcement here.

July 2016:
Yannick Schandené (Belgium)
Natalia Skoczylas (Poland)
Pavlos Georgiadis (Greece)
Sabina Ulubeanu (Romania)
Official announcement here.

September 2016:
Winnie Poncelet (Belgium)
Rune Thorsen (Denmark/ Italy)

Nina Breznik (Germany)
Michel Rakotoarisoa (Madagascar)
Alex Levene (United Kingdom)
Official announcement here.

October 2016:
Aravella Salonikidou (Greece)
Steve Wheeler (United Kingdom)
Crystal Abidin (Australia)
Anthony Di Franco (United States)
Official announcement here.

November 2016:
Ybe Casteleyn (Belgium)
Jenny Gkiougki (Greece)
Alkasem Alahmad (Belgium/ Syria)
Francis Coughlin (United States)
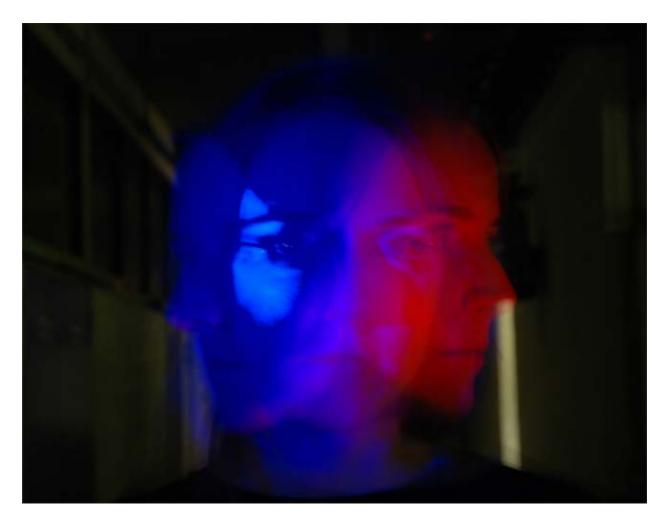Official announcement here.

Example of a blog post to announce the contributors

Meet the first Op3nCare Research Fellows[1]: Pauline, Omri, Kate, Dennis, Tomma, Liza and Simon!

These beautiful people are the first to explore community led care in depth, aided by a small financial reward and learning opportunities in 2016-2017 (more about our ongoing Fellowship program here). Looking forward to read them in the next weeks as they are starting to research their articles, and until... meet the Fellows! [Drumrolls]

1. Team UP: Pauline and Omri are product design students at UDK in Berlin and breaking new ground in the OpenCare research by starting a deep conversation around mental and emotional health. They genuinely took their own personal experiences and turned it into a design frame. Mental health is not easy to

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[1] Selected authors were called « *fellows* » on the opencare platform for simplification.

approach, and not once have I heard lately how sharing a deeply personal story in public feels scary. Kudos for a daring attitude:
Our goal is to make the complex, 'taboo' issue of mental health more tangible and approachable to the public. It aims at fostering empathy and understanding towards those that are suffering from emotional distress.

My personal favourite contribution of Pauline and Omri is [Designing for Vulnerability](#)

2. Kate G (photo above) is an artist and researcher at the intersections of domains, of the physical and virtual (a more accurate bio in her own words [here](#)). Her approach to mental care which I liked a lot is a community rewiring of listening and offering support, *"that everyone who lives in a distributed area is in someway involved in processing the emotions experienced in that place"*. I'm hoping her piece will explore connection to inhabited spaces, using the digital as a space for honesty - more details to come.

Real-life conversations from real experience in which neither party is an expert can be life changing. I work a lot with VR and seeing through another's eyes is certainly helpful but what really leads to change is honestly communicating difficult experience and listening to others and accepting their experience. There's some sort of validation in the honesty of that process that allows for shifts. There are lots of CBT, brain training, "look at things brighter" apps around but perhaps there's room for bold digital networks - with some serious legal tick boxes in place - that make possible structured honest relational experiences between people in a particular place. - Kate in her [thoughtful contribution](#).

3. Team "make it up": Dennis, Tomma, Liza and Simon are another group of students at UDK doing practical research in refugee camps in Berlin. I have a feeling this is no longer a student assignment, as they confessed to really enjoy hanging out there, making friends and throwing dinner parties. If you read their piece below, you'll see that the people they talked to are called by a name and are not just "volunteer" or "refugee". As the scouting progresses for creative activities and ideas to put people's skills to good use during the long wait in the camp, the team came up with insights that only make us want to learn more: *We have been visiting a refugee camp in Berlin and had the chance to get in touch with a number of the people there. It seems like most projects with refugees focus on families and children, whereas the young men are being left out.*

A must read contribution of the team is [Home Sweet Home](#).

So there they are, our Op3nCare Fellows. Everyone, feel free to dive in the readings and say hello. They are the first, but more Fellows to follow! Up until July 1st community members and new Edgeryders who sign up are welcome to join the conversation and submit [Op3nCare stories](#). If you already posted in March, April, May, don't worry, your submission is valid and will still be considered.

1. Transforming food systems in post-crisis Greece http://bit.ly/29K0Dbk
2. The Shit Show: A Mental Health Awareness Campaign http://bit.ly/2aICweZ
3. Fostering productive potential in refugee camps http://bit.ly/29YWnI8
4. The Cytostatics Network seen through the eyes of a member http://bit.ly/2aGTDNj
5. Huis VDH: how can we build vacant spaces into home-like structures to build up resilience http://bit.ly/2aFSweK
6. Greece as a hot-spot of transformative future http://bit.ly/29joyNh
7. How do you find ways to make a living as a young generation which government does not care for? http://bit.ly/2dK8iIr
8. Cycling for people with paralysis: how do we researchers and citizens contribute to more testing and usability of technologies like FES? http://bit.ly/2cMEYEm
9. Care on the Camp: A Calais story http://bit.ly/2d1d8kj
10. Bringing quality biology education to every child equally http://bit.ly/2cSBQFU
11. RefugeesWork: programming skills for a new generation of freelancers to change the ecosystem and how we work together http://bit.ly/2d8FtVb
12. After Occupy: How we are developing structures to empower community health, access to resources, and preventative medicine https://edgeryders.eu/en/blog/after-occupy-how-we-are-developing-structures-to-empower
13. Young people and grief in digital spaces http://buff.ly/2dkioDc
14. A Bus Tour for a Trauma Informed World http://bit.ly/2eyxK46
15. The Slow Revolution: Community Acupuncture and Social Medicine http://bit.ly/2eZL2WG
16. Solidarity in the Middle East http://bit.ly/2fq62u5
17. Backpacks for the Refugees-The Day After http://bit.ly/2eyzZ6T
18. Open Insulin http://bit.ly/2bHP4C4
19. Vital Networks: The Work of Transforming Experience into Understanding http://bit.ly/2gFLHlY
20. Developing a Community Supported Agriculture Network to promote food sovereignty in Greece http://bit.ly/2fDUlvh