

## 2.4 - Engaging Networks in Meaningful Online Conversations



Project Acronym	OPENCARE			
Title	Open Participatory Engagement in Collective Awareness for REdesign of Care services			
Project Number	688670			
Work package	<b>WP2 – Convene, nurture, drive and monitor a large-scale online conversation on care</b>			
Lead Beneficiary	Edgeryders, EST			
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# 1. What kind of engagement?

# STORIES AS CONTRIBUTIONS

OpenCare focuses on experiential data (as opposed, for example, to opinions).

Successful engagement brings participants to share their stories of “care by community”.



Image Credit: Edgeryders, refugeeswork.com, @Topioplacemaking, GettyImages

# PARTICIPATORY RESEARCH

- Community-building project
- Special attention to social dynamics conducive to collaboration.
- Capture and translate deep insights of the participants into scientifically solid and pragmatic solutions around innovative health and social care
- Deploy them as evidence from a collective sensemaking exercise.



*Image credit: Henry Farkas*

# “WHO IS THE COMMUNITY?”

- Social entrepreneurs, grassroots organisations, informal collectives, or simply interested citizens
- Caregivers and recipients of care.
- Have first hand expertise around migrant/ refugee care and solidarity, DIY/open medical technology, mental health provision, education, care for public spaces, food sustainability.
- From all around the globe, from Europe, United States, Indonesia, Benin, Madagascar and Syria.

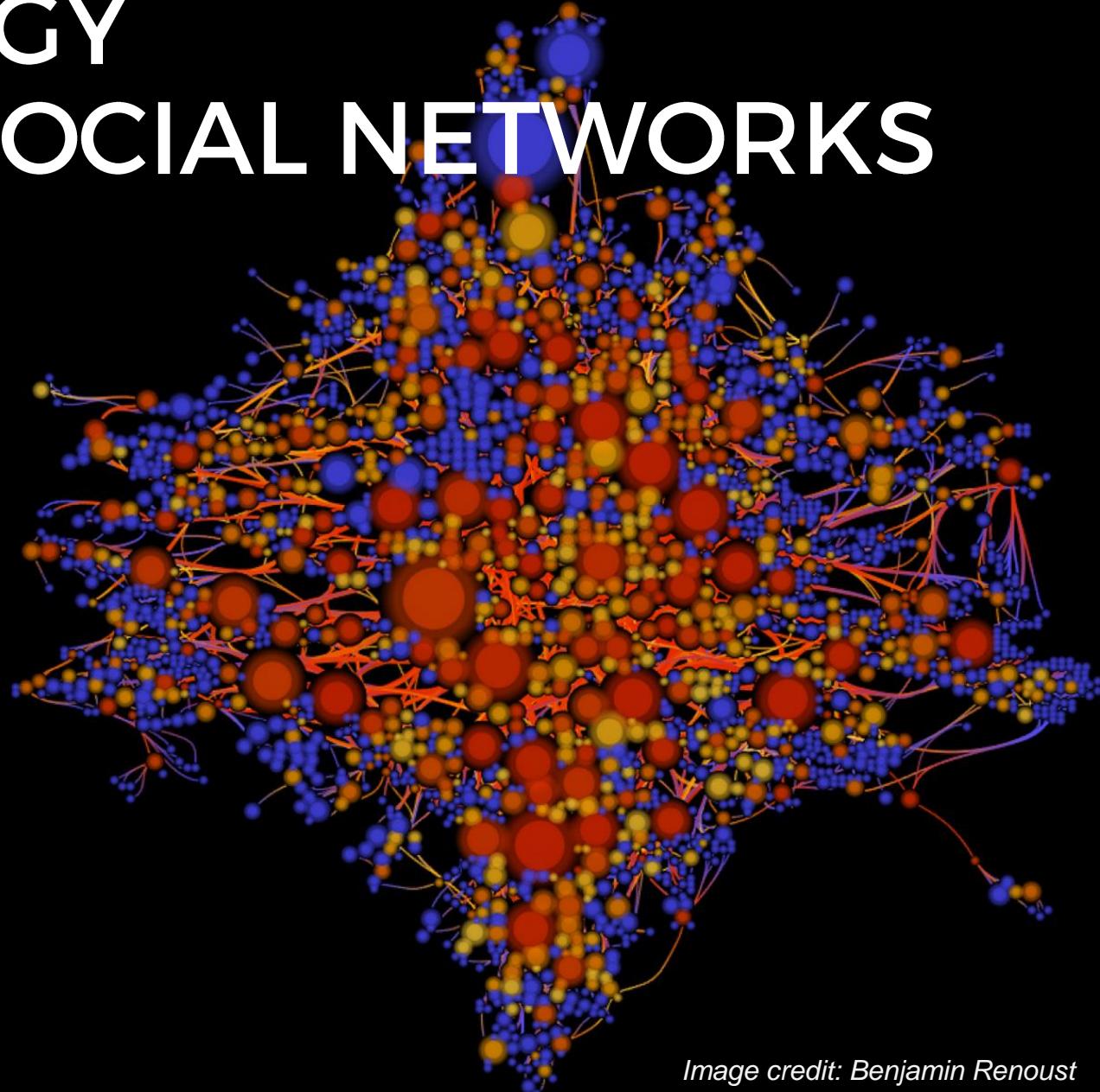


*Image credit: Barbel Maessen*

## 2. Engagement strategy

# OUTREACH STRATEGY SELF SELECTION + SOCIAL NETWORKS

- Each individual decides whether to contribute, what to work on; and when.
- The social norms and software encourage participants to interact and share constructively.



*Image credit: Benjamin Renoust*

# ENGAGEMENT STRATEGY: A VALUE PROPOSITION TO A GROWING COMMUNITY

1. Does it save participants time or money?
2. Is it credible in its delivery path from A to B?
3. Does it unlock tangible support for their projects?

# ENGAGEMENT STRATEGY: CREDIBILITY

- Reaching people: Credible community engager
- Engagement base: Compelling social contract
- Support: High quality community-management
- Added value: We refuse to be extractive. Focus on creating value for participation.

# ACTIVITY BREAKDOWN

- A. Storytelling: focus on members project/work
- B. Events for learning
- C. Documentation and reflections
- D. Social media team (#CountOnMe)
- E. Online crowd-conferences

# EVENTS FOR DEEP LEARNING

- Set them up ahead of time
- Engage people in order to build the content: don't show up with a ready made program and list of day activities.
- Hire community members credible in their own environments to host, and reach new people and open care initiatives.
- Don't focus on opencare as a project. Do focus on people's real life stories.
- Be informal
- Important continuity between online and offline community building. For collective intelligence purposes, these two components are tied.



*Image credit: Toha De Brant*

# DOCUMENTATION AND SHARING

- Events risk being exclusive to the people who can make the time, small minority..
- Interactive workshops and getting people excited about things positive, if information is made available broadly
- Excellent workshops transfer knowledge and conclusions into documentation that is attributable, verifiable, circulable.
- Openness: track record through which you show accountability.



## Preventive Mourning

Submitted by [Pavlos](#) on 2 days ago



During the workshop, there were interesting ideas around the topic of "preventive mourning". Maybe [@Village-Psy](#) would like to share some more aspects on this topic?

[delete](#) [edit](#)

[reply](#)

## preventive mourning

Submitted by [Village-Psy](#) on a day ago



Preventive mourning was used as a concept, and was the theme of one of the experiential workshops during our psychotherapeutic encounters at village psy. During these workshops which took place in nature, up in the mountain of the Centaurs -where Centaur Chiron the wounded therapist is said to have lived -we were exploring various aspects of trauma.

Preventive mourning is the symbolic or realistic expectation of loss which

# Example: Open&Change

- Outreach and engagement campaign to submit opencare application to MacArthur Foundation's 100&Change grant
- Application built collaboratively by 24 OpenCare community projects
- Results: tens of new stories, excitement.



# Why did it work?

- responds to a need many open care grassroots initiatives have: time/skill for fundraising
- step-by-step, compelling path for participation and low individual/org costs to be part of the network
- shows opencare team is committed to supporting adoption of opencare insights

*Image credit: Nadia EL-Imam*

## What is 2.5 hours of your time worth ?

Together with you, we are going for a **BIG grant** to support grassroots and open source initiatives that are active in health- or social care. 100 Million USD to be exact.

You can **add your project** through a simple process:  
<http://openandchange.care>

Deadline: **SEPTEMBER 20**, 2016



#OPENandChange is an invitation to join our radically open, collaborative bid for 100&Change, a large grant awarded by the MacArthur Foundation. It is coordinated by Edgeryders, a global network of change makers in 40+ countries.  
[www.edgeryders.eu](http://www.edgeryders.eu)

# Example: OpenVillage Festival

- A public event to design live&work spaces as “hardware” for community care.
- Program built collaboratively on the OpenCare platform.
- Results: 1,287 new posts by 106 unique participants; excitement.
- 44 community care projects participated.



# Why did it work?

- Provides important continuity between online and offline knowledge exchange and sense making
- Responds to deep seated need for being part of community of peers
- Offers opportunity to build trust and set foundations for collaborations between projects



*Image credit: Nadia EL-Imam*

# Example: OpenVillage Fellows

- Campaign to reach and engage protagonists of innovative projects in sharing and making sense of rich experiential data
- Results: tens of exceptionally high quality stories, 85 new participants, excitement and high quality final dissemination event.



A note from the curators

# Why did it work?



- Responds to a need many open care grassroots initiatives have: time for reflection on experiences, research and knowledge exchange
- Shows opencare team is committed to supporting learning and development of opencare practitioners.



# Follow-up



- OpenInsulin new lab in Yaoundé, Cameroon, with support and donations from the existing network at CounterCulture Labs Oakland, Reagent in Ghent, and other labs i.e. Hackuarium in Renens ([source](#))
- Organising an OpenVillage camp in Medenin, Tunisia, December 26-30 2017, with the goal of expanding the edgeryders community in the region ([source](#))
- Invitation to join new partnership in a project using urban games for city care, with the University of Amsterdam and cultural organisations in Berlin, Athens, Milan (ongoing submission to Creative Europe)
- Fundraising for new research projects at the scale and impact of opencare (new Edgeryders hire, [source](#))
- A number of informal get togethers and planning sessions between community members.

All collaborations above have spurred from the opencare online and festival conversations during spring-autumn 2017 and are championed by community members who are supported by opencare staff.



Image credit: Barbel Maessen

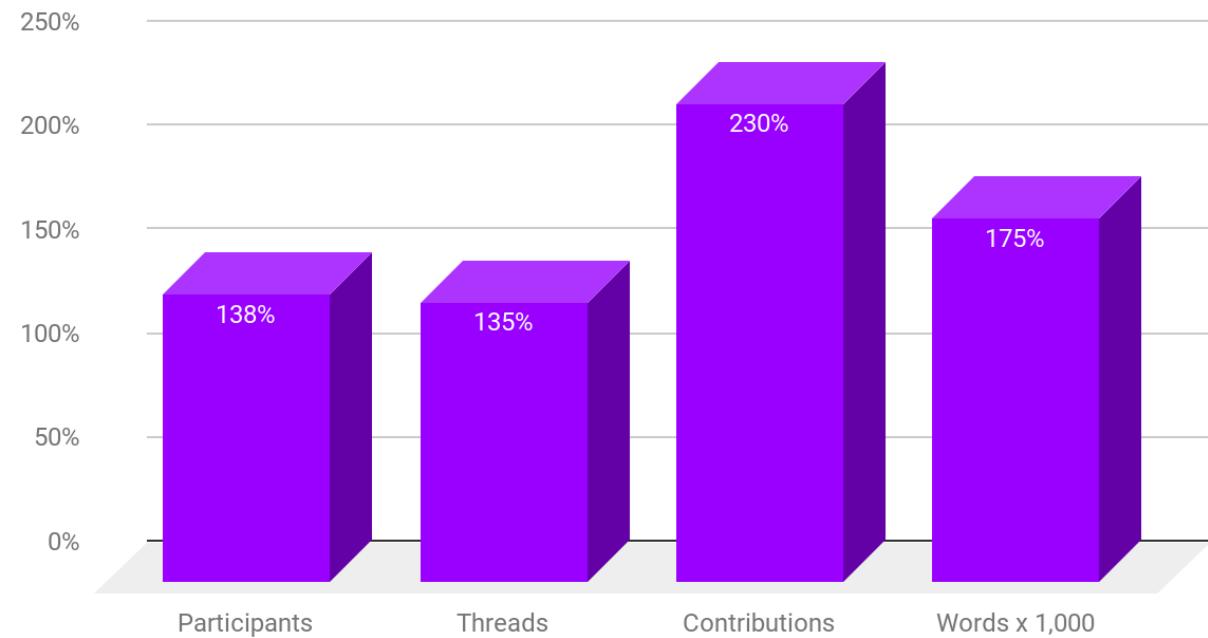
# 3. Results

# THE OPENCARE CONVERSATION BY NUMBERS as of 11/17



- 417 participants
- 760 discussion threads
- 4,848 posts
- 1,071,000 words  
*(Tolstoy's War and Peace:  
587,000)*

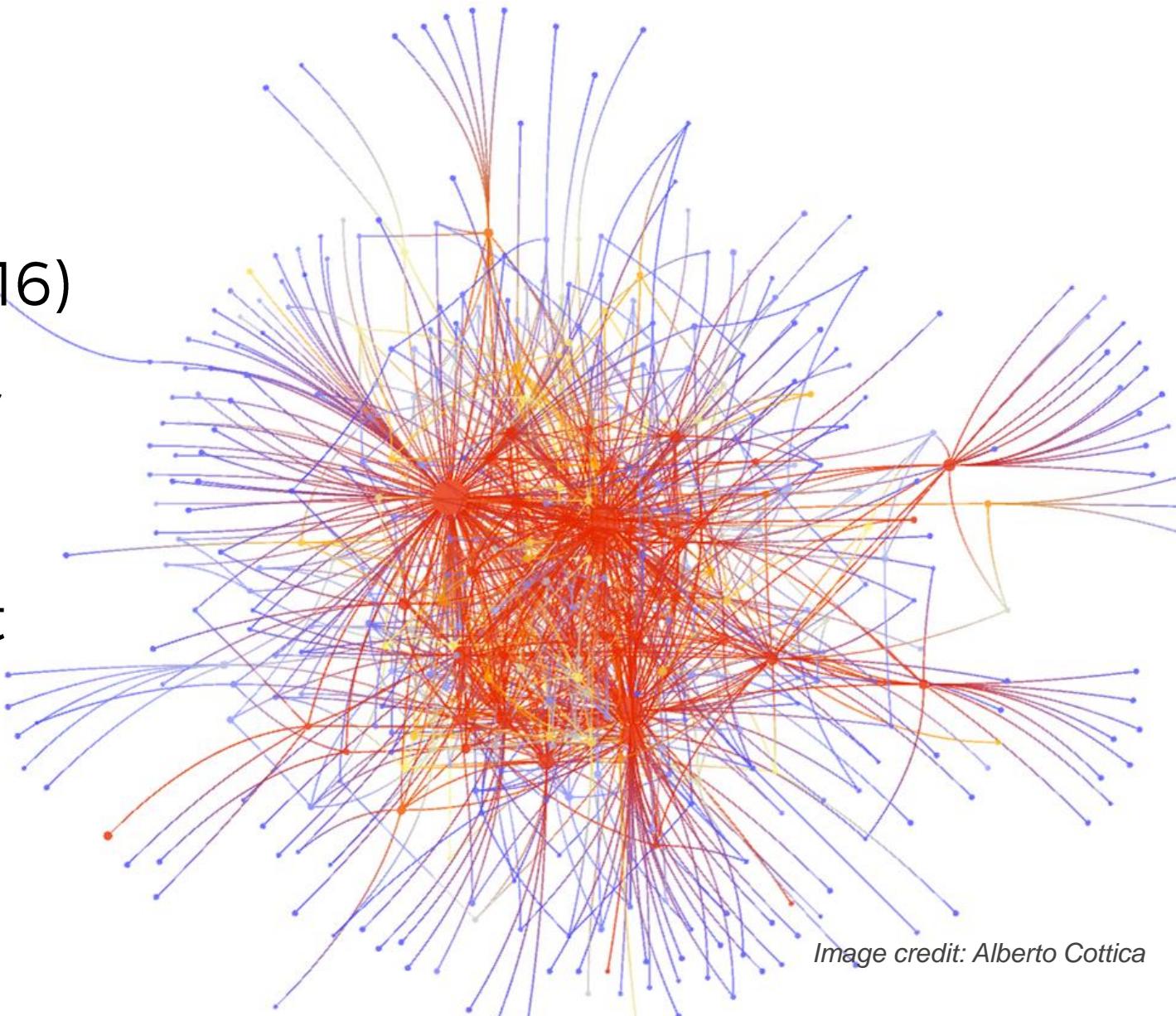
Engagement in OpenCare: growth from year 1 to year 2



# NETWORKS OF CONTRIBUTORS



- 1,537 pairwise relationships  
(was ~800 in November 2016)
- Dense area in the center of the graph is evidence of peer-to-peer interaction across participants, not just with project staff.



*Image credit: Alberto Cottica*

# MANY CHALLENGES REMAIN...

- Insularity
- Costs of coordination
- “Burstiness” of human communication
- Narcissism
- Lack of resilience
- Loneliness and alienation
- Low interoperability



AllPosters

Image credit: www.cwb.be