



Dynamization Toolkit

The Mediterranean Lab for Co-production of Social Innovation

Replicable Innovations of SSE in the provision of services & creation of decent jobs in the post covid-19 crisis recovery



Table of Contents

1. Introduction
2. Platform resources
3. Tips for building a vibrant community
4. Gamification: points and status
5. Promotion of the platform
6. Potential uses of the platform to be explored

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1. Introduction

This Dynamization Toolkit has been elaborated to provide an overview of how the Mediterranean Co-production Lab can be dynamised, so that future facilitators can make use of it. This document only provides general guidelines that can be expanded with the creativity of those doing this work.

2. Platform resources

The Mediterranean Co-production Lab is designed to foster collaboration and innovation to address complex societal challenges in the Mediterranean. To achieve this, this platform seeks to **build a community** where people and organisations can work together, **exchange knowledge, experiment** and **learn collectively**. Some of the main resources available on the platform are as follows:

Community

- A **space to interact** with other members of the community, participate in real-time discussions, ask questions and share opinions on topics related to the lab's mission. You can interact through the main forum with all members, through specific groups or directly with one or several users through private chat.

Courses

- **Learning courses** on co-production, social and solidarity economy, social innovation, creation of social entrepreneurship ecosystems, etc. are available free of charge for registered users. They can be taken both online and offline. Upon completion of the course, the user will receive a certificate of completion.

Subgrants

- Specific section for sharing **funding opportunities and subgrants**.



Events

- An up-to-date **calendar of events** related to social policy, co-production, and social innovation in the Mediterranean region.

3. Tips for building a vibrant community

Maintaining an active and dynamic Community of Practice requires dedication and time on a regular basis. Make sure that all members of the platform feel invited to make use of the platform and share information of interest to the community. Here is a list of ideas and suggestions of things you can share to **generate activity and inspire** the rest of the community:

- News of interest, articles, conferences
- Special dates
- Testimonials, tips, recommendations, mistakes to learn from...
- Inspiring stories, before and after projects,
- New job offer
- Team building campaign
- Interesting courses and trainings
- Questions
- Relevant quotes

4. Gamification: points and status

Participation in the platform is encouraged through a gamification system that consists of **rewarding users by earning points** according to different actions. In this way, as users become more and more involved in the platform, their score increases and so does their status. Here is a list of the points awarded for each of the actions:

- 100 MED Points for **registering**
- 100 MED Points for **completing your profile**
- 100 MED Points for **completing a course**
- 30 MED Points for **sending an email invitation**
- 20 MED Points for **changing profile avatar (1 time)**



- 20 MED Points for **changing cover image (1 time)**
- 20 MED Points for **updating profile information (1 time)**
- 20 MED Points for **publishing a post**
- 10 MED Points for **receiving 20 likes**
- 5 MED Points for **logging in each day**
- 5 MED Points for **posting**
- 2 MED Points for **commenting**
- 1 MED Points for **liking a post**

5. Promotion of the platform

Below is a basic template that can be used to **design a promotional campaign for the platform**. It can be adapted and modified depending on the objective to be achieved.

- **Target:**

Increase outreach and participation in the Community of Practice platform.

- **Launch date:**

[Time: xx/xx/xx, xx:xx CET]

- **Campaign Hashtag:**

#MedRiSSE

- **Campaign Message:**

Our mission is to bring people together in the Mediterranean region to co-create innovative solutions that promote social justice and a sustainable future. Join us in shaping a better Mediterranean future for all.



- **Social Media Content (Examples of Posts)**

Post 1:

Don't miss out on registering for #MedRiSSE! Join the co-creation movement for social impact in the Mediterranean.

Our mission?

✓ To bring people together in the Mediterranean region to co-create innovative solutions that promote social justice and a sustainable future. Join us in shaping a better Mediterranean future for all.

🔗 <https://medsocialinnovationlab.org>

Post 2:

Not yet familiar with #MedRiSSE? It consists of a Mediterranean Co-Production Laboratory for Social Innovation with two clear purposes:

✓ Innovating for a better Mediterranean: Collaboration, knowledge sharing, and social impact.

✓ Building a community of changemakers for social justice and sustainable development in the Mediterranean.

🔗 <https://medsocialinnovationlab.org>



Post 3:

What are the benefits of registering for #MedRiSSE?

💬 Conversations: Real-time discussions on topics related to the lab's mission.

👥 Groups: Channels to connect with others who share your interests

📅 Events: An up-to-date calendar of events.

📖 Courses: A collection of online courses and learning resources on social policy, co-production and social innovation.

📄 Papers: Repository of research papers, policy briefs, etc.

🌐 <https://medsocialinnovationlab.org>

6. Potential uses of the platform to be explored

The Mediterranean Co-production Lab has proven to be a useful and versatile platform with multiple potentialities to be explored in the future. In addition to having proven to be an ideal space for collaboration and innovation between people and organisations in the Mediterranean region through interaction, sharing of resources, events, knowledge, etc., it has also shown great potential to be used as an **educational platform**. This is because the platform offers the possibility to upload courses, such as the two courses currently available: MedTOWN and MedRiSSE. While these courses are currently free of charge, in the future, avenues could be explored for partners to offer their own courses for a fee, which could be charged on MedPoints in order to promote it as a form of exchange, or in other currencies.

To explore this or any other potential, the contact person in charge is José: joseruiberriz@acpp.com

