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Community Activation and Engagement Strategy

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List of Abbreviations

AA	Amplifier Approach
API	Application Programme Interface
CA	Consortium Agreement
CC	Community Connector
CDO	Communication, Dissemination and Outreach
CO	Confidential
CMP	Collaborative Manufacturing Platform
CoC	Code of Conduct
DIH	Digital Innovation Hub
DI	Digital Innovation
DMP	Data Management Plan
DoA	Description of Action
DOI	Digital Object Identifier
DSI	Digital Social Innovation
EBIMS	Engage, Build, Inspire, Maintain and Sustain
EC	European Commission
EGE	The European Group on Ethics in Science and New Technologies
GA	Grant Agreement



GDPR	General Data Protection Regulations
H2020	Horizon 2020 program of the European Union
IIA	Integration, Inclusion and Attachment
IPR	Intellectual Property Rights
MAB	mAkE Advisory Board
ME	Multiplier Effect
ORDP	Open Research Data Pilot
PMB	Project Management Board
PU	Public
RE	Restricted
REF	Ripple Effect
R&I	Research & Innovation
STEM	Science, Technology, Engineering, and Mathematics
SWOT	Strengths, Weaknesses, Opportunities, Threats
WP	Work Package



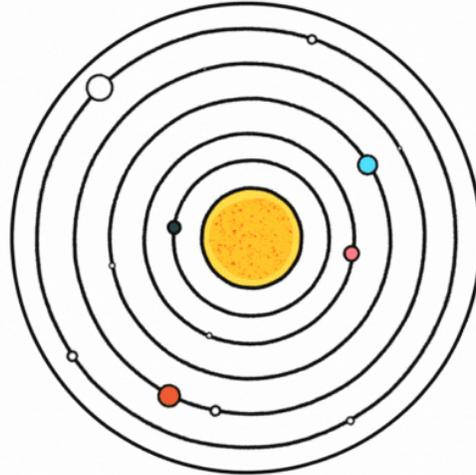
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Our mAkErverse



COMMUNITY ACTIVATION AND ENGAGEMENT The Amplifier Approach



Executive Summary

mAkE aims to reinforce existing and create new Pan-African networks of Digital Innovation Hubs (DIHs), specifically makerspaces, including FabLabs, open science and hardware spaces across Africa and Europe. The *mAkErverse* is a framing that sets the tone and builds a multilevel model strategy for community activation and engagement. The context draws on the autonomy of already existing communities and networks of makers, innovators, hubs, and spaces within their own systematic cyclic orbits providing an opportunity to add value to and nurture them both on the individual and community level through the mAkE project. *Autonomy* is identified as a pivotal part to the whole strategy because the project does not exist without the makers and does not control the makers ecosystems but rather approaches the communities in the ecosystem from the bottom-up providing valuable useable assets and from the top-down supporting advocacy and championing the benefits the communities bring to the world. Broadening the dimensions of visibility, understanding of and knowledge about makers and moving beyond linear engagement to a more cyclic perspective underpins the strategy. The term *mAkErverse* is an umbrella term uniting different maker ecosystems in Africa, Europe and beyond. We identify and engage with communities from the individual



level through to city, country, region, continental and global level in order to amplify the value and impact of makerspaces and makers utilising an amplifying approach. The role of an ‘**amplifier**’ and its description¹ is an electronic device that increases the voltage, current, or power of a signal. mAkE aims to encompass the role of the ‘amplifier’ for the communities it represents thereby supporting all active participants within the hardware innovation space to achieve more and drive exponential impact and sustainable growth. Engagement refers to a “connection, interaction, participation, and involvement, designed to achieve or elicit an outcome at individual, organisation, or social levels”². Supporting ‘amplifiers’ as networks of networks that therefore enable their communities provide an opportunity to create a multiplier effect, taking a project like mAkE to a new level of impact. mAkE not only aims to raise the quality of the maker community but to actively contribute resources, knowhow and provide support for its ongoing development through access to open source resources, visibility and exchange. mAkE will create and influence an **Amplifier Approach (AA)** through identifying and promoting diverse activities of and for its members, partners and stakeholders. The consortium aims for mAkE to build rich engagement through the **AA** of its activities and sharing best practices that showcase the diversity and success of the community network of networks working in various local settings and contexts.

1. Introduction

mAkE aims to create a *joint complimentary ecosystem* built together with and for European and African makers and hubs. The first phase of preparing this living document was group co-creation sessions and the second, in-person workshops to finalise the community activation and engagement strategy among the consortium partners and community members ensuring that a cohesive and inclusive strategy document is developed that is useful and beneficial to all members.

Over the course of three years, mAkE will activate and engage the community through the following actions:

- **Create**

A distributed manufacturing network of makerspaces across Africa. Strengthening innovation ecosystems for digital hardware startups and initiatives at the local level, nationally and on a pan-African level.

- **Equip**

Makerspaces with necessary resources to target critical development issues and create meaningful, impact-oriented innovations, including their capacity to build impact oriented, climate relevant, technologies and solutions thereby supporting the digitalisation of traditional sectors in Africa.

¹ [What is an Amplifier? - Definition from WhatIs.com \(techtarget.com\)](#)

² [Toward a Theory of Social Engagement - The Handbook of Communication Engagement - Wiley Online Library](#)



- **Support**

The creation of new business models for African hardware startups and provide business training opportunities, thereby enhancing entrepreneurial and innovation skills of makers and hardware startups.

- **Foster**

The development of an enabling environment, thereby strengthening local digital innovation and hardware startup ecosystems by community building and creating new networks with funders, corporates, and local governments. This enabling environment will include establishing new networks between local governments, international networks, academic institutions, early-stage investors, and corporates.

- **Enable**

The formulation of a common policy approach for makerspaces and their role in the digital innovation and local production ecosystem.

Engagement within the consortium and the orbiting networks associated with each organisation is actively achieved through co-creation workshops and online sessions. A co-creation workshop was hosted in the first quarter of the project with AMN, AOSH, IAAC and GIG to collaborate on developing the community activation and engagement strategy. GIG (WP6) will work interconnectedly with IAAC, leader of WP5; Communication, Dissemination and Outreach, to coordinate online and offline approaches and align engagement and methods to activate and disseminate through existing channels and communities and the wider consortium partners to create contact with existing DIHs and communities of practice across the local and global scale in Africa and Europe. The secondary co-creation workshop, took place in November 2022 in Cape Town during the African Makerspace Gathering, involved eighteen (18) members of the target beneficiary audiences or community from Europe and Africa as the drivers of the discussions in order to gain perspectives from both the consortium and the makers within community networks. These workshops open the innovation process up to a wide range of perspectives and inclusivity for the consortium as well as the maker communities.



2. The mAkE Communities

Communities of practice, collaborative communities and knowledge networks have been in existence for eras. Communities of crafters and various other artisans and makers have trained apprentices and spread innovations from both a social and business angles across Africa and Europe. As these communities became more formalised, member networks such as guilds developed to coordinate and formalise the skills of the community members. The modern guilds or communities of practice differ today in that, instead of being composed primarily of people working on their own e.g. A traditional blacksmith, they often exist within communities accessing shared production facilities e.g. Fablabs and within larger networks e.g. Fabcity networks. Networks have allowed for greater community influence and the creation of standards, support mechanisms, common understanding and sustainability and will continue to be a driver of global innovation through interconnectivity of like-minded communities.

The proposal identified the community of mAkE as follows:

- Citizens, Communities of Interest and Communities of Practice, makers, technology developers and hackers, entrepreneurs, and leaders of DIHs,
- Policy makers, global and regional innovation agencies, and social innovation experts,
- Academic community and scientific forums with a focus on bottom-up innovation practice.

Through the mAkE Community Activation and Engagement Strategy and the use of the AA we will engage already existing maker networks representing spaces, hubs, makers and hobbyists across Africa and Europe incorporating already existing members from within the consortium partner networks as well as onboarding new member networks across a spectrum of seven circles of network engagement herein referred to as the 'mAkEverse'.

2.1. Mapping our mAkE Communities

Utilising the AA we will connect with community leaders from a top-down lens within established networks to leverage on already existing efforts, engage policy makers and provide support to the goals of championing their respective communities. The definition therefore of bottom-up mAkE community beneficiary members within the identified networks is a crucial first step in planning the activation and engagement strategy for the mAkE consortium members. Through co-creation phases for WP6, the members defined community members as firstly, hubs and spaces which provide access (paid or unpaid) to tools and machinery for building hardware with the additional aspect of the possibility of adding technology e.g., smart devices. Secondly, members can be both affiliated to a hub or space as defined herein but can join their community as garage tinkerers, hobbyists, or experts in the field of hardware or smart hardware (hardware combined with technology) willing to share and be active contributing community members e.g., blacksmiths, e-textiles



creators. These community members are the identified end-users and creators of content and resources which will be prepared and shared through mAKE.

Table 1: Co-design mapping the African and European community target audiences

Definition of Beneficiary Target Communities	African	European
Communities utilising hardware and technology	Fablabs Makerspaces Community hubs Small Medium Enterprise Support Centres Vocational Training Centres	Techshops Fablabs Fab City Hubs Garage makers/tinkerers

2.2. The 'mAkerverse'

As part of the deliverables, WP6 will support onboarding and engagement of participants, form and sustain communities of practice on different intervention levels, mAKE therefore aims to connect relevant networks and communities in Africa and Europe and, as such, the Community Activation and Engagement Strategy identifies a spectrum of seven circles or orbits of networks. The 'mAkerverse' is the umbrella term or ecosystem in which this spectrum engages communities from the individual level through to city, country, region, continental, and global level to amplify the value and impact of makerspaces and makers utilising the **AA**.



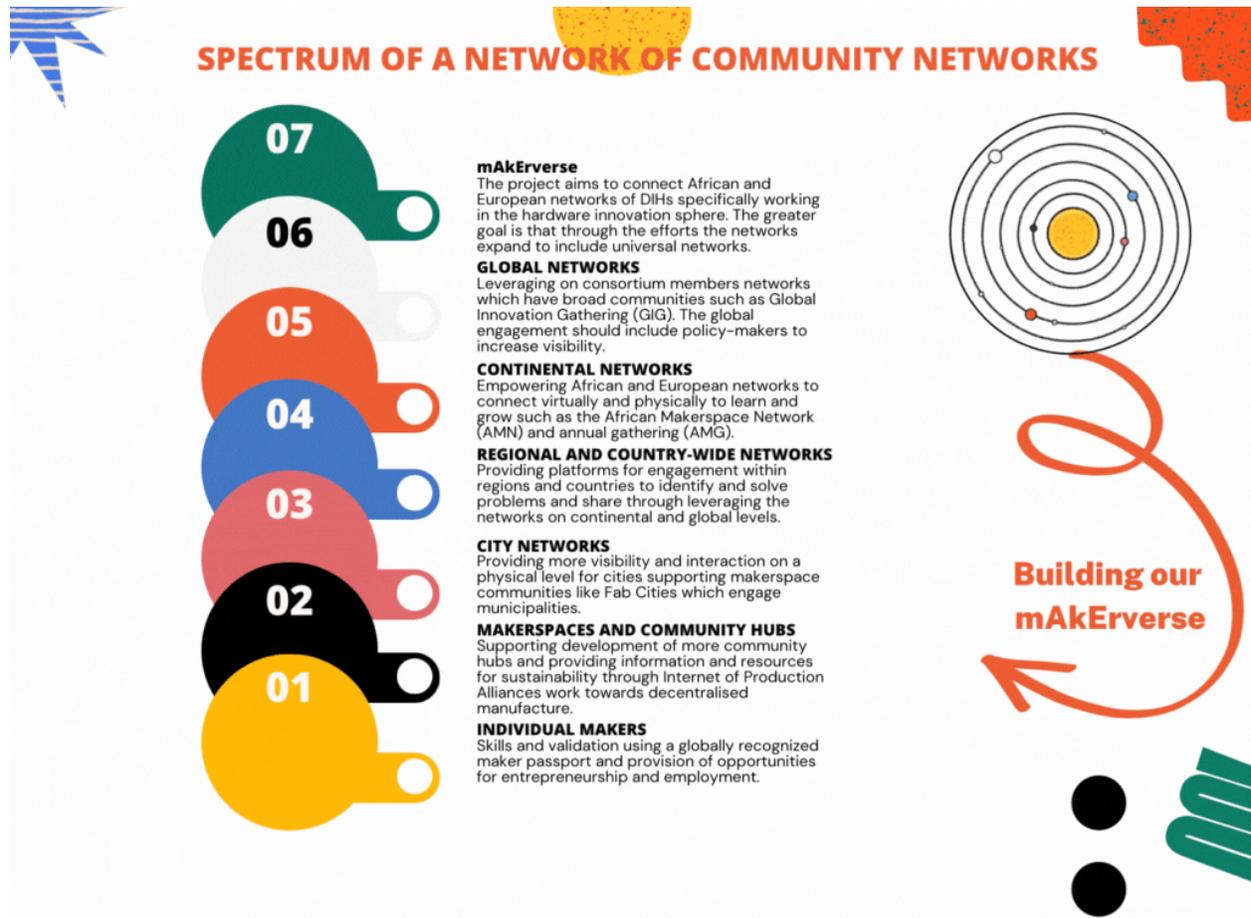


Figure 1: Co-design the community beyond individuals and target beneficiaries

In alignment with WP5, the communities and target groups are connected for communication purposes ensuring greater outreach and possibilities for engagement. The table according to Deliverable 5.1 (page 10 WP5 Deliverable 5.1) summarises the communication target groups as well as the CDO aims, key messages and channels for each. In parallel, the below table identifies the community target groups in accordance with the scope and spectrum herein defined as the ‘mAkErverse’.



Table 2: Networks of Networks

Networks of Networks	O1 O2
Identified communities to engage for the 'mAkErverse' 2022 and onwards	IAAC O3 Fab Cities Network (Consortium Member) O4 Ghana Hubs Network Association of Countrywide Innovation Hubs, Kenya O5 Africa Makerspace Network (AU) (Consortium Member) Afrilabs (AU) Association of Open Workshops (EU) (GIG member) Africa Open Science Hardware (AU) (Consortium Member) O6 Global Innovation Gathering (Consortium Member) Just One Giant Lab (JOGL) (GIG member) Internet of Production Alliance (Consortium Member) DIHNET.EU O7 The mAkErverse

3. Community Activation and Engagement

The purpose of building the 'mAkErverse' is to increase visibility of the impact and innovations and develop the network members' capabilities and skills as well as to exchange knowledge and create accessible and valuable resources shared across the network. The strength of the mAkE community should be self-sustaining as they generate knowledge, share, reinforce and renew themselves in an evolving manner alongside the development of new ideas and new technologies. The strategy document will establish a framework of recognition and reward for the communities. Through the consortium co-creation workshop hosted online for WP6, the members highlighted the importance of collaboration, exposure, knowledge exchange and connections as key intrinsic values for community activation and engagement. As extrinsic values the members felt that physical representation as mAkE network members or 'Community Connectors' and access to funding opportunities would provide value to the respective communities alongside facilitating access to international markets and providing professional recognition for networks of members and hubs with a focus on their differences, similarities, specialities and offerings. Promotion and recognition is therefore at the core of our activation and engagement strategy as a recurring theme that emerged throughout the co-creation session. The AA concept unlocked a five step strategy that mAkE will implement as follows (see also Fig 2 below):



- **Step 1: Engage**

The communities which are specifically associated with networks will be identified and engaged through the consortium partners networks. The aim is to build on already existing networks which represent the maker communities specifically involved in hardware innovation. Activities involve online and offline events as outlined in this document and this step is aligned directly to the CDO and outputs of WP5.

- **Step 2: Build**

In order to build the communities within the 'mAkErverse' the second step will be to provide access to the resources developed through engagement with the relevant communities ensuring relevance and usefulness. Building a platform with open and shared information will be invaluable to the communities both in Europe and in Africa as well as building meaningful connections and touchpoints for regular engagements as described in Step 1. Opportunities for collaboration; identifying similar problems and creating solutions, will form part of the aim of the second step to ensure impact across the networks.

- **Step 3: Inspire**

The stories of makers and makerspaces in the hardware innovation sphere are not well represented. Moreover, the recognition of these communities is lacking in giving them the visibility required to inspire not only the youth and aspiring makers but also build trust and gain momentum through engaging policy makers and influential organisations who could amplify the message and the work of these invaluable communities of innovators. Step 3 seeks to create visibility for the network of the 'mAkErverse' and its community networks to share inspiring stories covering content from business cases to promoting the work of female and non-binary makers across cultures and projects that create a positive social impact in the hardware space.

- **Step 4: Maintain**

Identification of champions or 'Community Connectors' willing to regularly 'blow the trumpet' or amplify the messages as well as CDO relevant interventions like regular mails out to a targeted mailing list (including annual and user friendly progress statements and regular media exposure will be crucial to maintaining the community. Participation in regional and national forums and networks, briefing/lobbying trips to policy maker forums, getting to know key political, bureaucratic and industry influential people on a personal level and finding reasons for influential people to engage with the project and its networks will be avenues to promote visibility of the 'Maker Movement'. The resources and knowledge created will require consistent validation and maintenance to avoid redundancy and duplication of efforts ensuring the value of the efforts is intrinsic to the community it serves.



- **Step 5: Sustain** (explained further in the Sharing and Embedding Strategy)

Sustainability is fundamental in order to make the project efforts palpable and provide resources beyond the project term. Creation of open source resources which are shared and embedded across the consortium and the greater ‘mAkErverse’ will provide continued access and creation of new resources as the community continues to grow and thrive in the future.



Figure 2: Co-design defining how the consortium can build and sustain the community



During the first quarter of the project, the consortium members joined a first WP6 co-creation session to discuss the intricacies of value and how to incorporate this in our community engagement. The session utilised Google Jamboard³ as an online tool to ideate, share and compile thoughts around intrinsic and extrinsic activities through which the project could impart value to the community of makers it would impact.

Valuable Community Engagement based on a Consortium Co-Creation Workshop

Table 3: Co-creation defining how the consortium can valuably engage the community

Intrinsic	Extrinsic
Exposure	Access to International markets
Co-creation	Paid documentary series to promote community
Promotion of organisations efforts and community	Job security and promotion of professional recognition
Connection to like-minded community members for collaboration, collaborative projects	Hubs paid for producing items
Training and knowledge exchange	Access to funding opportunities
Gatherings and events	Gatherings and events
Shared resources/knowledge	

4. Community Activation and Engagement

mAkE is exploring ways of rewarding community members within networks and/or network 'Community Connectors' in order to activate and engage them with a long-term vision for sustainability. As one example, implementing a two-pronged promotional system (intrinsic first and extrinsic second) that formally acknowledges the work of members, crowdfunding, non-financial rewards such as early access to grants, machinery or makerspaces and online member profiles or passports that confirm and promote the members' expertise. The project aims to formally recognize community participation through its evaluation or 'passport' system, however, it should be noted that in order to drive participation the system relies primarily on the intrinsic benefits of community membership: the opportunities to collaborate, solve problems, develop new ideas and build relationships with like-minded peers. Ideally, through this strategy the community will grow exponentially and bring together networks of people and networks of ideas that spread invaluable knowledge throughout the 'mAkEverse'.

³ [Google Jamboard: Whiteboard App for Business | Google Workspace](#)



1. Intrinsic Rewards

Utilising a champion system within the 'mAkErverse' networks and recognizing their creativity, special achievements or similar would support the value of the growing community by showcasing talent. In this promotional system, we plan to validate the members' efforts without sending a physical perk but rather actively recognizing their work and passion. For example, using public forums to congratulate member networks (social praise), 'mAkE of the month' profiles across social media and focused mAkEr documentaries. Intrinsically motivated community networks and supporters can also participate in crowdfunding campaigns because they ultimately provide pleasure and enjoyment for the greater community in that they support African and European makers and see tangible results. These community members value funding crowdfunding projects for internal satisfaction and fulfilment (Bagheri et al., 2019; Cox et al., 2018)⁴.

Specific activations aligned to the Communication, Dissemination and Outreach (CDO) plan of WP5 include but are not limited to:

- A dedicated mAkE newsletter to subscribers,
- Promotion of community members events and activities on the website,
- Access to promote, share and even sell their made products through the website using an external plugin like shopify,
- Funding opportunities shared for eg. free access to network and community events for members,
- Activating, supporting and linking to relevant crowdfunding campaigns,
- Social media takeovers and dedicated groups eg. Facebook, Twitter and LinkedIn,
- 'mAkE of the Month' promotion across social media and website,
- Competitions for makers across two or more hubs dubbed 'make-offs' promoted on social media,
- Features as experts or mentors in specific fields within the resources that will be developed,
- Emailer artwork provided to mAkE champions and members to formalise their affiliation to the community.

2. Extrinsic Rewards

Community network members would receive perks in the form of swag and specially made items created by the 'mAkErverse' network. Examples include t-shirts, stickers and various items produced by and for the network members. Community membership can be further activated through highlighting champion members as an exclusive honour. To join the mAkE

⁴ [Exploring donor's intention in charitable crowdfunding: intrinsic and extrinsic motivations | Emerald Insight](#)



community, as one example, a potential network member could be recognized as an expert by his or her community and/or hub. Once onboarded, the potential network member would need to complete one knowledge–development project per year—for instance, documenting a best practice or sharing an open–source product creation how–to—in order to remain as a champion in their network and promoted in the ‘mAkErverse’ community. Community members’ participation could be supported through the consortium engaging with potential funders in order to send them to eg. an annual conference that brings together all the mAKE community members. During the AMG event in November 2022 in Cape Town, South Africa, the community raised the need to have similar engagements with European Makers due to the fact that the event was hosted in Africa and there is no recognised European Maker Gathering based on initial research conducted by WP6. In 2023, the project team will propose a meetup of AMG and initiation of EMG (European Maker Gathering) using, as one example, the platform provided through the GiG network at re:publica in Berlin, June 2023. Importance of activating and amplifying efforts already existing such as activities and events as outlined by the AA is imperative to add value and give visibility to the communities actively working to promote hardware innovations and these events should never be standalone mAKE activities but rather plug into community network events and actions.

Specific activations include but are not limited to; certification for members of the mAKE community networks eg. certificates printed and provided acknowledging the hubs,

- Assistance and funding sourced and provided through calls on the website for opportunities eg. attending conferences of relevance or speaker slots fully funded,
- Free access to events as VIP mAKE member networks,
- Paid hubs to create mAKE member swag eg. t-shirts, stickers
- Voted member products manufactured and used as promotional items for events and conferences supported by mAKE.

Further to this and in cohesive synergy with WP5, we will activate and engage the community supporting the individual WP leaders for the following activities;

- Events, workshops, round tables at Local, Regional and international events,
- Community Meetups,
- Knowledge Exchange Webinars,
- Peer-to-Peer Support Calls,
- Matchmaking Events,
- Co-creation Sprints,
- Minister meet Maker Dialogue events,
- Policy workshops,
- International conferences, congresses, workshops, exhibitions and fairs.

During the first quarter of the project, the consortium members joined a second WP6 online co-creation session to discuss what activities and incentives would impact the communities and how to create opportunities for makers and hubs in Africa and Europe.



Valuable Community Activation based on a Consortium Co-Creation Workshop

Table 4: mAKE – Co-design for community activation

Intrinsic	Extrinsic
Highlighting 'mAKE-of-the-month' on social media and website	Hubs get paid to make swag (promotional items)
A dedicated newsletter	VIP access to events and free tickets/sponsored attendance opportunities
Social media takeovers	Certification/recognition in a formal manner eg. email signature, certificate
Competitions eg. maker vs maker to promote engagement between EU and AU	VIP access to events and free tickets/sponsored attendance opportunities
Competitions eg. maker vs maker to promote engagement between EU and AU	Access to funding for attending events to showcase hardware
Online shop selling made products and offering services	
Access to mentors, experts and specialist conversations and coaching	
Dedicated social media groups	

5. Community Connectors

The expansion of the initial concept of champions into connectors is based on further community feedback from a workshop held with Reconstructed Living Labs (RLabs) in Cape Town, South Africa in November 2022. The concept of the connector is to engage and activate directly from within the active community or, engage an existing and trusted partner to the community who looks like, relates to, or speaks the language of the community and has connections with community partners, government agencies, policy makers, media outlets, and/or other influential partners can commit to the duration of the project and be a consistent supporter. The role of the '**Community Connector**' (CC) is important to the success of this project and should reflect a person who is an anchor within a larger network whether local, regional or continental.



Most importantly, this person must have or build trusting relationships with its community members and adhere to the Code of Conduct (Appendix B). Whenever possible it is best to have a community connector who:

- is from the maker community or an existing and trusted partner to the consortium,
- coordinates a network of makers, hubs and communities,
- looks like, relates to, or speaks the language of the community,
- has connections (network) with community partners, government agencies, policy makers, media outlets, and/or other influential partners,
- can commit to the duration of the project and be a consistent supporter.



Figure 3: Utilizing network coordinators or anchors to amplify the message



6. Tools for Engaging our Community

In order to create a thriving community, we plan to actively observe online and offline trends in what our member networks do and say and evolve the 'mAkErverse' community accordingly. For example, if within the community we consistently see trends in members working on smart city hardware, we could create a space dedicated to that topic or prepare an online session for interested members with experts on the topic from within the mAKE community. This is integral to maintaining the relevance of the efforts of the consortium partners within the project and will assist in unlocking deeper conversations and connections and show that we understand what our community members want and need thereby keeping them engaged. Another strategy we will employ through community engagement will be to seek out the most and least engaged members and encourage the former and promote the latter. Amplifying the work of the communities and ensuring that they are shared and embedded across the networks (Deliverable 6.3) is critical towards building maker communities, specifically those of hardware innovators. This will be done through the communication channels of each consortium member's network, sharing and building new information and resources, as well as through targeted activities planned by the consortium and implemented through WP6 with support from WP5.

- **Offline**

The community network is dynamic and mAKE seeks to amplify the efforts of the community members across the 'mAkErverse' through providing opportunities to feature at consortium member events and support physical presence hereto. Offline, ideally our community members would host regular meetups and sessions co-hosted by engaged member hubs across Africa and Europe. Ideally, mAKE would feature in parallel as part of already planned community conferences and events with a focus on the in-person and tangible due to the fact that making is intrinsically a physical activity which requires access to the infrastructure and technology provided at hubs such as fablabs. Internet instability, especially across Africa, is a barrier for many to access and attend online sessions and meetups therefore the consortium aims to pay specific attention to creating accessibility to resources which do not require excessive bandwidth nor consistent internet connectivity. Leveraging on physical network opportunities to promote makers and makerspaces as members of the mAKE community is a core strategy for community engagement and the champions or 'Community Connectors' will be at the heart of intrinsically embedding the vision and mission of mAKE into their respective communities. Outreach materials will be provided by WP5 that can promote the project and share more information to activate and onboard members using eg. printed materials.



- **Online**

Utilising online platforms to engage and activate the community will be done through WP5 actions such as social media promotions. In parallel WP6 will host a series of webinars to discuss poignant topics and share the work of the consortium members and how this relates to the project. As part of our community engagement strategies, we will explain what they could gain by joining the community and link and build on shared passion eg. between members across hubs in Europe and Africa. Through the WP5 planned outreach utilising the website and social media (LinkedIn, Facebook, Instagram), we will activate mAKE specific groups and e.g. run competitions for the most interesting new profiles and invite them to share their stories to be shared across our networks and platforms under the umbrella of mAKE. As the project progresses, our community members' profile will be their mAKE passport on the website provided by WP5. Member profiles are a way for others to see who they are, what they are about, why the extended mAKE community should know and trust them, for our community sharing profiles online showcases our members' passions, experiences and opinions. It should be noted however that the passports only officially launch later in the project term and therefore, to mitigate the difference in time and ensure community activation and engagement, the community will be reached through community connectors as outlined in the document as a key element to the strategy. The member profile makes it easier for people to get to know each other and gives encouragement to be more active and visible members of the community.





Figure 4: mAkE – Application of the Amplifier Approach (AA)

During the second quarter of the project, the consortium members joined an in-person co-creation session during the consortium meeting to discuss tangible actions to be taken in collaboration with WP5 to reach, engage and activate the communities of makers and hubs across Africa and Europe.



Targeted Community Actions based on Consortium Co-Creation Workshop

Table 5: mAKE – Co-design for community engagement

Activation	Description
Social Media Takeovers	This task will be led by WP5 and supported by WP6, defining the platforms and initiating the plan will take place through a joint workshop
Twitter Spaces	Due to the current issues with Twitter this concept is not to be explored further
Speakers at offline and online events	Targeted support to ensure community members have the opportunity to feature as speakers at events both online and offline, this includes consortium members
Co-created making	Provision of platforms for co-creation and knowledge exchange to take place, identified opportunities through consortium partners in 2023 are; African Maker Space Gathering (AMG), re:publica, Fabfest
Webinars	A series of webinars will be launched in 2023 to a) promote the internal consortium within the extended networks and, b) promote the project and gain insights and share with the distributed communities at all levels of the spectrum through leveraging partnerships and consortium member reach
LinkedIn Group	This will be setup with WP5 and explored to test activity and relevance in Q1 of 2023

7. Guidelines for Community Engagement

Greater community input from the beginning, across all seven levels of the spectrum of the ‘mAkErverse’ will improve overall project development and expected outputs. Engaging and activating the community ensures that activities and resources accurately reflect community priorities and needs. To achieve this, the consortium needs to work to ensure community engagement is effective. Engagement processes provide a means to continuously verify the relevance and appropriateness of mAKE and to adjust the project activities as needed to ensure valuable impact. This is a living document which will be updated as the communities are considered to be dynamic and evolving. Tracking events is mandatory and monitored by WP5 through an event data collector. Specific collection of information (including those to be shared and embedding in accordance with Deliverable 6.3) is recommended as follows:



- Monitoring participation at consortium partners (as well as WP6 specific activities) events and meetings will help collect specific information on those who get involved. For example, how many people used the educational tools that were developed by the project team,
- Documentary evidence which is usually collected may be useful (e.g. minutes of meetings) to trace discussions and concerns articulated,
- Webinars or focus groups, e.g. bringing together representatives of the community to activate them to participate and provide insights into development of resources, seek their views on the extent to which a) community engagement strategies and b) activities have been useful and how this can be improved. This can be in the form of a questionnaire sent out that utilises a rating scale type of question, or a more open-ended response format.

The mAKE project identifies two levels of community engagement for consortium members namely, internal and external:

- **Internal**
All community engagement and activation is done through the direct mAKE consortium members networks only. This entails using the mAKE branding provided through WP5 and dissemination does not take place on public forums. The annual plans for the project are highlighted and promoted by utilising the website, newsletters, blog posts, event participation and related actions.
- **External**
The consortium partners work is directly related to the goals and objectives of mAKE and the respective work packages aligned accordingly. As such, each consortium partner will continue their independent efforts but are required, during the project term, to add the mAKE logo and include context to the project at all touch points to amplify the message and engage their respective communities at events and through activities.

The living guideline document is available in the Appendix A . Through the CDO developed by WP5 all templates and design documents are available for the use of the consortium. The consortium adheres to the living Code of Conduct (CoC) available in Appendix B.



8. Measuring Impact

The expected outcome for work package 6 is increased engagement of the stakeholders online and offline as well as on the local, regional, and international level in accordance with the spectrum of the mAkErverse. Measuring impact across multiple external stakeholder networks and communities will be challenging and is an identified risk in tracking impact. The consortium members recommended utilising additional questions when onboarding members to their networks thereby tracking whether the new members joined due to being informed about mAkE through various channels, events and engagements. Additionally, new member profiles and sign-ups on the website will be tracked to measure both community expansion as well as eg. downloads of the online resources, toolkits and attendance in the planned MOOCs, online and offline meetups. Dedicated social media channel engagement will systematically assess the impact of community engagement in consultation with community partners and measured through the amount of members eg. LinkedIn and this will be monitored on a quarterly basis as part of WP5 statistics. Utilizing a baseline for new platforms to be created for engagement such as LinkedIn will allow for easier measurement of mAkE reach and impact in comparison to that of aligning project consortium member lists and external events.

9. Calender of Community 'mAkErverse' 2023

The events planned for the upcoming year serve as a first plan of action for community activation and engagement in a physical and virtual sense and will be updated and revised as a living document during the project term. The tangible activation up the seven steps of the spectrum of the 'mAkErverse' include eight webinars, five physical events (two EU, two AU and one Global) and tapping into the events across the consortium and the extended networks. It should be noted that events planned by individual consortium partners as part of their own independent schedules is included in planned activity communication in WP5 and shared accordingly as outlined in WP6 Deliverable 6.3 Sharing and Embedding Strategy eg. event Webinar by GiG and Anna Sera Lowe.

The upcoming annum presents the following online and offline identified community activations to be plugged into per month (aligned to the calendar prepared by WP5).



Table 6: Snapshot of 'mAkErverse' dynamic calendar

2023											
January	February	March	April	May	June	July	August	September	October	November	December
Internal: Online event Webinar kick-off #1 Fab City	Internal: Online event Webinar #2 Critical Making	Internal: Online event Webinar #3 Communication and Dissemination	Internal: Online event Webinar #4	Internal: Online event Webinar #5		Internal: Online event Webinar #6	Internal: Online event Webinar #7	Internal: Online event Webinar #8		Internal: Online event Webinar #9	
	External: GLOBAL Online event #1 SCoDIHNet/DIH4AI/ICT5 8 Projects workshop 23 February 2023	External: EU Physical event #1 Fab city Hamburg , 3-4 March 2023 EU Physical Event #2 Open Hardware Alliance, Berlin (German) 13 March 2023			External: EU GIG Weekend 2-3 June Physical event #3 re:publica , Berlin, Germany, 5-7 June 2023	External: GLOBAL Physical event #3 FabFest , Bhutan, 23 July 2023	External: EU Chaos Hacker (CCC), 15th - 19th August 2023, Berlin Rural	External: AU Physical event #4 AOSH Summit , Cameroon tbc		External: AU Physical event #5 African Makerspace Gathering , Tanzania (tbc)	

*events will be added as community networks join the 'mAkErverse' as a dynamic calendar.



10. Appendix A

Guidelines

Community Engagement, Activation, and Outreach



Guidelines

The information, documentation, and figures in this deliverable are written by the mAKE project consortium under EC grant agreement number 101016858 and do not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

Tasks for partners

1. If you are contacted by or reach out to your community/new community members, see the guidelines below.
2. Please fill in the contact tracker document [here](#) when you have been contacted by or reached out to a new community, DIH project, or related entity and share links and contacts so we can track and synchronise communication between consortium partners and avoid duplication, as discussed in the monthly meeting on 6th July 2022.
3. Please find the first draft of the **short description to introduce mAKE to the outside world** [here](#).

Community Communication Guidelines

Communities We Need To Reach

1. Hubs (Europe and Africa)
2. mAkErs (Europe and Africa)
3. Special interest groups
4. Practitioners from non-European co-creation/participation/mAkEr community
5. Media
6. Policy Makers
7. <add more>

Actions Expected

1. **Champion hubs and mAkErs**
2. Learn from other/related communities
3. Have mAKE community actors test our approach/methods and provide feedback
4. Receiving feedback on our outputs
5. Engage in the dissemination of concrete tools in their respective communities
6. (E-commerce platform to support mAKE members)
7. <add more>



mAKE Outreach And Engagement Platforms

1. Website
2. Newsletter
3. Social Media
4. Live events
5. Messenger group?
6. LinkedIn group
7. Informative videos
8. Informative flyers

Our Outreach And Engagement Instruments

1. Policy briefs
2. Newsletter updates
3. Mailing list >> Do we want one >> Set up
4. Direct reporting via a website and social media
5. Blog post series
6. Video series
7. Community discussions, e.g., via messenger group & own events
8. Direct contact via emails
9. Newspaper, radio, TV?

Wider Communities

1. Global hubs
2. Global mAkErs
3. Global Policy Makers
4. Horizon 2020 DIH projects



Wider Communities Outreach And Engagement Instruments

1. Researchers
2. Policy Makers
3. General Public
4. Ministries – which ones, where?
5. Mailing lists of relevant groups/communities
6. Conferences/events of affiliated institutes/communities
7. Social Media groups etc. of relevant/affiliated communities
8. Other online groups etc. of relevant/affiliated communities
9. GOOGLE
10. Discourse
11. Wikifactory



11. Appendix B

CODE OF CONDUCT

The mAKE project aims to reinforce existing and create new Pan-African networks of Digital Innovations Hubs, specifically makerspaces, including FabLabs, open science and hardware spaces across Africa. Further, mAKE creates a joint ecosystem with and for European and African hubs.

The Code of Conduct (CoC) of the mAKE project consortium establishes the fifteen guiding principles to be applied by all partners, their project teams and the beneficiaries when implementing the project and participating in its activities. The CoC provides guidance about the partners' activities and behaviour and applies to the partner institutions work package leaders, technical and administrative staff members engaged in the project implementation as well as to all beneficiaries involved in the project activities.

The CoC illustrates the values and behaviours expected by the project consortium members. It is underpinned by the following principles:

1. Teamwork and Co-creation

Project partners should work together as a team for the collective success of the project, especially avoiding working in silos and creating room for co-creation across the various work packages.

2. Team Spirit

Project partners should show camaraderie with each other and support each other in all project implementation aspects.

3. Effective communication

Project partners should share information effectively, timeously, and openly with each other.

4. Commitment to quality

Project partners should ensure that the quality of their work is of high standards and sufficient for the purposes of the project. Project partners should improve their performance continually and always strive to achieve best possible results.

5. Integrity

Project partners should demonstrate honesty, fairness and sound ethical behavior in all project activities and personal integrity in all dealings with others.

6. Open participation and flexibility

Each partner should be committed to high quality output and responsible research and innovation and, as the project brings together a set of diverse experts from different fields and backgrounds, the guiding principle we should adhere to is open participation and flexibility. Project partners should create within the consortium a tolerant environment where diversity is respected and considered one of the consortium's main assets.



7. Openness

Openness is a core value of the project, and the consortium is to support, as far as possible, open strategies with regards to the research and innovation outcomes. This relates to software that is published under specific open licenses, following and where possible contributing to open standards, as well as the research publications, which should be made openly accessible as far as possible.

8. Non-discrimination and equal treatment

Project partners are committed to the principles of non-discrimination and equal treatment. There is zero-tolerance towards harassment or discrimination of any kind based on nationality, gender, racial or ethnic origin, religion or belief, disability, age or sexual orientation.

9. Participation in the project meetings

Partners should ensure that they send to the partner meetings representatives who have followed the project's institutional implementation and are members of the project institutional team.

10. Transparency and accountability

Project partners should carry out all project activities in a transparent manner providing access to clear, accurate and up-to-date information. Our guiding principle is transparency about the project among partners, stakeholders, and the community at large.

11. Financial integrity and sound financial management

Project partners should make sure that their financial reports are correct, consistent, complete, and accurate. Project partners commit themselves to the principles of sound financial management.

12. Sustainability and cost efficiency

Project partners should perform all project activities in a sustainable and cost-efficient manner. Project partners should make sure that all costs incurred follow the Grant Agreement and the funding provided is properly spent and indicated in all communication about the project.

13. Conflict of interests

Project partners should both be and appear to be free of any interest (financial or otherwise), which might be regarded as being in conflict or incompatible with their integrity and objectivity. Any possible conflict of interest should be reported to the project manager and the Steering Committee in a timely manner.

14. Conflict resolution

Project partners should avoid any conflicts within the consortium. If any conflict between project partners arises, it should be reported to the project management. Project partners should do all within their power to resolve the conflict in a spirit of mutual understanding and in an amicable manner.



15. Compliance with the law and rules and regulations

Project partners should exercise the responsibilities assigned to them in a consistent and fair manner acting in full compliance with the law on national and European levels.

We ask that all consortium partners adhere to our CoC guiding principles. Should there be any concerns or issues that need to be raised, the following procedure is to be implemented by the concerned consortium member:

Report a concern: If consortium member causes you to feel uncomfortable aligned to the guiding principles mentioned herein, speak to a Kirstin Wiedow or email us at kirstin@globalinnovationgathering.org.

