



*Deliverable: D3.4 Documenting emerging practices*

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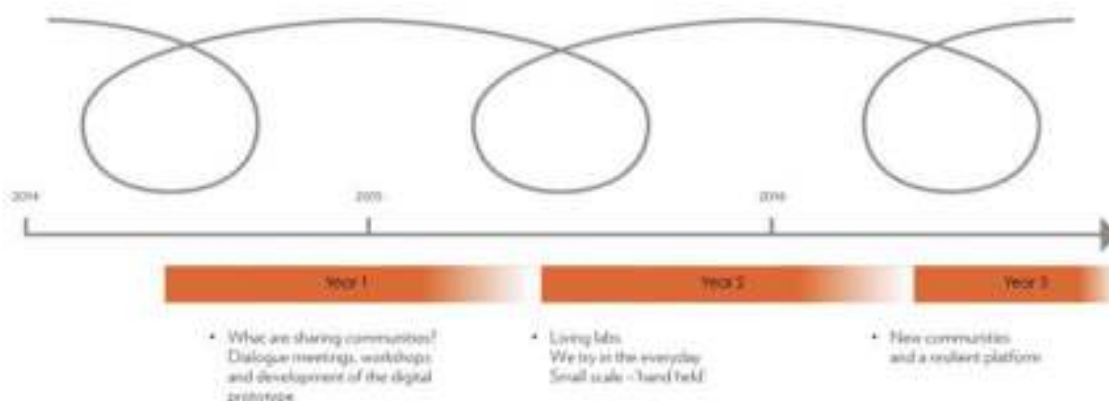
## Background

In the Give&Take project, work package 3 has been the framework for collaborative explorations of sharing communities primarily among seniors through design laboratories and living labs. Senior communities, municipal institutions, NGO's and their employees in Vienna, Austria and in Frederiksberg, Denmark have been engaged in codesigning and cocreating digital sharing platforms and in exploring and evaluating these platforms and the associated everyday practices in close collaboration with project partners.

In this deliverable that consists of (1) a brief overview of emergent practices, (2) three printed magazines that document different aspects of these practices, (3) a workshop game that provides a structured approach for municipalities and others to evaluate the relevance of the Give&Take Platform, (4) an overview of living lab uses cases and (5) video documentation from the 11 living labs established through the project, the outcomes of work package 3 are presented and discussed with an emphasis on how to take the Give&Take platform further beyond the termination of the project.

## Relations to work package(-s), tasks and other deliverables

The overall structure of the work package has closely followed the three 1-year cycles of the project depicted in the illustration below.



In year 1 design laboratories were established along the guidelines developed in deliverable D3.1: Design Lab Methodology Guidebook. Here senior communities in Vienna and Frederiksberg were engaged in dialogue meetings and workshops in identifying present and future sharing practices and how these may be enhanced through digital platforms. The work packages 2, 4, and 5 provided the conceptual and practical frames for these dialogues and processed the outcomes in an iterative process of prototyping workable concepts and technical solutions. The work in year 1 resulted in a first definition of a service exchange model labelled the 'onion model' tying together the involvement of seniors in sharing communities with the active participation of a host organization providing the communities with a 'helping hand'. A revised version the service exchange model is presented in deliverable D2.4 and the use cases shaping the subsequent living labs were documented in deliverable D3.2.

During the second year of the project, living labs were established in both Vienna and Frederiksberg with the Give&Take project staff intensively involved in providing the helping hand for both senior communities and host organizations. Trial versions of the digital platform developed in work packages 4 & 5 formed the practical backbone for these living labs and functionality and design of the platform were iteratively developed alongside with new practices of

sharing between seniors and between seniors and the host organizations. A key finding from year 2 was that the sharing platform provides attractive opportunities for establishing and maintaining communities among seniors both with a starting point in activities like physical rehabilitation and in local neighbourhoods challenged by a low degree of social cohesion, but also that these opportunities are only unleashed with a considerable effort from social workers and other community coordinators. These and other conclusions from the work package is documented in the deliverable D3.3, Specification of living lab environment, that emphasize the importance of prototyping what is termed a service package equipping the host organization to cater for these communities.

Accordingly, the last year of the Give&Take project has in work package 3 been focused on living lab activities where the role of community coordinators could be rehearsed with the Give&Take project team more in a facilitating role. The living labs have involved new communities of seniors and the platform and practices of establishing and maintaining sharing and caring relations have proven to be robust and adaptable also to the particular circumstances of the individual community. Over all the work has however also shown that the introduction of the platform is far from straight forward and consequently a five-step model for implementing the Give&Take platform within a host organization has been developed (see D2.4 and appendix 3 & 5). This has also led to considerations about how to promote the platform beyond the termination of the project. The form of this deliverable documenting emerging practices partly through broadly communicating magazines, videos and a workshop game reflects the project ambition of easing the dissemination and take up of project results.



## Defining emerging practices

Through the close collaboration between the project partners and seniors in Vienna and Frederiksberg the project has revealed that enhancing sharing among seniors with an emphasis on promoting health and well-being, implicates a move from transactional models of sharing and caring to relational models. Where the project has met seniors at IT classes or physical rehabilitation classes the setup has been that seniors individually are offered the opportunity to acquire new skills or to strengthen their physical capabilities. These formats do address individual

needs but they do not cater for the building of supportive communities among the participants. The project has shown that such community building is possible if the organisations hosting such activities are promoting caring relations but this also means that the host organisation employees have to develop new professional practices. Thus, the emerging practices addressed in the project involves both evolving sharing practices among seniors as practices of support and interaction between seniors and social workers, coordinators and others within the host organizations. Particular emphasis is given to how both seniors and host organizations become capable of initiating and sustaining sharing platforms as new relations form.



## Sharing and Caring – extending and enhancing community building

As developed more thoroughly in the magazine ‘Sharing & Caring’ (appendix 1) there is a strong potential in extending and enhancing community building in the networks where seniors already meet. Through workshops and dialogue meetings the project has rehearsed new relations among seniors and between seniors and municipal employees and the digital sharing platform has been prototyped to promote relational care. A methodology of codesign and cocreation has been employed and for the host organisations this has led to new insights into how to unleash the potential of community participation among seniors with implications also for the building of bridges between generations and for strengthening social cohesion in local neighbourhoods. Significant learnings from the emerging communities are here that sharing seems to already be latent within many senior networks, and that building infrastructures of sharing on top of these networks, present itself as an obvious opportunity. Reviewing the broader landscape of sharing initiatives and relating the findings to the patterns revealed through in depth engagement with a variety of senior networks through workshops and living labs, points to that sharing models that are informal, flexible and non-binding and do not depend on ratings and monetary exchange appear to be particularly productive for the seniors that are socially vulnerable.

## Care is about relations – sharing communities with a helping hand

In the Give&Take projects 11 Living labs were established involving different groups of seniors in building sharing communities and making use of a digital platform for communication and sharing (for an overview of living lab use cases, see appendix 5). Some of the living labs were centred on local networks in neighbourhoods or particular housing estates, whereas other took a starting point in activities such as physical rehabilitation, craft workshop classes or joint cooking. Some living labs were initiated from an initial contact to the senior network and others were started in a more top-down fashion, building on an interest at management level in the host organisation. The



learnings from this varied set of living labs were that a service exchange model based on a strong involvement of a host organisation providing a helping hand for the senior communities most effectively targeted the groups of seniors that the partners found most in need of community building. The role of community coordinators whatever these were volunteers or employees of the host organisation was piloted by the project team and different ways of monitoring community activities on the digital platform was prototyped to promote coordination as primarily concerned with initiating and facilitating community activities. The practices emerging in the living labs also revealed that the time to introduce and become comfortable with the digital platform was considerable for the seniors but also that the rehearsing of new digital practices was a productive vehicle for building new relations both within the community and between communities and coordinators. More details about the emerging practices in relation to the service exchange model is provided in the magazine 'Care is a relational thing' (appendix 2).

## Sharing more than a platform – providing novel infrastructures

At the heart of what the Give&Take project offers is not only a social media platform but also a new way for municipalities and other care giving organisations to establish constructive and sustainable relations with senior citizens and volunteers through their frontline employees. The digital platform provides a robust infrastructure for seniors to interact, share and take responsibility for the everyday communities they are part of, but what makes this platform

unique is that it comes with a helping hand from the host and the community coordinators. Through the eleven trial living labs that the Give&Take project organized we have seen that providing such a helping hand demands learning processes that takes commitment, resources and changes in attitude with the host organisation. Some host organisations may be able to go through this on their own, and some may need external support. In any case acquiring the platform is not enough. New collaborations and new attitudes have to be rehearsed and the different stakeholders need time to take on their role in the sharing communities. In the magazine 'Sharing more than a platform' (appendix 3) is outlined how novel infrastructures may be put in place in such a way that community building reflects that all communities are different and must be met with attention and respect towards what makes them particular.

## Building on lessons learnt

A recurring issue throughout the Give&Take project has been how important it is to ensure commitments and alignment among the different stakeholders involved in establishing infrastructures for sharing communities among seniors. The willingness at a strategic level in the host organization to commit to the Give&Take platform must be matched with a concurrent enrolment of host organization staff that are prepared to meet senior citizens with a service exchange model based on relational care. Furthermore, the host organization must be attentive to what networks of seniors are already in place and how the introduction of a digital platform like the Give&Take platform can positively impact community building. To address these issues the Give&Take project has given particular attention to the networked learning processes necessary within the host organization and its larger network through suggesting relevant consultancy shaped as a so-called service package. To aid such consultancy the project has produced a game-like workshop kit (appendix 4) that facilitates an initial process of 'business process modelling' between key stakeholders. The workshop kit takes inspiration from the business model canvas proposed by Österwalder as it visually provides participants the opportunity to collaboratively map potential senior communities to support, to unfold purposes and exchanges in the network and to establish key impacts. The workshop kit game is addressing what is found to be critical first steps in promoting the Give&Take platform commercially after the termination of the project.



## Concerns

While the Give&Take project is believed to have been successful in developing a digital platform and other supporting infrastructures for supporting sharing among seniors it has through the project and particularly through the living lab activities become increasingly clear that the Give&Take platform as an assistive technology cannot be promoted solely as a stand-alone product. For municipalities and other potential host organisations to adopt the platform, services must be offered that builds up the capacity within the host organization to initiate and facilitate community building based on relational care. The Give&Take project has sought to accommodate this insight through producing project documentation that is suitable for becoming part also of such consultancy.

A black and white photograph of two elderly women smiling. The woman on the left is in the foreground, slightly out of focus, wearing a dark jacket. The woman on the right is slightly behind her, wearing glasses, a light-colored scarf, and a dark jacket. They are standing in front of a brick wall with a window.

# SHARING & CARING

To actively participate in a community opens up possibilities for the individual senior that positively impacts on his or her quality of life

**Vision // Thomas Raben**

## **The potentials of communities**

Many seniors experience loneliness in their senior life, when they retire from having a job or when they lose their spouse. Loneliness has direct consequences for the individual senior. Long lasting involuntary loneliness has the same negative impact on health as smoking.

Participation in communities gives the individual senior the possibility of contact to others as well as to be part of meaningful and important relationships. Communities may also for many seniors provide a framework for contributing to others and for making use of resources and experiences gained through a lifetime.

In communities all seniors have the opportunity to experience that they are appreciated and needed. This is not only about relationships between seniors. Community participation may also build bridges between generations and strengthen cohesion in local neighbourhoods. In this perspective seniors are not a burden, but a huge and sparsely used resource in society. Communities are pivotal in unleashing these resources, and making them flourish in local networks.

## **Cocreation – making things together**

In parallel with bringing forward a digital platform supporting and enhancing community communication, the Give&Take project has also shown the way for a practical and action-oriented method of cocreation.

In terms of method the Give&Take project has systematically and consequently involved seniors actively through out all stages of the project. In dialogue meetings, workshops and exploration of prototypes senior citizens at Frederiksberg and in Vienna have been deeply involved in developing the Give&Take platform. This involvement has meant that the seniors have made a strong imprint on the project, making the platform design and functionality reflect the seniors' experiences, needs and aspirations.

In a broader context the Give&Take project has proven that cocreation has the potential to free the many resources among senior citizens. This points towards what can be accomplished by offering yet more products and services to seniors in the years to come.



# MEETING PEOPLE

Reportage // Signe Yndigegn, Katharina Werner & Maria Foverskov

People meet in many places and to strengthen community building one has to meet people where they are. Both in Frederiksberg and in Vienna the Give&Take project surveyed different kinds of senior networks to learn about what can be shared when people come together. An entry point at Frederiksberg was the many different initiatives for seniors that get funding from the municipality. In Vienna contacts were established to neighbourhood centers in different parts of the city. Through dialogue meetings, workshops and neighborhood fairs the project initiated conversations about what brings people together and how communities may form as people gather around neighborhood issues, common interests, physical exercise or classes in computer literacy. Across the many conversations, we could see that well known formats such as classes, clubs and events do bring people together, but also that these formats do not necessarily build communities among participants. If ownership to the format is too strongly with one part it may be hard for others to create relationships. On the other hand, coming together may be the starting point for many different exchanges if responsibility is shared. In the following we bring short reports from some of the people we met.

## (More than) walking every Tuesday

Hjertestien (in English: The Heart Path) is a loose group of senior citizens, who meet for a walk every Tuesday at the Health Center in Frederiksberg. The Hjertestien walks were initiated by the health centre at Frederiksberg by one of the health counsellors. She walked with the group every week for six months. After that the group continued on their own. They meet every Tuesday and walk the tour. After the tour they drink coffee in the Health Centre. They all walk together in a big group and when we met them they were around 45 walkers. “The walk is not to get your breath up” as the walkers told us “we always walk in a pace where everyone can follow”. What is important for many of them is the social part including the coffee afterwards - “that’s the icing on the cake”. But the social aspect is also central for the walks: “You talk much better and more easily open up to each other when you walk”. The coffee is served in the lunch room at the health centre. It is reserved for

the walkers every Tuesday, when they are done with the tour. Here the group has a drawer, where they keep chocolate, cookies, coffee, tea and a contact list of all the walkers. The coffee is always ready on arrival because Bent has prepared it before they leave for the tour. He also has the key to the room where they meet and he is the one that makes sure to welcome newcomers. Some of the walkers have started to do other things together between the Tuesday walks. Besides the walks they also arrange an annual Christmas party and Easter lunch, but it has become difficult for them to find a place now, because they are so many. One of the walkers started an email-list, so it’s easier to coordinate and organize these other events. She makes sure that every newcomer gets registered on the list. Still it is important for many of the walkers that to be part of the group is informal - you don’t have to be a member. You may come and go as you like. Some of the walkers tell that most people make an extra effort to come - and that they proudly walk in all kinds of weather. The health counsellor who initiated the walk sometimes meets with the group outside the health centre to check if everything is fine when they all are gathered before their walk. She may also be around during the coffee to tell about things happening at the health centre or other activities that could be of interest for the group.

other. In the Give&Take team we brought with us a game-like dialogue tool when we met the three stamp collectors, Finn, Steinar and Viggo. The dialogue tool helps them to identify and map what brings them together, what they share and how they relate to others. Much of what they tell us is about being together without hierarchy across social status, personal history and stamp collector experience. Even if rare stamps can be expensive it is

hood come to meet, talk and seek help. Everyone, independent of generation, social status and nationality can make use of their offerings, advisory services and activities for free. These activities are organised and accompanied by a multiprofessional team. That team consists of a handful of social workers with different kinds of backgrounds and a large pool of volunteers that is needed to make this work happen.

From day 1 the manager and social workers of the centre could see a high potential in the Give&Take project to lessen the burden of themselves and their volunteers by helping with organizing the center’s activities, strengthening social contacts and engaging people without many contacts by creating a network of people in this residential area.

not accepted to talk about money. “We look each other into the eyes when we meet over the stamps” they say, “...and we all the time learn from each other”. Every stamp has its story and at the club meetings they take turns in giving presentations to each other about the stamps they like the most. For them sharing is about caring for each other’s interests: “You bring home stamps for fellow members if you note some that you know have their interest”. But it is also about looking out for each other and to offer help with transport or other day-to-day things. When the final map is laid out it is obvious that they cherish the unwritten rules of their community that makes it a meeting place for people from very different walks of life. They would like to reach out to younger people and also to have female members, and they take pride in not being a place for ‘man talk’. What we learn is that when men meet like here stories are important but so is the willingness to put aside status and hierarchy. Men care in their own way and perhaps they need a space of their own to take care of each other.

## Making new friends

The Viennese Hilfswerk Nachbarschaftszentrum Rennbahnweg (NZ22) joined the project in July 2014. It’s a place existing for 20 years where people living in the close and greater neighbour





# WE LOVE TO SHARE...

Analysis // Lone Malmberg

The Give&Take project entered the era of sharing while this was still in its early days. Some of us had stayed in an Airbnb apartment and a few had ride sharing experience even before Uber existed. We believed in a potential for a more sustainable society, where excess resources could be shared or exchanged with friends and neighbours. We also believed in a potential for stronger communities of citizens building sustainable relations through sharing practical services and activities or just small actions of care.

During the three years of Give&Take we have gained both experience and knowledge with different cultures of sharing. We have witnessed two very different approaches to sharing. One being a social movement towards engagement of civic society and establishing a sustainable society with better quality of life. The other being sharing economy as a new business model based on what is characterized as ‘subscriptionization’ or ‘everything as a service’ where consumers go from a one-time purchase product to a subscription based service[1]. This trend has been denoted sharing economy or collaborative consumption. A recent study showed that the sharing economy has tripled in Denmark from 2014 to 2015. Nine percent of the Danish population has participated in the sharing economy in the six months prior to the release of the study. Only three percent participated the year before[2]. Along with this increase in sharing economy the dark sides of the sharing economy pop up around us[3]. Many cities and countries have introduced new regulations to avoid market and regulatory failures that allow

parts of the market to gain unfair advantage over others. Is the sharing economy actually breaking down qualities of the welfare society, which we and generations before us have spent years and struggles on carefully building up?

During the three years of the project we have gained a better understanding of the difference between the individualistic rhetoric of new sharing economy tools and platforms on one side and the more collectivist ambitions of community-based change-makers on the other side[4]. The Give&Take project aims at sustaining our welfare society through exploring the possibilities of citizens sharing activities, care, and joys in communities based on neighbourhood or shared interests. Our experience points to community-based sharing, where sharing primarily takes place in contexts where some kind of relation already exists and sharing activities can strengthen these relations and build sustainable and ‘growable’ communities of citizens with no economic or monetary mechanism to regulate the communities or the relationship between members.

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[1] Cunningham, A. (2013). Adobe’s Creative Suite is dead, long live the Creative Cloud. Ars Technica, [online] 7 May. Available at: <<http://arstechnica.com/information-technology/2013/05/adobes-creative-suite-is-dead-long-live-the-creative-cloud/>>

[2] Nordea (2015). Den danske deleøkonomi er tredoblet på et år. [online] Available at: <<http://www.nordea.com/da/press-and-news/nyheder-og-presse-meddelelser/2015-10-05-Den-danske-deleøkonomi-er-tredoblet-paa-et-aar.html>>

[3] Malhotra, A. and Van Alstyne, M. (2014) The dark side of the sharing economy ... and how to lighten it. Commun. ACM 57, 11 (October 2014), Pp. 24-27. DOI: <https://doi.org/10.1145/2668893>

[4] Light, A. and Miskelly, C. (2015) Sharing Economy vs Sharing Cultures? Designing for social, economic and environmental good, IxD&A, 24, p49-62

# ...BUT WE DON’T WANT TO GIVE STARS

Insights // Signe Yndigegn  
& Maria Foverskov

## Responsibility is shared and flexible

In the communities volunteers are coordinating and maintaining communication through the Give&Take platform. However it should be possible to have more volunteers, to share the responsibility - and to be able to take turns.

## Communities change in size and shape

How many people you want to share with depends on what you are sharing. The platform should support communities that change in size and shape.

## The informal and non-binding is important

For many communities, rules and regulations guiding community activities are not seen as necessary. There can be some unwritten rules but often it comes down to what members find to be common sense. Participating in a community many find should be non-binding and it must be possible to come and go as you like.

## Supporting local institutions

Local coordinators (e.g. social workers) can use the Give&Take platform to engage and mobilize volunteers as support in their work. With this support, they can use more time to initiate new activities - and expand the activities more broadly.

## A helping hand

The idea of the Give&Take platform is to support communities in being self-sustaining. For many seniors it is however valued that the platform is hosted by a well known organisation. This provides the community with the opportunity to get a helping hand from a coordinator (e.g. social worker or health counsellor) when problems arise.

## It is not about money or ratings

Give&Take started out with the idea of a sharing economy without money being involved. Through the project we learned that it is more important for people to be able to say “thank you” and connect personally with one another when sharing. To give stars or ratings are seen by many as something that could ruin the relationships.

## An extension to the existing communities

The Give&Take platform is not going to be a replacement of what already works. Rather it is thought of as an extension of what is already there, expanding the communities’ possibilities for engagement and interaction.

## Learning from each other

Both coordinators and citizens see the benefit of learning from others. The Give&Take platform should support the possibility to communicate across communities.





# PAPER, SCISSORS AND DOLLS - NEW FUTURES EMERGING

**Method // Eva Brandt**

Why do we engage in communities of everyday practice? What do we share and what are our roles? How can new sharing-communities be initiated? These are some of the questions that guided our work when we entered into the world of sharing in the Give&Take project.

Before exploring new possibilities with senior citizens in a series of workshops the Give&Take team visited a number of existing senior communities at different locations in Vienna and Frederiksberg. The aim of these initial dialogue meetings was twofold. Firstly, we wanted to see, hear and learn from people already involved in various on-going communities. We brought physical dialogue tools that framed and guided our conversations. They also worked as containers that recorded realities about the specific community, issues and concerns. The dialogue tools resembled design games with game boards and various

game pieces that acted as placeholders for things that the players found important<sup>[1]</sup>. The empirical material that was generated as the conversations unfolded was later transformed into ethnographically informed workshop materials that could spark further exploration. Thus, the overall approach was co-designing based on design-anthropology<sup>[2]</sup>. Secondly, the aim of the dialogue meetings was to present the idea of the Give&Take project, and convey an open invitation to participate in future events.

What brings us together and what do we share? Already in the first workshop it became obvious that the answers vary a lot. For instance, Jytte, Lise, Sven and Viggo belonged to three very different communities. Jytte and Sven were part of 'Stjernen' (a club for residents in a specific building complex) and stressed that "here it is important that we have space for everyone ... being together is the main thing". This was considered different from the Stamp Club that Viggo was part of: "I'm a member because of my interest in stamps. What bring us together is our common interest in stamps. We are looking at collections and exchange stamps, and not at least share stories behind the stamps." As opposed to this, Lise was part of Røde Kors Vægtjenesten (Red Cross Watch Service) that focused on



helping and supporting people outside the community as their purpose is to watch over people dying: "We are there, if they do not have other people to be with them, and if they do not want to be on their own."

One can say that for Lise, Viggo, Jytte and Sven their engagement and roles in the communities differed. At Red Cross Watch Service, Lise considered herself as a coordinator as she had a leading role in the overall planning. She decides where and when the many volunteers were on duty. Viggo regarded himself as a 'helper' in the Stamp Club as he and some others usually helped with practical things during the meetings while Jytte and Sven talked about 'being together and sharing' as their main role in 'Stjernen'. When investigating the coordinator role in more detail it came forward that in e.g. 'Stjernen' the role is more fluent in the sense that someone takes an initiative, but everything is based on common decisions. However, no matter what was shared and the role various people had it was important for all that the communities were based on 'solidarity', that the participants 'look after each other', and that they 'care about each other'.

All workshops included collaborative work in small mixed groups in what we have called the design:lab<sup>[3]</sup>. A typical setup included a game-like format exploring different what-if situations followed by more performative explorations creating future scenarios where sequences of actions took place involving several people. In the latter, the participants often acted as themselves but used small dolls in a miniature three-act stage that they had co-cre-

ated with images as back-drops. The enactments opened up for shared imagination through improvisation - rehearsing the future<sup>[4]</sup>. The activities gradually build upon each other. With our senior participants we wanted to create and explore a landscape, where one could share with each other within the municipality based on their own personal experiences. To use specific situations as a starting point and create future stories about with whom, what and how we want to share and exchange. To inquire how a digital platform could support sharing and exchange within existing communities. To explore the service worker's role in initiating and supporting future Give&Take communities. And to investigate how the potential Give&Take platform should be different from e.g. Facebook groups. Each activity was staged and supported by various co-design tools.

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[4] Halse, J.; Brandt, E.; Clark, B.; Binder, T. (2010). Rehearsing the Future. The Danish Design School Press.



# SHARING EVERYWHERE

Analysis // Özge Subasi & Lone Malmborg

Our attempt at understanding and categorizing sharing sites in the Give&Take project is like constructing a boat on open sea, because the components that constitute sharing sites have been changing constantly and rapidly during the Give&Take project. In 'What's mine is yours' [1] the authors suggest that sharing sites can be divided into three categories: 'product service systems' are systems that disrupt traditional industries either by sharing ownership or by extending the life of a product (e.g. repair services); 'redistribution markets' encourage reusing and reselling old items; lastly 'collaborative lifestyles' are banding together to share and exchange less tangible assets such as time, space, skills, and money.

This early attempt at categorizing sharing sites and our own evaluation of various sharing platforms suggested some important differences with respect to: purpose, local context, individual/collective, and business model. Mapping these differences points to specific categories of existing sharing platforms, that we have been aware of in our own design for sharing:

'Alternative services' are platforms aiming to disrupt existing businesses by replacing mainstream consumption practices; usually based on a service charge or yearly fee. Examples are rental platforms, tool sharing platforms and service sharing sites (e.g. Airbnb, Uber). These platforms are basically a kind of 'contractual lending' [2] rather than sharing, and have led to political controversies in many countries, e.g. with Uber and Airbnb being restricted or banned in certain cities and countries. However, these platforms have been an important playground for new designs as they construct sharing around the idea of pre-ownership [3].

Connection hubs are platforms acting as content aggregators (e.g. shareable.com or peers.org) for the alternative services; to communicate, organise events and for people to get together. Existing business platforms of sharing economy, local volunteers and in some instances public services support these hubs. Owners of such platforms are sometimes denoted 'evangelists' [3]. Alternative currency exchange services is a trend parallel to the sharing economy, where an alternative currency is used instead of money [4], and which appears to work outside of the existing

economy and creates a different way of valuing things or skills. 'Time' is one of the most widely used alternative currencies (e.g. timebanking.org, timerepublik.com, talenttauschkreis.at) leading to the concept of timebanking [5]. Alternative currencies is an important concept for the new understanding of sharing. However their impact is restricted to how the value is distributed among peers.

Lastly, as an alternative to the aspects above, 'local communities of sharing' are grass-roots initiatives owned by the community itself, often, without a consistent design or official administration, but with enthusiastic members. Even without a professional design or central administration, visitors of such sites - after just a few of clicks - get a sense of being welcomed to the community. Examples are 'community' platforms where members can communicate, coordinate and share interests or practice together (e.g. Ageforce.dk), local redistribution platforms allowing members to redistribute goods like food, furniture, and clothing.

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[1] Botsman, R. & Rogers, R. (2010). What's Mine Is Yours: The Rise of Collaborative Consumption. New York, NY: HarperBusiness, Pp. 49.

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**GIVE & TAKE**







# CARE IS ABOUT RELATIONS

**Care is not something you just give - or take - it is a relational thing. Welfare is relational. You have to trust or have a reason to trust the people you are interacting with.**

**Vision // Martin Sønderlev Christensen**

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Throughout our research, living labs and product development, we've heard participants telling us about the importance of building on existing relations in respect to informal caregiving. It doesn't mean that you won't trust and engage with people or organisations you don't know, but there has to be something or someone you can relate to.

Starting an ecology of relations is a bit like planting: first you put an onion in some fertile soil, and if conditions are favorable the plant will grow and thrive. A number of stakeholders need to be in play and to play together for everyone to reap the fruits of relational care.

We illustrate this in our onion model where layers of "stakeholders" with potentially different interests are forming strong local communities.



# A HELPING HAND

Vision // Thomas Raben

In the best of all worlds senior communities will exist independent of external involvement or assistance. And fortunately, many senior communities are running on an everyday basis with no or very little external support. However, most senior communities from time to time experience challenges or conflicts where it may be appropriate to engage a helping hand. This applies to independent communities and to communities established under the auspices of a structure such as the municipality, an organization, association or similar. The Give&Take platform

# BECOMING AN INITIATOR

Interview // Signe Yndigegn

For months we have collaborated with Tinna. She is a social worker at Stjernen - a social housing estate owned by KAB. She is employed by KAB and the Municipality of Frederiksberg. Tinna saw a potential in trying out the Give&Take platform in relation to a women’s group that meets every Friday evening. The group needed inspiration for things to do together. Through the Give&Take platform, we in the project team created a communication channel between Tinna and the female members. We suggested to use the platform for asking Tinna questions or for help - and Tinna could provide the women with offers and announcements of different activities they could do in the group. However, the use of the platform has been challenged by the women already using the WhatsApp social media platform among them. It was difficult to get the Give&Take platform integrated into their practice and communication with Tinna. Thus in the end, the exploration was time consuming for Tinna. When she posted something on the Give&Take platform, she also texted one of the women, Amal, who in turn would check their Give&Take space, and communicate the message to the other women through WhatsApp.

By the end of the living lab Maria Foverskov and I met with Tinna in her office to make status and evaluate. Despite the challenges and frustration, it became a fruitful and very inspiring conversation around the work as a social worker, new plans and perspectives and how it related to the overall idea of the Give&Take platform.

### Today the social worker is not in charge

“The role of social workers has changed during the last 20 years.” Earlier the social workers were arranging activities: “but it’s not like that anymore. I can take the initiative - and I’m very glad to do so, but the residents or citizens have to take over and do the rest. Today, a social worker is the initiator and promoter, but not the one in charge.” Tinna mentions a recent initiative that probably could have benefitted from using the platform: The soup kitchen at Stjernen. The platform could be used to organize each event, to ask volunteers to help or for a big soup pot but also to share experience between events among the participants. It would make it easier and less vulnerable if you shared ‘how to do things and what to remember’. Then other volunteers could easily take over.

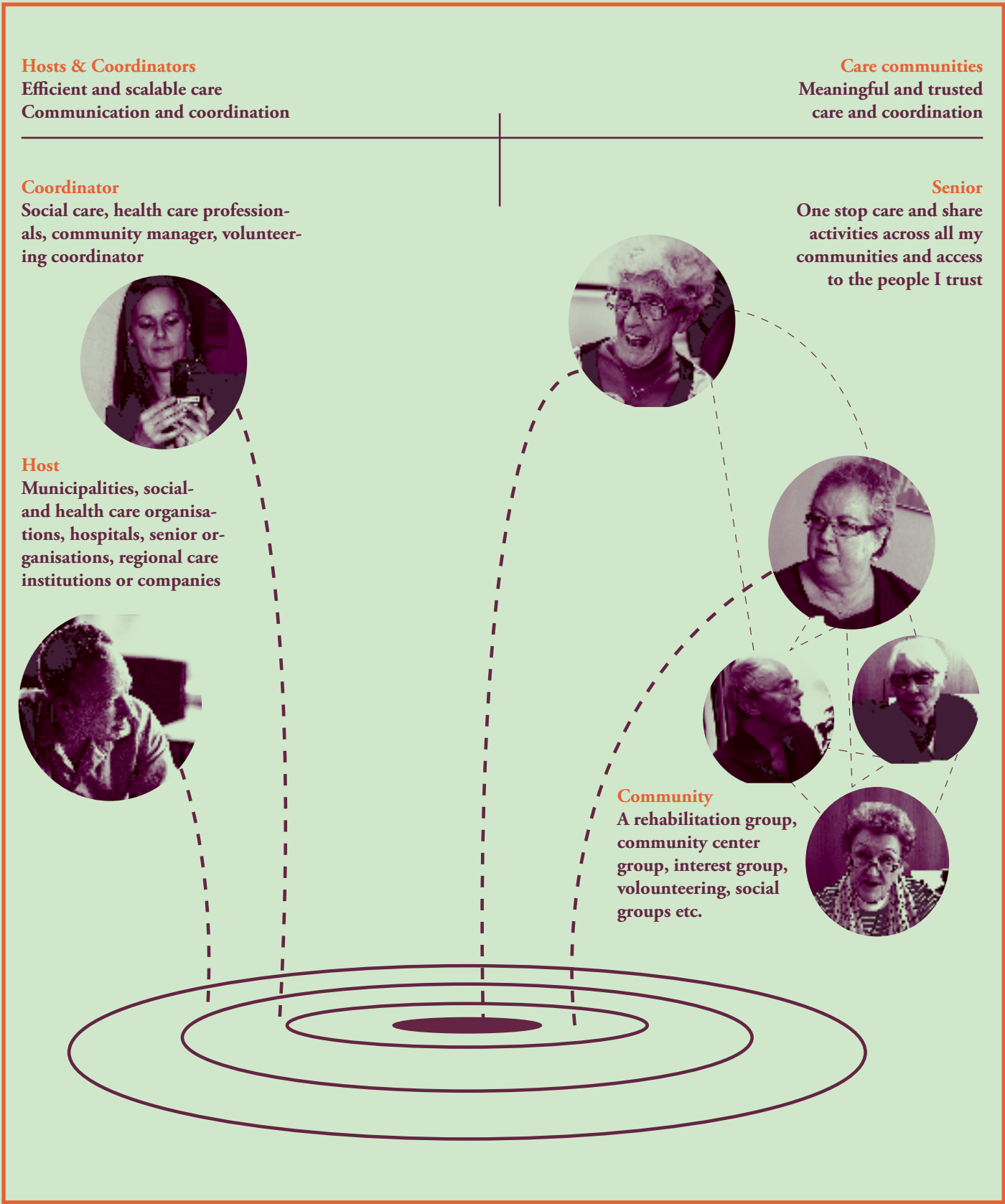
can act as a mediator of such a helping hand supporting communities when challenges are difficult. The helping hand is an employee who represents the structure, municipality, association or organization that has made the Give&Take platform available to the senior community. The senior communities may initiate a contact to the employee through the platform, as well as the employee may also contact the community, if he or she notices – through posts or dialogues among members on the platform – that the community experiences challenges that they find difficult to solve on their own. The possibility to ask for a helping hand is a way to support the senior’s sense of security and a way to help the community’s well-being and resilience. In the longer term, we believe that it will contribute to sustainable and long-lasting communities.

The social worker instead uses more time to intervene and support where it is urgently needed. Tinna explains how there is a lot of ‘invisible’ work, attempting to support the weakest residents. For example, to assist them in contacting the public administration, to get help or to make sure they receive the support they are entitled to. The more resourceful people are left to arrange initiatives on their own. We discuss with Tinna that this is well aligned with the idea of the Give&Take platform. It can help communities and citizens organizing initiatives on their own - but with the possibility of asking for advice etc. from the social worker.

### Connecting coordinators

In collaboration with two other social housing estates: Solbjerghave and Flintholm/ Lindevangskvarteret Tinna has recently arranged a fishing trip for kids and their parents across these three areas: “We could have used the Give&Take platform for these kind of events across the different local areas.” We discuss with Tinna how the Give&Take platform could support the internal collaboration between the coordinators, but also the external communication and organization of the residents signing up for events. Today, the social workers are needed as an intermediary between the ‘invitation’ and the signing up. The fishing trip is an example of a recent focus in Frederiksberg Municipality on collaboration between several social workers and across ‘their’ different areas, Tinna explains. It means that you can create situations and initiatives taking better advantage of the social workers’ different skills and competences - and the social workers can use each other for sparring and to share experiences. Tinna has worked a lot with women issues and women groups, while one of her colleagues at another housing estate is really good at arranging initiatives for the youngsters - especially boys. By collaborating across their local areas, the residents can benefit from a broader variation in offers and competencies. Specifically, the last aspect evokes new potentials with the platform. What if the platform could be a useful tool to support this new organization of the social work? We bring up this idea for discussion among all the project partners at the next project meeting: What if the platform could be further developed to support the collaboration among several social workers and across different groups and communities. Our technology designers from Take The Wind in Portugal are now working on this idea to see whether and how this is possible.

# THE ONION MODEL



Give&Take is fundamentally about ‘relational care’ and the services that can be built around relational care that strengthen already existing local networks and relations, and allow new ones to emerge. This is about applying a non-monetised community-based digital service to establish a new organisation of care arrangements to empower senior citizens to be able to stay longer in their own homes and to reach out and interact with others as part of a caring community.

# I CAN DRIP YOUR EYES!

## Reportage // Signe Yndigegn

We're all out walking. It's the second time we meet with the walking group. The group consists of senior citizens from Frederiksberg who walk together every Monday. This time we brought tablets and computers, so we can try the Give&Take platform. But first the walking tour. It has been snowing and it's difficult to walk. The group needs to change plans: "maybe it's better to walk on the path along the graveyard?" one of the women suggests. The bike path has been cleared from snow. "We just have to look out for the bikes," another member responds. When we return to the 'Lotte' care home to drink coffee it's time to introduce the Give&Take platform.

### Gathering at the coffee table

"I have never used one of these before." Jonna, who sits next to me, is referring to the tablet, I just handed her. After some attempts, she succeeded making a profile and become member of the walking group's community site on the Give&Take platform: "oh, so this is Else Marie." Jonna looks at the member page, where she sees other members of the walking group who have signed up. The page seems to help her relating names and faces. The group has walked together for three months, but Jonna's small outburst makes it clear that not all of them know each other well at this point. The group was initiated by the health counsellor, Karina and most people in the group have been recruited through preventive home visits.

The tablets, computers and Give&Take manuals are placed at the table between coffee cups, cookies and conversation about grandchildren, everyday things and life events. It's not easy for everyone in the group to onboard the Give&Take platform and the fuzziness of the coffee table doesn't make it easier. The first couple of weeks in this living lab with the walking group we therefore do home visits to introduce the platform and let members sign-up in a slower pace using a familiar computer.

### Not everyone wants to join

Bent sits between me and Gurli. He doesn't want to try the platform. He is not the only one. He looks at the video camera we brought. "I like to take pictures," he tells me. "I have a new camera at home, but I can't transfer the pictures to the computer." I believe that we can help Bent, and we arrange that Bent will bring his camera next time. My colleague suggests that he can be responsible for taking some pictures for our workbook; a kind of diary shared on the platform with descriptions of our weekly meetings, and also printed on paper for all the walking group members. One of the Mondays we also brought a mobile printer to print Bent's pictures on the spot.

### A place for sharing

During the following five months we meet the walking group almost every Monday, to walk with them and drink coffee. Some Mondays, working with the platform takes most of the time, but other Mondays we mostly drink coffee, eat cookies and follow up on each others lives. Slowly, through this period, more or less all members of the group become members of the Give&Take community on the digital platform - also Bent. It seems like the platform becomes less mysterious and more interesting for the whole group as they all get to know us from Give&Take better, and they hear how other members of the group are using it.

In between the Monday meetings, we interact with the walking group through the platform. Their use slowly turns the community on the platform into a place for sharing of small everyday stories about illnesses or other kinds of incidents as well as pleasant events like pictures of grandchildren, travels or anniversaries. The platform is also used to exchange advices. Finally, it's used to send invitations to events in the city (concerts, public walks, talks), to meet for a coffee or advice to birthdays or anniversaries.

In the middle of the living lab period we invited the walking group for a visit and tour at the School of Design together with members of the other living labs. One of the women - Bente - writes in their Give&Take community on the platform that she can't join the tour. She just got an eye operation and needs to stay home since she gets a visit from the nurse to drip her eye. This makes Jonna suggest that she could do it instead, to let Bente join the tour. "I used to work as a nurse - it's no problem for me," Jonna explains.

We notice another kind of sharing in the walking group, than the Give&Take project initially imagined. The original idea envisioned exchange of handiwork, grocery shopping or similar. Our experience in the second year of the living labs evoked new insights into what sharing is, which we brought up for discussions with the other project partners. The questions we raised based on our experience were whether and how the platform could support these other kinds of sharing - or we should try to redesign the platform to enhance the kind of sharing which the project initially envisioned. When I now recall this discussion, it seems like the question is more complex than that. It is not an either/or, but depends very much on the communities, who their members are, and how their interaction evolves.

### The connection with the health counsellor

During the living lab period we also have a dialogue with Karina on how she can interact with the group on the platform. The question is how Karina can still follow and interact with the group - a facilitation on distance. What kind of interaction and

information is valuable for her in her work? On Karina's request it is arranged with the walking group that they share their weekly trip (screenshot from Endomondo, which some of them already use) along with short descriptions of their walks (how many showed up, the weather and special incidents). It means that Karina can remotely follow how things are going - and at the same time reach out if it seems like the group has troubles e.g. people stop coming. Karina also starts using the platform to provide the group with offers from the health center or other kind of local events that could be of interest for the group.

I visit the group a couple of months after the living lab ended. Gurli tells me that she stopped with making these posts of their

## UNDERSTANDING MOTIVATIONS

### Reportage // Julia Rose Loup & Katharina Werner

We all know the saying "Love Thy neighbour", but what do we really know about that? What do we know about supporting, sharing with, giving to, or learning from Thy neighbour? What do we even know about being a neighbour ourselves? To understand how to support community building in neighbourhoods with Give&Take, researchers on the project first needed to understand the motivations of members already engaged in community centers.

Wiener Hilfswerk neighbourhood Centers (NZ) are a municipal staple in many districts around Vienna, Austria. Their weekly (and free) groups and events provide a common gathering place for individuals seeking increased social connections, mastery of a new hobby, or simply a place to learn and share within your community. When the Give&Take team entered into these communities, we met people with many different stories and many different backgrounds. However, each and every one had an interest in engaging with something bigger than themselves. Being a neighbour was more about being part of the neighbourhood, the whole, rather than the individualized need or want. Within both NZ Rennbahnweg (NZ22) and NZ Gumpendorf (NZ6), communities were formed with this premise, and Give&Take was presented as a way to extend a network or 'neighbourhood' that the local members could experience. Through this process the Give&Take team met individuals who became central to understanding how Give&Take can function in the local, municipal community center.

weekly trips. She didn't think it was important after we from the Give&Take project had withdrawn. "But then I got complaints from the others ... I didn't know they were looking at them". The other people in the group had told Gurli that they enjoy looking at the route - and especially those who had not taken part in the walk of the day. It has become a diary for the group. This small incident also made it explicit that most of the group 'participate' even though they are not always 'visibly active' on the platform. The distinction between active and passive here becomes blurred in the walking group's interaction with each other, where dialogues and exchange cross over between the physical and virtual space they share in their community.

Take Gerald for example, a man in his late 70's and avid member of the English walking group of NZ6. No matter the subject, Gerald speaks of his daily decisions with the saying: 'at this age.' Being part of the NZ is no different. "It's a different time being older... At this age, I want to make something, I want to spend and use my time wisely... with people that matter." When a NZ group or event focuses on relationship building, he dives in. With the Give&Take platform, organized english-speaking excursions outside of the center were more possible. In these groups Gerald could not only expand his english learning, but also talk about subjects outside the typical classroom group setting. If used broadly by the NZ, Gerald recognized that the platform could help organize events and present members like himself with more details about who will be coming, what will be talked about, and where local 'neighbours' will meet up.

Where relationship building is central for Gerald, learning with the neighbourhood centers was important for Maria. When the Give&Take team began a tablet-learning course for NZ22, members were able to engage with new technologies while also meeting new members of their residential community. The members of the tablet course were able to keep their tablet and continue messaging and meeting directly through Give&Take events. Motivation to use the platform became synonymous with motivation to keep learning with their new technology and the new community formed around the Give&Take platform.

By recognizing and prioritizing the motivations of the NZ members, the Give&Take team recognized that these centers were a hotbed for improved connection through technology. Using the already existing interests of the NZ communities, the platform became a possible way to enrich the needs and wants of 'neighbours' all across Vienna.