# GROWING COMMONROOM IN VIENNA ON THE GIVE&TAKE PLATFORM

**Reportage // Özge Subasi & Julia Rose Loup**

## Volunteer based 'common' maker-space

During the last year of the project, a living lab was established with Commonroom. It is a creative hub in Vienna with a primary interest into ceramics. The group includes people from across generational and cultural backgrounds, with diverse skills and a common interest in an open space for creation. This primarily English-speaking community has a motivation to be more active in the Austrian creative scene.

As the name implies, Commonroom aims to provide a common space to create, share, and learn alongside friends, neighbours and family. Two coordinators and a group of enthusiasts are acting as volunteers, all unpaid with other day jobs. They organise a variety of creative workshops (ceramic, sewing, paper making or art & mind courses). These courses are shaped around the skills of the members and volunteers and they change over time. With the common space and volunteer-initiated activities it differs from other communities that the Give&Take team has collaborated with.

## Visibility of voluntary work

Through a couple of initial meetings with the coordinators the collaboration was arranged. The coordinators were motivated from the first introduction to the platform, specifically expressing excitement for an ability to show the community and newcomers the hard work required to make Commonroom as successful as it is. In other words, the coordinators wanted a platform to represent their current business and marketing model of the 'visibility of voluntary work' within the Commonroom community. Commonroom is an interesting community with an emphasis on shared experiences, and also on the growth this business and creative space could achieve through the Give&Take platform.

At the initial meetings, a service and business plan was created together with the coordinators. The activities included creating timelines for how a Give&Take platform community can be created; how this can act together with other social networks of the group as well as how the volunteers can be motivated through the digital platform. After the introduction from the Give&Take team, coordinators and volunteers from Commonroom felt comfortable using the platform. They went on without further guidance to engage their current members in the ideas of sharing on the platform; successfully publishing and promoting future events on the platform; as well as utilising the Give&Take platform to include new members as the Commonroom grows in popularity.

## Support for organising a new course

In Commonroom, once an interesting idea is launched as a new course, it is a lot of work for the coordinators to figure out how to realize it. The group does not own all the materials and tools that would be needed to run the course. The question was whether the Give&Take platform could support this. For example, a coordinator wanted to organise a new sewing course. However, there was a limited supply of sewing machines available. A post on the platform immediately prompted offers from people willing to lend their sewing machines or give away spare parts to help get this course off the ground. This initial success allowed the coordinators to play around with further possibilities provided by the Give&Take platform.

A few weeks after the sewing machine success, a coordinator asked for somebody to edit an event flyer, written in English. She posted the draft of the flyer, and immediately native English speakers offered to assist and get involved in the event planning process. The editing work became accessible to the entire community and coordinators. This process not only helped the coordinators with their work, but beautifully represented Commonroom's goal of making visible the hard work and effort made by the Commonroom community.

## Integrating the platform more broadly

With these initial successes, the Give&Take team soon recognised that the coordinators did not need further support for business development through the platform, but rather a way to integrate Give&Take into everyday social networking within the community. The Give&Take team therefore organised a special workshop with Commonroom members and coordinators to introduce the platform more broadly. By assisting with the workshop costs, the researchers provided the resources for the organisers to better develop the future of Give&Take in this context.

For the Give&Take team, this community is not only exciting to work with but interesting in terms of where it will go next.

# IT TAKES TIME TO GROW A SUSTAINABLE COMMITMENT

**Reportage // Julia Rose Loup, Katharina Werner, Geraldine Fitzpatrick & Lone Malmborg**

An important observation from several living labs during the last period of Give&Take is that coordinators as well as members need a 'long inlet' to get going with the platform. We have met many explanations for this: difficulties with new technology, new roles or practices in old communities, little desire to build new relations or just being satisfied with things as they are.

The Vienna IT School for Senior Citizens (Seniorenkolleg) had expressed an interest in the Give&Take platform. The Give&Take team therefore invited the Seniorenkolleg to explore the interest and relevance of the platform by becoming a community for developing a Give&Take living lab for rehearsing the coordinator role. Seniorenkolleg is an example of how it takes time to grow a commitment towards a new way of communicating and sharing activities. The owner and main teacher of the school had expressed interest in exploring the platform at her i-Colleg. Based on this interest we introduced the platform to the owner and coordinator, who immediately pointed to advantages for the communities of i-Colleg students: "I-Colleg courses only run once a month, and I imagine that the platform can sustain contact and continuous learning among me and students, and also allow the students to communicate in between courses." In addition the owner and coordinator also believed the Give&Take platform could help her spend her time and resources more efficiently: "I can save time by not having to reply individually to students' questions the after courses."

The Give&Take team was invited to introduce the platform for the i-Colleg community through a tablet-course held for the specific class. Except for a few students, everybody was positive and eager to learn about the platform, and the introduction went smooth and without major problems during the introduction by the Give&Take team. However, this first and short introduction was not sufficient for creating commitment to using the platform among the students of the i-Colleg class. After we left the class the general atmosphere towards the platform was quite sceptical. Despite the owner and coordinator's enthusiasm and the good IT skills of her i-Colleg students, the first attempt getting them to use the Give&Take platform did not succeed. In this case explanations for not wanting to use the platform were: "we have no need for increased social contact", "we don't want to post events on the platform", and "we don't need to meet new people as we already see enough people during the week". One reflection seen through the experience of our 10 living labs is that we maybe pulled out too fast. In other communities we stayed longer - sometimes due to a need for technical support - which allowed more time for ongoing guidance and support of building up new community practices of sharing around the platform.

Not long after the i-Colleg students' rejection of the platform, the Give&Take team was contacted by the coordinator asking for permission to share and promote the Give&Take platform with colleagues and other IT schools in Vienna. Even if the coordinator did not get the platform going during the first attempt with one of her i-Colleg classes, she appreciates the qualities of the platform, and has learnt from the first experience how to introduce these gradually and in different modes depending on the specific context and members of the community.

## Expand purposes and exchanges

Looking closer at a network that may be the base for sharing communities, it is critical to consider what keeps the network together. What makes it worthwhile to invest time and effort in community building and how will all stakeholders gain from the collaboration. Often goals and needs differ, but the glue that keeps the network together is the reciprocity in what is exchanged. To spread good examples across communities may be the interest of the host organization, but for the individual community this must be motivated by something that makes their community better.

## Where are the needs and where are the resources?

Conventionally what for example is offered to seniors by a municipality is typically motivated as a way to remedy a loss of capacity. Even if this may make sense from a municipal perspective, supporting community building with a helping hand is as much about spotting and unleashing resources. When a club of stamp collectors gather 80 men every Monday for listing to a speech on foreign stamps and to exchange stamps we already have a strong sharing community. Providing the club with a digital platform for sharing will not make more people come, but it may allow more club members to take initiatives and it can create a stronger channel of communication between the club and the municipality.

## It is about relations (not transactions)

One of the things we have learned through the Give&Take project is that sharing communities are driven by caring relations much more than by ambitions to trade on skills and resources. The digital platform provides opportunities to offer resources and to open a 'marketplace', but from what we have seen in the Give&Take living labs, resources are most often cooking recipes and market place offers an opportunity to join a cinema trip. Sharing is also supported on the platform through the announcement of chats and events, and when new sharing communities are envisioned such exchanges are as important as the exchange of commodities.

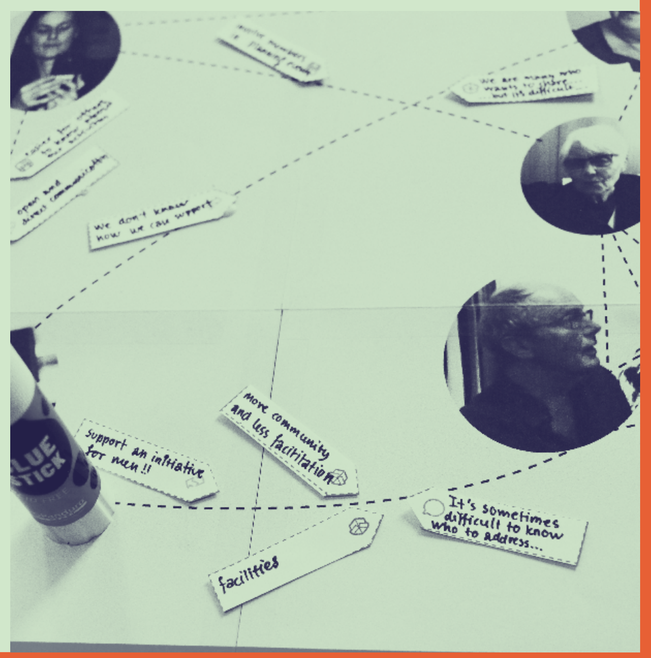
## Success does not come with a minimal effort

Not all sharing communities need a helping hand, and there are today many examples of communities that organize themselves through broadly available social media platforms. Where the Give&Take platform has something to offer is typically towards ad hoc networks (like rehabilitation or IT classes) or local neighbourhoods where networks are weak. Community building always take time and resources, and motivations and needs must be strong enough to make this happen. If the effort is small and the gain marginal, it is not likely that the platform will become a success. On the other hand, we have seen that seniors who have little experience with IT and who are not regular users of community offerings through a platform with a helping hand have gained the confidence and ability to form their own sharing communities.

**SCORE:**
**Turn taking around the table: Define the exchanges for the different relations using the arrows indicating the categories: chat, event, resource or marketplace**

**[Have in mind whether the issues and purposes addressed are relevant and of motivation for the specific community and the "whole onion"]**

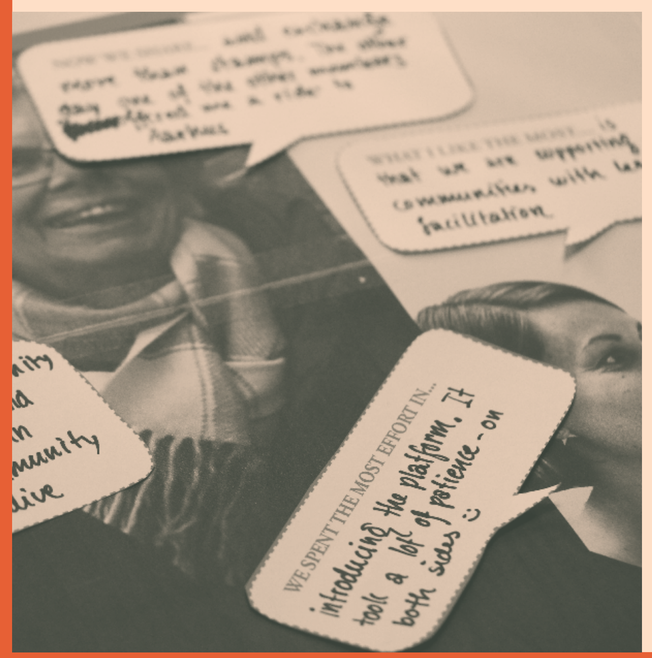
# UNFOLDING PURPOSES AND EXCHANGES




# KEY IMPACT

**SCORE:**
**One year later with Give&Take : Turn taking around the table. Fill out the speech bubbles for each "role" based on the questions:**

**Some of the speech bubbles are already partly filled out. Use them and finish the sentence - and make new ones.**




### Key impact

What is the added value of having a Give&Take platform for the community as well as for the host organization? The answer to this is very likely to be different as are the efforts that must be expected from the different stakeholders. To be clear and specific about what is expected in terms of added value is an important part of evaluating the platform's potential. In a planning phase some host organization may tend to set very general and abstract expectations to what will be the added value. If this is the case the is a considerable risk that the expected outcomes remain so vague that they become hard to commit to for those who are to promote them. Being concrete in imagining where the network can be in terms of impact when it has come off the ground is a strong motivation also in the initial work.

### From servicing to co-creation

One of the challenges for a host organization in supporting sharing communities with a helping hand is that not one size fits all. All communities are different and the initiative and activities in each community is co-created in the network in ways that does not give the host the same kind of control as they may have experienced when providing more classical services. Acknowledging the shared ownership to what is accomplished and finding ways to support and enhance reciprocal exchange not only among the seniors but also between seniors and host is typically calling for new kinds of partnership. This also involves thinking through what will be the routines, practices, values and tools of the senior communities and how they are complemented by efforts of mentoring and support by the host organization.

### Power in the numbers

Already when looking into what a platform like Give&Take can accomplish it is important to set clear expectations to the outcomes and to establish measures that will show if the platform is a success. However bringing people together in new ways, and re-defining the partnership between the seniors and the host organization is not easily captured with established metrics. Many host organizations measure success by the number of people receiving well defined services or attending pre-planned events. This may work well for tightly scheduled offerings, but does not map on well to preventive efforts aimed at making seniors more self-going. Outcomes that are qualitatively different from before may have a strong impact. A close dialogue with local clubs in a challenged neighbourhood may have direct effects on well-being and social cohesion. Similarly, an expansion of only slightly monitored walking groups may directly impact on health and loneliness. The measures that are relevant for evaluating such efforts could here be member's presence on the digital platform or the number and duration of communities supported by the platform.

# MAPPING COMMUNITIES

**SCORE:**
**Pair up and fill out one of the 'onion cards' by naming and characterizing a community that can benefit from the platform and present the card to the others.**

**Use the star cards to rate the communities to select which one to "play with in the rest of the game".**

### Mapping communities

There may be many different motivations for reaching out to groups of seniors to promote sharing communities. In health care it is well known that a large proportion of people attending rehabilitation programs (after hip surgery, stroke or similar) have difficulties in maintaining good habits of physical exercise after the program ends. Here a platform for community building may be a good answer. In community centers many people extend their social network through attending classes or open cafés, but the initiative is often solely held by local coordinators. A sharing platform may promote more direct involvement and participation by the network itself. In large housing estates or wider neighbourhoods network building may not be straightforward, but often social clubs or activity centers have the potential to reach out more broadly if they get the opportunity. Social platforms may be the kind of infrastructure that such neighbourhoods need. In considering what seniors to address, it is important both to take the perspectives of the community and the host organization. What are the issues and needs that the seniors experience and what are the interest and concerns of the host organization and its frontline employees?

### Communities are not just there.

People who get together for example for an IT class at a neighborhood center does not necessarily form a community. Very often the way activities are organized shape what people expect and what they are willing to take responsibility for. If the class is organized in a format of traditional one-way teaching, participants do not get to interact with one another, and very seldom will they take over the initiative to build a self-going community. In other contexts like for example an open invitation for a health center walk on a fixed weekday, very little is structured by the host and participants are free to expand what they do together as they walk. When mapping potential sharing communities, it is critical to consider what brings people together and how ownership may be shared.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GIVE&TAKE

# THE NEXT STEPS

Though the Give&Take project we have set up ten living labs where sharing communities have been supported, though the digital platform. Across all living labs we have seen that introducing the platform is much more than acquiring a technical infrastructure. Growing communities take time and getting a supportive network in place requires discussions and negotiations all the way from the management of the host organization to the future members of the sharing community. Thinking of this as a learning process where not only seniors but also social workers and municipal officers have to be motivated and learn new roles is central for a successful introduction.

### Ensure that the network is aligned

Even if a platform like Give&Take is well in line with the policies and strategies of the host organization it still has to make sense for the frontline workers and the networks of seniors for whom it is going to be part of everyday routines. Identifying key stakeholders and getting them on board demands dialogue and allocation of resources. To bring in the platform as an extension of existing offerings is not necessarily as straight forward as it seems. To promote community building with an emphasis on sharing and caring will often call for new formats of exchange between the hos organization and the seniors.

### Give time to rehearse new roles

Being and experienced physiotherapist that can see the relevance in supporting community building among the seniors they serve, does not automatically makes you comfortable in introducing a digital platform that shifts ownership from the instructor to the attending senior. It takes time to take on a different professional role, and closer collaboration and exchange among the seniors also means rehearsing new practices in the health center. This is more than what can be done 'on the side'. The host organization must set aside time and resources to get the 'helping hand' in place.

### Work up the helping hand with a soft start

The Give&Take platform is developed for sharing communities in need of a helping hand. This means that the platform is not only to be introduced but also to be maintained and continuously supported in use. The mentoring and monitoring of evolving communities cannot be done away with and even to take a helping hand the communities need a soft start.

**SCORE:**
**How do we get the Give&Take platform successfully rolled out? Discuss and complete the five steps.**

Give&Take is a platform that supports sharing communities among seniors with a helping hand from a host organization. It is however not only a software application but just as much a different way to create networks among seniors and between seniors and such organizations as health care centers, housing associations, community centers or charity institutions and their frontline employees. For a host organization to consider Give&Take as a relevant platform for sharing, the network involved must be mapped and the benefits and challenges must be identified. What things the seniors together? What resources will be activated on the platform? What will the platform be shared and how will it impact the seniors and the host organization? How will the platform affect well-known routines and procedures? These are some among the many questions that need to be taken up. Management support and the allocation of resources to key players is crucial for success, but even with a clear commitment from management of the host organization it takes time and effort to get sharing communities of the ground. A good way to start can be to organize a meeting where key stakeholders have the opportunity to discuss what networks to engage, what issues to address and what goals to set for the sharing platform. This booklet and the accompanying workshop kit (on the back of the booklet) is an attempt to facilitate such a first step.

# GETTING INTO GIVE&TAKE

Coordinator

Volunteer

Community

Host

Coordinator

Volunteer

Community

Host

Coordinator

Volunteer

Community

Host

# MAPPING COMMUNITIES

THE MENS COOKING CLASS

THE STAR CLUB

THE WALKING CLUB

SCHWECHAT GROUP

COMMONROOM

# UNFOLDING PURPOSES AND EXCHANGES

Coordinator

Volunteer

Community

Host

| What is at stake? | What do they share? | What are the challenges? |
|---|---|---|
| What kind of communities? | What brings them together? | What are the added values? |

NOW WE SHARE...

WHAT I LIKE THE MOST....

WE SPENT THE MOST EFFORT IN...

# KEY IMPACT (AFTER ONE YEAR)

HOST

COMMUNITIES

COORDINATOR

VOLUNTEER



# THE NEXT STEPS

1. EXPLORING INTEREST AND RELEVANCE
2. INTRODUCTION TO THE PLATFORM
3. INTRODUCTION IN THE COMMUNITY
4. ONGOING GUIDANSE AND SUPPORT
5. ROUND OFF AND HAND OVER

GIVE&TAKE

THE NUMBERS TELL US...

IT WAS DIFFICULT...

GIVE & TAKE

Deliverable: D.3.4 Documenting emerging practices

# Living lab use cases overview

## appendix 5

# Jasmin: ethnic women's club (40+) at Stjernen

| | |
|---|---|
| Jasmin +40 is a group of 10-12 ethnic women who meets every Friday evening at the residential area Stjernen, at Frederiksberg. The women are all at least 40 years old. They meet to chat, discuss women's matters without children or men involved, drink tea and share cake and fruit. The women have mixed backgrounds and the main part of them has lived in Denmark for several years. | The women want to get inspiration about possible activities to have something to do together - and to get a better communication channel to Tinna.<br>Today, the contact to Tinna is through the "manager" Amal visiting Tinna during office hours or through SMS. |

## Tinna a social worker

The owner of the community could be a joint venture between the municipality and KAB (social housing estate). The coordinator Tinna is employed by the municipality of Frederiksberg and KAB. Her role is mainly to support the women in sustaining their own community but sometimes she needs to intervene in conflicts by mediating between conflicting partners.

## Challenges and possibilities

The Give&Take platform was introduced to establish a better communication channel between Tinna and the women. The platform allows Tinna to provide suggestions or help them to get in touch with people to arrange talks or exercises. The challenge with the Give&Take platform was to move some of the conversations with and in the community from SMS and WhatsApp to their Give&Take space.

# JASMIN: WOMENS CLUB

1a Meeting w. Tinna - social worker at stjernen to discuss possible collaboration

2a Meeting w. Tinna - social worker at stjernen. Possible communities

2b Meeting w. Tinna, Sara and Mahdis - use cases and concrete possibilities are discussed

2c Meeting w. Tinna, Sara - Onboard the platform, create profiles and introduce how to use the platform

3a Meeting the communities introducing the idea with G&T introduction to the platform and profile

3b Meeting the communities: Second introduction to the platform and profile

4a phone meeting w Tinna

4b Meeting w. Tinna - continue to discuss possibilities and how to keep the women engaged

4c phone meeting w Tinna

4d Meeting w. Tinna. A follow up and evaluation

...

1A 2A 2B 2C 3A 3B 4A 4B 4C 4D 5A 5B

# MEN'S FOOD CLUB

The men's food club counts about 20 men from Frederiksberg who meet and cook together. The men are retired and many are living by themselves. Some of them have taken part in earlier 'men's food' courses initiated by the health center. This time the men's food club is arranged in collaboration between the Give&Take team, the counsellor from the health center, Mette - and Eva and Helle from the NGO Samvirkende menighedspleje, which is an organisations who helps and supports the weakest in the society. The idea is to make it a sustainable community for the men.

In addition, the men want to extend their network and find a way to organise meetings. The Give&Take platform can become a 'place' to continue on their own and organise other events or ways to meet. The food course takes place 1-2 Thursdays per month. The men cook together, and Kurt (a chef and volunteer) manages the cooking. At the Thursdays in between cooking, the men meet with Mette and the Give&Take team for coffee, cake and introduction to the Give&Take platform.

## Owners & Coordinator relations

The ownership is shared: "Samvirkende Menighedsplejer" (SMP) an NGO organisation host the meetings.
Frederiksberg Health Center (FHC) recruit the men and provides resources (economical) and an health counsellor, Mette. They collaborate with SMP to be able to provide this 'preventive' offer.
Coordinators are Mette (FHC) that provide G&T support and Eva and Helle (SMP) that support and organise the practical and logistics with cooking and volunteers.

## Challenges and possibilities

FHC and SMP: to support this initiative to become sustainable and make the men be able to continue on their own - or to extend the community to other things than cooking.
The men: They want a network and a way to organise to meet with the others about other things. But also to share recipes, good advices, etc..
There could be possibilities to start up sub groups for special interests as some are joining "mænds mødesteder", walking groups etc.

# THE MEN'S FOOD CLUB

1a Meeting w. Irene - team leader of the prevention team at Frederiksberg Health Center: Possible coordinators and communities (initiatives).

1b Meeting w. Irene - use cases and concrete possibilities.

1c Presentation for the prevention team:
- possibilities with G&T and use case: the walking group.

2a Meeting w. Mette - health counselor for 'men's food clubs''. A possibility to run a new men's food club with old and new members and connect it with G&T.

2b Meeting w. Mette -

2c Meeting w. Mette, Helle and Eva - E+H are from Samvirkende Menighedspleje

2d Meeting w. Mette, Helle, Eva and Bent (volunteer)

3a Meeting the communities introducing the idea with G&T

3b MtC: Introduction to the platform, profile, guidelines

3c MtC: Introduction to the platform, profile, exercises

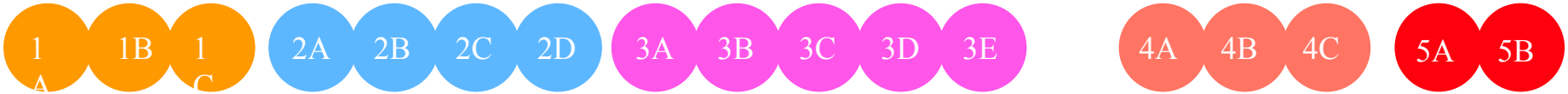
3d MtC: Introduction to the platform, profile, exercises

3e MtC: Introduction to the platform, profile, exercises

4. Providing guiding and support for coordinators.

Ongoing discussion with Mette on how to get all men on board (that wants to). Exercises and to educate superusers are very effectful

5. Handing over full responsibility to communities and owner (evaluating with the community, MSP and Mette)



# STJERNEKLUBBEN

Stjerneklubben is a senior club in a the residential area Stjernen. They are about 15 people who meet every Thursday afternoon either for Bingo, a tour somewhere or a chat, coffee and cake.
The club has two key persons, Sven and Anette, who are the main responsibles for arranging activities and tours. The group helps each other with practical or handiwork, look after each other if some of them are sick, as well as help with IT especially for those without a computer at home.

The Give&Take platform was tried out in this group to see if the responsibility for organising trips or the other activities could be shared among more members. But also to make it more flexible to organise, change and cancel the different activities. Finally, it was introduced to see if the platform could support their sharing and helping each other in the group.

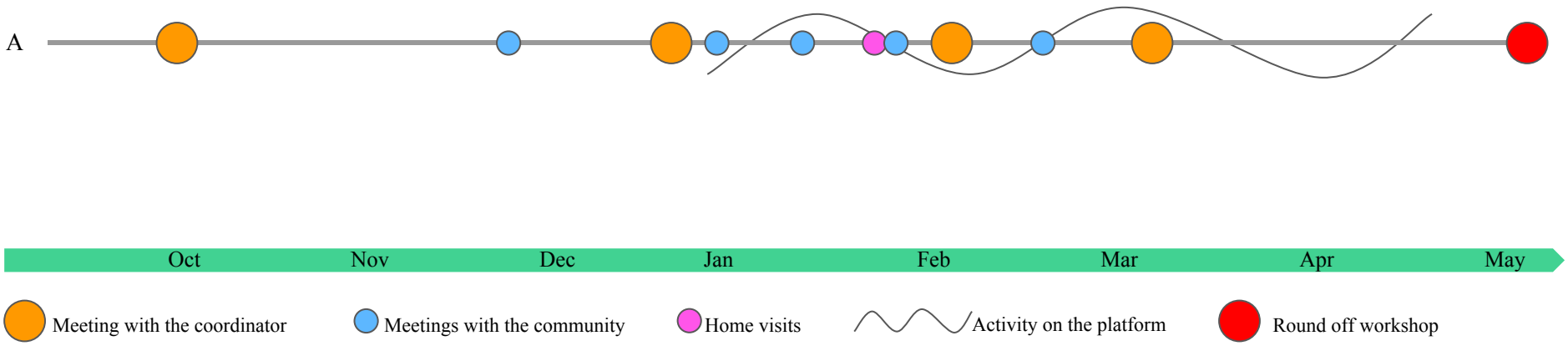
## Owners & Coordinator relations

The owner of the community could be a joint venture between the municipality and KAB (social housing estate). The coordinator could be the social worker at Stjernen that could support the group in using the platform and if they were in need of help somehow.

## Challenges and possibilities

The Give&Take platform could make it possible to share the planning and negotiation of their Thursday activities. It was also introduced to support the exchange among the members of things and different kinds of help.
It turned out to be difficult to introduce the Give&Take platform especially due to the level of IT skills as well as an already very robust practice in the community of ‘how we do things’.

# ACTIVITIES WITH STJERNEKLUBBEN



# THE WALKING GROUP (DOMUS VISTA)

A new community. This group meets once a week, walks together and drinks coffee. They are either "assigned" by a health supervisor or have read about it in the newspaper. The “walkers” come from all over Frederiksberg and did not know each other beforehand. The Give&Take platform was introduced to the group at the point when Karina (health counsellor) )withdraw from the group and they were supposed to continue on their own.

The platform is used in the group to share everyday incidents, to care for each other in relation to illness or the like, and to invite each other for public and private events. Besides exploring what sharing through the Give&Take platform could be like for this community, we also explored the relationship between the health center and the community - and how the platform could work along with the coordinator's work.

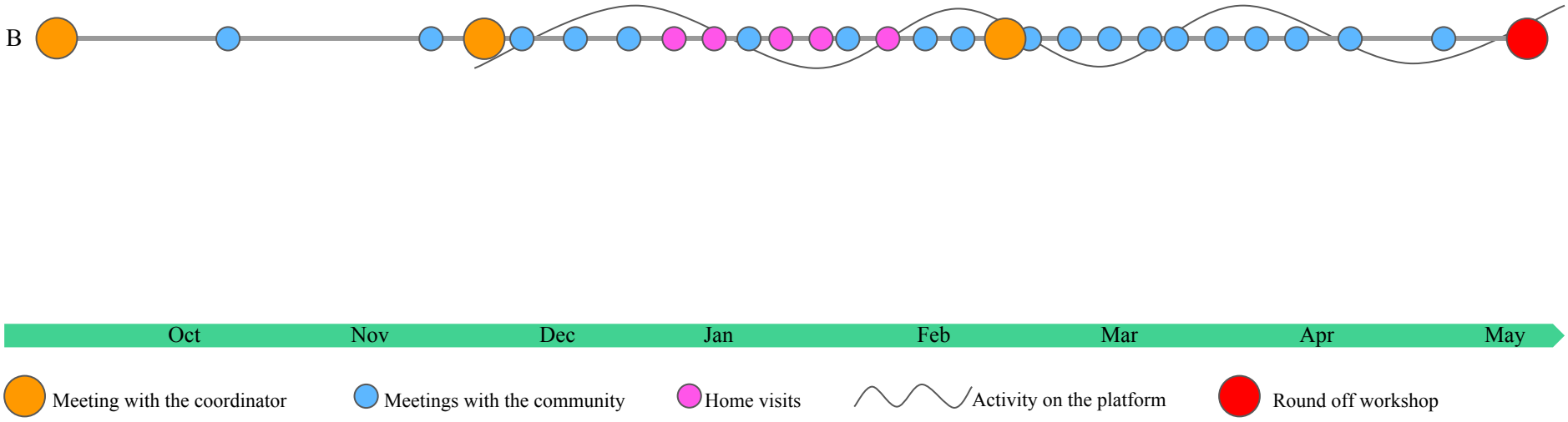
## Owners & Coordinator relations

The ownership is the Health Center, Frederiksberg. They want to be able to extend their initiative beyond the ‘course period’ and make them sustainable - to make it possible for the groups to continue on their own. Coordinator: Karina (health counsellor) - the platform could make it possible for her to follow the group on distance and give a helping hand if needed.

## Challenges and possibilities

When the platform was introduced, only about half of the group wanted to join. This evoked a risk of splitting the group. However, this changed slowly during the months the Give&Take team was present. Some became interested when they heard how the other were using it. Through the platform the group also has a channel to Karina from the health center. She inspires the group by posting offers or other activities from the health center - and she reaches out if the group needs help.

# ACTIVITIES WITH THE WALKING GROUP



# DANAGE

IT-volunteers at Danage Frederiksberg is a group of around 25 people, who help members of DanAge (an organisation for seniors) with IT problems. They run computer cafes, where the members can come by and get help. They also run a homeservice especially for people with stationary computers, limited mobility or problems with TV or printers. Finally, many of the IT-volunteers are also teachers or assistants at the different IT courses for the members.

The Give&Take platform was introduced as a way for the IT-volunteers to exchange experience and ask the others for help.
We wanted to together with the group explore the possibility for exchange among IT volunteers. Later on this could be extended to the teaching groups in DA.
Could the platform be a way for them to stay in contact and meet on their own after the courses?

## Owners & Coordinator relations

The owner is DanAge.

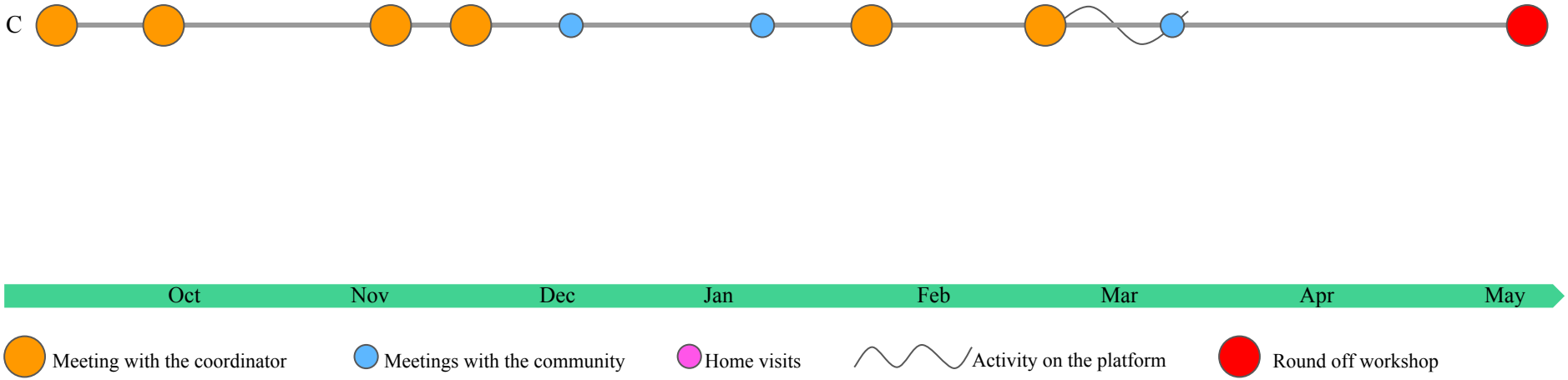
The coordinators are here Finn (vice chairman) as well as Peter and Ole, who are the managers for the IT volunteers.

We mainly collaborated with the vice chairman and the two coordinators for these volunteers.

## Challenges and possibilities

Here we wanted to explore the possibility for exchange among IT volunteers. Later on this could be extended to the teaching groups in DA. Could the platform be a way for them to stay in contact and meet on their own after the courses?
Since the group already had a well-established practice for this, Give&Take never succeeded becoming a new platform for the IT-volunteers.

# ACTIVITIES WITH DANAGE



# USE OF THE GIVE&TAKE PLATFORM (FRB)

**Danage**

The IT-volunteers had a very established and robust practices.

The Give&Take platform was introduced as a way for the IT-volunteers to exchange experience and ask the others for help.

Since the group already had a well-established practice for this, Give&Take never succeeded becoming a new platform for the IT-volunteers.

**The walking club**

The platform is used in the group to share everyday incidents, to care for each other in relation to illness or the like, and to invite each other for public and private events.

Through the platform the group also has a channel to Karina from the health center. She inspires the group by posting offers or other activities from the health center - and she reaches out if the group needs help.

**Stjerneklubben**

An existing group. The Give&Take platform was tried out in this group to see if the responsibility for organising trips or the other activities could be shared among more members. But also to make it more flexible to organise, change and cancel the different activities. It turned out to be difficult especially due to the level of IT skills as well as an already very robust practice in the community of 'how we do things'. It was mainly used in G&T meetings - or by the coordinators.

**Jasmin +40**

An existing group
The Give&Take platform was therefore introduced to establish a better communication channel between Tinna (social worker)) and the women.

Tinna uses the platform but there is very little activity among the community. The challenge with the Give&Take platform was to move some of the conversations with and in the community from SMS and WhatsApp to their Give&Take space. It didn't really happen.

**Men's food club**

This G&T community was initiated as part of initiating a new cooking course for men.

The idea is to make it a sustainable community for the men. In addition, the men want to extend their network and find a way to organise meetings for the food club members.

The men use the platform for signing up to events, share ideas, recipes and shopping tips. The also use it as diary for their cooking events and to share pictures..

# NBZ Rennbahnweg: the social space

The Neighbourhood Centre Rennbahnweg (NBZ 1220), runs a number of activities for people living in the closer local environment. It is an established place in the middle of a social housing with 10,000 inhabitants, a place to meet, talk and to seek help. The participants in the Give&Take community did not know each other beforehand, but most had already attended events at the NBZ or simply knew about it.

Social Workers from the NBZ wanted a platform to create a network of people in this residential area. *"Even though so many people live in such a close vicinity, people hardly know their own neighbours and so loneliness becomes a big problem, especially among older people." - NBZ affiliate*

This NBZ wanted to use G&T to strengthen social contacts and engage people without many social contacts. The platform could also help with organizing the center's activities, and lessen the burden of the social workers.

## Sandra, the coordinator

The manager of the community center could be a joint venture between the municipality and the housing community. She is employed by the "Hilfswerk" of Vienna. Her role is having the overview of all activities in the NBZ and also communicating with the umbrella organisation, other NBZs and the large group of volunteers supporting the NBZ.

## Challenges and possibilities

The manager of the space, as well as other social workers are very busy and, at the same time, they want to have an eye on everything to be sure that everything runs smoothly.
G&T can help delegating tasks to volunteers.
There are many NBZs in Vienna and having a success story in this NBZ can help G&T to have sustainable connections to Hilfswerk.

# NBZ RENNBAHNWEG

1a Creating interest with ‘owners’ and ‘coordinators’

1b Creating interest in the people in the neighbourhood by promoting the project

1c-d Workshops with people living in the area, strengthening interest

1E tablet course

2. --

3a Meeting the communities introducing the platform

3b…n Regularly meeting the communities on- and offline

4a, b Providing guiding and support for community members (sometimes overlapping with meetings in step 3)

5a Final Event - Handing over full responsibility to community and manager of NBZ

# NBZ Gumpendorf: English Excursion Group

The NBZ Gumpendorf's English speaking excursion community meets on Thursdays to practice their English. The group converses about culture, education, and politics, while exploring the city. Recent meetings have included a picnic and walk through the city.

Ages range from late 30's to early 70's, with most members being over 50 years.
The group is organized by Wiener Hilfswerk (NBZ 1060).

Meetings are released as a monthly plan and participants *(should)* sign up by *calling* the NBZ.
The group naturally works together to improve their English. Everyone is excited to meet people with similar interests regarding language learning.

This is different than other NBZ groups - it is event based and people get to know each other more. Relationship building/strengthening social contacts is a key focus.

## Sandra, the coordinator

Tinna wants her groups to be able to communicate better about events. The NBZ lacks space for events and new groups. More communication (online) between leaders and group members could help with meetings/events outside of the NBZ. There is no current way to such groups, only course/weekly/class type groups.
*"...people come and they meet and that is expected… less effort"*

Desire has been shown for events.

## Challenges and possibilities

This type of group is new to NBZ, so it struggles with some issues:

- Attendance is spotty, people don't sign-up/sign-up in time
- Difficult to plan with no incentive to show up or not

**Platform could help with:**

1. Sign ups online for all to see - help leaders make plans
2. Information collection about event/group:
   *"...To find other useful information, funny stories etc."*
   *"...To have a quick overview about the upcoming events and to read comments written others."*
3. Connect leaders/events across NBZ
4. Create events where people actually build relationships

# NBZ: ENGLISH EXCURSION GROUP

1a. Meeting with NBZ supervisor, organize the group, see what is possible

1b. Explore other excursion groups and english speaking groups offered in Vienna - see demand

1c. Converse with other NBZs to see their currently offered language groups

2a. Meeting with supervisor and research team - present G&T and show possibilities with the platform

3a. Begin meeting with the group - Presenting G&T while also forming group

3b. Continued presence of G&T in conversation - interest building, problem discovery, barrier identification

4a. Understand desirability of G&T, get feedback about pros and cons

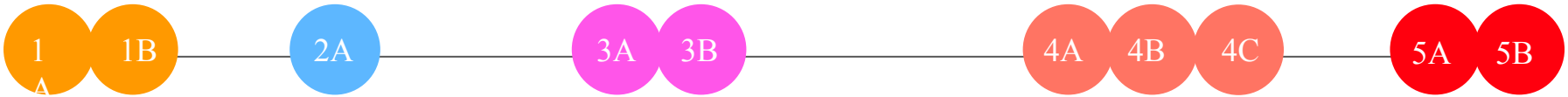
4b. Discuss NBZ supervisor and other leaders of groups at NBZ about group/event organization

4c. Collect information - get G&T to be event organizer

5a. (possible) Handing over full responsibility to NBZ community*

5b. (possible) Provide information to expand on their own to other NBZs*

*planned for June 2017



# Seniorencolleg: computer classes for older adults

| | |
|---|---|
| Seniorencolleg exits for more than 10 years. Mrs. Schubert is the owner, teacher and the driving force behind this. Participants meet at the Seniorencolleg premises and the members are people with an interest to learn about computers, tablets and smart phones; they are between 60-90 years old. The minimum is the courses for once in a month. The owner further organises courses upon request. She usually stays in contact with former students. | The owner envisioned that the platform could sustain contact and continuous learning among her and her students and also allow students to communicate in between courses.<br>In addition she was hoping that the platform could help her spend her time and resources more efficiently: *"I can save time by not having to reply individually to students' questions the after courses."* |

## Mrs. Schubert: the owner

The owner of the college thinks G&T could be a "good case" as she offers her course in multiple spaces. Once she is finished with the course, the course members could sustain a community.

She is self-employed and active in many online and in-person channels. Her role is mainly sustaining the community and starting new courses in different locations.

## Challenges and possibilities

The owner is very much aware of how hard it is to motivate people to get engaged in new tools. One of her ideas is to put some kind of quizzes or tasks on the platform where members can also win prizes like a tablet or some free tickets for one of her courses, etc. Still she is hoping that both she and her customers can benefit from G&T by strengthening the relationships between her students and saving her some time by giving them an opportunity to help each other reciprocally.

# SENIORENCOLLEG

1a Meeting w. owner (prior connection though previous collaboration)

2a Meeting w. owner - G&T Platform introduction.

2b Meeting w. Owner- Owner's plan and clarification of possible challenges

2c Meeting w. owner Checking initial entries, troubleshooting

3a Meeting the community introducing the idea of G&T, how it can be beneficial to them and introduction to the platform and profile

4a Phone meeting with owner where she explained that the group does not want to continue with using G&T

5. --

# Computerclub Margareten

The Computerclub Margareten was founded 30 years ago and is a club that offers help and knowledge about computers and IT to everyone interested for free. It currently has around 70 members, most of them older adults. The group meets about once a month around a certain topic. There is no contact between the group's members in between.

G&T was presented to a group of people from the club - most who came to the presentation mentioned they were interested in 'new technologies'.
The group's coordinators saw a possible chance to strengthen relationships outside of their meetings.

## Matt and Edgar, Coordinators

The two main coordinators were open to the platform, but saw more use in it for the community than for themselves as coordinators as they were satisfied with their current communication practices. However they felt that if the group wanted it, they would go with it. (It is always about group/group's interests)
They were happy to show their club new technologies and opportunities - continuing the theme of the club.

## Challenges and possibilities

Since the community did not have much contact/relations outside of the meetings, there was a possibility for G&T to help increase contact of members...
However, due to limited interest into adding 'more technology' into their lives, many did not sign up.
The group enjoys the in-person, tri-weekly meetings, they learn a lot during the meetings and did not want more outside of that.

# COMPUTERCLUB MARGARETEN

1a. Creating interest with ‘owners’ and ‘coordinators’ - email/phone contact

2a. Introducing the platform to the coordinators.

3a. . Introduction to the group (larger presentation)

3b. Longer, smaller group presentation - open to anyone interested in the platform

3c. In-person feedback during and after meeting - with members and coordinators

4.. --

5. --

1A

2A

3A

3B

3C

# Schwechat seniors

Schwechat seniors is a loosely coupled group of senior citizens living in a small city (Schwechat). There is no central organisation around these people or no interest they currently meet about regularly. These adults just want to share, engage, and help other people engage and starting a more active and social life.

Although digital support was provided through tablet courses and routine meetings with the research team, the critical mass to make the platform work has never been reached within project time. Instead, the most active members on the platform started to create a smaller network of care by exchanging phone numbers and supporting each other on daily activities, but these activities were not exchanged through the platform.

## Owners & Coordinators role

In this group we tried starting and sustaining a community without an owner, coordinator, or a place where the members meet regularly.

## Challenges and possibilities

The group was very motivated to join the platform seeing the initial idea of sharing and neighbourly help and socialising with lonely people. But the actual members were the active ones waiting for help requests - those who would need help or company never made it onto the platform within project time.

# SCHWECHAT

1A Creating interest within people living in Schwechat

1B-C Workshops with seniors living in Schwechat

2. --

3. Meeting the community introducing the platform

4. Providing guiding and support for group members

5. Final event, which also marked the closing of the group

# Common room: ceramics and handicrafts atelier

## Mrs. Konnoner: the owner

The owners of the atelier are looking for a space to grow knowledge around making and community. They are concerned that all the social spaces (facebook, whatsapp, ..) are not capturing enough knowledge accumulation from managers that is reachable after they leave.

Commonroom is a space to create and exhibit things, where people meet and learn from each other and share their passion for ceramics, arts and design.

Two owners and multiple coordinators organise the activities and courses in the center. The group has an atelier exhibition space in a very central location in Vienna. The group grows a community via usage of social channels and they use whatsapp for the communication among the managers.

The group has a mixed background, majorly english speaking, quite some experts.

TU Wien and Commonroom will try out Give&Take complimentary to their existing platforms in order to figure out how and what can be benefited from this platform.

## Challenges and possibilities

The main possibilities the volunteers of this group see in using the platform are exchanging organisational tasks, as well as seeking help for the materials they need for the organisation of events.
Though as in most existing communities G&T is an additional tool that might either replace a current practice, work in parallel to this practice or will be discarded after a while.

# COMMONROOM

1A. Attending to get togethers

1B. Creating interest with ‘owners’ and ‘coordinators’ to build a community

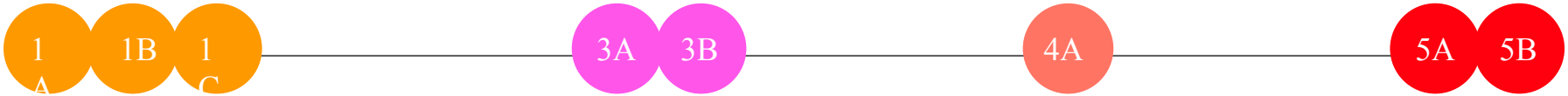
1C. Creating interest to have digital platform

3A. Meeting the owners and attending open days introducing the platform

3B. Meeting the managers

4. Providing guiding and support for coordinators and managers

5. Handing over full responsibility to communities and owner



# USE OF THE GIVE&TAKE PLATFORM (VIE)

**Nachbarschaftszentrum**

The NBZ group is the most active community, mostly driven by some community members.

The community uses the platform to stay in contact and exchange information, such as daily happenings or interesting events.

Only once did a successful exchange happen, however, this functionality is not the main driver for the group and hence not that relevant for the ongoing activity on G&T.

**Seniorencolleg**

This G&T community was initiated as part of senior computer courses. As such, the platform is mostly used in test cases, showing how older adults approach and interact with new technology.

Some comments also document their difficulties in using the platform along with some unwanted behaviour.

**Computerclub Margareten**

While members of the G&T team worked hard to fill the platform with information relevant to members of the Computerclub Margareten, there was little to no activity on the platform.

As is, the postings include Computerclub meetings, relevant events in the vicinity and interesting information to Viennese citizens.

**Schwechat**

The platform was mainly used in connection to G&T meetings or related activities, such as the tablet course.

Users seemed to have problems with the interface, as they would repeatedly start threads instead of answering to existing ones.

There was one successful transaction and two relevant events, however, entries lack detail that might make others interested in participating.

**Commonroom**

The commonroom group is the reflection of an already established local community.

The volunteers of the community use the platform for exchanging organisational tasks, as well as for seeking help for the materials they need for the organisation of the events.

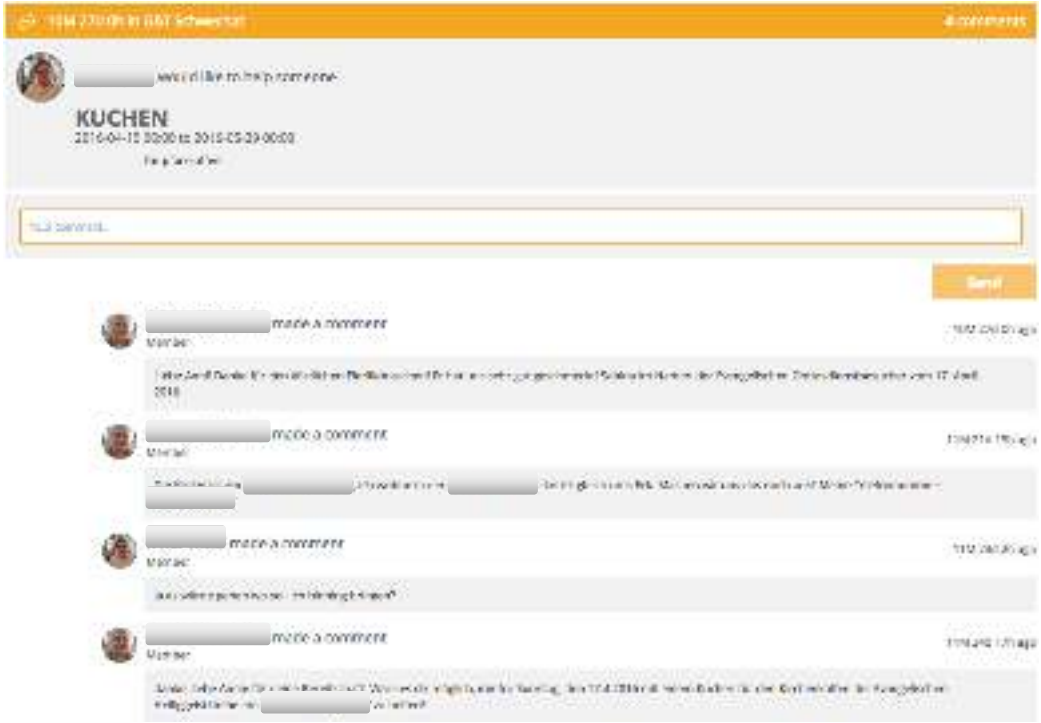
# Screenshots of a G&T conversation

**Conversations**

The Conversations Section is by far the most used functionality of the platform in all groups.

The screenshot to the left shows an example of a conversation in the Nachbarschaftszentrum community. The picture shows tea time with another NBZ community member, in the appended text, the member also discusses newly noticed functionality of the website.

# Screenshots of a G&T transaction




**Requests & Offers**

There are only few successful transactions on the platform, however, that is not for lack of interest from other community members but for a lack of requests. Only one serious request was not answered to, either because of no available tools or because of the inexpressive description of the request.

The screenshot shows a successful transaction. A member provided a cake for a church meeting. In the interaction the members exchange more information about time, place and contact data for the exchange

# Screenshots of a G&T event

**Event**

Events in the system mostly relate to happenings in and around the community centers where the G&T groups originated from.

The screenshot shows a Christmas crafting event organised by one of the community members. Another member offers to bring materials to the meeting, a third member asks for another crafting meeting for Easter.