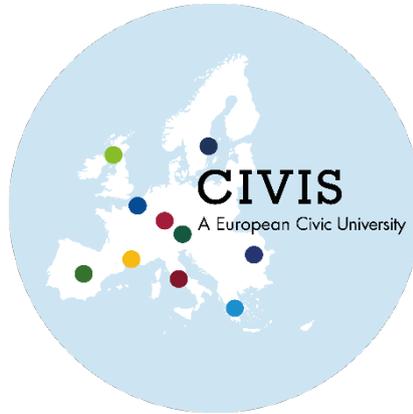


CREAT'ON GAME

A creative CIVIS marathon





CIVIS is a European Civic University formed by the alliance of 10 leading research higher education institutions across Europe: Aix-Marseille Université, National and Kapodistrian University of Athens, University of Bucharest, Université libre de Bruxelles, Universidad Autónoma de Madrid, Sapienza Università di Roma, Stockholm University, Eberhard Karls Universität Tübingen, University of Glasgow and the Paris Lodron University of Salzburg.

It brings together a community of more than 470,000 students and 58,000 staff members including 35,000 academics and researchers.

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TABLE OF CONTENTS

CIVIS HACKATHONS	4
Creative marathons at Global CIVIS Days	5
Dedicated themes and process for Creathon 2021	5
Steps leading to the Creathon 2021	6
Selected photos from the Creathon 2021	7
CREAT'ON GAME MANUAL	8
Objective of the game	9
Game materials	9
Setting up a game	11
Progress of the game	12



1

CIVIS HACKATHONS

Hackathons during Global CIVIS Days represent a perfect opportunity to meet fellow members from the CIVIS universities, be a creative force, share expertise and bring innovative ideas to life. In this chapter we share a general description of the CIVIS hackathons organized in 2020-2022, as well as the specific themes and processes related to the CIVIS Creathon 2021.

Creative marathons at Global CIVIS Days

The Global CIVIS Days have three main purposes: to create a sense of belonging to the CIVIS European University initiative; to valorize and share key achievements of the Alliance and to foster collaboration and tackle societal challenges under the five main focus areas of CIVIS:

- Climate, environment and energy
- Society, culture, heritage
- Health
- Cities, territories and mobilities
- Digital and technological transformation

For the three editions of Global CIVIS Days, members of the CIVIS community across all universities of the Alliance were challenged to **solve problems by bringing forward bold and creative ideas** during 24-hour hackathons:

- 2020: Online Hackathon on Green Erasmus, Green Campus and SDGs in Education, hosted by the ULB
- 2021: In-person Creathon on University in the City, hosted by the ULB
- 2022: In-person Panathlon on the power of physical activity to support social inclusion, hosted by NKUA

During the 2021 edition, in order to give a voice to everyone, to animate the process and to highlight the participants’ proposals, the organizing team made available a collaborative methodology in the form of a board game.

Inspired by co-creation techniques taught by Impact Valley, **Creat’on is a game that aims at finding solutions in a collaborative and playful way**. Dispatched in 7 teams composed of 5-6 persons, players had to go through the different stages of the game to find a practical solution, that is a concrete project ready to be put into action.

Dedicated themes and process for Creathon 2021

Under the umbrella focus of ‘University in the City’, 14 specific topics were identified that belong to three main **categories that thoroughly represent a key component of a university campus: mobility, education and campus life**. Each Creathon team was randomly assigned two topics and participants were asked to come up with a challenge (i.e. a research question) that they would find innovative ways to tackle throughout the two-day-long Creathon.

Table 1.1 Topics of Global CIVIS Days Creathon 2021

Mobility	Education	Campus Life
<ul style="list-style-type: none"> • In the city • Between campuses • Between Universities 	<ul style="list-style-type: none"> • Student support • Courses/programs • Resources (and access to resources) 	<ul style="list-style-type: none"> • Libraries • Restaurants • Sports • Culture • Housing • Health and wellbeing • Inclusion and welfare • Parties and recreational life



During the two days, all teams worked together through the game specifically conceived for the Creathon methodology. Each team had two days for brainstorming, decide, design, prototype and pitch their project. Several 15-minute mentoring sessions with field experts were held for all teams, giving an opportunity for all participants to test out their hypotheses, assess the feasibility of their project, and maybe broaden their horizons and discover untapped potentials.

At the end of the Creathon, the teams had 3 minutes to present their ideas to a **Jury of field experts and CIVIS University authorities:**

- Prof. Nadia Fernández, Universidad Autónoma de Madrid, Rector's Delegate for CIVIS Affairs
- Prof. Lorna Hughes, University of Glasgow, Dean for Global Engagement in Europe
- Prof. Charline Urbain, Université libre de Bruxelles, Vice-Rector for Sustainable Development

For this edition, a **five-fold evaluation criteria** was used:

- Relevance (25%): does the solution address the problem and fall within the scope of the CIVIS hackathon challenge category described in the brief?
- Innovation (25%): how innovative is the solution/approach to solve the problem described in the brief? Are there other solutions available and if so, how does this differentiate from them?
- Feasibility (25%): How feasible is the solution to put into practice? Does the solution make sense financially? Will the solution be sustainable over the long term?
- Replicability/ability to scale up (15%): can the solution be replicated or scaled to other CIVIS member Universities?
- Quality of presentation (10%): does the presentation of the project follow a logical and structured sequence without spelling mistakes and with quality arguments?

Steps leading to the Creathon 2021

- October 2021 Applications open to participate in the Creathon. Diffusion on CIVIS channels and internally at the CIVIS universities
- 3 Nov 2021 Selection of 45 Creathon participants among the 1048 applicants. In the end, 36 people were able to travel to Brussels and join one of the Creathon teams. The teams included a balanced mix of students, researchers, academics and administrative staff from all CIVIS universities.
- 10 Nov 2021 Selected participants contacted by the organisers in order to confirm their interest and availability to join the activity.
- 12 Nov 2021 Announcement of teams and topics to be addressed by their project.
- 25-26 Nov 2021 Creathon organised at the ULB, with the winning team announced on 26 November. The Creathon jury consisted of a 180-second pitch of the project by each team and the winners were awarded with a CIVIS mobility grant to join a CIVIS course/activity of their choice before September 2022.



Selected photos from the Creathon 2021



2

CREAT'ON GAME MANUAL

This chapter includes a generic set of instructions for the set-up and execution of a Creat'on game, that can be adapted to different contexts and used to address a large variety of themes/societal challenges.

Creat'on – a creative sprint

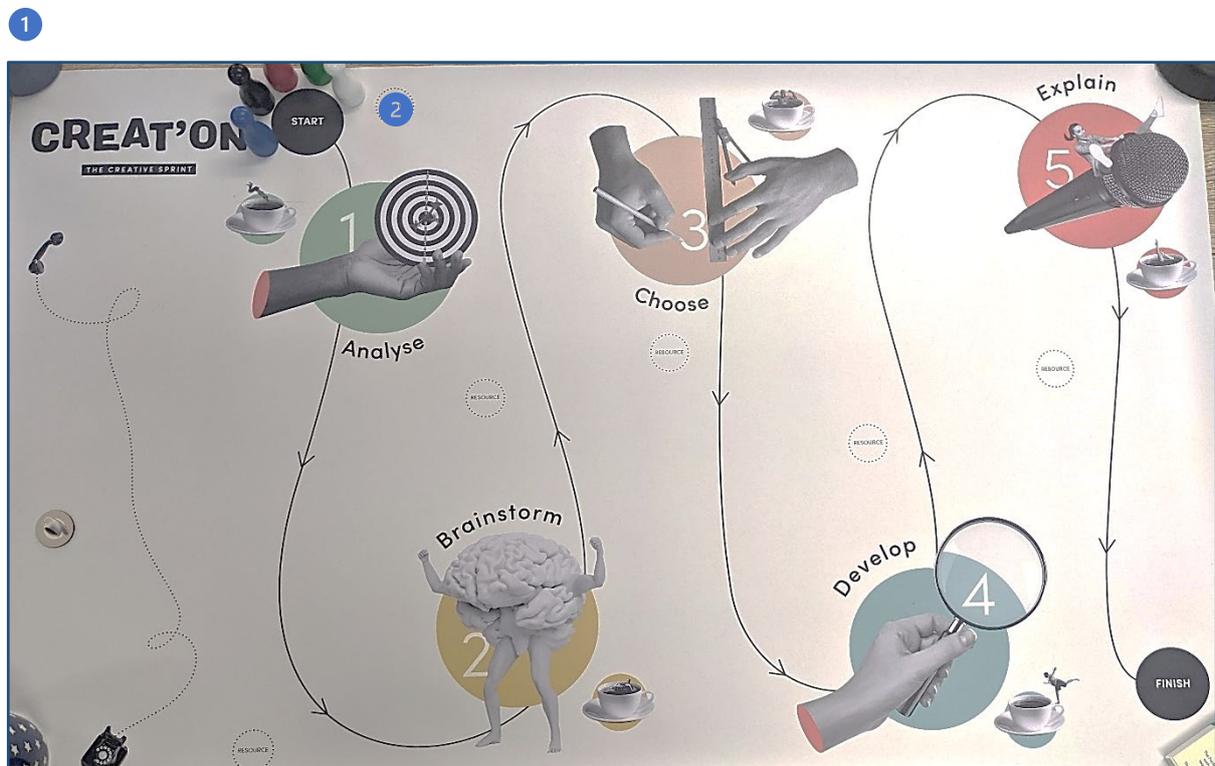
This game was inspired by co – creation techniques taught by Impact Valley. You will find numerous free methodology tools on their website : www.impact-valley.com/tools.

1. Objective of the game

Creat'on is a game that aims at finding solutions in a collaborative and playful way. Dispatched in a maximum of 5 teams composed of 3 to 10 persons, players have to go through the 5 stages of the game to find a solution, that is a concrete project ready to be put into action. This creative marathon can be organized over a period of 1 to 5 days.

2. Game materials

- 1 Central board
- 2 5 team tokens (1 per team)
- 3 5 team boards
- 4 5 role cards and badges per team
- 5 10 result cards per team
- 6 10 tool cards per team
- 7 10 resource cards per team
- 8 6 resource tokens per team
- 9 10 pause tokens (2 per team)



3



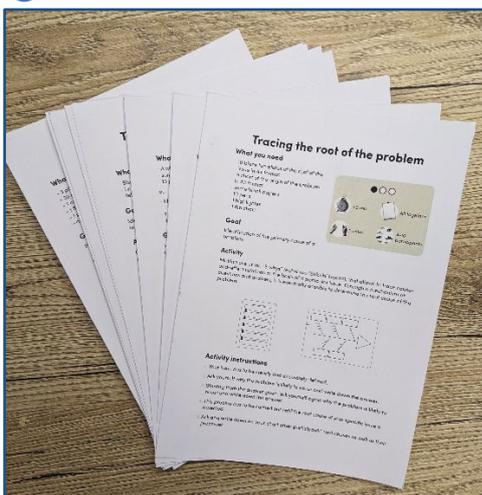
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3. Setting up a game

Selection of a Game Master

The Game Master has a coordination and animation role. The Game Master is responsible for the introduction and the launching of the game, as well as for collective moments during the game. It is possible to be both the game master and a member of one of the teams.

Installation of the central board

The game master places the central board in a way where it remains accessible to all players. The game master places the team pieces on the

Creation of 1 to 5 teams

Before starting the game, players must be dispatched in teams of 3 to 10 people. The game can include 1 to 5 teams.

Each team receives:

- Its team board
- 5 role badges
- 5 role cards
- 10 result cards (2 x 5 cards)
- 10 tool cards, placed next to each team's game board
- 1 or 2 pause tokens

Each team joins its specific playing spot and chooses a color for their piece in order to be identified on the central board.

Each team chooses a team name that must be written on each result card while also asking themselves the following question: "what elements do we have in common?".

Each team assigns 5 roles among its members. Roles can be assigned per day or for the whole duration of the game. Once the roles have been

Game Master receives:

- Central board
- Resource tokens
- Pause tokens
- Team tokens

starting square and the resource tokens on their allocated squares.

assigned, each member receives the badge linked to their role and hangs it on their clothing in order to be easily identified.

The different roles are:

- **Facilitator:** facilitates the conversation within the team.
- **Guardian of Wellbeing:** Assures to maintain the energy level of the team. He/She receives the pause – token and can make use of it to request a pause for their team.
- **Time Keeper:** Assures that the timing is respected.
- **Registrar:** Takes notes of the conversation at every stage of the process.
- **Messenger:** Spokesperson of the team, brings the team's result to the central board and communicates with other teams.

The Messenger goes to the central board and communicates the color and the name of their team to the Game Master.



4. Progress of the game

Introduction by the Game Master

Once the teams are formed, the Game Master gathers all the players and introduces the game by explaining the challenge(s) for which the

Execution of each stage

The Messenger of each team receives the instructions for the current stage from the Game Master and communicates the objectives to their team and the time limit to the Time Keeper.

The Facilitator, alone or with their team, chooses the tool card(s) to be used in order to achieve the objective of the stage within the time limit. Tool cards are methodological instruments that support the work of each team and allow them to organize their exchanges. Some of the tools are specifically proposed for specific stages but can be used at other stages depending on the need of each team.

The team works until reaching a result that corresponds the best to the exchanges.

Stages of the game

1. Analyzing - Before tackling a problem, it is essential to make a diagnosis. Players should ask themselves questions such as who is concerned, what is the nature of the challenge and its different aspects, why it's important to solve the problem, etc.

Expected result: One sentence concretely summarizing the issue that the team is going to tackle, written on the result card.

2. Brainstorming – Generation of a wide number of ideas without restricting oneself.

Expected result: Top 3 of ideas mentioned, written on the result card of this stage.

3. Choosing – At the end of the stage, the best solution is selected among the 3 ideas for the issue identified during stage 1.

Expected result: Formulation of the solution through a value proposition (in what way the

team(s) will have to find a solution and the five stages of Creat'ion as well as the expected results for each stage.

Once the work is done, the Registrar summarizes the results on two result cards. The first one is placed on the team's own board. The second one is given to the team's Messenger who places it on the central board and places the team token on the next stage.

The Game Master then communicates the instructions for the next stage to the Messenger of each team in order to allow them to move forward.

Each team advances at its own pace and is free to use its pause token whenever it is needed. In this case, the Guardian of Wellbeing goes to place the token on the central board.

solution fits with the identified issue). Write the value proposition in one sentence on the result card.

4. Describing – Detailed analysis of the elements that will allow to turn the written solution into action (partners, budget, target audience etc.)

Expected result: Presentation of an analysis model (example: Business Model Canva, Speedboat, etc.) The team should write down the name of the chosen model.

5. Explaining – Final presentation of the results in front of all of the teams.

Expected result: Final presentation of the result (and/or jury, public, etc.) On the result card, the team writes the chosen solution.



Optional additional stage: resource tokens

It is possible to integrate intermediate stages (resources) if it appears necessary to mobilize external persons to answer certain questions. Moments where external intervention becomes necessary are symbolized on the central board by the resource tokens (placed before by the game master).

The data collection method will be defined by the Game Master (phone calls, surveys, interviews, etc.) and communicated to the teams at the right time.

The information collected is noted on resource cards on the telephone cord provided for this purpose on the central board and on the team board.

In the example seen below, there are two intermediate stages represented by the resource tokens that are placed between stage 1 and stage 2, and between stage 3 and stage 4. The resource cards are to be placed on the left side of the central board. However, they are to be placed in front of the concerned stage on the team board.

End of the game

The game ends when each team has placed all of their result cards on the central board and placed their team token on the end square.