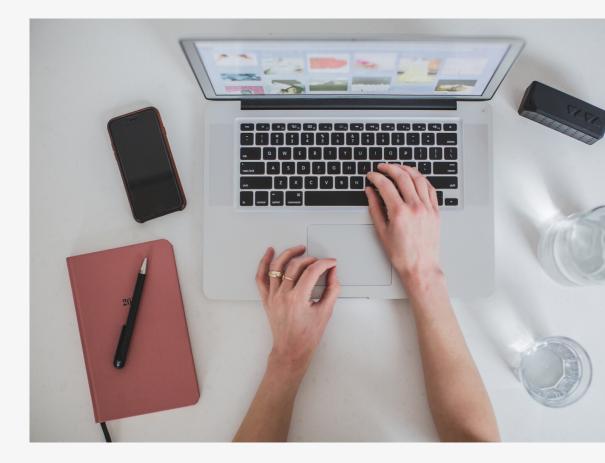**TOOLKIT**

MOVE IT FORWARD+

for developing activities and duplicating a concept of hackathon and collaborative activities

Erasmus+

PREPARED BY

MOVE IT FORWARD+ CONSORTIUM PARTNERS

MOVE IT FORWARD+

Partnership consortium
for Erasmus + project

Leading Partner:
Digital Leadership Institute

Contributing Partners:
Women in Digital Initiatives Luxembourg Asbl
Centre of Technical Culture Rijeka
Led By HER
Northtown Technology Park
Professional Foundation

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INTRODUCTION

HOW TO USE THIS TOOLKIT?

This document introduces the concept of the Move it Forward - female digital starters weekend, which is a grassroots event developed in Belgium by the Digital Leadership Institute that aims to bring together teen and adult women to provide them with the skills, resources and access to expertise necessary to inspire them to take up digital entrepreneurship.This toolkit serves as a guide with the view of being used by any organization aiming to duplicate or be inspired by such a concept.

The documentation includes specific methodology to prepare such an activity, work with volunteers / experts / companies, recruiting participants, finding relevant partners. This full toolkit is freely available and ready to be use by any organization interested in replicating the activities.The guide introduces step by step all necessary stages of event organization, to the actual running of the event and follow-up. The guide is divided in five parts, including a final checklist to be used as a guideline during event planning and organization.

PART 1: THE CONCEPT AND PSYCHOLOGICAL ASPECTS

1.1 HARNESSING THE INTELLECTUAL AND ENTREPRENEURIAL POTENTIAL OF WOMEN

Entrepreneurial potential is a useful concept because it encompasses the degree to which an individual possesses entrepreneurial-related qualities, and also accounts for entrepreneurial intentions, or the predisposition toward creating business or a way of living. Empowering women and including them in the labour market could encourage their entrepreneurial pursuits with a corresponding benefit for society.

A woman's mindset impacts her character and behaviour, and the ability to explore her interest in entrepreneurship can positively reinforce her ability to become an entrepreneur. In other words, perceived controllability and efficacy, knowledge, and skills could influence her motives to pursue business, as it signals venture creation as an achievable goal. It is this intrinsic motivation to obtain personal achievements that pushes a certain disposition to act upon that goal.

PART 1: THE CONCEPT AND PSYCHOLOGICAL ASPECTS

1.2 THE BIGER PICTURE

Statistical data show that there are more women than men among the unemployed in almost all countries, with women outnumbering men among the long-term unemployed. In addition, country-specific socio-cultural factors, such as lack of social acceptance for private economic activity by women, lack of tradition concerning entrepreneurial education as well as gender-biased socio-occupational segregation, makes the achievement of a position in business particularly difficult for women.

Entrepreneurship provides an important avenue toward improving women's quality of life and access to well-paid careers. The development of female entrepreneurship requires, however, the elimination of gender barriers to starting business which are specific to their cultural contexts. ICT and Entrepreneurship are environments posing unique challenges for women, some of whom can be adversely impacted by stereotypes that create barriers to engagement.

THE ROLE OF COGNITIVE AND SKILL FACTORS

Women are forced to overcome the stereotype that independent activity is too risky and difficult for them. They often do not realize their own skills and have low self-esteem which derives from the lower social status of women in many societies. In addition, women often lack the formal digital, management, accounting and marketing skills needed in order for them to be informed and to study online for professional and personal development. The path from their 'comfort zone' to a completely unknown 'learning zone' is not necessarily an easy one.

PART 1: THE CONCEPT AND PSYCHOLOGICAL ASPECTS

1.2 THE BIGER PICTURE

→ ### THE ROLE OF MOTIVATIONAL FACTORS

As far as the underrepresentation of women in entrepreneurship is concerned, one must consider the fact that women do not enter self-employment solely out of economic necessity and that there is a complex array of motivations for them to become entrepreneurs. Their main motivations are documented to be socially oriented, addressing the following types of factors: Inadequate household income; lack of necessary skills; a desire for flexibility and autonomy; in order to parlay a hobby into a business; increased decision-making authority; lack of satisfaction in a former job; and because they suffer from a lack of recognition and advancement in the corporate sector.[1] In sum, women often have personal ambitions and seek control, autonomy, income and personal satisfaction through self-employment.
[1] McClelland et al., 2005

→ ### THE ROLE OF ENVIRONMENTAL FACTORS

Culture impacts entrepreneurship by women. In former Communist countries, women were considered "equal" and appropriate for any job. Even with integration into the global economy, these countries still enjoy a relatively larger percentage of women business owners and managers in sectors, like ICT, that are otherwise generally male-dominated[1].Women also require more assistance in financing, finding business partners and accessing markets.

These are the consequences of uneven distribution of capital, time constraints due to greater family responsibilities, and traditional gender roles, which translate into a negative public attitude towards women entrepreneurs. All this drives a need to increase access to trade and business networks, information and training.

[1] Eurostat, Proportion of Women among ICT specialist, 2015

1.3 THE MOVE IT FORWARD CONCEPT

Digitalisation is increasing faster than ever, society is changing, and women must be included in the transformation taking place. A new ecosystem is required to increase participation of women in digital entrepreneurship that includes clear objectives for providing them a safe, reliable and accessible learning environment where their potential for innovation and business will be leveraged and supported.

The flagship Move It Forward for Female Digital Starters event aims to bring together teen and adult women to provide them with the skills, resources and access to expertise necessary to inspire them to take up digital entrepreneurship. MIF events are free, targeted toward beginners, and focus on building skillsets, confidence and community to stream women and projects into digital start-up incubators and eventually launch their business in order to drive jobs and positive economic transformation at the local, national and global level.

Using a bottom-up and results-driven approach, Move It Forward directly involves women in identifying social challenges that impact their communities and supports them in developing solutions for the benefit of these communities and of society at large. With a specifically intergenerational approach to optimize engagement and experience-sharing among women of all ages, each Move It Forward event aims to:

- reach 40-50 teen and adult women·
- deliver 3-4 digital skills workshops ·
- create an average of 8 projects per event ·
- produce a minimum of 3-4 viable tech-driven/enabled start-up initiatives

Following a Move It Forward event, the partner community members take part in an "incubating" program that delivers participants additional access to "digital start-up" mentors and coaches which increases their odds of launching a successful technology start-up. Moreover, other actors—from public authorities to civil society and business owners—are directly involved to create an ecosystem in which women can engage beyond the event.

MOVE IT FORWARD+ SAMPLE RUNNING ORDER

DAY 1	DAY 2
8:00-8:30 REGISTRATION & COFFEE	**8:00-8:30** BREAKFAST
8:30-10:00 REGISTRATION & COFFEE (PUBLIC)	**8:30-10:30** WORKSHOP 2 - TBD
10:00-10:30 COFFEE BREAK	**10:30-11:00** COFFEE BREAK
10:30-12:30 WORKSHOP 1 – BUILD AND LAUNCH YOUR WEBSITE IN THE CLOUD WITH WORDPRESS & AWS	**11:00-13:00** PROJECT WORK WITH COACHES
13:00-14:00 LUNCH	**13:00-14:00** LUNCH BREAK
14:00-16:00 WORKSHOP 2 – DEVELOP A SMARTPHONE APP WITH MIT APP INVENTOR FOR ANDROID	**14:00-16:00** PROJECT WORK WITH COACHES
16:00-17:00 PROJECT PROPOSALS, IDEATION & TEAM SELECTION	**16:00-17:00** PROJECT WORK & PRESENTATION PREPARATION

17:00-18:30

PROJECT WORK

17:00-18:00

INTRODUCTION OF JURY & PROJECT
PRESENTATIONS WITH JURY

18:30-19:30

DINNER

18:00-19:00

KEYNOTE SPEECH, JUDGING & AWARD/
PRIZE ANNOUNCEMENTS

19:30-22:00

PROJECT WORK

19:00-21:00

DINNER & NETWORKING

1.2.1 BASED ON BEST PRACTICES

The Move it Forward concept was developed in 2014 and was successfully deployed roughly a dozen timesacross six countries, with the support of key strategic partners from the private and public sectors. To date, more than 450 women have participated in the events, with five to eight projects being developed at each edition, of which two to three, on average, are considered viable by a pool of experts. The involvement of other local actors helps to create an ecosystem in which women can engage beyond the event.The success of the event can be attributed to the following best practices:

1. *Female-focused:* the event is tackling challenges impacting girls and women;

2. *Beginner-focused:* no prior experience is requested with technology, start-ups or the topic in question;
3. Practical & result-oriented: Hands-on, output-oriented and digital skills-focused workshops are given during the two days;

4. *Socially oriented:* the outputs are projects/business ideas that are addressing social challenges and with a clear societal impact;

5. *Local ecosystem & community:* tapping into the local community helps to deliver solutions that are suited for the local ecosystem and ensure greater support of initiatives beyond the event;

6. *Follow up (continuity):* the continuity of projects beyond the event is ensured by the support from partners (speakers, mentors, coaches) via a specific number of mentoring hours which increases odds of participants being able to launch a successful technology-driven and/or -enabled start-up

7. *Language and branding:* specific language has been adopted to tackle the unconscious gender stereotypes related to digital entrepreneurship which is also reflected in the adopted branding.

1.2.2 THE IMPORTANCE OF THE "MOVE IT FORWARD" BRAND

The project starting point is the continuation of a concept developed on a grassroots basis in Belgium, an event called Move It Forward, which enables women to access learning and collaboration opportunities to test their (digital) business ideas. These kinds of events through time have built a community in which women feel a part—where they can express themselves in a supportive environment, challenge themselves and test their ideas. It is a community of which women feel ownership and that they are part of something bigger, and where they contribute to building the digital future. Women in the EU are less likely than men to report that they have access to training on starting and growing a business.[1] This is why this type of initiative plays a crucial role.
[1] OECD Policy Brief on Women's Entrepreneurship, 2017

1.2.3 THE IMPORTANCE OF LANGUAGE

Avoiding sex- and gender-based discrimination starts with language, as the systematic use of gender-biased terminology influences attitudes and expectations and could relegate women to the background or help perpetuate a stereotyped view of women's and men's roles. There are a number of strategies that can be exercised to express gender relationships with accuracy, including avoiding using language that refers explicitly or implicitly to only one gender, and ensuring, through inclusionary alternatives and according to each language's characteristics, the use of gender-sensitive and inclusive language.

The target group for Move It Forward events is women who belong to different ethnicities and religious groups, migrant women, women at risk of being socially excluded, et al. Trainers and the contributors to MIF events should therefore bear this in mind by trying to build an inclusive, welcoming and bias-free learning environment for participants of the events. The name of the Move it Forward - Female Digital Starter event was elaborated to reflect this vision for the events:

Digital - defuses stereotypes around terms like "technology," "ICT," etc.

Starters - side-steps "peter pan syndrome" associated with the "startup" world, makes clear that events are open to "beginners", and that they do not require any prior knowledge, e.g. digital or business skills

Move it Forward – avoids potentially alienating words like "hackathon" and creates a vocabulary and narrative specifically for the community of women participants.

1.2.4 THE IMPORTANCE OF CONTINUITY AND COMMUNITY BEYOND THE EVENT

When participants are trained via the Move It Forward event to use a software application, to build/run their own website, etc., they gain skills, a sense of community, and a boost in self-esteem that they may not have felt previously. To carry on with what they have experienced in the two days of the event is then the challenge for them and their trainers, which is where a mentorship trajectory can help to build on the successes of the event and inform next steps for the participants. An ongoing collaboration between Move It Forward participants and coaches, speakers and jury members is therefore crucial as follow-up to the event. This may be greatly facilitated by offering mentorship, training, opportunities for additional coaching, participation in "pitch" sessions, etc., as a part of the "prizes" awarded at the end of the event.

Community-building, by creating links between the participants and their community that will contribute to developing the project ideas from concept to self-sustainable products, is the main factor for achieving continuity beyond the MIF event. It is necessary to collaborate closely with local partners in order to continuously improve content and approaches, and to provide optimal opportunities for growth by providing a safe, dedicated and supportive environment in which participants can learn, make mistakes, and gain confidence free from judgement.

WHEN SHOULD I ORGANISE A MOVE IT FORWARD EVENT?

A Move It Forward event lasts for two full days, so we suggest planning it on a weekend because participants who work or go to school during the week are usually more available then. In some environments, participants are more available during weekdays, due to childcare constraints, for example. Speakers and Coaches may also be more available in one timeframe or the other. This should be considered. In either case, the mission should be for event participants to participate in both days of the Move It Forward event. This is out of respect for project team-members as well as for the organisers, partners, etc. Finally, the more advance notice is given, the greater the likelihood that the Move It Forward event will have a good turnout by participants, partners and other supporters.

PART 2: CONTENT - WHAT

This part is devoted to the content of the two-day Move It Forward event. The important aspects of this are:

- Choosing a theme
- Keynote speakers and setting the scene
- Type of workshops

1.1 CHOOSING A THEME

Choosing the topic of the Move It Forward weekend is the critical first step, as it enables organizers to begin communicating the event information to potential sponsors, participants, keynote speakers, judges, etc. In addition, presenting the keynote speakers on all communication platforms is a great way to reach the target audience of participants.

THEME REQUIREMENTS

▶ The theme must be female-focused in order to reach the event's target audience.

▶ The objective of the event is for women to design and create initiatives, with and for other women, in order to involve and engage them in driving positive change in their communities. The organizer should look for areas lacking in useful tools and services, where the participants can create positive benefit fairly quickly for their target market.

▶ To achieve this goal, the theme should be broad enough to have a wide variety of solutions related to it and will ideally be focused on the latest innovation trends.

▶ The theme, and the solutions the participants create, must have an impact on women's professional, social or personal lives. It should positively influence women, moving them towards better well-being and living: design solutions, timesaving, adaptation to new technologies, customers experience, inclusion in any field

▶ Examples of thematic areas from past Move It Forward events include: Cyberviolence, cybersecurity, tourism and travel, big data, music, health and nutrition, social inclusion, smart cities, financial inclusion, environment, etc.

THE EVENT TITLE

The title of the event should follow this format:

Move it Forward + Name of the city + for or with Women in + Topic

Example: Move it Forward Paris for Women in Cybersecurity

IMPACT OF THE THEME ON STAKEHOLDERS

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1.2 KEYNOTE SPEAKERS AND SETTING THE SCENE

In the Opening Session, the Master of Ceremony briefly welcomes participants and outlines the agenda for the two days of the event. This includes introducing the MIF concept and the event, thanking sponsors, and explaining logistics.Four keynote speeches are held during the event: Three in the Opening Session at the beginning of the first day and one during the Closing Session at the end of the second day.During the Opening Session on the first day, the keynote speeches are held after the welcoming address in order to officially launch the event. Each keynote address lasts twenty minutes and sets the scene for the event. Keynote speakers can represent a sponsoring organisation as long as the speaker meets the other criteria.

KEYNOTE SPEECHES AT OPENING SESSION DAY 1 (~20 MIN EACH)

KEYNOTE 1: DESCRIBE THE STATE-OF-PLAY RELATED TO WOMEN AND THE PROBLEM AREA/THEME

Select a speaker who can describe the state-of-play related to women and the topic area selected for the event. This keynote speaker should provide a clear picture of the challenge area, by describing the nature and significance of the problem (i.e. by using data and testimony) and should spur the audience to action and creating a sense of camaraderie and shared purpose.

KEYNOTE 2: IDENTIFY AREAS FOR IMPROVEMENT AND PROVIDE DIRECTION ON POTENTIAL PROJECTS FOR MIF EVENT

This keynote speaker may go further into problems related to the specific topic and possible ways of solving them. They may also discuss issues related to the theme and provide thoughts and suggestions to guide participants in brainstorming ideas to solve those issues. These recommendations can be taken up by the MC during brainstorming.

KEYNOTE 3: ROLE MODEL OR SUCCESS STORY

This speaker should provide a motivational speech through practical stories / examples of success which participants become inspired to emulate. By sharing their story, they will motivate participants and give them the opportunity to learn from and potentially replicate the factors that contributed to the speaker's success.

KEYNOTE SPEECHES AT CLOSING SESSION DAY 2
(~20-30 MIN EACH)

KEYNOTE 4: FINAL INSPIRING STORY / ROLE MODEL OR SUCCESS STORY.

This keynote is held at the end of the second day before the awards ceremony, during the time that the jury members are deliberating. The speaker is a motivator, who tells the story of his/her own idea, its implementation and success. The talk should encourage the participants to be confident, reflect upon their choices and their future, and take actions that can change the world. This talk can last up to 30 minutes.

1.3 WORKSHOPS

Hands-on and practical training is an important part of the event, because it teaches particular technical skills useful for creating digital solutions. The objective is to promote women creating the do-it-yourself to empower women by testing digital skills and gain confidence.

The workshop must be led by a technical expert, ideally with some expertise in the topic field. The workshop is NOT a conference but is a show and do-it yourself training. All participants need to have their laptops, on which the work will be performed.

There are three workshop leaders; two the first day and one the second day. Each workshop lasts ideally two hours.

Some workshop examples that introduce technical skills:

- Launch a WordPress website in the cloud with AWS
- Build an Android smartphone app with MIT AppInventor
- Visualize data with Tableau
- Storytelling with Virtual reality (VR)
- Digital music composition
- Grow your business with the Salesforce platform
- Basic infographics and data-driven storytelling

WHAT IS THE PURPOSE OF A MOVE IT FORWARD EVENT?

The Move It Forward event aims to give participants experience with building a business idea to a minimally viable stage, give them access to a community and mentors, and provide them with hands-on digital skills that they can use in their daily lives from the moment the event finishes. This approach contributes to increasing participation of girls and women in strategic and innovative economic sectors as innovators, entrepreneurs and leaders. It also contributes to their financial independence and self-determination as productive members of society.

PART 3: ACTIVATING LOCAL COMMUNITY - WHO

This section is devoted to explaining all the actors needed to carry out a Move It Forward event, which include:

- Participants
- Local partner
- Speakers, including keynotes
- Workshop leaders (content)
- Judges
- Coaches – mentors, content experts, functional experts
- Sponsors & In-kind contributors, including for Awards
- MC/Master of Ceremony

Once the Move It Forward event theme is decided, the focus should be on finding participants, partners, keynote speakers, coaches, mentors, judges, sponsors and other contributors. Don't waste time – it is better if you start earlier, no less than 6 months before the event!

PART 3.1: THE PARTICIPANTS/MAIN AUDIENCE

Teen and adult women: Teenagers from the age of 16, with permission of their parents, and women from age 18 and up can participate.

No skills needed. Just registration! There are no conditions for any woman who wants to participate in a Move It Forward event. Even a project idea is not required when registering because participants will be supported to generate ideas, form teams and discover projects during the event. It is also important to emphasize that no coding or special digital skills are needed to participate, just the willingness to take part in the event from the start till the end (two days), and to be committed to learning, sharing ideas and experiences with the intention to develop the project/ business idea after the event.

Up to 50 participants. The suggested number of Move It Forward participants is up to 50, though we find forty participants to be an ideal number. An average number of projects created per event is eight, and five participants on average per project team is an optimal number for collaborating.

HOW MANY PEOPLE SHOULD PARTICIPATE IN A MOVE IT FORWARD EVENT?

The following represent good average targets that can vary in either direction depending on resources* available for a Move It Forward event:

Participants: 40
Projects to develop: 8
Team members per project: 5

Due to the technology-intensive nature of MIF+ workshops, where limited assistance, volunteers or co-trainers are available, event participant numbers should be scaled down to maximum 30 participants for one workshop leader, for example.

PART 3.2: A COMMITED LOCAL PARTNER

Finding a committed local partner is a very important task and a critical success factor for a Move It Forward event! When selecting the partner, consider the organizations/opinion leaders that are topic related, are in contact with the target group (participants), can give you the access to the stakeholders (incubators, developers, needed experts and etc.).

- Topic-related organizations & companies: It is very important to choose the partner or partners who care about the cause (firstly, think of their mission and/or company code of conduct, to be confident that they align with the theme and the purpose of your event) and are active in different areas of expertise e.g. entrepreneurship, innovation, technology, IT, business management and etc.

- Opinion leaders & experts: Don't forget to consider the opinion leaders, who have already established authority in a given area, market, or industry your event may be linked with, are active and trusted in a given community, influence the audience you are interested in, etc. This kind of partnership can increase the visibility of your event, and you have a good chance of invoking their expert/mentorship help during the event.

- Local media: Finding a partner from local media may give your event a greater visibility.

PART 3.4 KEYNOTE SPEAKERS

Keynote speakers add something special to a Move It Forward event. They take the message and deliver it with a special perspective that can increase motivation, change the audience's way of thinking and leave participants feeling energized and inspired, believing that they are capable of accomplishing anything important. A Move It Forward event requires at least four keynote speakers: Three during the Opening Session on Day 1 to set the scene within the selected topic, and one during the Closing Session on Day 2 to inspire follow-up and build on the community created by the event. Please see additional notes regarding Keynote Speakers in the previous section.

PART 3.5 WORKSHOP LEADERS

Workshop leaders are facilitators who help teams to advance their skill set, stay focused, and find the right tools for enabling their ideas. They interact directly with participants to give the basic inputs, take care of the quality and the attractiveness of the topic but mostly to lead the idea implementation process forward.

WHAT IS THE PURPOSE OF MOVE IT FORWARD DIGITAL SKILLS WORKSHOPS?

Move It Forward workshops are about teaching digital skills through hands-on, practical, and show-and-do trainings. Therefore, it is ideal to organize them with one or two workshop leaders, plus a volunteer helper or two. In this way, one can best ensure that all participants stay on board for each step of the training, and that the workshops stick to their planned agenda. Volunteer helpers do not require prior knowledge about the training in order to help with carrying it out. Each workshop should last two hours.

PART 3.6 JUDGES

PROFILES

The Move It Forward Jury is made up of an average of five people with diverse profiles, ideally representing the criteria evaluated in the Presentation/Pitching Session of the project teams, for example: Content expertise in the topic area of the event; expertise in the kinds of technical solutions the teams may propose as outcomes; decision-makers in the public and private sector that can influence support for and access to resources for projects going forward; and functional experts who can support the projects with technical, marketing or other knowledge for developing and building enterprises beyond the event.

MISSION

The main task of a jury member is to listen to the project pitches and select the three top projects of the event. The organizer may choose jury members among partners who want to be showcased by the event in order to give them visibility. These can also be your sponsors, keynote speakers of the event, or workshop leaders, but may not include coaches.

WHAT DO JUDGES DO?

- Arrive at 17:00 on Day 2
- Get briefed by MC and review jury sheets and criteria explanation
- Listen to the project pitches and engage in Q&A of teams - 5 minutes for each element per team
- Select the winning projects behind closed doors; and
- Take part in the awards ceremony.

PART 3.7 COACHES

ROLE:

To organize a Move It Forward event a minimum of five volunteer coaches is needed, and ideally six. If possible, coaches can change each day of the event so participants benefit from a varied pool of expertise. Coaches join the event during timeframes set aside for project work, and travel from team to team providing advice, tools and ideas to help them develop their business plans, research and scope the challenge they are addressing, and design, test and model the solutions they aim to deploy.

BACKGROUND:

Coaches may volunteer from the local community and come from partner organisations or sponsors. Ideally, they represent different domains, functional areas and backgrounds, including marketing and communications, business management, tech, finance, etc. The more diverse the domains represented among the coaches, the more participants will benefit.

Best timing to begin searching for coaches is 2-3 months ahead of the event.

MISSION

- Arrive just ahead of time-windows for project work;
- Be introduced briefly by the MC;
- Circulate among project teams so each group has always one coach present, depending on number of groups and coaches;
- Avoid preparing formal presentations; rather, focus on listening to project teams and intervening with constructive suggestions and "how to" hints, especially related to their domain of expertise, when needed

PART 3.8 SPONSORS & IN-KIND CONTRIBUTORS

Finding sponsors for a Move It Forward event is not an easy task. But it gets easier when one seeks companies that are engaged in the mission of, for example, increasing participation of teen and adult women in digital start-ups, and/or that are concerned about the topic being addressed by the event. The main mission of the organiser is to help a potential sponsor understand the benefits and clear value that they may derive from supporting the event, e.g. new talents and ideas, social responsibility in a particular area, the possibility to leverage creative teams to solve company problems, engaging their own staff to support budding entrepreneurs, and following up on the new projects/start-ups.

ORGANIZERS SHOULD SEARCH FOR ORGANIZATIONS THAT:

- Are engaged in the cause
- Seek to support new start-ups
- Derive a benefit from Move It Forward event outcomes

AREAS FOR WHICH SPONSORSHIP AND IN-KIND SUPPORT MAY BE SOUGHT INCLUDE:

- Critical partners, including speakers, judges, mentors and etc.,
- in-kind contributors, including prizes for award-winning teams
- Catering
- Venue
- Marketing and awareness-building for the event
- Outreach and engagement of target group
- Other

PART 3.9 MASTER OF CEREMONY

A master of ceremonies (MC) is the official host of the Move It Forward event, a facilitator who is well-informed about the idea and the goals of your event, progress and results, the person who keeps the event moving. It is advisable to have someone who is good with people, has highly evolved communication skills (good body language and vocabulary, and good at reading people and making them feel comfortable), is not afraid of speaking in public and can create a relaxed yet motivating atmosphere for work and collaboration.

ROLE

- Provide welcome speech at the beginning of the event
- Introduce speakers
- Keep event timing and structure
- Facilitate brainstorming, selection of ideas to work on, grouping of participants into project teams, explaining project criteria and presentation/pitching approach
- Introduce coaches and jury members and explain presentation rules and judging criteria
- Facilitate project selection with and among the jury members.
- Host award ceremony
- Close event with thanks to partners

PART 4. EVENT PROCESS - HOW

This section is devoted to how a Move It Forward event runs outside of the keynote speeches and workshops. The following steps are described in detail:

- Project brainstorming and selecting teams
- Group work with coaches
- Project pitching
- Project selection
- Award ceremony

PART 4.1 PROJECT BRAINSTORMING AND SELECTING TEAMS

The Master of Ceremony for a Move It Forward event has an important role in facilitating brainstorming of projects and grouping participants into the teams in which they will work on their respective projects. A flipchart or a white board is useful for this step, and the notes from this session should be kept in a visible location so that the teams, MC and judges may refer to them during the course of the event.

BRAINSTORMING STEPS:

1. START:

Initially, the group may be reluctant to speak up, so the MC might begin by listing the ideas/ problems/solutions related to the event theme that were presented in the keynote speeches at the beginning of the event.

2. INITIAL IDEAS:

MC will then encourage participants who have project ideas on the given topic to articulate them while the MC records each idea in a visible and lasting way. At this point no ideas are discarded, critiqued or eliminated.

3. ENGAGE EVERYONE:

It is important that everyone get an opportunity to speak her mind. If a participant is reluctant to speak, the MC should act to elicit a response in a gentle manner, i.e. by gently asking questions that begin with phrases like "What do you think...?" or "Do you have a suggestion on this...?" etc. Reading body language, being gently persistent, and an active listener will contribute to a MC's success in facilitating a fruitful project brainstorm. The MC should encourage a collaborative, friendly and results-oriented environment for the brainstorming session.

4. STICK TO THE THEME:

While writing the project ideas on the board, the MC makes sure to keep the ideas flowing in the right direction and more importantly that everybody feels like their ideas are being listened to. The theme of the event is important, and the MC should determine if an idea is within the guidelines of the theme or if it drifts away too much. In this case, the MC might refer back to the theme and invite the participants to suggest ideas more closely linked.

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5.GROUP SIMILAR IDEAS:

Once the flow of ideas is finished, the MC groups similar ideas together and/or suggest potential changes to the ideas, if slightly out of scope, in order to stick to the theme.

6. VOTE FOR VIABLE IDEAS:

After all project ideas have been written down on the board, everyone should vote on the ideas. From all gathered ideas, usually 20+ will be gathered, from which eight or nine ideas should be chosen for further work as projects, depending on the number of participants, with a guideline that each project team have a minimum of three members. The selection of the projects to be created during the event can happen by a simple show of hands or via more complicated online voting tool, where the eight projects with the most votes survive. Little stickers can be also used by people to vote for each idea—each participant can get a set number of "votes", like 3. Then it's very easy to see visually which projects got the most vote.

7. GROUP INTO TEAMS

After project ideas have been voted on, each participant should express their preference for the project on which they wish to work for the next two days. The MC uses either a simple showing of hands or other method to ensure that each participant is happily engaged with a specific project team. Participants should keep in mind that they will be working on the project idea that they choose for the next two days, so they need to be motivated to do it.

WHAT IS THE ROLE OF THE MC DURING THE MOVE IT FORWARD BRAINSTORMING SESSION?

The Move It Forward brainstorming session takes place after participants have followed the Opening Session and are more informed about the theme. At this point, they may still feel unsure about actively participating in a brainstorming discussion, however. It is therefore the job of the MC to step in and gently encourage participation. Every idea proposed within the group is accepted and can be used to start a discussion. The MC guides and facilitates the brainstorm, while still enforcing timing and making sure discussion does not drift too far away from the topic.

PART 4.2 PROJECT WORK WITH COACHES

During the two days of the Move It Forward event, participants work on the project idea they select during the brainstorming session. During this phase, external coaches will step in to guide and help with project work.

The point of project work with coaches is to provide groups with real life experience and to allow them to get suggestions and advice from an expert in the field. Coaches can be partners of the event organizers, but as noted in the previous section, it is important that coaches come from different backgrounds and domains in order to provide participants with experience from different fields.

Each project team is situated in a different part of the venue, and coaches are encouraged to circulate among all project teams. Coaches are encouraged to first become attuned to the team dialogue and dynamics and if/when needed to provide suggestions.

AN IMPORTANT NOTE ABOUT COACHES...

It is important that Move It Forward event coaches spend some time with each project team during their time at the event. Coaches are encouraged to spend the same average amount of time with each group and not show preference for one team over another. The MC should communicate and enforce this standard.

PART 4.3 PROJECT PRESENTATION/PITCH

At the beginning of the Move It Forward project work sessions, the MC explains to participants what is expected of them by the end of the event. The MC explains that the projects will be judged by a jury based on the following criteria, which is the same as is presented to the jury and included on their evaluation sheets:

1: The problem or need identified by the project team as related to the theme of the event;

2: The unique solution or answer to the problem/need proposed by the project team3;

3: A short action plan or steps the group identified as crucial to carry out the project, as well as an idea of the team involved, budget, and practical aspects of effectively delivering the proposed solution;

4: The impact the project idea would have on the community, market or society while addressing the problem/theme area;5.   The quality of the project presentation, i.e. how effectively and convincingly the project idea is presented to the jury.

5: The quality of the project presentation, i.e. how effectively and convincingly the project idea is presented to the jury.

When structuring their project presentations, participants must therefore address the first four criteria from a content perspective, and also pay attention to how well they execute the presentation itself. The idea behind this last criterion, the pitch, is that participants understand the value of a good presentation to prepare them for future opportunities to pitch their business idea in front of investors.

Teams have the option to prepare a slide presentation, a video or another method to present their project idea to the jury.

HOW MUCH TIME DO TEAMS HAVE FOR PROJECT PRESENTATIONS AND Q&A?

The duration of the Move It Forward project pitch and Q&A can vary, but we suggest a maximum of five minutes for the pitch and five minutes for the Q&A. In the real world, one rarely receives more than three minutes to pitch to potential investors and partners.

PART 4.4 TOP PROJECT SELECTION

After all project ideas have been presented/pitched to the jury members, the jury retreats to a separate room along with the MC to deliberate. During this time, a keynote speech is given in the main venue hall to boost morale and raise motivation of the participants while they wait for the results. In a separate room, jury members discuss and compare grades they have given to each project based on the evaluation sheet (provided as additional material with this toolkit). Projects are evaluated and graded in the five categories noted in the above section, including problem, solution, plan, impact and pitch.

PART 4.5 AWARDS CEREMONY

The awards ceremony of the Move It Forward event is important to the partners and sponsors of the event because it gives them visibility. At the same time, it is also important to the participants because it strengthens their sense of accomplishment. Since the Move It Forward Opening and Closing Sessions can be optionally open to the public, the Presentations and Awards Ceremony are also opportunities for participants to share and celebrate their accomplishments with their own support network.

The MC hosts the Awards Ceremony, and it is up to the jury members to present the three winning projects of the event and to explain the rationale behind their decisions. In presenting the Awards, jurors give a short description of the factors contributing to their decision, i.e. why the winning project stood out from the rest; they describe what the prize is for that particular award; and then they announce the name of the project that receives the prize.

The jury awards three projects on the following basis:

- **Most Innovative** — For the project reflecting a digital/technical approach or solution that does not necessarily exist in the landscape at present;

- **Most Impact** – For the project with the most ambitious vision and/or impact on society in addressing the problem addressed by the event; and

- **Overall Best** — For the project demonstrating an effective and holistic combination of the aforementioned plus other elements that place it above all the rest.

With each award, a certificate is presented to the winning project team as well as a "material" award depending on what the organizer has succeeded in securing. A very valuable reward for the teams is mentorship and/or incubation time for their project, which can be delivered in whatever timeframes are manageable, from three, six or more months. For participants, sponsors and partners, the Awards Ceremony is a great opportunity to take pictures of the winning teams with the jury members and the MC, as well as a group photo with all the participants and people involved in the event organization.

PART 5. EVENT ORGANIZATION AND OUTREACH

This section is dedicated to the actual organization of a Move It Forward event. The topics are divided in the following way: Event logistics and materials

- *Venue*
- *Technical and digital material*
- *Printed material*
- *Other materials*
- *Catering Outreach and dissemination*
- *Recruiting participants*
- *Addressing participant needs*
- *About participant fees*
- *DisseminationFollow up*

PART 5.1 EVENT LOGISTICS AND MATERIALS

5.1.1 VENUE

The Move It Forward starter event is best organized in a venue that includes minimum two separate rooms, namely:

Space 1: The most important space for the event is one that is large and multiuse and can function for presentations and speeches, project work, meals and break-out sessions. For project work, the best is a classroom setup with movable tables arranged in a U-shape to facilitate group working, presentations and speeches. The ideal setup consists of at least eight tables with enough chairs to enable groups of 5 to 6 people to work comfortably. The room should also have a table at the front of the room for workshop leaders to sit with a computer and present content, including overhead projections and/or other materials, to the group.

Space 2: A separate smaller room for jury members to discuss their evaluation during the judging process.

Space 3 (optional): An auditorium or stage for project presentations in a more formal setting.

Space 4 (optional): An area for catering and eating that may or may not be part of one of the other spaces.

5.1.2 TECHNICAL AND DIGITAL MATERIAL

HIGH-SPEED WI-FI INTERNET CONNECTION

The Move It Forward+ event location should be equipped with fast internet which is accessible for the participants. Please, double-check if there are security passwords or particular login details required in the venue before the start of the event. For some trainings, a highspeed Wi-Fi connection with secure access from several devices simultaneously is required.

EXTENSION CORDS

There should be enough extension cords to keep all computers charged. Considering that the participants will set up a website and apps during their tech workshops, the laptops and tablets need to remain charged. For the MIT App Inventor training, a Google account for each participant or team will be required. Please inform participants to set this up beforehand to save time.

HOW MANY COMPUTERS ARE NEEDED FOR A MOVE IT FORWARD EVENT?

Each participant will need a personal computer on which to work during Move It Forward workshops, as a minimum. These can be brought in by the participants themselves, provided by sponsors or partners, and/or shared by other participants, with a maximum of two people utilizing one computer, particularly for digital skills trainings. It is important to be able to provide freely available computers for participants who do not have the means to secure computers of their own.

5.1.3 PRINTED MATERIALS

The Move It Forward+ website permits downloading of all printable materials necessary for the event, including:

Jury Sheets:
Provide one sheet per project per judge.

Award Certificates:
Award certificates on the website, which can be modified, include: Most Innovative, Most Impact and Overall Best.

Participant Certificates:
Provide one certificate per participant and keep extra blank copies on hand.

In addition to the printed materials, it is useful to also prepare a presentation.

Presentation Slides:
Including presentation for the technical workshops, as well MC presentation. Also, make sure to have all workshop, MC, and project presentations saved on a local device.

5.1.4 OTHER MATERIALS

BEFORE THE EVENT

·EVENT BRIEF -

A document should be provided ahead of the event that includes the agenda, goals, number of participants and other details necessary. The brief is useful for circulation to all the parties to the event including judges, coaches, partners, and speakers, e.g. in the invitation emails.

EVENTBRITE -

https://www.eventbrite.com/Eventbrite is a digital tool that uses a "free-mium" model for pricing and allows organizers to manage and promote the event online, deliver e-tickets, download the list of participants, and send detailed emails with the location and timing to all the participants. It also facilitates registration of the participants and communication with them before, during and after the event. There are other such event promotion, registration and organisation tools available as well. AFTER THE EVENT:

SPEAKER GIFTS -

For the awardees and the speakers included in the process, it is worthwhile to prepare gifts in gratitude for their time and effort, that are given to them at the end of the event.

DIGITAL THANK-YOU NOTE -

To be sent after the event (next day) to participants and all the parties that supported the event.

FOLLOW-UP EMAIL TO PARTICIPANTS -

An email to hear about the participants' experience and their future plans after the end of the event. It is also an opportunity to establish long-term contact with them, per the previous section. This could be in a for of a survey.

5.1.5 CATERING

COFFEE

The catering for both days should include coffee and breakfast in the morning which can be served during registration and be available during breaks.

LUNCH AND DINNER

To make the most out of the time and keep the workflow going, a "working lunch" should be served on the spot and should not last more than one hour. Dinner is optional on the first day depending if participants wish to continue working on their projects during dinner time. Dinner is strongly encouraged on the second day, as it creates a networking opportunity between the event partners and participants and encourages contact beyond the event. This networking dinner can be open for external guests upon registration (with small charge to cover their food) and should take dietary restrictions into consideration (that can be part of the registration process).

HOW MANY PEOPLE ARE INVOLVED IN ORGANIZING A MOVE IT FORWARD EVENT?

On average, 40 teen and adult women participate in one Move It Forward event with an additional 15-20 more involved in event organization:

- **3 workshop leaders**
- **4 keynote speakers**
- **6 coaches (3 first day and 3 second day)**
- **5 jury members**
- **1 Master of Ceremonies**
- **Team Members**

If the Opening and Closing Sessions are open to the public, this should also be taken into consideration for planning purposes. Be sure to arrange catering, tables and chairs, along with any required technical facilities based on these total numbers.

5.2. OUTREACH AND DISSEMINATION

5.2.1 RECRUITING PARTICIPANTS

To make sure the desired number of participants for the event is achieved, use of a Social Media campaign is suggested. Organizations can also rely on their local partners and outside media to attract participants. Ideally, the group of participants should be around forty women who are aged 16 and above. The group should represent diverse cultural and social-economic backgrounds.

5.2.2 ADRESSING PARTICPANT NEEDS

To create an inclusive event, organizers should carefully consider participant needs. These may include having translators available during the event. Other participants might require childcare or have special food requirements. It is also important that the event itself be accessible in terms of the venue and timing.

5.2.3 ABOUT PARTICIPANT FEES

In order to reach the most diverse and vulnerable demographics, the Move It Forward event is intended to be provided at no cost to participants. However, to ensure that people who register show up to the event, a model that includes a small administration fee along with the opportunity to have this fee waived via "scholarship" based on need, on a case-by-case basis, has proven to be the best approach when this is a concern.

5.2.4 DISSEMINATION

In order to reach a large number of participants for the Move It Forward event, several digital tools can be used to engage stakeholders and promote.

SOCIAL MEDIA -
To get word out, the organizer, partners and sponsors can use newsletters, social media or other promotional tools traditionally utilized for event promotion.

EVENTBRITE -

This tool permits communicating details of the event and also automatically promotes the event via its own platform. This achieves better reach among targeted users who are interested in the event theme and purpose and are in the geographic area.

MEDIA -

If possible, prepare a press kit and/or an event brief to send out to the press to promote the event.

LOCAL PARTNERS -

Local partners and companies can promote the event on their social media, via their own marketing and press contacts and channels, and within their networks.

WHAT KINDS OF OUTREACH CAN BENEFIT A MOVE IT FORWARD EVENT

A Move It Forward event can benefit from a full media and communications campaign in order to reach key stakeholders, including participants. If resources are not available to promote the event, consider approaching media partners to contribute in-kind for this purpose, and/or inquire with Sponsors and Partners about the opportunity to leverage their in-house media capacities. A sponsor can draft a press release, blogpost, etc., before or after the event. Social media channels can also be utilized to promote the event beforehand, to cover the Opening and Closing Sessions "live," and captured video* may be edited for re-use later. Tools that can be developed and used for outreach include:

- MIF+ event brief
- Event images and video
- Press release
- Event / workshop live-streaming and/or capture for re-use
- Social media posts
- Blog posts / website articles
- Etc.

Images and likenesses of MIF+ attendees may only be used with their express written consent, and explicitly not for commercial purposes of any kind. This could be part of the registration process.

5.2.5 FOLLOW UP

FEEDBACK -

In order to continuously improve Move It Forward events, it is valuable to collect participant feedback. The best time to do this is before the last keynote speaker. Possible tools for surveying participants include a google form or SurveyMonkey whose link can be displayed during the final keynote presentation. After the event, it is important to stay in touch with the participants by sending a short thank-you note and follow-up emails. This is also a good time to check on the winners, inquire about next steps, and decide together how to support them going forward.

AWARDS AND PRIZES -

Awards that include Incubation for the project also allow for long-term follow-up. Incubation aims to prolong work with the Move It Forward participants beyond the event which is supported via the prizes handed out with each award.Possible project prizes can be the following:

- **Overall Best**: 4 months of Incubation, with 8 hours of one-on-one coaching,

- **Most Impact**: 2 months of Incubation, with 4 hours of one-on-one coaching,

- **Most innovative**: 2 months of Incubation, with 4 hours of one-on-one coaching,

MOVE IT FORWARD
check-list

Make sure you're ready!

BEFORE THE EVENT

- [ ] Choose Event Theme

- [ ] Prepare event brief (and draft Eventbrite page, optional)

- [ ] Find Local Partners

- [ ] Identify 3+1 Keynote Speakers

- [ ] Identify 3+ Workshop Leaders, plus Co-leaders and Assistants

- [ ] Identify 5 jury members

- [ ] Seek 3-6 Coaches

- [ ] Seek Sponsors & Partner/ in-Kind Contributors (optional)

- [ ] Identify Master of Ceremony

- [ ] Choose Venue

- [ ] Organise Catering

- [ ] Set up Tables/Chairs and Technical Infrastructure
    See workshop requirements

-

MOVE IT FORWARD
check-list

Make sure you're ready!

BEFORE THE EVENT

- Set up Eventbrite Page for:

    - Outreach & Registration

    - Promote Event

    - Confirm Participants

        Customise data requested from participants; ask about data privacy, access/dietary/childcare/computer needs; gather demographic data with view to GDPR

DURING THE EVENT

- Fast internet/Wi-Fi Connection
  See workshop requirements

- Extension cords
  Enough to keep laptops and devices charged

- Flip chart / White boards
  Enough for project team usage (x5-6)

- Speaker Gifts

MOVE IT FORWARD
check-list

Make sure you're ready!

DURING THE EVENT

- [ ] Printed material

- [ ] Participant list for Event Check-in
  This can be cirtual via Eventbrite app, but paper backup is critical

- [ ] Award Certificates and Participant Certificates (optional)

- [ ] Presentation Slides

- [ ] Jury Evaluation Sheets

- [ ] Participant Survey (optional/may be online)

- [ ] Eventbrite App for Participant Check-in (optional)

AFTER THE EVENT

- [ ] Thank you note

- [ ] Follow up with Winners/all Participants (optional)

- [ ] Participant and Partner Survey (optional)

MOVE IT FORWARD+ TOOLKIT

available to any organisation wishing to organise
Move It Forward Digital Starters Weekend
funded as a part of the Erasmus+ Project
Move It Forward+

Partnership consortium
Leading Partner:
Digital Leadership Institute

Contributing Partners:
Women in Digital Initiatives Luxembourg Asbl
Centre of Technical Culture Rijeka
Led By HER
Northtown Technology Park
Professional Foundation

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