The Edgeryders Methodology:

TOWARD A MENA YOUTH REGIONAL PLATFORM

Workshop #1: leveraging collective intelligence platforms to address societal problems

PURPOSE

Requirements gathering - Defining a shared vision of the objective, priorities and key challenges that the new platform should meet.

Defining operational constraints - Collecting input from WB staff and from across GPs with relevant experiences
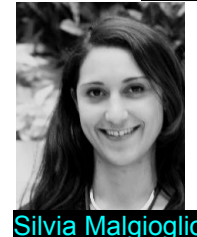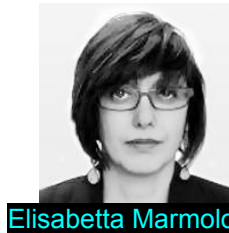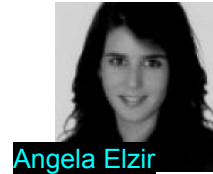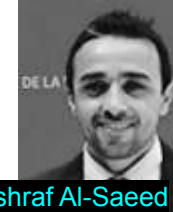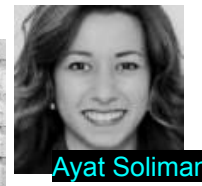
Proposing a social contract - Defining a value added proposition for the new platform, and terms of engagement, for youth in the MENA region.
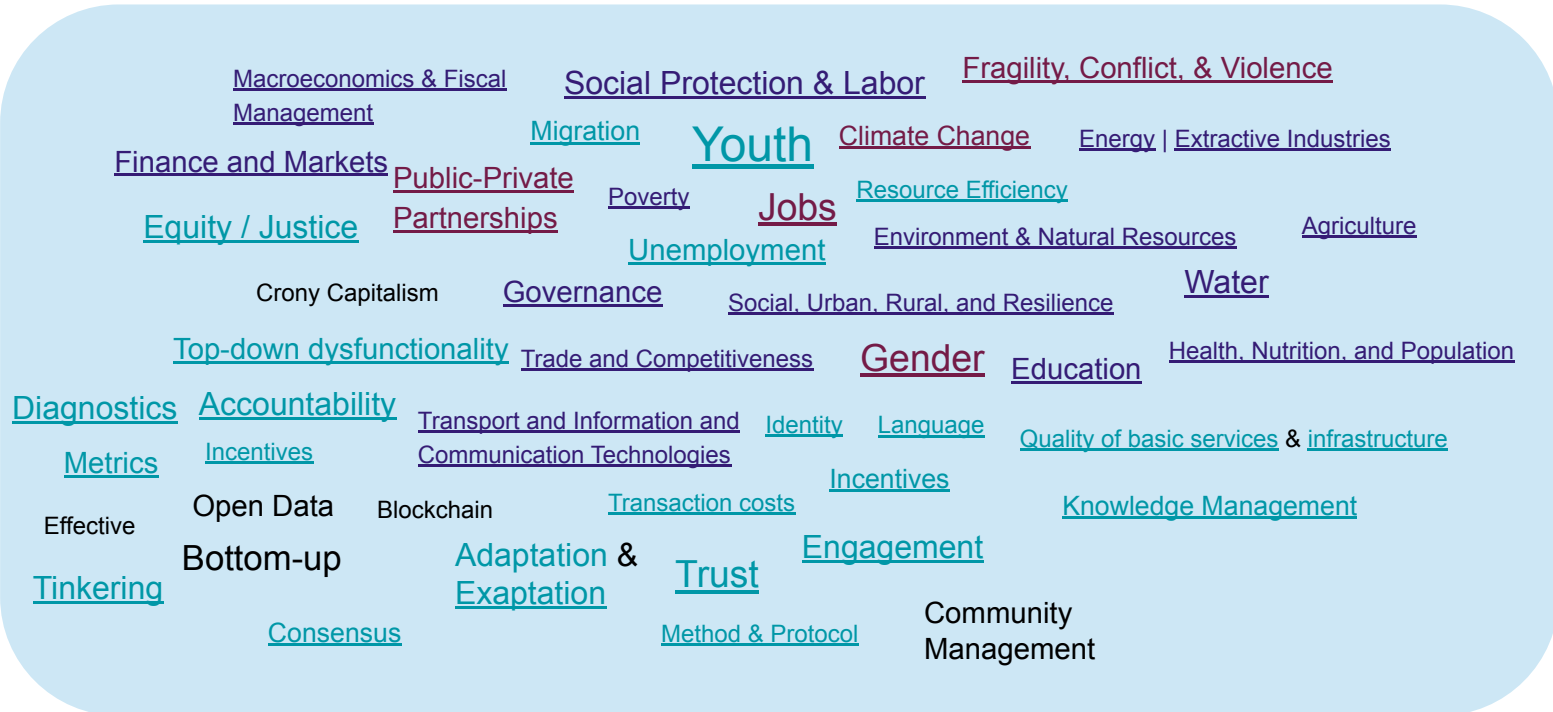
PARTICIPANTS

Thank you!

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DOMAINS OF EXPERTISE (Wordle)

Macroeconomics & Fiscal Management

Social Protection & Labor

Fragility, Conflict, & Violence

Migration

Youth

Climate Change

Energy | Extractive Industries

Finance and Markets

Public-Private Partnerships

Poverty

Jobs

Resource Efficiency

Equity / Justice

Environment & Natural Resources

Agriculture

Unemployment

Crony Capitalism

Governance

Social, Urban, Rural, and Resilience

Water

Top-down dysfunctionality

Trade and Competitiveness

Gender

Education

Health, Nutrition, and Population

Diagnostics

Accountability

Transport and Information and Communication Technologies

Identity

Language

Quality of basic services & infrastructure

Metrics

Incentives

Incentives

Effective

Open Data

Blockchain

Transaction costs

Knowledge Management

Bottom-up

Adaptation & Exaptation

Engagement

Tinkering

Trust

Community Management

Consensus

Method & Protocol

TEAM

Alberto Cottica: Research director, network scientist and open data activist.

Nadia El-Imam: CEO, platform designer, business developer and engagement expert.

John Coate: The world's first Online Community Manager and co-founder of The Farm.

Noemi Salantiu: Community manager nurturing collaboration in digital environments.
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Hazem Adel: Urban Planner, Researcher and cross-cutting technology specialist.

Zmorda Djedidi: Engineer and social entrepreneur.

PART ONE

FINDINGS AND INSIGHTS
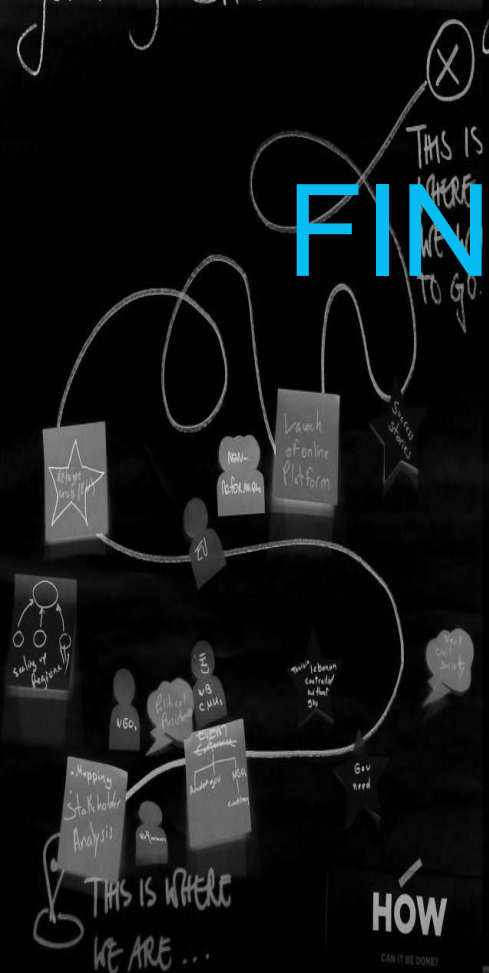
KEY INSIGHT :
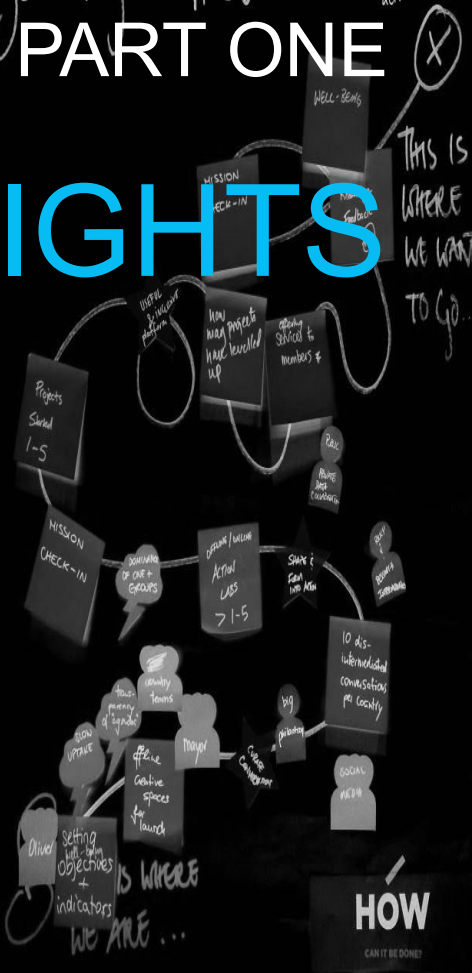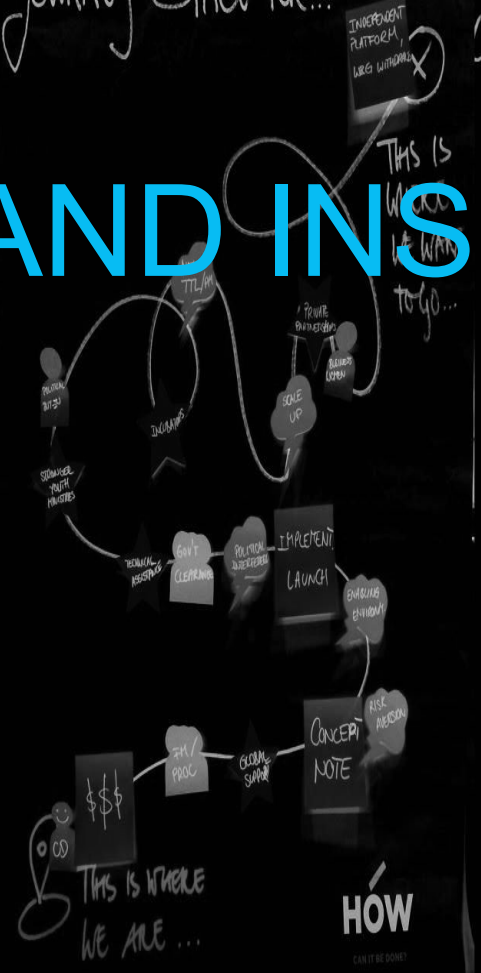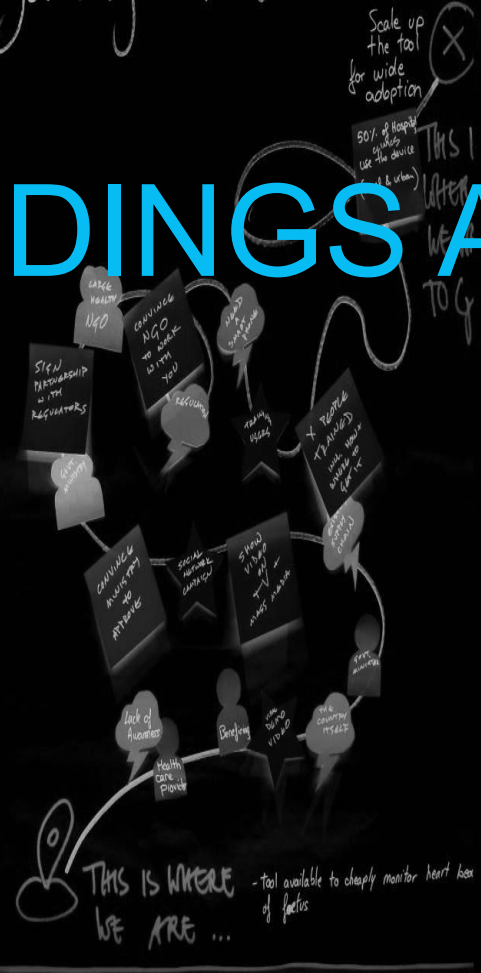# LOOK TO THE MARGINS FOR SOLUTIONS

Young people are radicalising, and it's not who you think. 95% of Daesh recruits are between 15 and 25. Relative deprivation seems to be a strong factor: More educated *and* unemployed people are more likely to be recruits.

Traditional consultation exercises are failing to provide solutions for youth. New platforms risk to accentuate disenfranchisement unless they demonstrate to be coupled with realities and activities on the ground.

Empowering alternatives to better livelihoods can come from social innovation prototyped by youth themselves. DIY tactics, cheap technologies, ability to organise informally, resource and data sharing are typical of this generation and can become social and economic enablers.

COMMUNITY NEEDS CONSISTENCY

An online platform is not a technological artifact, but a community with values and rules of interaction. Each participant is invited to contribute towards knowledge sharing, innovation and peer support, and is part of a living organism.

Effective engagement requires that all offline activities reflect the culture and values fostered in the online environment. While online interactions are managed into real relationships, **real life events are needed to accelerate collective learning and reinforce the community spirit**.

Consistency is key to (re)building trust between youth and established organisations. One of the key challenges which participants reflected on is breaking out of the funding cycle (limited) mode.

LISTEN CAREFULLY AND PARTICIPATE ACTIVELY

- **How to offer relevant, diversified, support for promising initiatives?**
- **How to overcome internal constraints?**
- **How to deal with external threats?**
- **How to build trust?**

Existing platforms are failing to provide solutions for youth. There was agreement in the room that new platforms risk being frowned upon unless they demonstrate to be coupled with realities and activities on the ground.

There is a growing disconnect in how young people's feedback is received and taken into account by decision makers. Anything we design needs to be with and for youth, and show a deep understanding of their constraints.

CHALLENGES IDENTIFIED

"Not everybody loves the World Bank, especially among youth organisations"

- There is no regional common youth strategy among Global Practices
- The traditional funding cycles and high staff turnover poses threats to any platform's sustainability
- At present, a weak civil society
- The need to make sure that dominant groups don't skew the inclusiveness of the platform
- Citizens could be endangered if the governments perceive losing face as a result of what they do

PRIORITIES VOICED

- **Give people space and support.**
  The "normal" pathways to civil society participation are atrophied in MENA, so hacks are needed. The WB has soft power, works with Governments, can mobilize co-financing, or it can ensure technical support to lend initiatives more credibility or resilience

- **Showcase positive projects**.
  Outstanding examples from the region lead to peer recognition, which is more powerful than any recognition we (WB) could give participants

OPPORTUNITIES FOR IMPACT: #1

"An online incubator that would empower youth and give them hope that the issue they care about can be solved"

- Provide access to decision making
- Lend visibility to promising initiatives
- Create ownership and sustainability to increase capacity on the ground
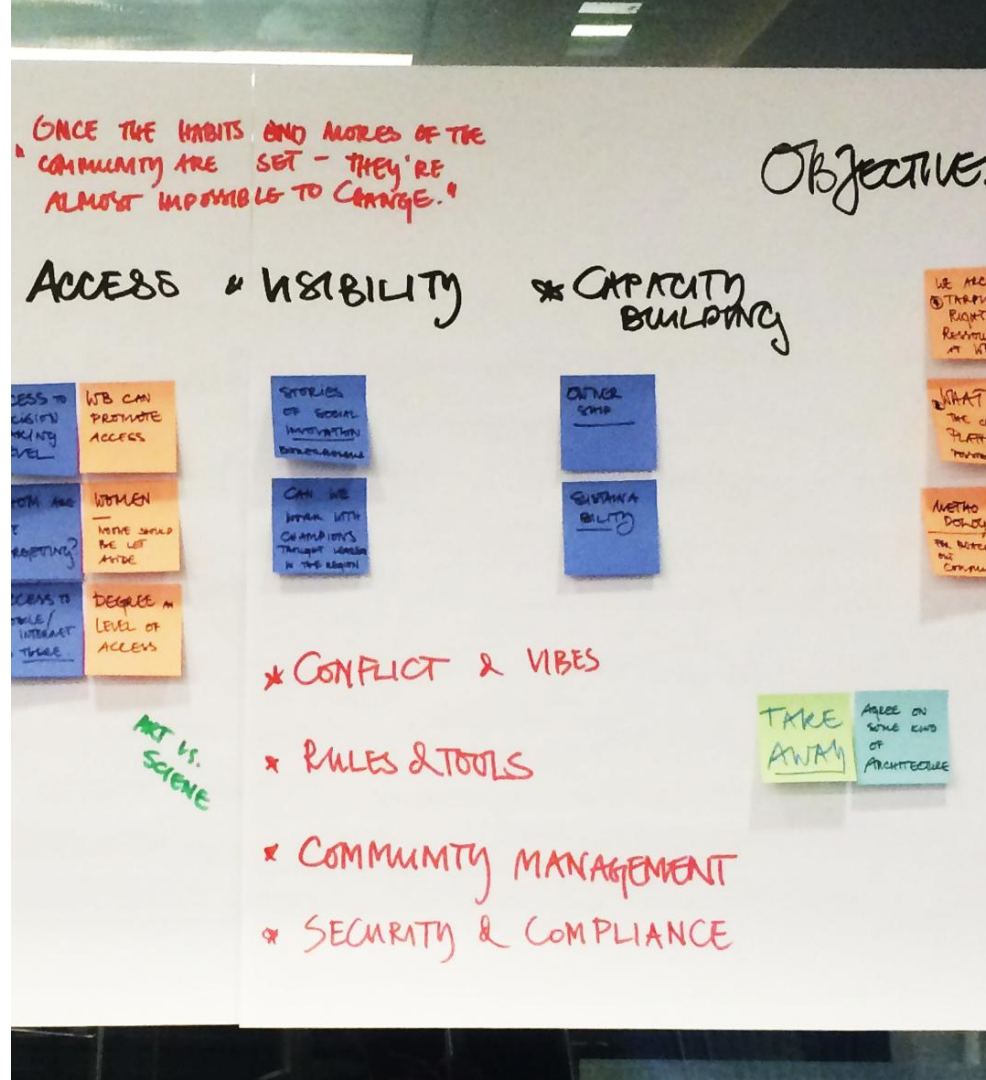
OPPORTUNITIES FOR IMPACT: #2

"An online space where services and tools built by communities are intensively marketed to increase awareness and demand for them"

- Build a foundation for human interactions
- Foster meaningful engagement
- Mobilize resources
- Create motivation to act
- Take risks

OPPORTUNITIES FOR IMPACT: #3

"A safe space for vertical and horizontal integration of citizen led-initiatives, giving them technical support to make them more credible and resilient"

- "As a builder you need to create an environment to listen"
- Use the resources that are there
- Build a common set of strategies
- Fair representation of different groups

PART TWO

RECOMMENDATIONS

DESIGN COMMUNITY

The platform should support the relationships, not the other way around: Focus on creativity, peer to peer learning, acknowledgement of efforts.

Inclusivity is rendered by self-selection. Don't chase users, you can't reach everyone anyway. Maintaining a fair degree of openness and consistent communication practices coupled with **offline events** will help ever new groups to join.

Expert community management and a fair, credible, explicit social contract are key to establishing healthy engagement. They also protect vulnerable groups from attacks.

It's all about relationships

SCALE FOR SIGNIFICANCE

Nobody is smarter than everybody, and the smarts is in the interaction. But massive conversations don't scale well. A hundred people cannot have a conversation, they have to splinter into smaller groups, while generating and validating many insights to solving a problem.

Platform monitoring through collective intelligence methodologies and tools aid generalizations, allow to contextualize experiences, or identify hidden experts in the conversation.

Outcomes? Solid arguments for interfacing with regional stakeholders, building new policy, advocating for support, assist fundraising etc.
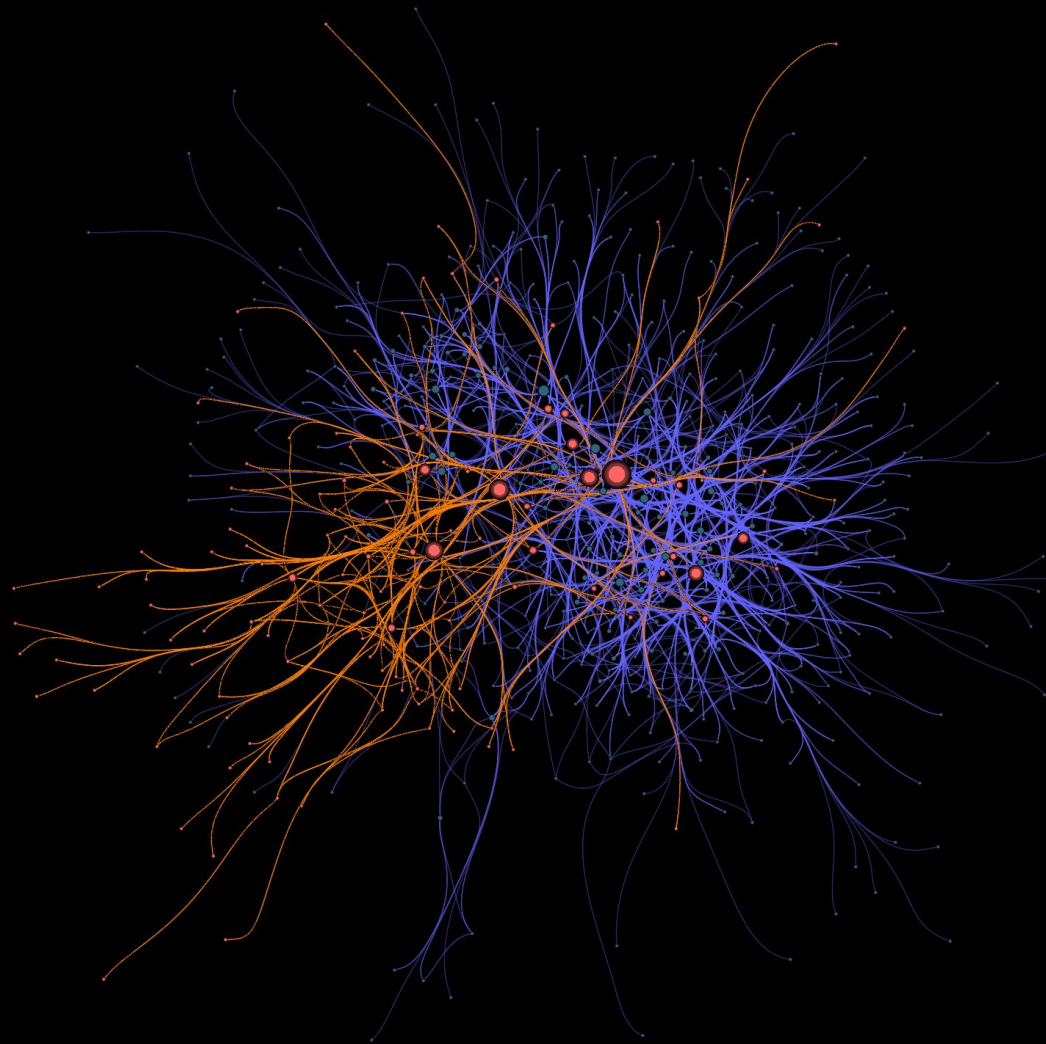
MANAGE RISKS

Run cross-cultural check ups: "We need to incorporate feedback from youth" (Olivier). In addition, consistently re-assess what constitutes failure and success.

Keep it fairly open. "Once the habits and mores of the community are set - they're almost impossible to change" (John). Incremental strategies to go from closed to open are an option, but need careful planning.

Honesty meets honesty: "Are we prepared to face criticism?" (Omezzine). Legitimacy of the existing structures might be challenged, but can be neutralized by praising constructive action instead.
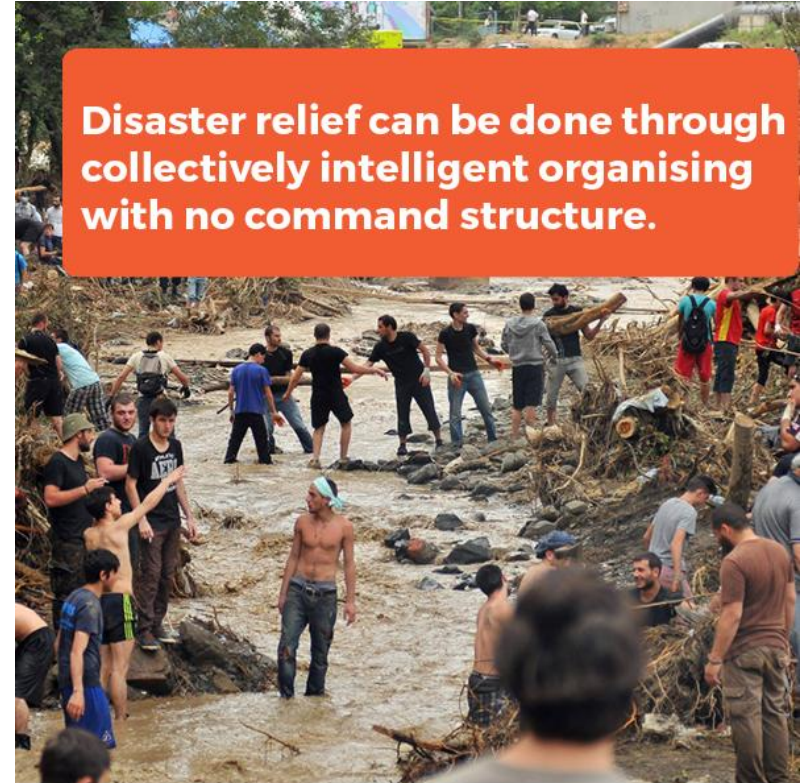

THIS IS A BULLSHIT FREE ZONE.

PART THREE

CASES

DISCUSSIONS

JOURNEY SPACES

Guerrilla activists and massive flood cleanup

edgeryders.eu/future-makers-case-studies-adventures

The successful grassroots activist groups Edgeryders engages in Georgia, Nepal and on the Internet at large have impeccable mobilization skills. Their work involves finding ecological, low cost solutions as solution for resilient livelihoods.

Internet groups led by experienced community leaders started to coordinate disaster response before local authorities could organise. They reached 20000 volunteer members in only a few days, helped with cleanup and temporary housing for families.

Disaster relief can be done through collectively intelligent organising with no command structure.

OPPORTUNITIES FOR BUILDING TRUST

"If we're launching initiatives designed to build trust and they fail at achieving policy change, then we will only disenfranchise further the people we work for" (Silvia)

What will our proposal do?

- Ensure neutrality and protect people
- Positive reinforcement of action
- Celebrate Diversity
- Listen to others
- Making sure there is humility
- Owning up to any mistakes, openness

Who is involved?

- Private sector representatives
- Community leaders and diverse groups
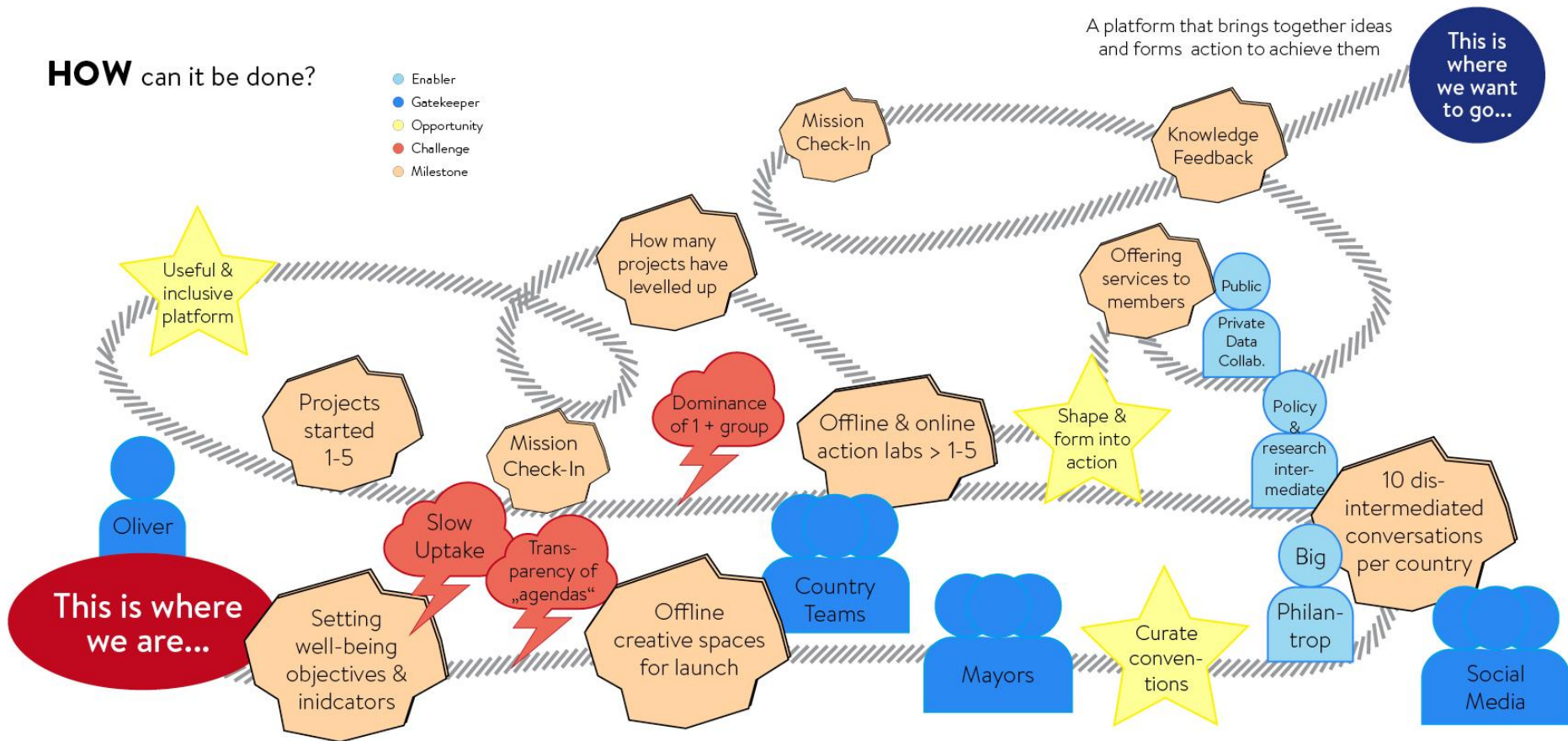- Decision makers, high level gov't

JOURNEY SPACE FOR BUILDING TRUST

HOW can it be done?

- Enabler
- Gatekeeper
- Opportunity
- Challenge
- Milestone

A platform that brings together ideas and forms action to achieve them

This is where we want to go...

Useful & inclusive platform

Mission Check-In

Knowledge Feedback

How many projects have levelled up

Offering services to members

Public

Private Data Collab.

Projects started 1-5

Dominance of 1 + group

Offline & online action labs > 1-5

Shape & form into action

Policy & research inter-mediate

Mission Check-In

Oliver

Slow Uptake

Trans-parency of „agendas"

Country Teams

10 dis-intermediated conversations per country

Big

This is where we are...

Setting well-being objectives & inidcators

Offline creative spaces for launch

Mayors

Curate conven-tions

Philan-trop

Social Media

echOPEN: the smartphone of stethoscopes

edgeryders.eu/echopen-open-source-handheld-echo-st-thoscope

A group of over 200 people in France, Asia, Africa, and the Americas have developed a device prototype for ultrasound scanning that would cost 15 times less than similar devices. This enables faster diagnosis and can be used as a prevention tool for people needing emergency care.

The team is a non-profit fab lab walking the talk and rigorously documenting their work in an Open Source Hardware Guide. Based on open source hardware and software principles, echOPEN will be affordable for all and can completely change medical profession - especially in areas with high rates of obstetric related diseases.

What can we achieve if technologists, manufacturers and health regulators join humanitarians?
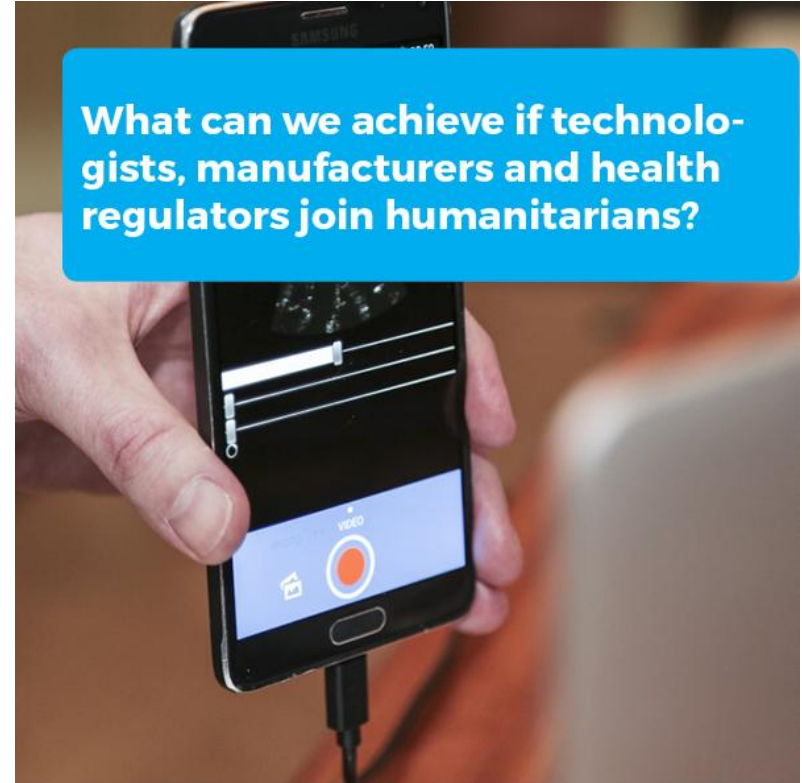
OPPORTUNITIES FOR IMPACT AND SCALE

"Whoever made this is not pharma, doesn't have any funds, doesn't know anyone in this field and probably running into opposition from private sector competitors"

What will our proposal do?

- Increase access to affordable alternatives
- Market it virally to increase awareness and demand for services and tools built by communities
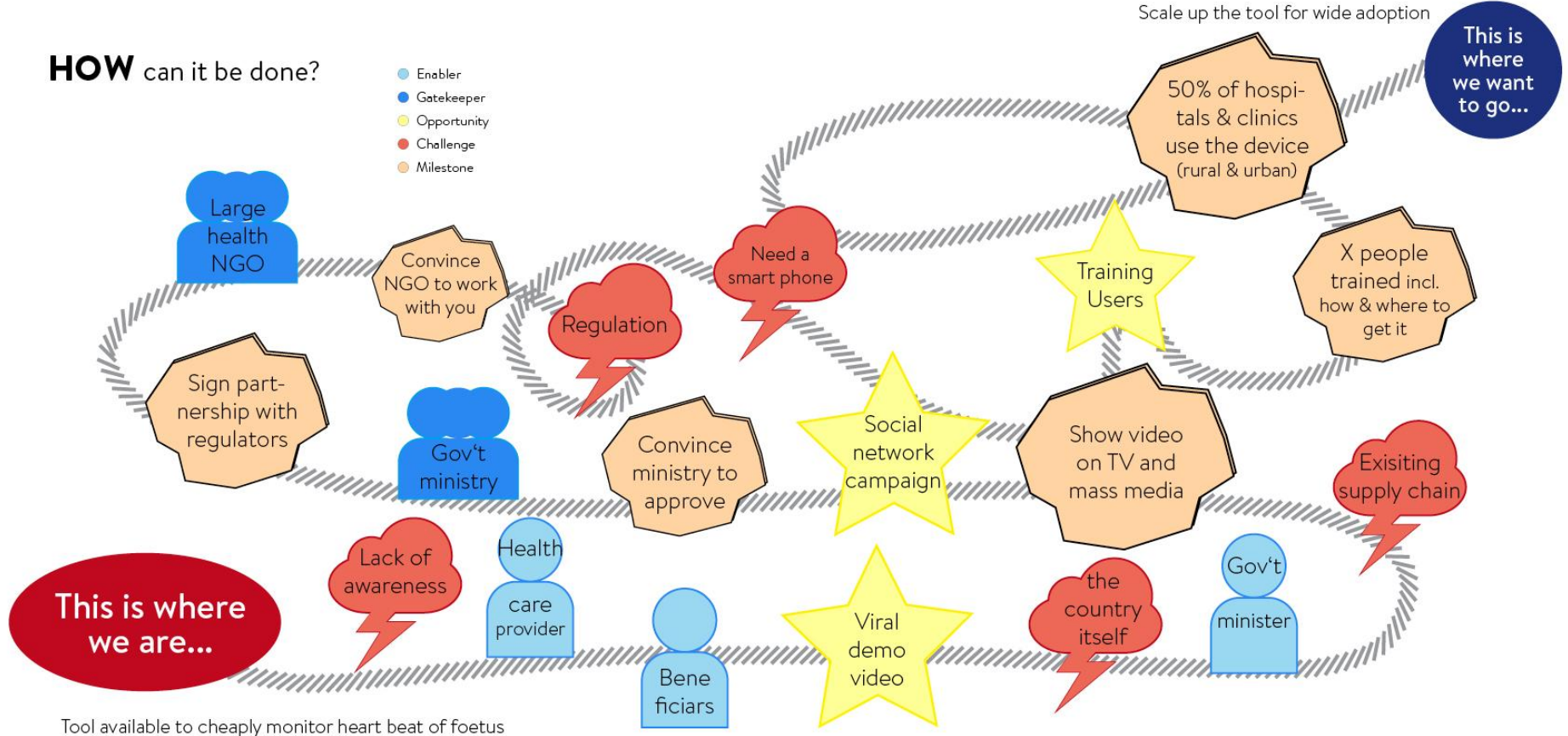
Who is involved?

- Health practitioners, barefoot doctors
- Expectant families
- Regulators, Policymakers
- Development practitioners
- Underfunded rural clinics

Mapping patched solutions into a coherent transport system

edgeryders.eu/fail-unfail-living-in-a-megacity-cairo-as-a-patchwork-of

40% of Cairo's transportation is covered by informally organised mini-buses where no information exists at all. Hegazy and his team are collecting all available data and are mapping the informal routes, stops and schedules to increase anyone's ability to use public transportation.

Transport for Cairo (TfC) is happening at the same time as other groups are busy revitalizing historic city centres, repurposing public spaces for the common good.

Entrepreneurship as urban development aided by networks and open data.
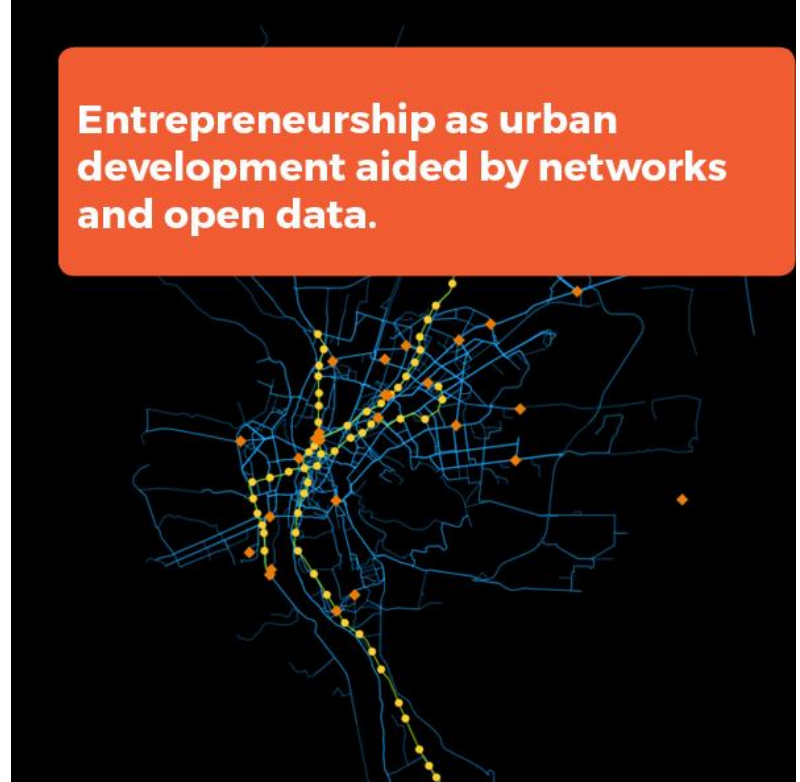
OPPORTUNITIES TO OVERCOME INTERNAL CONSTRAINTS

"It's our job to do the administrative hacking"
"Do you, the receiver of feedback, position yourself as the one who's gonna cut slack to the other person?"

What will our proposal do?

- Multi-year programming
- Explore co-financing
- Mobilize sub-implementer expertise
- Build strong rapport WB/CD/Gov't
- Ensure strong independent external leadership
- Dialogue & trust building

Who is involved?

- CMU, CDs as champions
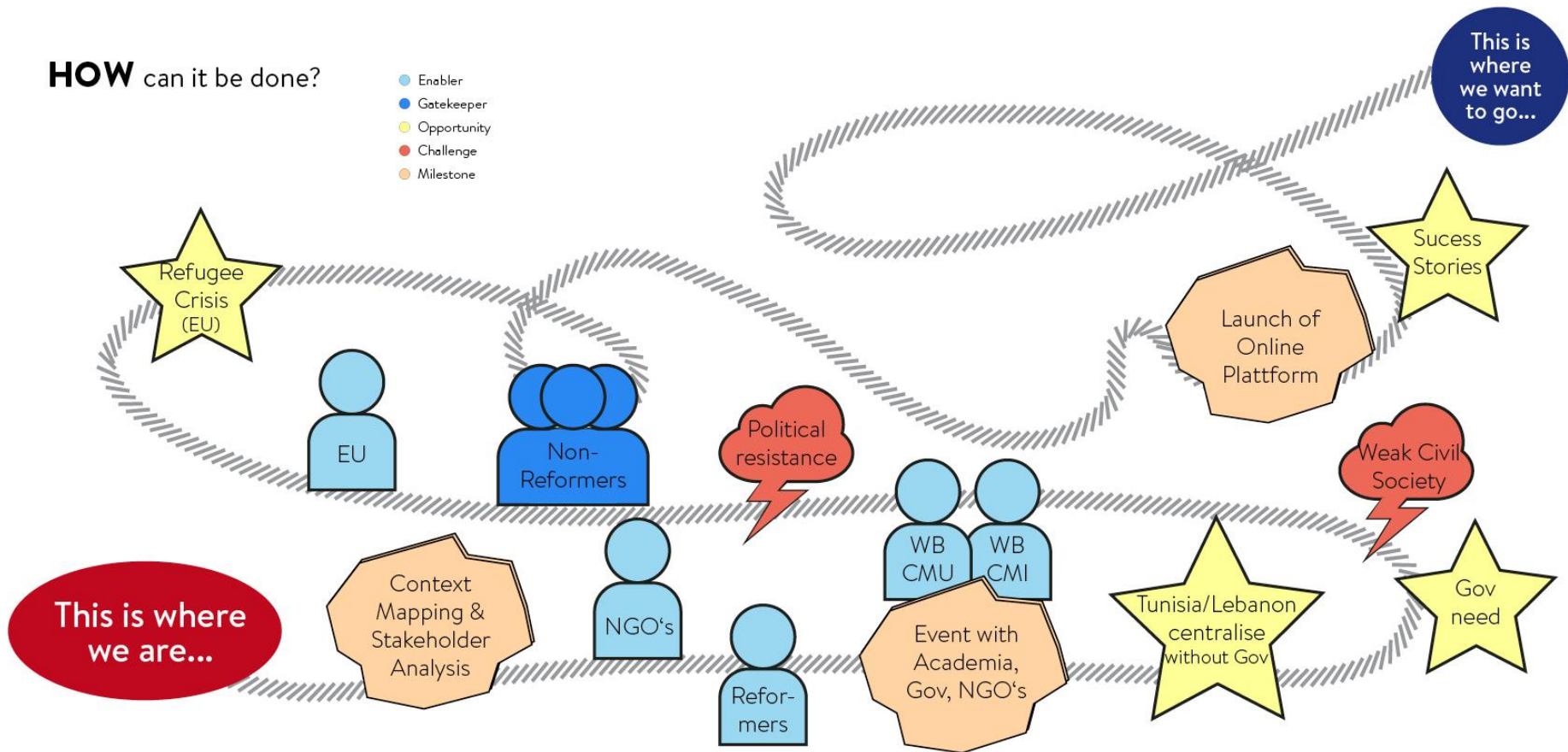- Political allies
- Vendors

JOURNEY SPACE TO OVERCOME INTERNAL CONSTRAINTS

HOW can it be done?

- Enabler
- Gatekeeper
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- Challenge
- Milestone

This is where we want to go...

Refugee Crisis (EU)

Sucess Stories

Launch of Online Plattform

EU

Non-Reformers

Political resistance

Weak Civil Society

This is where we are...

Context Mapping & Stakeholder Analysis

NGO's

Refor-mers

WB CMU

WB CMI

Event with Academia, Gov, NGO's

Tunisia/Lebanon centralise without Gov

Gov need

DIY ring road ramps in Cairo

edgeryders.eu/constructing-a-ring-road-exit-by-the-people-egypt

Commitment to action can be found in most unusual settings and it doesn't have anything to do with formal credentials or authority.

The citizens of Al-Mu'tamidyia settlement built four ramps to access the ring road from their neighborhood. Formally illegal, they were built to government specifications at 25% of the usual costs.

The post-revolution government, caught in the midst of Mubarak's ousting, accepted them as a citizen-funded improvement and built a police station nearby.

Quality service provision as bottom-up large scale urban interventions.

OPPORTUNITIES TO DEAL WITH EXTERNAL THREATS

"If you can't talk about something, you say it straight up, you make it part of the rules. People are not stupid, they will appreciate the effort"

What will our proposal do?

- it's an incubator for groups doing similar work
- it's safe space that is compatible with requirements
- it provides horizontal and vertical integration
- gives technical support to citizen-led initiatives and make them more credible, resilient

Who is involved?

- CMUs, Country officers WBG
- Local officers and reformers (early phase)

ADDED VALUES (participants' views)

- Breaking the cycle of doing business as usual and regaining trust on the ground
- Creating a positive impact that can remind the institution of the good it can do
- Reinvent its perception among youth who are the future
- Deepen and strengthen engagement
- More understanding of the challenges ahead to better serve all stakeholders
- Creating an opportunity to feel connected and part of a community + solve real challenges
- Getting to work together

"People are attracted to people, not websites"

<u>Additional references</u>

Edgeryders mission is to support and grow self-sustaining projects.
Find out more about the company at <u>http://edgeryders.eu/company/home</u>

Or write to nadia@edgeryders.eu

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