

Go, see and learn together



CREATIVE FLIP P2P TOOLKIT

A practical guide on knowledge exchange between peers of the cultural and creative sectors.

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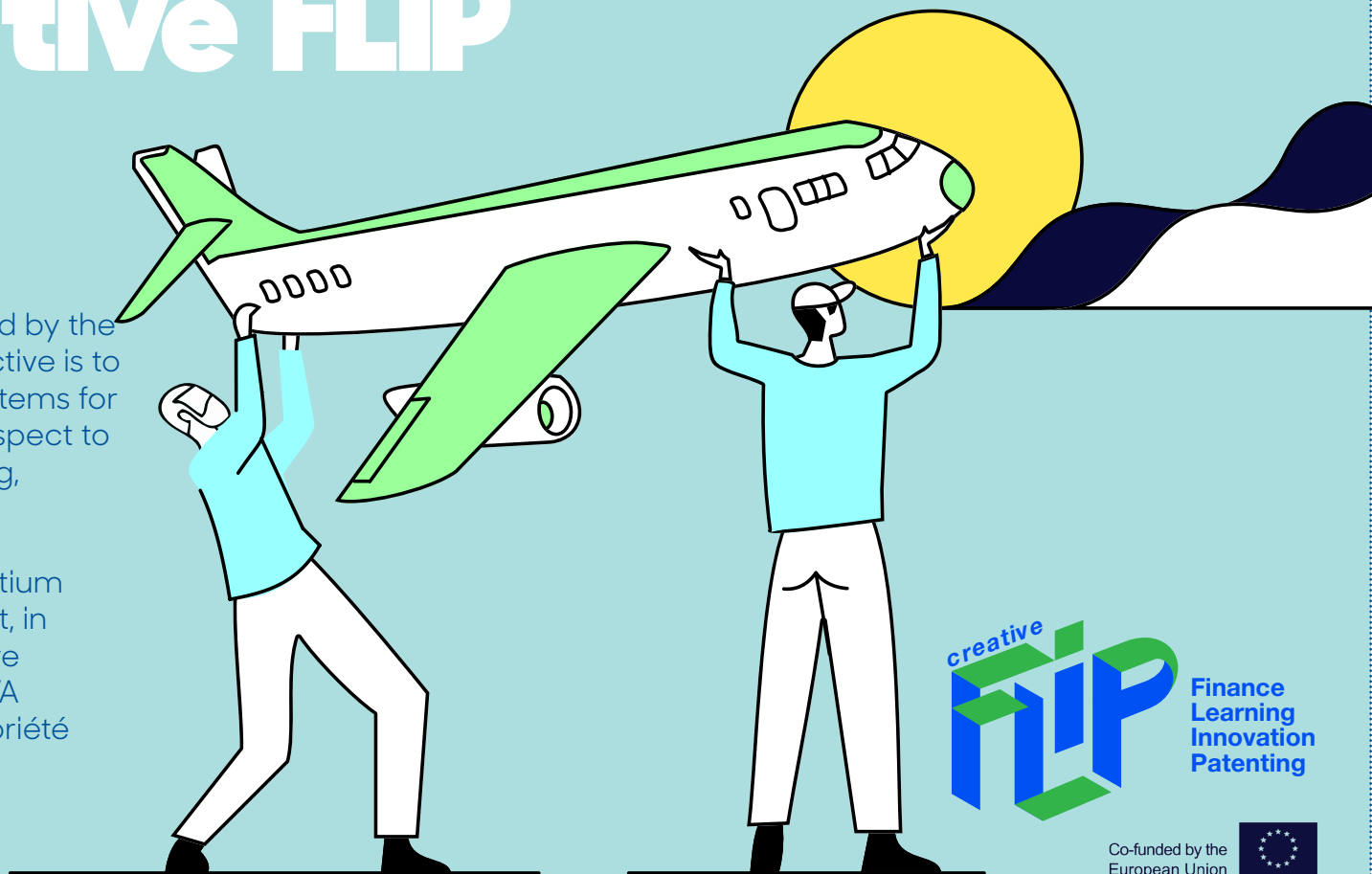




The Creative FLIP project

Creative FLIP is a pilot project, co-funded by the European Union (EU), whose main objective is to support healthy and sustainable ecosystems for Cultural and Creative Industries, with respect to the key policy areas of Finance, Learning, Innovation and Patenting.

The project is implemented by a consortium of six partners led by the Goethe-Institut, in collaboration with the European Creative Hubs Network (ECHN), IDEA Consult, VVA Economics and Policy, Institut de la Propriété Intellectuelle Luxembourg (IPIL) and 3s Unternehmensberatung GmbH.



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About

The Creative FLIP P2P toolkit is a practical guide on innovative ways of knowledge exchange between peers of the Creative and Cultural Sectors that derived from the Creative FLIP P2P exchange programme.

Part of the Innovation strand of the project, the Creative FLIP P2P exchange programme tested ideas and methods for knowledge exchange and skills development through facilitating two rounds addressed to creative hub teams. The second round of exchanges met the challenges of the Covid-19 pandemic, and became an opportunity to explore online instead of physical interaction.

“

A major act of leadership right now, call it a radical act, is to create the places and processes so people can actually learn together, using our experiences.

Margaret Wheatley

”

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What is the P2P exchange programme?

The Creative FLIP P2P exchange programme aimed to engage leading, established, and innovative creative hubs with peers from emerging creative hubs across Europe. The idea of the exchanges was to seek new formats of cross-sectoral cooperation, to initiate projects of co-creation or collaborative plans, as well as to share knowledge and expertise across Europe through public and/or community events.

ECHN led the programme by bringing together hub teams, consisting of a member of the hub's management team traveling together with a member of the hub's community, to meet their peers in a different country and to exchange knowledge.

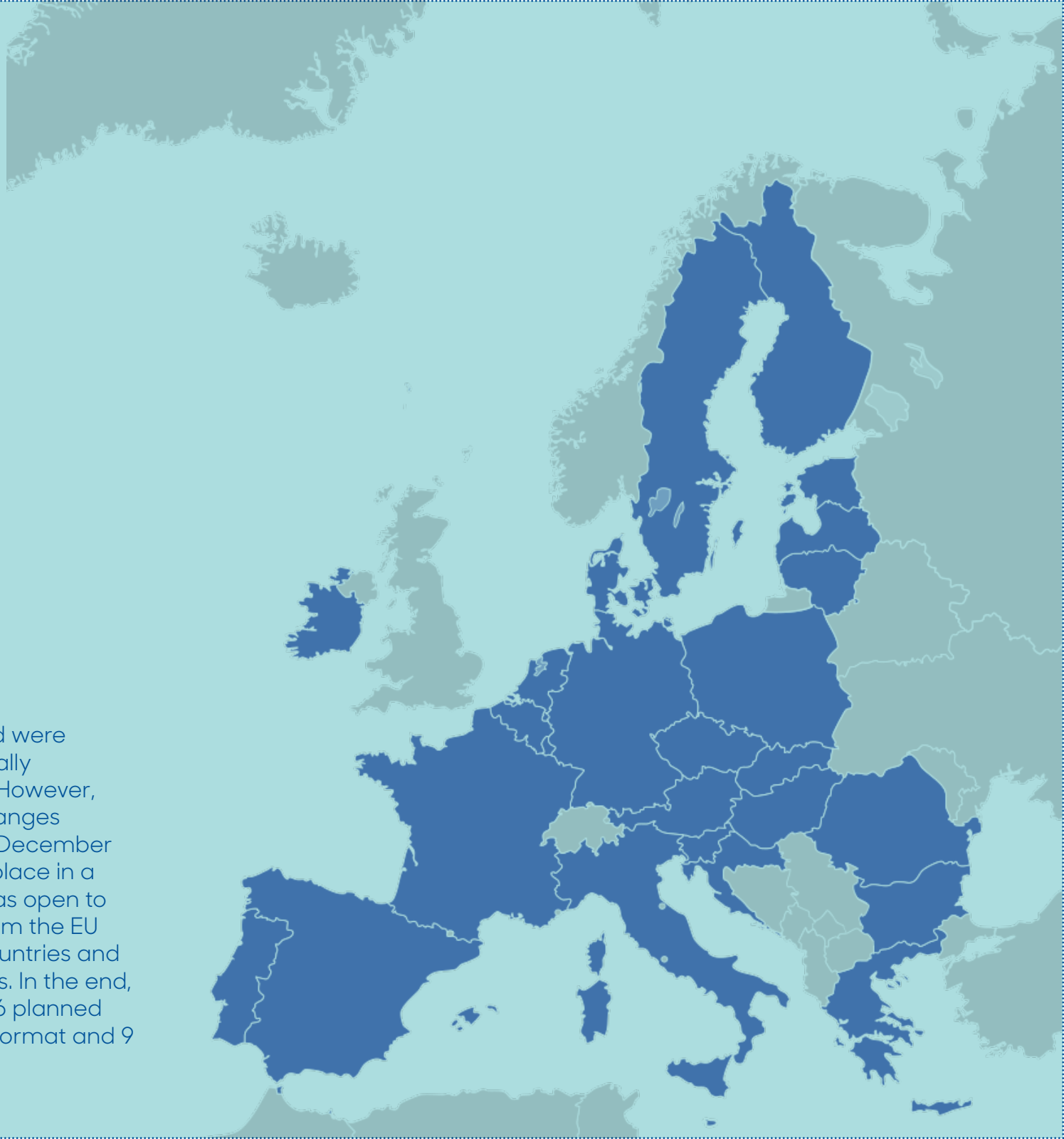
the exchanges

Round 1

The first round of P2P exchanges took place between September and November of 2019 and as a pilot scheme, it was aimed exclusively at the members of ECHN. Throughout the first round, 10 physical exchanges between creative hubs of Europe and its Neighbouring Countries were successfully realised.

Round 2

The exchanges of the second round were originally planned to be held physically between March and June of 2020. However, due to the Covid-19 crisis, the exchanges were postponed to November and December of the same year, and mostly took place in a digital format. This second round was open to participation by all creative hubs from the EU Member States, Creative Europe countries and European Neighbourhood Countries. In the end, it was possible to realise 11 of the 26 planned exchanges, 2 of them in a physical format and 9 in an online format.



Why a P2P toolkit?

Learning with others



Peer learning is a collaborative way of learning from each other and developing new concepts and ideas with people engaged in the same work.

Based on the experience of facilitating the P2P exchange programme, this toolkit aims to share simple tools, recommendations and lessons learnt that can ease the peer learning process for interested parties, participants but also facilitators of such programmes. The toolkit also presents a spectrum of good practice examples derived from the Creative FLIP P2P exchange programme.

Physical exchanges are all about interaction and proximity. Visiting an organisation in another country or another culture can expand your perspective and your horizons. The learning experience actually starts the minute you arrive in a place. It is always good to plan your peer learning experience, but do not forget to visit the area where the exchange is taking place! Half of the experience is seeing the culture to which your exchange partner belongs.

Go, see and learn together!



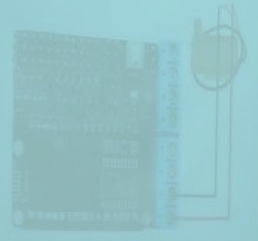
**Go online,
unmute your
microphone
and learn
together!**



Online exchanges cannot replace physical proximity, but it is a great way to stay connected and exchange when physical contact is restricted. Online tools can facilitate co-creation processes easier and more efficient. They also enable connections that could not take place in the physical context and can also easily multiply the number of participants joining in from different places, bringing diversity to the exchange.



Water pump



Useful tips for P2P learnings

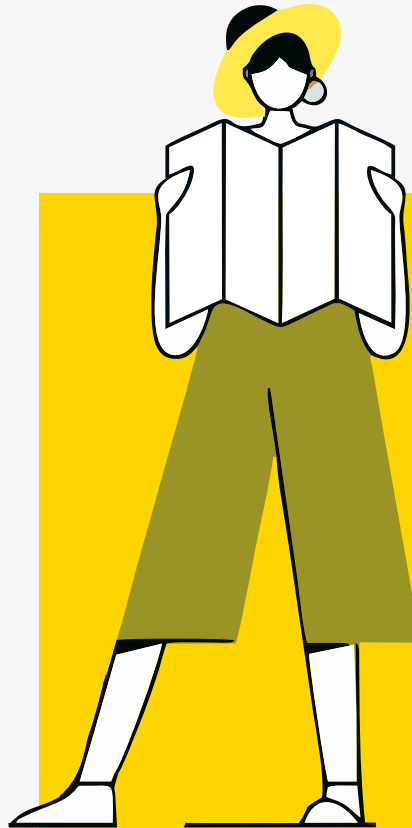
Here are some points of the P2P learning process that we identified as common and important for both online and offline formats. Following these will help you organise the process and prepare a fruitful exchange!

Useful tips for P2P learning

01 | **Setting your goals**

Setting the goals and expectations from the programme is really helpful to establish its foundations.

Thinking about the goals in advance may help you better envision the experience.



Why do you want to participate in a P2P programme?

What are you looking for?

Are you interested in upskilling, co-creating a project, exchanging good practices or simply networking?

Useful tips for P2P learning

02 | **Finding the right partner - Match-making**

It is important to find the right partner to team up for this experience.

Finding peers with similar views and/or concerns ensures that you can establish a solid foundation on which you can build during your participation in the programme.

Reaching out to new peers might also be exciting and may lead to expanding your network and discovering new views.



Are you interested in matching with a peer of your own practice?

Are you looking for peers from other sectors?

Are you interested in a specific process or technique in which your partner might be an expert?

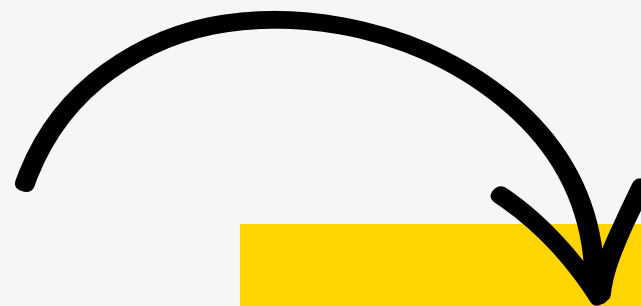
Do you have a partner in mind or would you like to explore new networking opportunities?

All of the above are possible, but you need to define what it is that you are looking for.

facilitating a P2P scheme and matchmaking

If you are responsible for organising such a scheme and facilitating the exchanges, you can always contribute by offering the chance for applicants that haven't settled on an exchange partner to contact you so that you can suggest a match.

Bear in mind that when providing a match for an exchange, you should try to identify a partner with similar interests or needs. This will maximise the impact of each exchange and deliver an overall better experience to the participants.



For both rounds of the Creative FLIP P2P exchange programme, any team could apply as a visiting hub and any hub could also apply as a hosting hub.

Hubs could either pre-match with others and suggest an exchange programme, or they could request support from the Creative FLIP project team to find a suitable match.

Useful tips for P2P learning

03| **Planning ahead**



Once you have found a partner, you can start planning ahead for your exchange.

Start by getting better acquainted with each other, especially if it's the first time that you collaborate together. This way you can both dedicate some time to find out what you want to focus on and identify the main subject or some specific topics that you plan to explore during the exchange.



break
the ice!

If you have already found a match, take the time to set up online meetings prior to the exchange. It's a good idea to break the ice between you just before your exchange. This way you can be more prepared to make the first steps towards realising your programme.

prepare your Work Plan

Consider developing a well organised Work Plan that will describe all the main activities that you have planned for the exchange. This will help you better coordinate your efforts and maximise your effectiveness. In some programmes, submitting a Work Plan is also part of the application process and can be used to evaluate a team's eligibility for participation.

Whether a Work Plan is mandatory or not, having a document that sets out the goals that you, as a team, want to achieve during your participation in the programme is always useful, since the time dedicated to and the duration of the exchange period will be limited.

When developing the Work Plan, try to include:

The thematic focus of the exchange.

The main goal(s) that you plan to achieve with your partner.

Any expertise that each of you can provide.

Specific tasks.

A draft schedule with the activities planned for each day.

Creating a daily schedule and some routines for the period of the exchange **will save you precious time while you are actually there**, and it will facilitate a more efficient connection between the partners.

Useful tips for P2P learning

04 | **Asking questions**

Asking questions is the only way to understand and exchange with your partner.

Feel free to **ask anything that comes to mind** before, during and after the P2P experience. Feel comfortable to **share your thoughts and doubts** with your partner.

Useful tips for P2P learning

05 | **The more the merrier!**

Try to explore the broader creative ecosystem of the country that you are visiting along with your exchange partner.

Meeting and collaborating with peers is an excellent way of creating and establishing new networks between creative professionals.

During your stay, you can also look for other participants of the same programme that might be realising their own exchanges in the same place. This is a unique chance to get to know some of them better, and to create connections even within the programme.

Draw inspiration from one another, learn new skills, explore the different possibilities for collaboration and expand your knowledge by becoming acquainted with any unique services that your peers might provide.

Such activities can prove very important, since you can use that inspiration and apply newly acquired knowledge to further develop your own exchange. In addition to that, the whole community that is engaged in this process will have the chance to get to know other professionals and learn more about the ways that their colleagues work.



During the first round of exchanges, Dinamo 10 and Matera Hub realised their programme in Portugal.

As part of their activities, they managed to meet and collaborate with the teams from Comincenter and UPTEC, also members of ECHN participating in the programme and realising their own exchange in Porto.

“

Since the project started in 2013, we felt the need to be part of the bigger picture shaping out in the rest of Italy and Europe and be connected to other creative hubs communities, tending to be a 'glocal' organisation.

Warehouse Coworking Factory and ATÖLYE

”

Useful tips for P2P learning

06 | **Shadow your peers!**



What was common in both rounds of the P2P programme was for small-sized or newly established hubs to pre-match or visit creative spaces that they looked up to, either because they have a long history, operate using unique business models, or provide unique facilities and services to their community members.

By doing so, the participants had the chance to experience hub management first-hand and to learn valuable lessons based on the experience that their mentors have acquired over the years.

During their exchange that took place in the first round of the P2P programme, The Living Room Coworking and Stone Soup matched as partners in order to exchange knowledge and good practices.

At the time of the exchange, Stone Soup had been active for 1 year, so they were interested in tips and tricks regarding the operation of their hub that their colleagues – already active for over 5 years – could provide.

On the other hand, The Living Room managed to make the first steps towards starting up their own agency, thanks to the help and expertise that the team from Stone Soup provided.

Useful tips for P2P learning

07 | **Participating in day-to-day activities**

Being part of the host institution's community and actively participating in their daily activities,

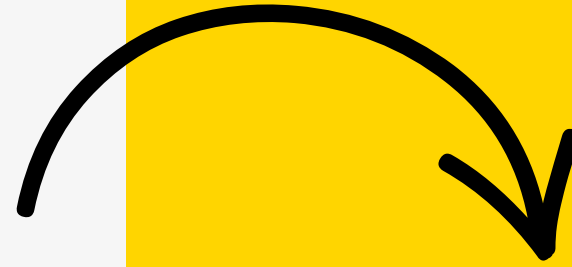
can result in some interesting outputs and can offer more chances for collaboration involving both your exchange partner and other stakeholders.

“

Sharing ideas and experiences is an invaluable way to inspire each other and push creative ideas even further!

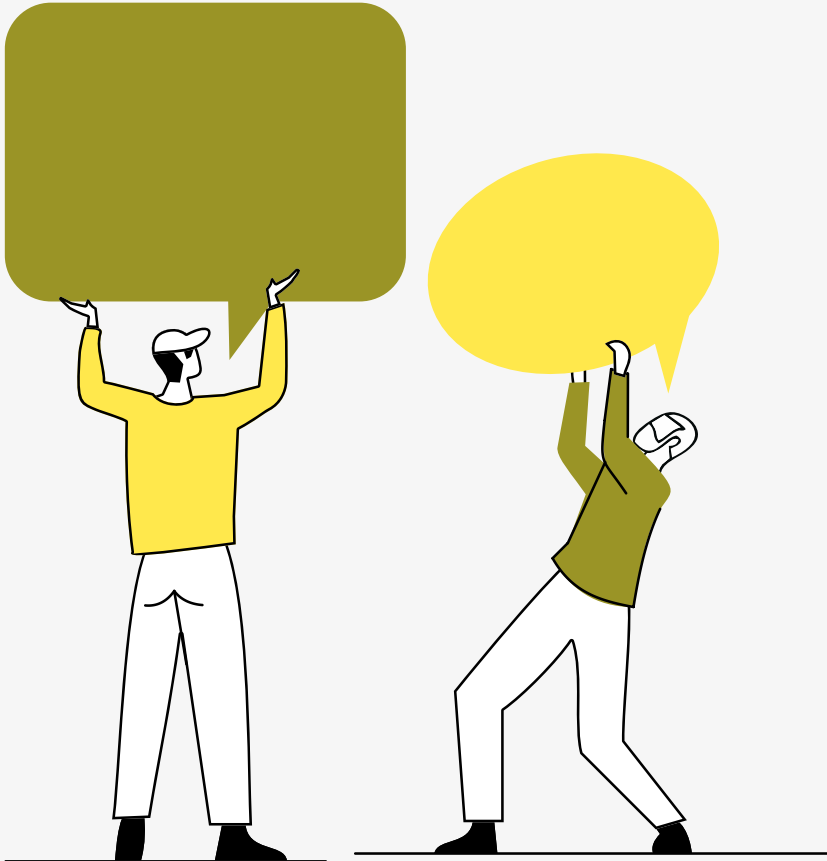
Creative Spark and Baltic Creative

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For the Creative FLIP P2P programme, such day-to-day activities involved a greater number of participants, inviting local creatives and stakeholders to contribute by sharing their views and suggestions, creating a pool of available knowledge and skills that could be disseminated. Thanks to these activities, the participants of the programme had the opportunity to fit into specific needs that arose through the sessions and required their expertise.

These activities can take the form of mutual workshops, community or public events, presentation days and more. If you are in charge of facilitating them, you also have the possibility to adjust the sessions and daily schedule according to the subject and goals of your exchange.



Here you can find some topics that were commonly identified through the exchanges of the Creative FLIP P2P programme:

Looking for possible ways to develop original projects as a team.

Finding common approaches to manage facilities and provide services.

Looking for ways to overcome common challenges imposed.

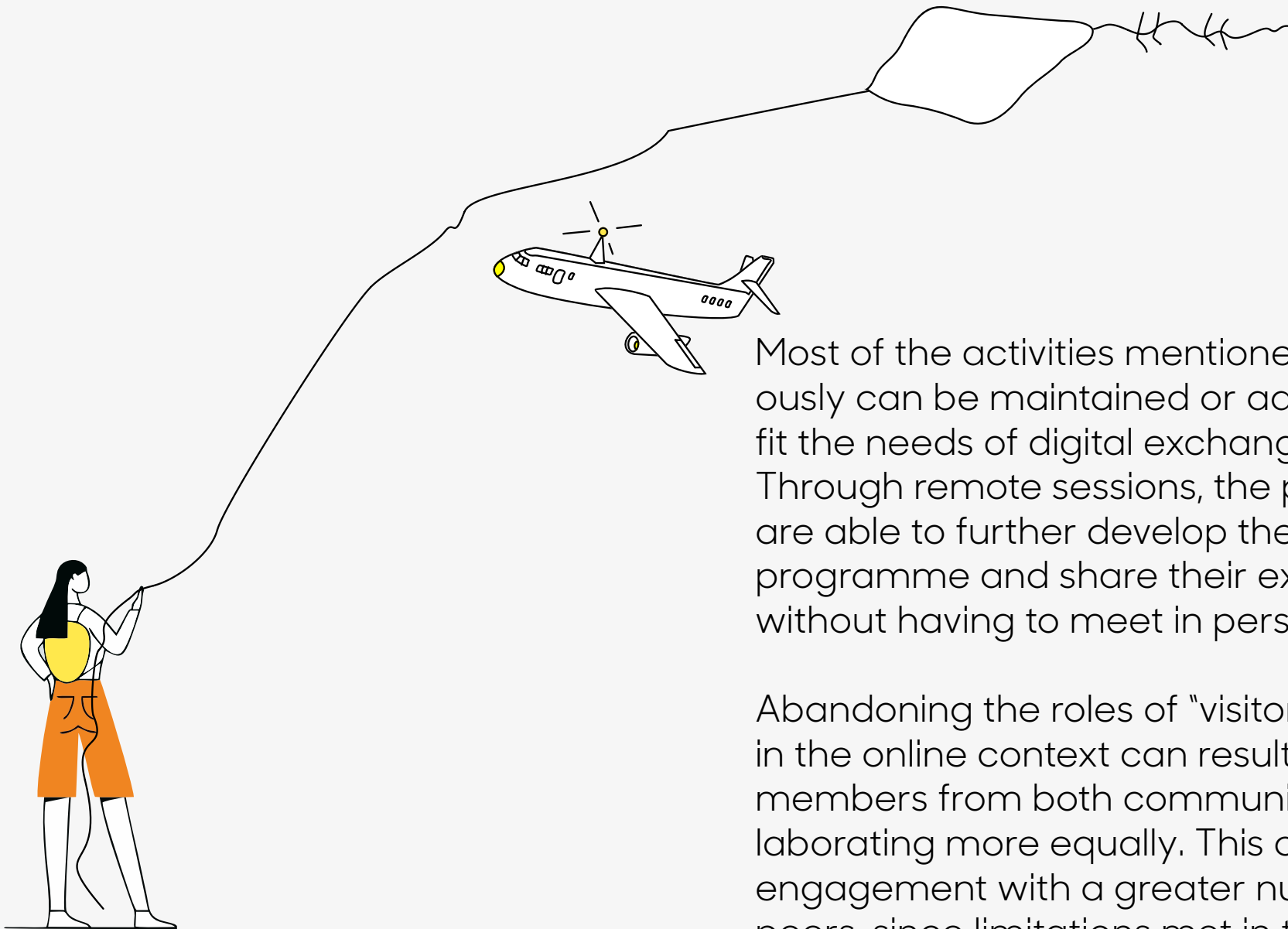
Participating in roundtable discussions with residents, community members and/or local stakeholders.

Useful tips for P2P learning

08 | **Adjusting to the digital format**

This new format of exchange with peers has only recently started to test its possibilities and limits.

Both the participants and organisers of digital exchange programmes can be challenged to come up with innovative ways of remote collaboration and presentation in order to overcome travelling restrictions.



Most of the activities mentioned previously can be maintained or adjusted to fit the needs of digital exchanges as well. Through remote sessions, the participants are able to further develop their exchange programme and share their experiences, without having to meet in person.

Abandoning the roles of “visitor” and “host” in the online context can result in the members from both communities collaborating more equally. This can lead to engagement with a greater number of peers, since limitations met in the physical format, such as a small number of representatives travelling to another country, don’t apply.

Useful tips for P2P learning

09 | **Embracing the chaos**

The switch from the physical to the digital domain that happened during the second round of the Creative FLIP P2P scheme didn't affect the programme in a negative way.

On the contrary, participants stressed their need to stay connected, especially during the ongoing crisis, and tried to explore the limits of remote collaboration.

During their exchanges, the participants came up with unique ways of introducing their own hubs and facilities by offering virtual tours to their partners. In addition, local creative professionals from the communities of both hubs had the chance to participate in similar online sessions, since no travel was foreseen.

You can also come up with various exercises to create trust and break the ice between the participants of the online sessions. For example, try to collaborate with the rest of the group in a simple exercise without muting your microphones for the whole duration and being spontaneous in sharing your thoughts.

Engagement and active participation can also be encouraged through the use of online platforms that allow the group to brainstorm and collaborate in a creative way.

Two very popular and free tools that can be used to facilitate these types of online sessions are:

Miro

An online collaborative whiteboarding platform that enables distributed teams to work effectively together.

Mural

A digital workspace for visual collaboration, where everyone can do their best work together.

Useful tips for P2P learning

10 | **Maintaining long-term collaborations**



Knowledge exchange and peer learning can also continue after completing the programme.

Sharing any new skills and the overall experience from your participation with your own network of peers can act as a second level of dissemination among the creative community. It can also contribute to build a stronger relationship with your exchange partners since you can connect them with your own community.

“

Overall, it was a fantastic and inspiring experience. We gained a lot of knowledge and ideas that we can transfer to our hub and vice versa. We got some great contacts and are hoping for future collaborations.

Creative Spark and Baltic Creative

”

Regarding the online exchanges, almost every one of the teams expressed their desire to meet and collaborate in person with the peers they had the chance to get to know while participating in the programme.

Some other example cases from the P2P scheme resulted in the two teams maintaining their collaboration even after the timeframe of the exchange, either by scheduling online sessions in order to explore new topics, applying to other programmes as partners or even designing and establishing residency programmes addressed to their community members.



After a very successful digital exchange, the members of ZipHouse and Espacio Arroelo managed to establish a strong relationship between their communities. As a result, they continued their collaboration by applying for an exchange programme from the MAX (MakersXchange) project.

“

While realising the programme, we came to a clear conclusion: how necessary it is to be in contact and to help each other. We are going to develop a monthly meeting between the two creative hubs in order to keep on helping each other.

Espacio Arroelo and Dinamo10

”





Stories from the Creative FLIP P2P exchanges

Culture Hub Croatia + Poligon Creative Centre

Based in Split, Croatia

Based in Ljubljana, Slovenia

“

About the exchange

At the time of the exchange, the members of Culture Hub Croatia were at the early stages of developing their hub and had identified some similarities to Poligon's story. The two hubs planned to exchange knowledge and experience on building a hub, from building a community to creating a physical space that responds directly to the needs of that community.

Main accomplishments

The public event, "Open Doors Day", took place on the last day of the exchange. Everyone was allowed to attend, test the space and work for free. Using their newly acquired knowledge, the members of Culture Hub Croatia acted as the hosts, welcoming newcomers, showing them around, explaining the house rules, terms and conditions of using the space.

The four days of becoming a part of Poligon contributed a lot to us as participants but our organisation as a whole will also benefit from the learnings. It was important that not only a hub manager but also a community member participated in such an exchange, and could see how it all works from a different perspective.

”

MOB

Based in Barcelona, Spain

+ The Fuse Box

Based in Brighton, UK

About the exchange

MOB's team planned to exchange experience and ideas with their hosting hub and to connect with the makers' community and stakeholder organisations of Brighton.

Main accomplishments

After the exchange, MOB maintained contact with some of the residents of the Fuse Box as well as with community members from some of the making and co-working spaces that they had visited during their stay. In addition to that, the two hubs plan to design and establish a cross-residents' plan between them to foster collaboration between their communities.

“

We are planning to promote the exchange between our community members, while in the medium-long term, we are planning to establish a cross-residents' plan between the two hubs.

”

Lottozero + STPLN

Based in Prato, Italy

Based in Malmö, Sweden

About the exchange

The two hubs were interested to get to know one another better, sharing best practices and ideas and to connect with the textile design and creative scene of Malmö.

Main accomplishments

During their exchange, the two hubs joined their forces and renovated the area dedicated to textiles, which was present in STPLN's Makerspace, but remained unused. Lottozero, as a leading hub in the field of textiles, contributed greatly by providing their expertise to renovate the textile workshop, making it able to operate once again.

“

We spent a week together exploring-by-doing everything from how to run a space that is community-centred, why the new kid on the block plays such a decisive role, and the importance of doing, instead of talking about doing.

”

BIZkoshnica Coworking

Based in Zagreb, Croatia



CRU Cowork

Based in Porto, Portugal

About the exchange

The two hubs planned to share knowledge, good practices and to build new alliances between them. The key topics on their agenda were: Covid adaptation, changes in business models, and community management.

Main accomplishments

The participants organised "Mindfulness WORKS", a two-session workshop dedicated to mindfulness in times of Covid, where members of the hubs' communities participated in a self-awareness and self-development exercise.

The workshop proved to be so successful that a third session, after the timeframe of the exchange, was added at the request of participants. Keeping close contact with each other, BIZkoshnica Coworking and CRU Cowork plan to establish a mobility agreement between their members, which will allow them to work together and to apply as partners in future calls and opportunities.

“

We have found many similarities in how our hubs developed through the years, what challenges we have experienced, what we have learned from them, what changes we have made to our business models and how we are coping with the current crisis.

”

BIZkoshnica Coworking & CRU Cowork

Kaapeli

Based in Helsinki, Finland



Institut for (X)

Based in Aarhus, Denmark

About the exchange

The thematic focus of their digital online exchange was "Social Glue". Through meeting and conducting interviews with their community members, the participants tried to find out what made their communities work as well as "what was that magic glue or energy between people and where it came from".

Main accomplishments

The exchange and the exercises in which they participated contributed greatly to the participants' maintaining their mental health, especially during the pandemic. Indeed, they found that starting out their day discussing with peers in another country acted as an energy boost that lasted until evening.

“

This virtual work exchange possibly made our connection even deeper than a normal work exchange could have done. Because of the restrictions, we were not so much tied to our normal daily activities.

”

ZipHouse + Espacio Arroelo

Based in Chişinău, Moldova

Based in Pontevedra, Spain

About the exchange

The main objectives of the exchange were for the hubs to share their vision and values, to introduce the members of their communities, to reflect on their needs and to share their strategies for developing European projects.

Main accomplishments

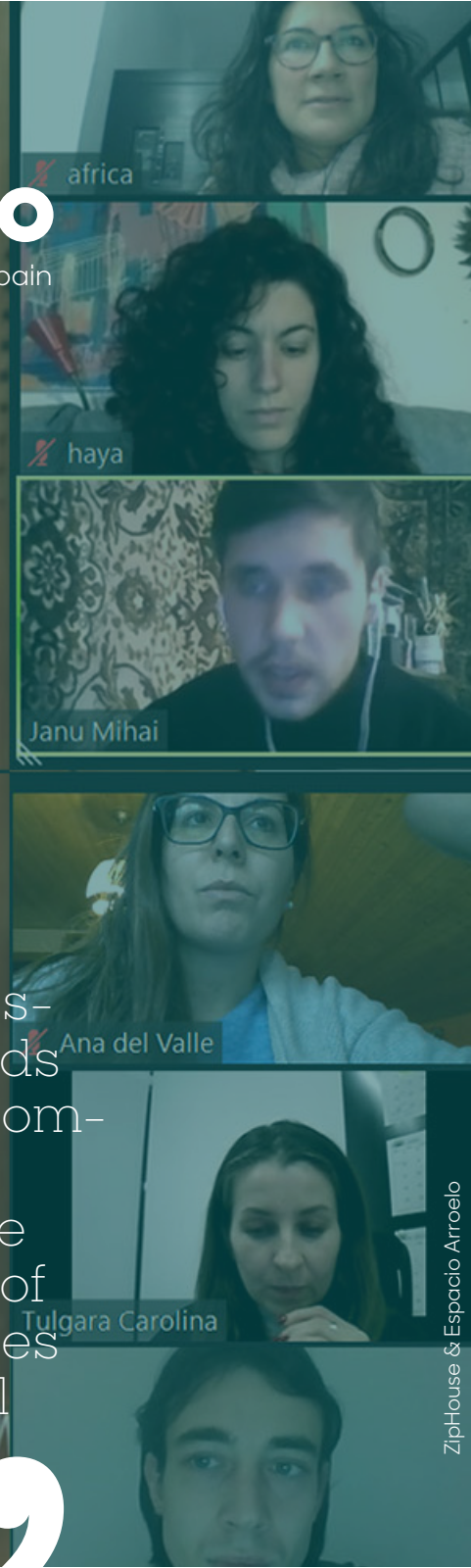
Thanks to the exchange, the members of Zip House made contact with a representative from the Chamber of Commerce of Santiago de Compostela, who facilitated their participation in the Erasmus for Entrepreneurs programme, along with other entrepreneurs from Moldova.

In addition to that, both hubs agreed to continue their collaboration and to further connect their communities by applying as partners to the Hyper Global/Hyper Local exchange programme of the MAX (MakersXchange) project.

“

Our aim was to establish the grounds to build a small community of people who believe in the powerful impact of co-working spaces to promote social changes.

”



ZipHouse & Espacio Arroelo





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