

# THE HOT HOT

LEARNINGS  
FROM 3 YEARS  
OF HACK  
FOR GOOD



FUNDAÇÃO  
CALOUSTE GULBENKIAN

# THE HOT HOT

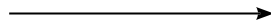
**HACK  
FOR  
GOOD**  
GULBENKIAN





LEARNINGS  
FROM 3 YEARS  
OF GULBENKIAN  
HACK FOR GOOD

# INTRO



Finding technological solutions to help solve real problems in today's society is the aim of Gulbenkian Hack for Good. The Calouste Gulbenkian Foundation looks to inspire, develop and support ideas that can change the world.

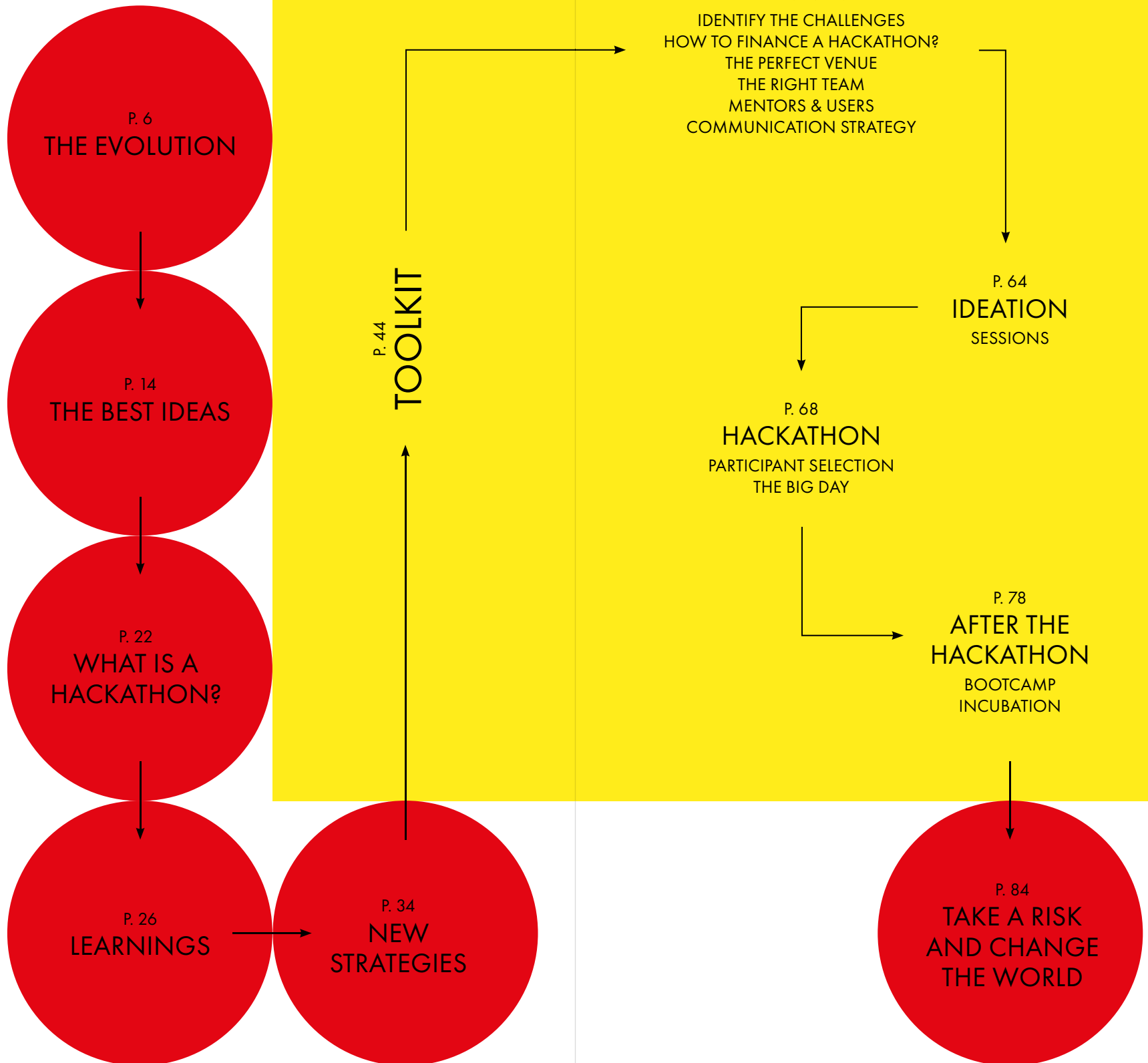
We see technology as an enabler of innovative solutions to the main social problems in Portugal and the rest of the world.

However, we don't want to be alone in our mission. We have created a toolkit to inspire and encourage people to create their own hackathons with a social component, in order to help find solutions for the real problems facing our society; whether foundations or private entities, entrepreneurs or dreamers, with this tool anyone can do it!

In the next few pages, we will share our three years of experience, knowledge, hard work and evolution in order to help you identify opportunities when designing such programmes. With Gulbenkian Hack for Good, we have taken risks and tested new ways of working in this particular area.

As we blaze a trail in the tech scene and seek to make an impact, we hope our knowledge and recommendations can strengthen outcomes in this area and make it easier for others to make an impact through technology within the 'tech for good' ecosystem.

Join us.



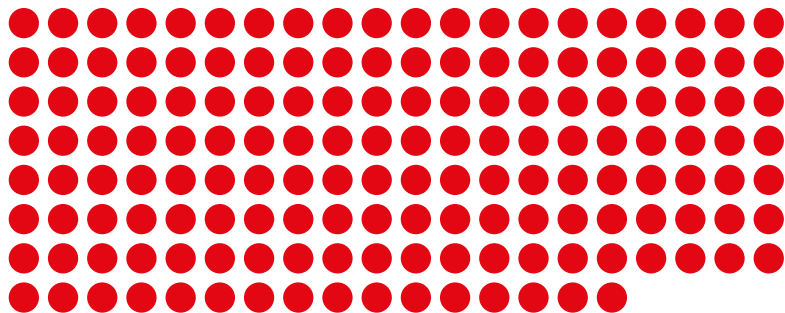


Gulbenkian Hack for Good has evolved from a hackathon to a structured program with ideations, mentoring, training and incubation. The first two editions were crucial for us to understand how tech people engage with social causes through hackathons and how a hackathon is just the start of a longer journey. That is why, in our third edition, Hack for Good has become much more as a program than a simple hackathon. In this section, you can have a look at how the numbers and structure of Hack for Good has evolved over the last 3 years.



# THE EVOLUTION

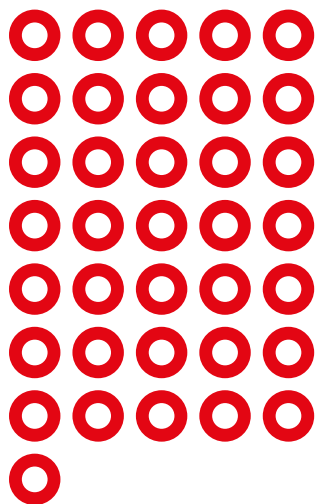
156 PARTICIPANTS



24 WORKING HOURS



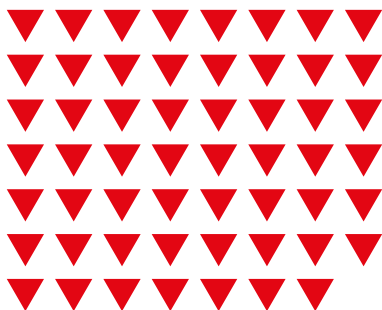
36 PROJECTS



1 CHALLENGE



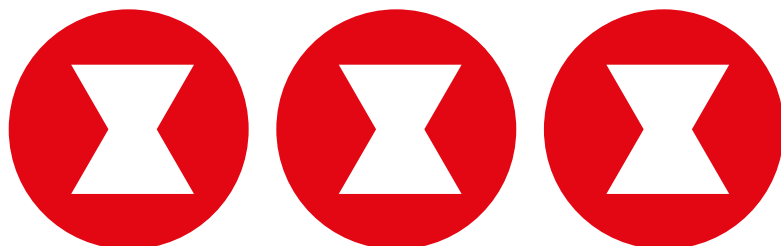
55 MENTORS



10 PROJECTS SELECTED



3 IDEAS AWARDED

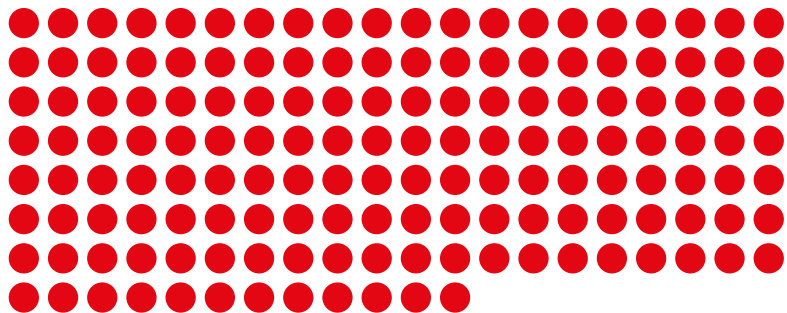


In the first edition of Hack for Good, the focus was on developing solutions to promote active ageing, in order to enhance the quality of life as people age.



2016

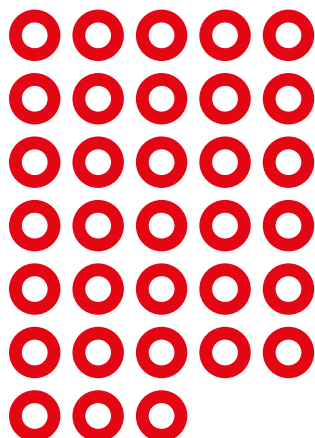
152 PARTICIPANTS



24 WORKING HOURS



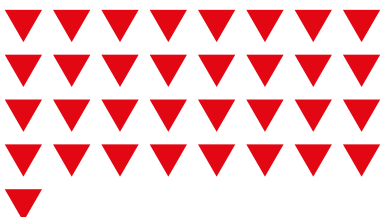
33 PROJECTS



1 CHALLENGE



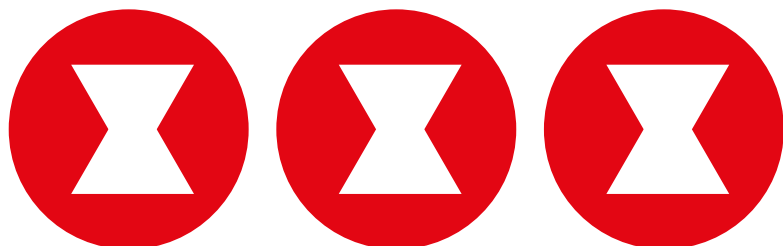
25 MENTORS



10 PROJECTS SELECTED



3 IDEAS AWARDED

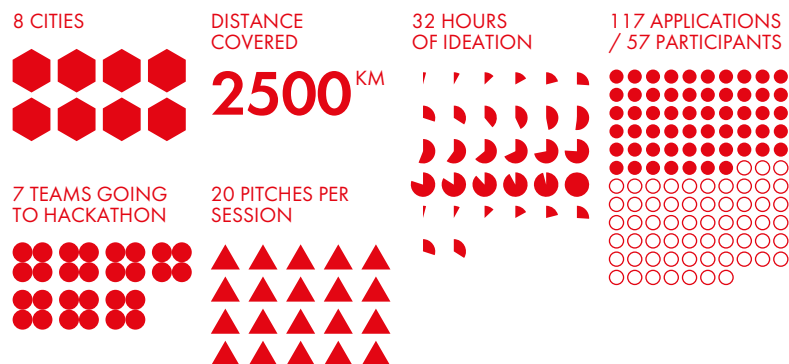


The second edition of Hack for Good, in 2017, focused on the integration of refugees.

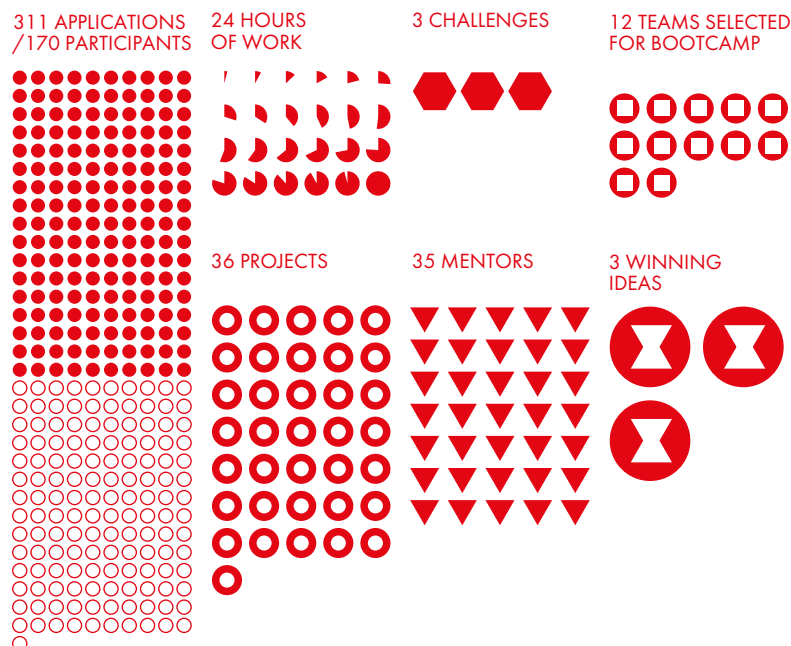


2017

## IDEATION



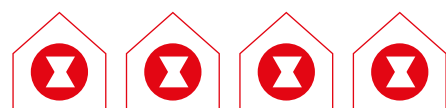
## HACKATHON



## BOOTCAMP



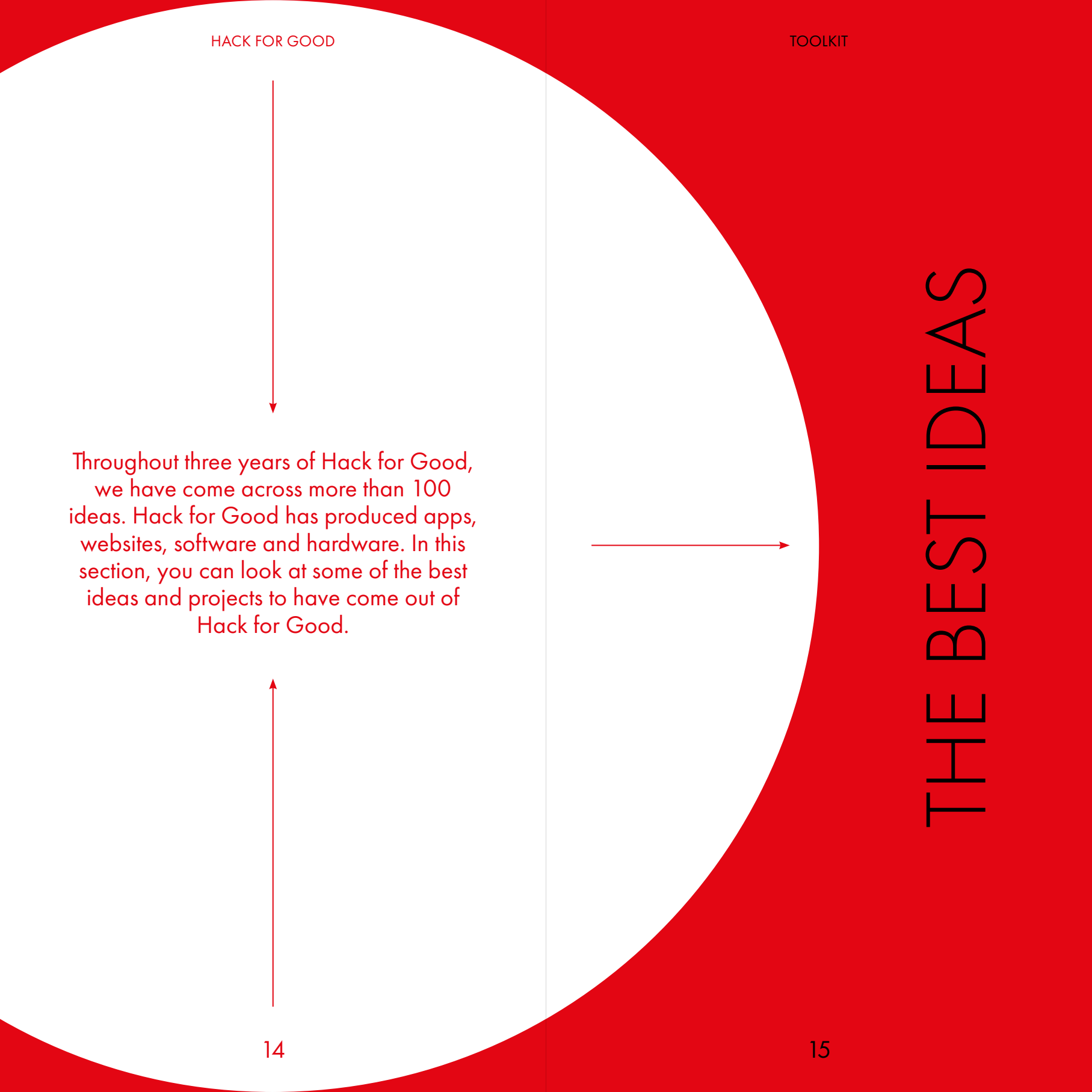
## INCUBATION



In the third edition of Hack for Good, we decided to change things! We'll tell you more about our reasons on the "LEARNING" chapter, but you can grab a visual glimpse of our strategy here.

2018





Throughout three years of Hack for Good, we have come across more than 100 ideas. Hack for Good has produced apps, websites, software and hardware. In this section, you can look at some of the best ideas and projects to have come out of Hack for Good.

# THE BEST IDEAS



XIMI



XIMI TEAM AT  
HACK FOR GOOD 2016

XIMI aims to solve a very serious problem: loneliness. It is estimated that 1.2 million elderly people in the world suffer from isolation. A gamified app may be a solution to counter this trend. XIMI gives the elderly a score for each task they complete within their daily routines. The more people each task involves, the more the points earned. The goal is to translate these points into real value that can be exchanged for prizes whenever certain levels are reached.



CHALLENGE:  
ACTIVE AGEING



CUIDAR-E

Cuidar-E is a web platform dedicated to informal caregivers. It is based on four main functionalities, including having caregivers register their tasks and recording the progress of elderly patients under their care through physical examinations, for example. The intention is for the platform to constantly evolve, allowing caregivers to share their individual advice with each other and access an artificial intelligence robot to get more tips on how to improve their activity.



VOICERING

VoiceRing presents itself as the ideal task management app for independent and active elderly people. It allows users to receive alerts for activities to be performed that are defined remotely by caregivers. If a user does not complete a given task, this app would send several reminders before warning the caregiver. The system includes a simple interface and a text-to-speech converter.



CURA



CURA TEAM AT  
HACK FOR GOOD 2017

CURA was conceived as an anonymously accessed mobile app specialising in health-related issues faced by women, who represent more than 50% of migrants. Aided by remote assistance from accredited volunteer doctors, the users of this app (which already has more than 80 volunteer doctors online) can utilise icons and images to facilitate communication between doctors and patients. It also integrates a simultaneous translation functionality.



CHALLENGE:  
INTEGRATION  
OF REFUGEES



## SHARE YOUR MEAL

Share Your Meal was designed as a platform to promote connections between migrants and local families living in the same city by inviting them to share their diverse dining experiences. Using the automatic translation service available on the platform, families can sign up either to receive another family or to go to another family's home. In this way, bonds of friendship and networks of support are created, promoting connections between people who share information about daily necessities.



## ICON SPEECH

IconSpeech is an app that uses a universal language - images - to overcome communication barriers and help people understand each other. Using a very simple interface and preselected images, IconSpeech combines the power of image with text and voice, creating messages that can be understood intuitively. In a world where 1 in 113 people are seeking refuge, the use of this app is essential.



## NEW HUBERT



NEW HUBERT TEAM AT  
HACK FOR GOOD 2018

The New Hubert project was conceived as a solution that would enable the diagnosis and monitoring of degenerative diseases like Parkinson's, through a smartphone camera. It includes the development of an add-on for smartphone that analyses variation in pupil diameter. The diagnosis occurs with a sudden flash, while users watch a 15-second video.



CHALLENGE:

ACTIVE AGEING,  
THE INTEGRATION OF  
REFUGEES, WELL-BEING OF  
CHILDREN AND THE ELDERLY



## MYNUTRISCAN

The MyNutriScan project has developed an app that allows us to discover all the nutritional information regarding a food product through a smartphone. In a simple, fast and user-friendly way, we can access this information on-screen, the most relevant information being highlighted. This allows us to connect a user's food plan with a better understanding of the quality of each food product in her/his diet. It's like having a full-time nutritionist by our side!



## LITMAKER

The Litmaker project has built a low-cost tool to teach computing to children in an iterative and entertaining way. This tool includes physical devices and a mobile interface. As a low-cost solution, it can be used in low-resource areas to provide equal educational opportunities in schools where children don't have access to computers.



## AURORA

Aurora is a digital expert who helps parents to sleep better by teaching them about how their children sleep. Aurora is a trusted source of parental knowledge and can be a friendly companion to parents; she can talk and interact directly with parents. Being a parent is hard, but Aurora is there whenever guidance is needed. She wants to be a tool of reference in all parental life-cycle issues. With Aurora, our goal is to provide families with 24/7 help.



As the name suggests, a hackathon is a programming marathon aimed at the development of a project. In this event, participants may focus on the same project for several hours or even days until the final pitch, normally with the demonstration of a prototype.



# WHAT IS A HACKATHON?



# ▶ WHAT IS A HACKATHON?

The Calouste Gulbenkian Foundation has developed Hack for Good (H4G), a two-day non-stop programming marathon to develop tech solutions for social challenges.

IN TOTAL, ITS THREE EDITIONS HAVE GENERATED MORE THAN 1000 APPLICATIONS, 500 PARTICIPANTS AND MORE THAN 100 IDEAS.



WHAT IS A HACKATHON?



At H4G - one of the best events of its kind in the country - programmers, designers and entrepreneurs work together to develop apps, websites, platforms and hardware that offer innovative and scalable solutions to the real problems faced by societies.

Seeing technology as an enabler of innovative solutions to the most pressing social problems, the Foundation seeks to empower connections between the social and the tech areas, with scalable solutions that can solve global problems through local projects.





The work of the last three annual editions of Hack for Good has provided a wealth of experience and has led to the hackathon becoming a part of an integrated programme within a more extensive process. It was necessary for us to adopt an evaluative approach for the development of the project, which would enable Hack for Good to benefit from a loop of continuous development and adapt and react within a short time frame.



# LEARNINGS

A project like this has never been tried before, and hence it was not possible for us to learn from other social hackathons. Thus, we sought real-time feedback from participants, partners and mentors through interviews and user-friendly feedback loops.

The task of working with an unknown tech audience (with unknown motivations and where we could not take reactions and interest for granted) was complex and uncertain. This provided an opportunity for us to learn how to respond to situations where we wouldn't have control over outcomes. We had to build flexibility and tolerance for ambiguity, promoting open and agile critical thinking within our team.

With Hack for Good, the Foundation has made itself open to risk and the possibility of failure, as is the case with organisations seeking to use creativity to solve the world's problems. In the process, we have tested new approaches to tackle the issues at hand. As we blaze a trail in the tech scene and seek to make an impact, we hope our knowledge and recommendations can strengthen outcomes in this area and make it easier for others to have an impact through technology within the 'tech for good' ecosystem.

There is a lot to learn and many recommendations available in this toolkit.

We wanted to delineate the most important lessons we had learned and some reflections that we considered to be central in building this project. We hope they help you make your own decisions using your own critical thinking.

## ▶ SHOULD WE CREATE AN ECOSYSTEM, A MINIMAL VIABLE PRODUCT, OR BOTH?

The first goal of Gulbenkian Hack for Good is to inspire programmers, designers and entrepreneurs to get closer to the social realm, thus raising awareness about the opportunities to develop tech solutions to solve social problems on either a voluntary or a for-profit basis.

A  
HACKATHON  
IS NOT ENOUGH.

This work of inspiration and awareness-raising is crucial to creating a strong 'tech for good' ecosystem in Portugal and the rest of the world. We believe Foundations are particularly well suited to this kind of challenge, that requires commitment in the medium and long term.

The Gulbenkian Hack for Good project helped to create the 'tech for good' ecosystem in Portugal. The 2016 and 2017 editions fulfilled our first goal of inspiring participants and the tech community through both targeted communications and the media, using live TV broadcasts.

However, if our aspiration is not only to inspire but to actually achieve a minimum viable product, a hackathon is not enough. That's why we decided to complete the first goal while simultaneously trying to produce more workable tech solutions. This is necessary to create a strong ecosystem and a future pipeline of projects.

We wanted to see if we could achieve these two goals together in the 2018 edition.



# ▶ HOW CAN WE RAISE THE PROBABILITIES OF DEVELOPING A FUNCTIONAL TECH SOLUTION?

We've learned that a hackathon is only a small part in a process that should be developed both before and after it occurs. It is still a crucial element in the whole process, but in order to get more workable tech solutions, we had to rethink the strategy and the path leading up to the hackathon and beyond.



BEFORE THE  
→ HACKATHON

Main problems noted in the two first editions:

Some of the teams arrived at the hackathon without fully formed ideas or impact models. In some cases, projects were completely reformulated during the hackathon. This resulted in delays in the whole process.

What solutions did we test to solve these cases?

Two months before the hackathon, we prepared ideation sessions in several cities with the aim of finding and helping participants sketch out ideas that could solve the social challenges identified.



AFTER THE  
→ HACKATHON

Hackathons can engage temporary teams that are built without any group work routines. Without a coherent structure, projects can lose cohesion and rhythm after the end of the hackathon. Plenty of good ideas developed during the hackathon did not become functional solutions after the event.

Thus, we planned a mentoring programme, the Bootcamp, where the ten best hackathon ideas could receive support in the following six months.

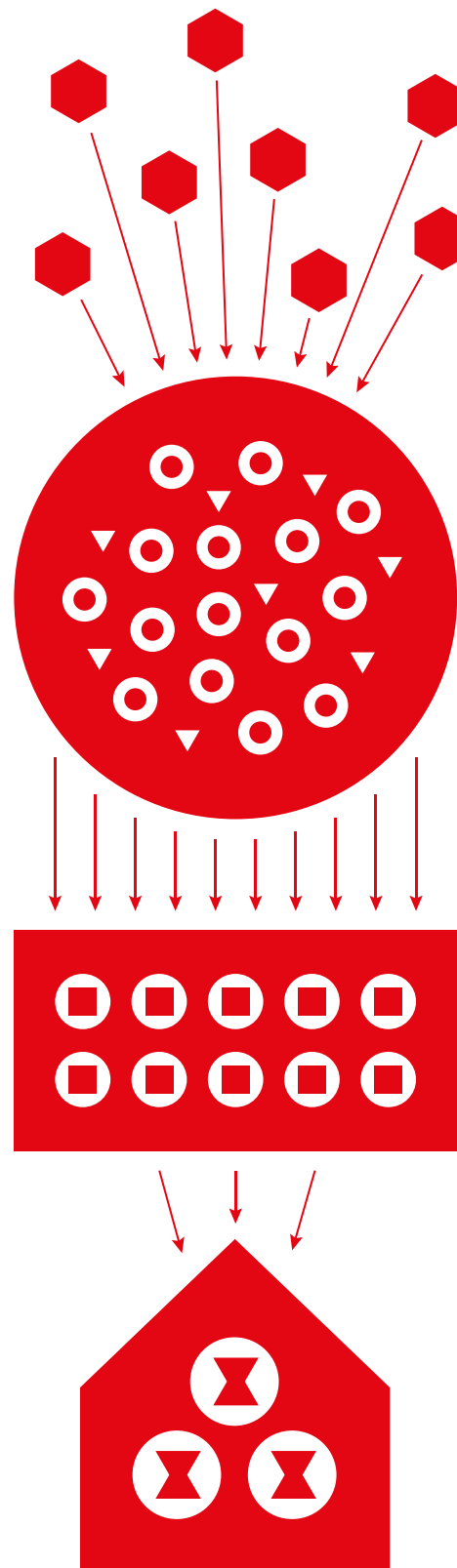
We had meetings and on-site/online workshops about marketing, product, pitching and finance. Mentors of each team were also present, and the Foundation facilitated contacts, finding incubation spaces where ideas could grow and take concrete form.

IDEATION

HACKATHON

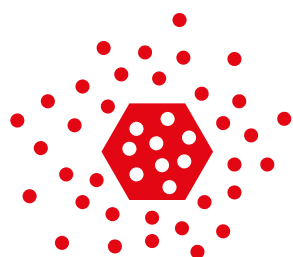
BOOTCAMP

INCUBATION



## ▶ SHOULD WE SOLVE ONE OR SEVERAL CHALLENGES PER HACKATHON?

Each of the first two annual editions of Hack for Good had only one challenge. There are a few advantages in this one-challenge approach:



It's easier to explain the concrete challenges for one theme rather than for several themes.

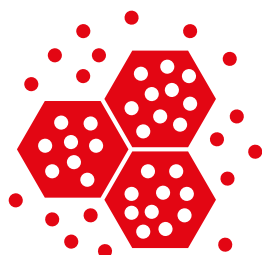


It is more useful for teams to have mentors who specialise in a specific area rather than general mentors.



It's easier to create a jury with experience in one area and having better skills to compare and evaluate solutions.

However, there is one particular disadvantage we have seen that can compromise the quality of the ideas:



With only one challenge per competition (for example 'Active Ageing'), it's more difficult to appeal to the interest of the general public. Some people may have more interest in other areas outside the selected theme, meaning that they would miss out or compete without much commitment to the idea that is developed.

## ▶ MANY LESSONS AND STILL SO MUCH TO LEARN

Many of the lessons learned are reflected in our toolkit recommendations.

There is so much that we've learned throughout these three years. However, it's important to understand that those lessons - and the recommendations included here - always need space to evolve. We are aware that our model is not completely "hacked" and would only be complete when every participant team can leave an event like this with a functional project that is useful to society.

This is why we want to continue learning and testing new models. In 2019, the model will adopt new strategies designed to achieve the same goal: inspiring as many people as possible to hack for good and achieve the highest number of functional solutions to people's problems.

**WE ARE AWARE  
THAT OUR MODEL  
IS NOT COMPLETELY  
"HACKED" ...**



In order to transform the 'tech for good' system in Portugal and Europe, it's necessary to share the best practices and generate collective efforts to create a lasting impact. That's why the Gulbenkian Foundation plans to use what it has learned in the first three editions of Hack for Good to create two new strategies for both national and European outreach.

# NEW STRATEGIES

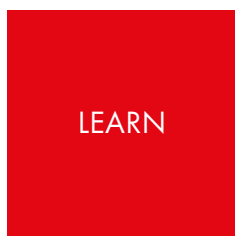
NEW WAYS TO HAVE AN IMPACT ON SOCIETY

# IDEATE IMPACT STRATEGY



In 2019, we are building new partnerships to implement the Ideate Impact strategy.

We invite different stakeholders like universities, student's associations, municipalities and companies to join us in our efforts of hacking for good.



We offer support to these organizations in setting up their own hackathons with a social purpose.



By inspiring and mentoring others to include a social mission in their hackathons, we aim to maximise our collective impact.

## IDEATE IMPACT STRATEGY

FOCUS

1

Showing tech people that they can use their talent to solve social issues;

3

Achieving minimum viable products and finding partners and start thinking on a scalable and sustainable business plans;

2

Activating creativity and finding tech-based solutions for relevant social issues;

4

Build a community of practice on using hackathons in the tech for good ecosystem.

## PHASES

A

IDEATION  
Each hackathon will have a prior ideation session.

B

HACKATHON  
\*Where the magic happens\*

C

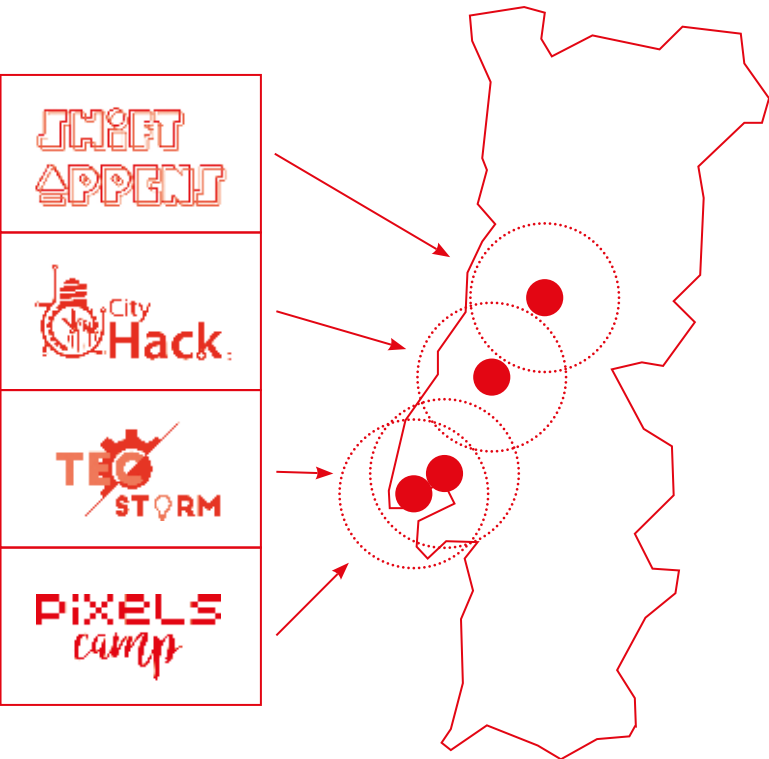
MENTORING  
The best teams from each hackathon will get the chance to be part of a mentoring program for 6 months.



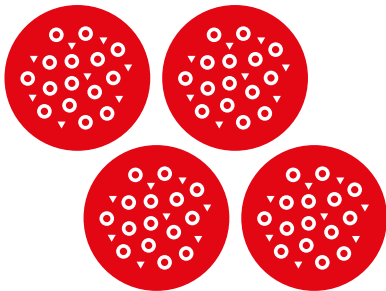
In 2019, we started partnerships with four established hackathons in Portugal.

Through these partnerships, the Calouste Gulbenkian Foundation has been helping these hackathons by offering participants a more diverse range of challenges (on top of the usual tech-based or finance-based challenges) and including social challenges too.

The tech community now has four relevant hackathons in the country where people can join and use their talents and competition skills, while also doing something they really care about and changing the world.



4 HACKATHONS



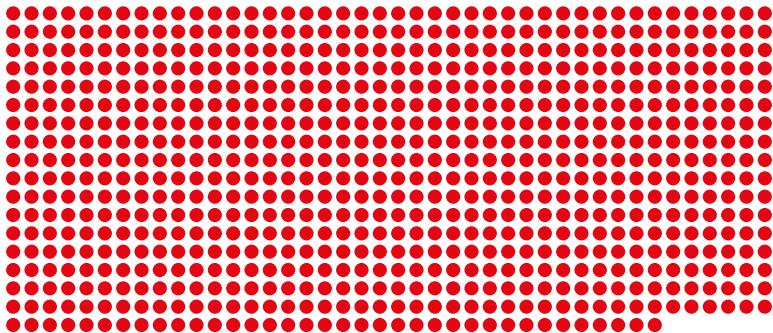
3 CITIES



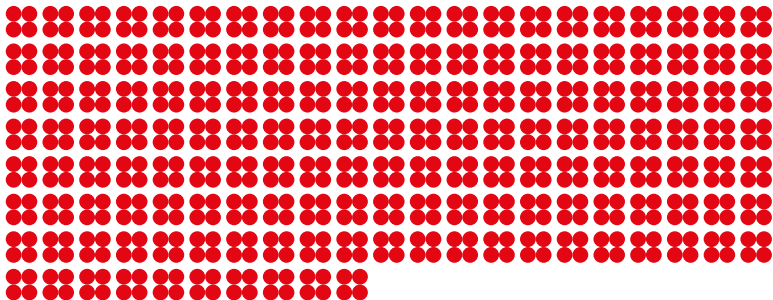
60 MENTORS



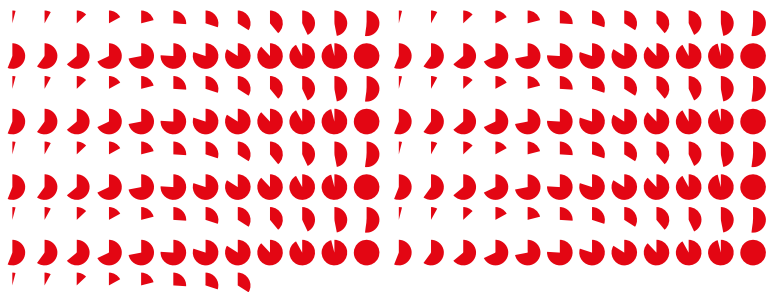
750 HACKERS



150 TEAMS



200 HOURS OF HACKING

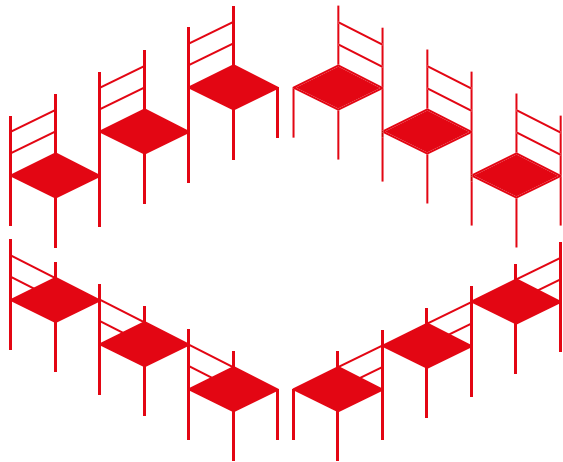


12 PROJECTS UNDER MENTORSHIP









While we increase the number of hackathons that include a social mission in the challenges they make available to their participants, it is our aim to build a community of practice where ideas and lessons that are learned can be shared.

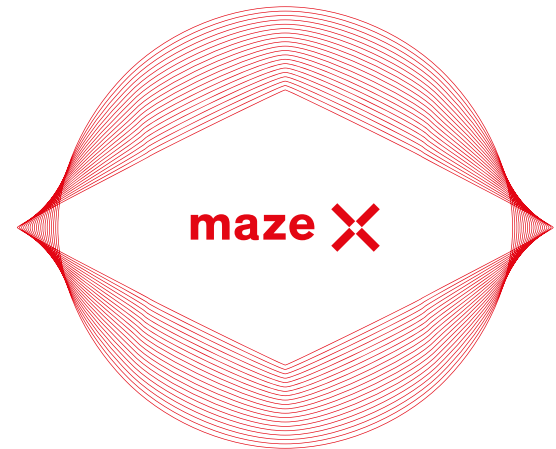
**TOGETHER,  
WE ARE STRONGER.**

We want to connect all the stakeholders using hackathons as a method to solve social issues through technology, in Portugal and abroad as well.



## ACCELERATE IMPACT STRATEGY

As of 2019, the Foundation will support MazeX, an acceleration programme with European outreach operating from Lisbon.



This nine-month acceleration programme (3 months of intensive acceleration, 5 days/week + 6 months of continuous guidance) will work with 10 tech startups, working on solutions to solve environmental and social problems.

The strategy of this programme is to attract tech startups from all over Europe working in the areas of well-being, quality of life, circular economy/eco production and consumption, making Portugal an integral platform in the "Tech for Impact" scene.

We believe that the potential of Portugal to act as a place of experimentation that can be subsequently replicated across Europe makes it the right place to launch this programme.

Maze is a start-up created by the Calouste Gulbenkian Foundation that works with organisations and investors seeking to make an impact and scale-up effective solutions for tackling social and environmental challenges.

[www.maze-impact.com](http://www.maze-impact.com)  
[www.maze-x.com](http://www.maze-x.com)

This toolkit aims to inspire and support other organizations in creating their own hackathons with a social mission. It provides practical guidance on how to organize a hackathon. Themes include the following: challenges, financing, human resources, communications and operations. As we have learned that a hackathon may not be enough, we also share with you some insights about what you can do before and after a hackathon to make sure you get as close as possible to functional tech solutions. By sharing these insights, we hope to make it easier for anyone who wants to take a chance and set up their own 'Hack for Good'.

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PLANNING

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IDEATION

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HACKATHON

P. 72  
AFTER THE  
HACKATHON

# TOOLKIT



# PLANNING




## IDENTIFY THE CHALLENGES

The purpose of a hackathon is to solve challenges. The challenges of the various editions of Hack For Good were chosen by the Calouste Gulbenkian Foundation to find a balance between its internal work as an institution and the needs of today's societies. The following were the topics of the three previous editions of Hack For Good:

2016 —————→  
ACTIVE AGEING

2017 —————→  
INTEGRATION OF  
REFUGEES AND  
MIGRANTS

2018 —————→  
CHILDREN AND  
YOUTH WELL-BEING  
+ TOPICS FROM  
PREVIOUS EDITIONS

2016 —→

## ACTIVE AGEING

COMMUNICATION  
AND NETWORKING

Innovative methods of communication and interaction that contribute to preventing the feelings of loneliness in the elderly.

## HEALTH AND WELLNESS

Services ranging from the digitalisation of health services to the development of recovery and prevention processes.

## CAREGIVERS

Technology that improves the efficiency of caregivers.

EMPOWERMENT OF  
OLDER PEOPLE

Tools to empower older people in a simple, user-friendly and engrossing way.

## NUTRITION

Technological solutions to maintain healthy food habits in older people.

## MOBILITY

Technologies that promote mobility in public and private spaces.

## TRANSFER OF KNOWLEDGE

Platforms to increase contact between the younger and older generations and prevent the loss of knowledge.

## PERSONAL FINANCES

More appropriate financial services solutions for the elderly.

2017 —→

INTEGRATION OF  
REFUGEES AND  
MIGRANTS

## INCLUSION

How can we facilitate the social, cultural and economic integration of migrants, asylum seekers and refugees with their host communities?

## EDUCATION

How can we create formal and non-formal education solutions, both online and offline?

## IDENTITY

What solutions can we find for the absence of documents, recognition of diplomas and other types of documentation that facilitate the integration of migrants?

## HEALTH

What innovative technological solutions can we develop in the health area?

## INFRASTRUCTURE

How can we promote the creation of solutions that allow greater connectivity and access to the Internet and technology?

2018 —→

CHILDREN AND  
YOUTH WELL-BEING  
+ TOPICS FROM  
PREVIOUS EDITIONSHEALTH, WELL-BEING  
AND HEALTHY LIFESTYLES

What care can we provide to this group? How can we identify psychological and behavioural disorders? How can we promote the good habits of nutrition and physical activity in children?

SOCIAL AND  
EMOTIONAL SKILLS

How to acquire social and emotional skills? How can we improve resilience training, sociability, self-esteem and self-control?

## PARENTING

How to increase the qualifications of caregivers, parents and other relatives and professionals? Can we improve parental practices, training and monitoring?

## LEARNING

Is it possible to create stimulating and playful solutions that can increase the pleasure of learning?

## BUT... HOW DO WE IDENTIFY A CHALLENGE FOR THE HACKATHON?

There are many ways to identify the right challenge for your hackathon. It all depends on your motivation and organisation. Here are some tips:

1

If it is a hackathon organised by a company or a foundation with a particular message or lobby, your topics should be closely related to the aims of that organisation;

2

While the world is evolving, there are some moments where crises surge and actions need to be taken. In 2017, at the peak of the migratory crisis in Europe, it made sense for the Hack for Good to focus on addressing the same;

3

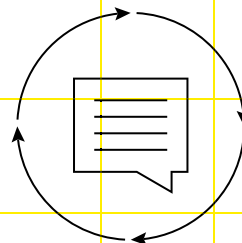
In case of an open hackathon – where participants are free to choose the topic they wish to address - it is important to create some rules and limits for the solutions and the impact we want to create. It's also important to allow the teams to develop their creativity freely (Important note: if your hackathon is open, it can be more difficult to find the right mentors. Find more about this in the "Mentor" section);

4

When in doubt, we suggest you ask social organizations for ideas. They are specialists in their respective fields and will probably be able to give you a list of specific and detailed problems to solve, with real tips for tech solutions.

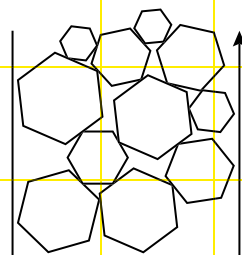
The question of what challenge to pursue and how detailed you can be in explaining the same is crucial. If you try finding solutions for a problem with a team that doesn't fully understand it, a gap can open up between those seeking to develop the solutions and those who would benefit from them.

At the same time, relationships with other social organisations in the field can improve the quality of solutions. For example:



### FEEDBACK

given to a team is an excellent way to perfect a solution. It raises issues that the team might not have thought previously about if they did not understand the overall context of the problem.



### "PROBLEM BANKS"

can also help motivate teams to participate. Sometimes, teams want to join a hackathon but they do not have any concrete ideas to develop. They want to help, but they don't know how! Having problem banks with very specific challenges that organizations face are a great way to reach a new audience and, as a result, get more teams to participate in such an event.



# HOW TO FINANCE A HACKATHON?

When organising a hackathon, budgets can vary substantially. With the right type of event and partners, it is possible to organise a hackathon without great expense. However, if your hackathon is developed by a single organisation, costs can mount quickly. Based on our experience, here are some insights that may help you:

## INSIGHTS

1

Identify sponsorship needs according to different areas:

- Activities
- Catering
- Transport
- Awards
- Technology
- Human Resources
- Other

2

Identify companies or organisations that might make good partners in each category;

3

Think about what you can offer to companies or organisations that may partner with you and initiate talks to understand how they can help;

4

Develop some specific event metrics to include in the final report presentation.

## DIFFERENT TYPES OF BENEFITS TO OFFER SPONSORS

1

Placing the partner's logo on the communication package of the event (graphic elements, venue decoration, online communities, etc.). Different places could also mean different types of sponsors;

2

Access to the event's community through the possibility of recruitment or the sale of products/services;

3

Distribution of merchandising from companies to the teams;

4

Access to technology for testing, like tablets, smartphones, laptops, 3D-printers and other devices;

5

Possibility to include the name of the sponsor in the event title or in a section of the venue;

6

Other opportunities can be defined depending on the type of partner or organisation in question.



In this dynamic market, there's a huge variety of companies and products that can add value to your event. So be creative in persuading companies to be a partner in your event!



# THE PERFECT VENUE

TO CHOOSE A VENUE APPROPRIATE  
TO YOUR HACKATHON, —————→  
—————→ KEEP THESE ISSUES IN MIND:

1

How many participants do you think you will have in your event?

2

How long will the hackathon last? For example, Hack For Good runs for 32 hours non-stop, starting from check-in and ending with the presentation of awards.

3

What activities do you plan to include?

4

Are you planning to conduct coaching sessions?

5

Is catering to be served in the work space or will you have a meal area outside the event space?

Taking the previous points into account, what do you think would be the best venue?

Ideally, it will be a space that can accomodate in a relatively close area the various different spots of the event, in order to create a good dynamic during the event.

DIFFERENT SPACES AT A —————→  
—————→ HACK FOR GOOD EVENT

## RELAX SPACE

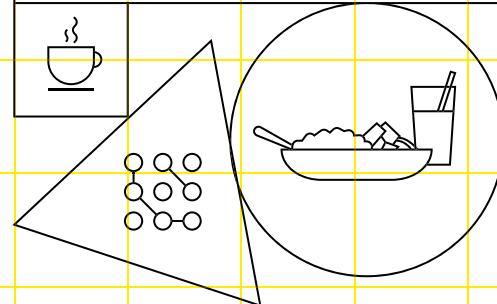
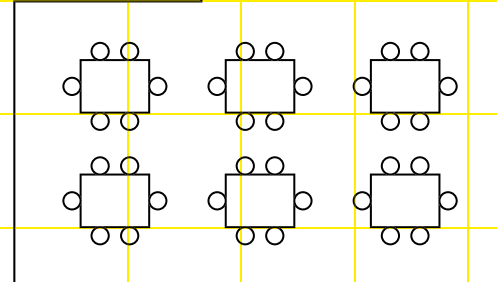
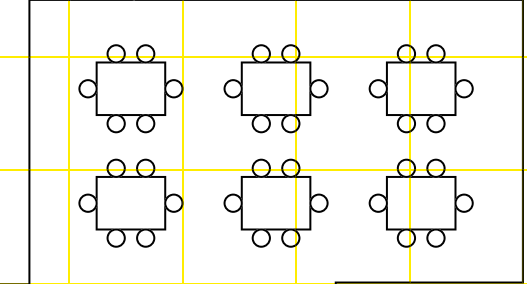
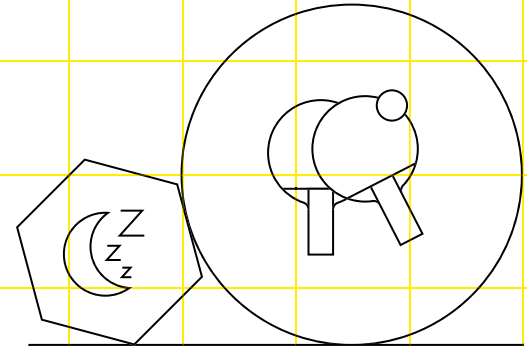
A space away from the working space, where participants can relax and rest in the middle of the night;

## LOUNGE AREA

The space where participants can relax and participate in activities like gaming and others;

## WORKING SPACE

The space where participants are to be found most of the time;



## TECH ZONE

A beta testing space where participants can test gadgets released by partners;

## COFFEE STATION

A space with food and beverages available at all times.

## MEAL AREA

A place like a cafeteria where participants can have lunch or dinner, sometimes outside the working space but always situated in the same venue;

Apart from these divisions, there are other crucial considerations to keep in mind when deciding on the best space for an event:

1. Good transport facilities and parking nearby;
2. Good natural lighting at the event;







# THE RIGHT TEAM

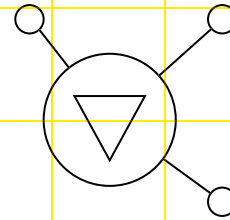
You need a solid and dynamic team to organise a hackathon properly. Either you can have a centralised team with all the profiles and skills you need, or you can have different providers. Given below are some profiles you will need:



## IMPORTANT NOTE:

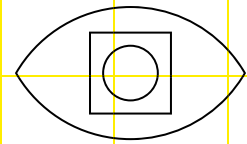
It is very important to have a connected team that can easily find solutions, within various networks, to different types of problems that may occur.

## TEAM PROFILES



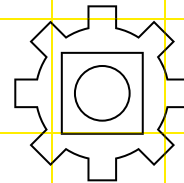
### TEAM LEADER

A person responsible for project management, with the global vision of what's happening and who is aware of all the details;



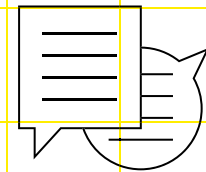
### DESIGN TEAM

The team that develops all graphic material for the event (from social media design to merchandising and the venue identity etc.);



### PRODUCTION TEAM

People who provide all the logistic aspects and can manage suppliers for a hackathon;



### COMMUNICATION TEAM

People who spread the message of an event through the media, social media and communication partners.

Apart from the core team that manages everything, you may want to have some external teams to support some services and tasks like the following:

1

DECORATION

3

MULTIMEDIA

2

CATERING

4

MAINTENANCE/  
CLEANING



After choosing the challenge for the event, the target audience and the partners, it is time to understand what tools the participants might need. It is essential to have a team of mentors. Invited mentors should be aligned with the teams' needs and with the hackathon challenges.

TIPS TO HOW TO HELP YOUR →  
→ TEAM OF MENTORS:

1 Create a FAQ information sheet for mentors with answers to questions like: "Who are the participants?" (age, background etc.), "What do you expect from them?", "How long does the mentorship last?";

2 The mentors should arrive early at the hackathon. It is important that they are able to give feedback to the teams at a stage when the latter have enough time to adapt their solutions and improve their projects;

3 Do not limit the time mentors can spend with a team, but give the teams a way to show that mentorship is no longer needed. At Hack For Good, for example, teams have green and red cards that they can display to indicate if they need a mentor's help or not;

4 Provide information about the teams to the mentors beforehand, so they can investigate the different kinds of solutions and technologies that may be available in the market. Don't forget, the more information mentors have, the more efficiently they can help teams.

In addition, it is important to have "target users" of the solutions to be developed.

IN OUR EXPERIENCE, IT IS IMPORTANT TO BRING USERS AND HACKERS TOGETHER.

For example, if you are working on "Integration of Refugees and Migrants", it is extremely useful to have someone from that target group to share their story and feedback at the beginning of the hackathon to the teams working on that challenge. In addition to providing insight, it also motivates teams when developing their project.



At Hack For Good 2016, which addressed the challenge 'Active Ageing', we invited a very special group of users, an elderly group in the age range 70-80 years who comprised the perfect target audience for many of the solutions that were being developed. Those users shared their feedback about the solutions and were able to answer the questions as target users.

We also had some professional care-givers with different profiles and experiences at the event.

The main point here is to understand what kind of mentors and users are relevant to the challenge before activating the network.





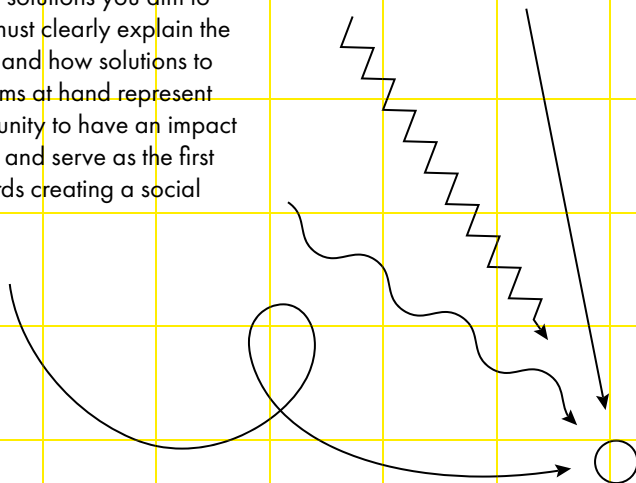
# COMMUNICATION STRATEGY

Promoting a hackathon is not easy. It is a big event with a lot of details and needs a clear and focused communication plan. There are a lot of events, along with different players. Here, we share our tips and learnings.

## HOW TO COMMUNICATE —————→ —————→ AND WHO TO TARGET?

After deciding on a challenge, you need to define your target audience. You need participants with tech profiles that you can merge with other profiles and areas. Your message should be tailored to the challenge and the kind of solutions you aim to find. You must clearly explain the challenge and how solutions to the problems at hand represent an opportunity to have an impact on society and serve as the first step towards creating a social enterprise.

Keeping this in mind, communication should be targeted through different channels to the target audience, with specific messages and graphics pertinent to the hackathon in question.



## COMMUNICATION KIT:

### ONLINE —————→

①

#### WEBSITE

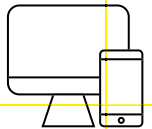
Every hackathon needs the following information and structure:

- A. The challenge or challenges
- B. The venue, schedule and event details
- C. Agenda
- D. Awards
- E. Mentors & jury
- F. Details like transport to the event, information about meals, and so on.

②

#### SOCIAL MEDIA

The perfect platform to reach your target audiences in different areas, such as targeting engineering college groups, different tech communities and so on.



### OFFLINE —————→

①

#### PRESS CONSULTANCY

Communication with press specialising in the theme of the challenge and also the tech, innovation and entrepreneurship press. This will allow you to spread your message globally and attract more participants;

③

#### INTERNAL EVENTS

Events organised by your team (meetup format) to provide information about the hackathon and answer any questions;

②

#### EXTERNAL EVENTS

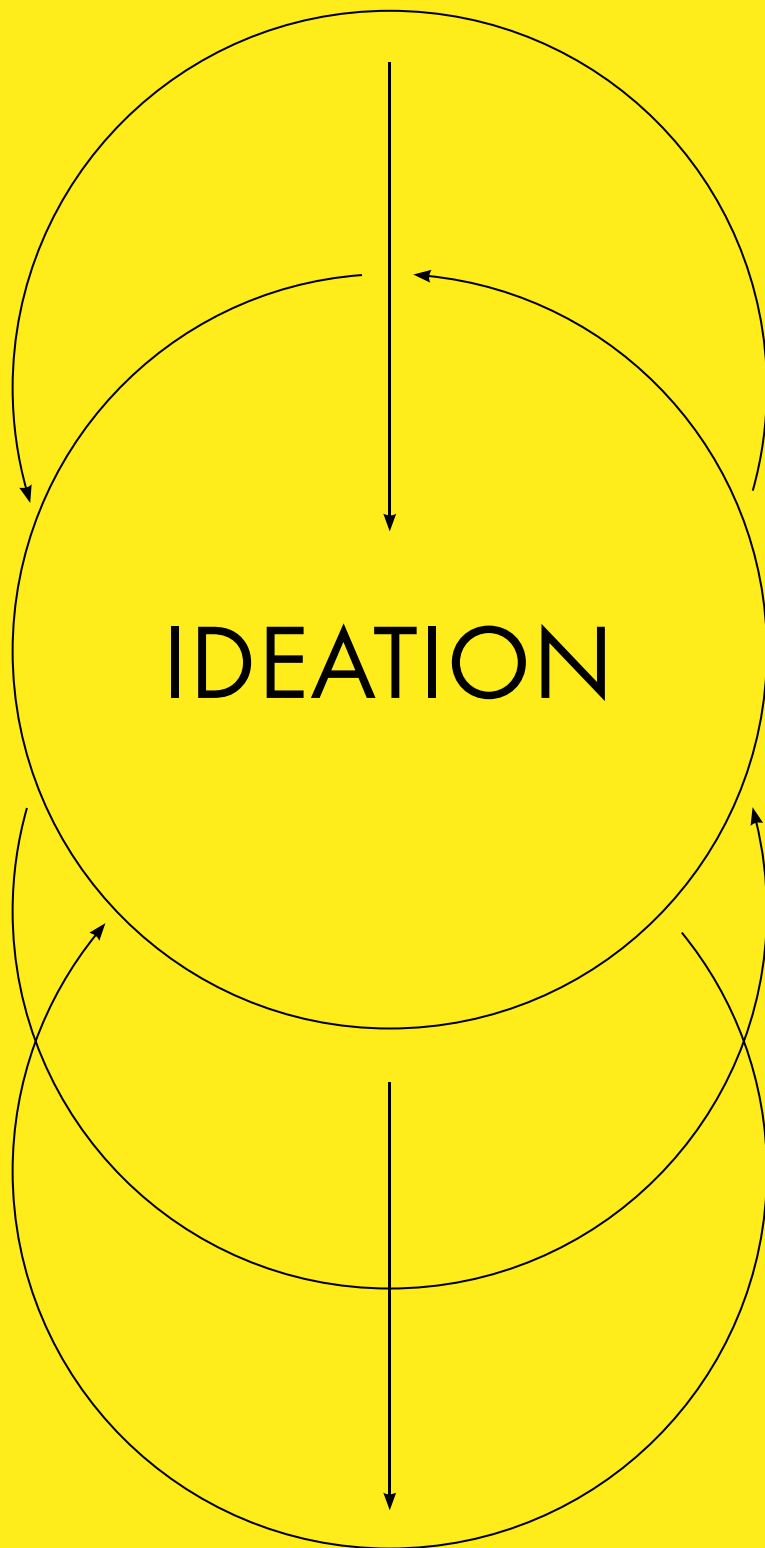
Attendance at other events where you can share information about a hackathon activate partnerships and bring more participants to your event;

④

#### PARTNERS

Activate partners in the community that can help spread the details of the hackathon in their channels, activating new networks and reaching more people;





## IDEATION SESSIONS

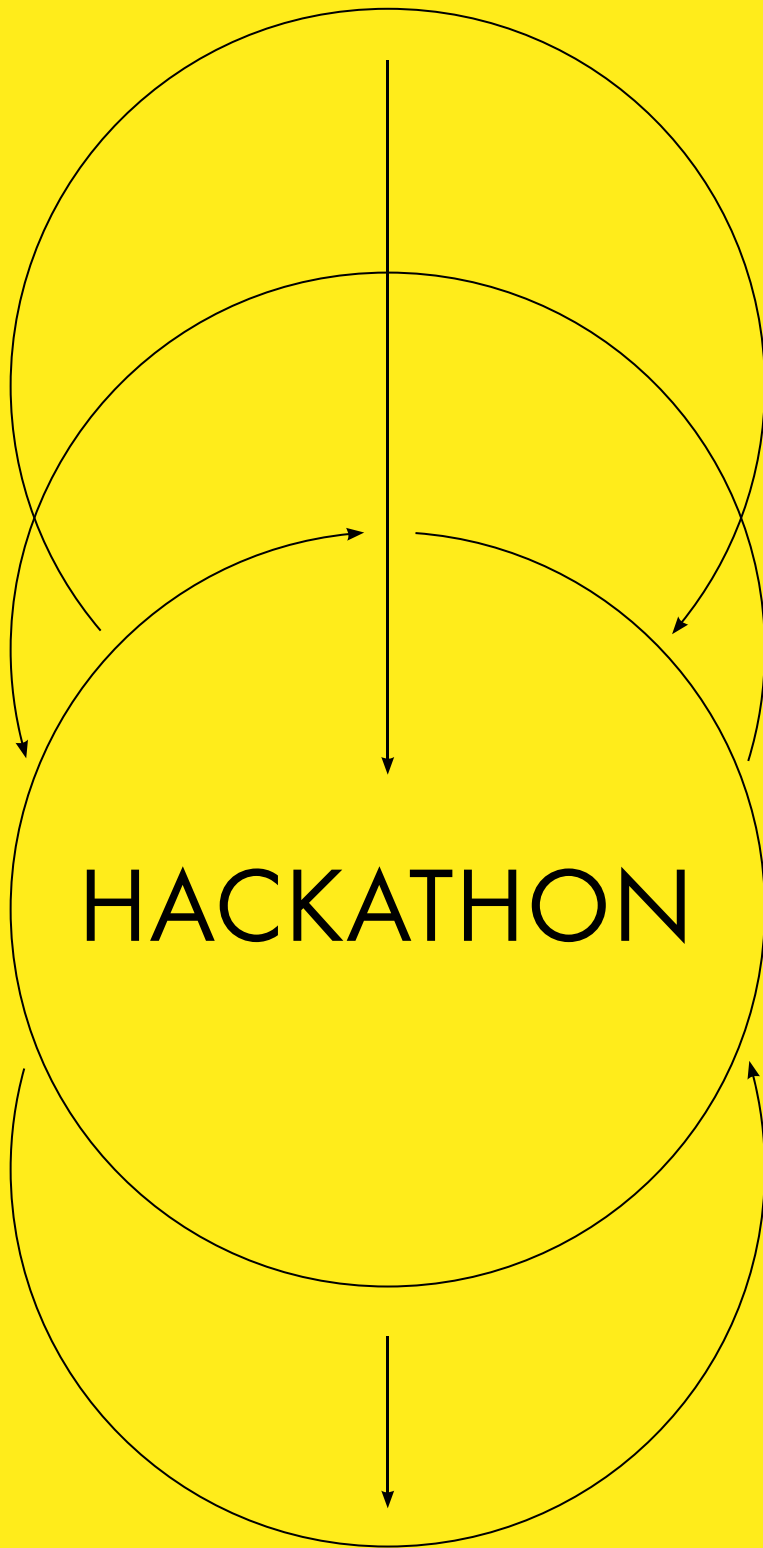
Two months before the hackathon, ideation sessions were organised in several cities in order to help potential participants of the hackathon to think in a more structured way and generate ideas that could solve the social challenges identified.

These sessions provided some very interesting results and helped attract more teams to participate in the hackathon. Some teams might decide that they are not ready for the hackathon, which is also a valuable lesson that saves spots for other teams who may be more ready and enthusiastic.

### TOP TIPS

- 1 Encourage teams that already have an idea and want to explore other ideas in the first session;
- 2 Plan the session, but stay flexible and adapt if necessary;
- 3 Put aside some time for participants to present their ideas and get feedback;
- 4 Keep track of time and control your schedule;
- 5 Have some music to set a good atmosphere;
- 6 Take lots of pictures and post them online afterwards - an ideation is also a good opportunity to promote the hackathon;
- 7 Have a minimum of two teams so that the sessions are dynamic;
- 8 Discourage overly-sceptical contributions.



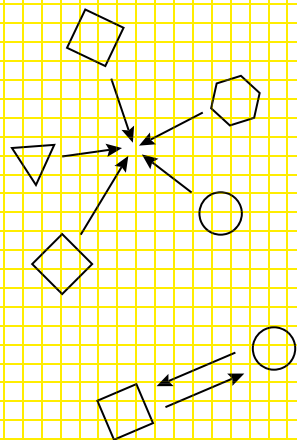
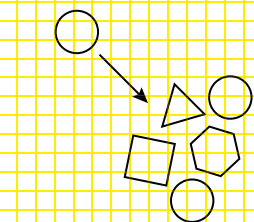
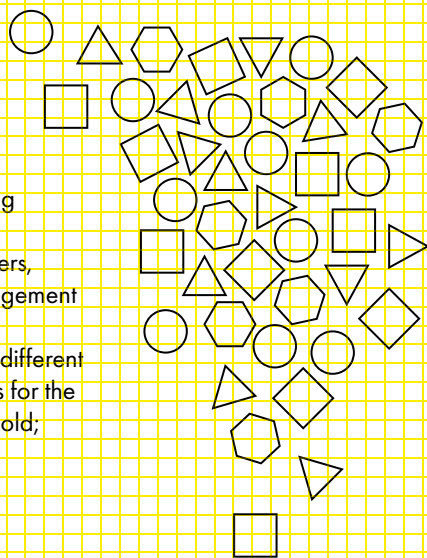


## PARTICIPANT SELECTION

Potential participants would be reached gradually throughout the communication campaign. Once the applications are received, it's important to encourage the interaction between teams until the day of the event. This would reinforce their commitment to participate in the hackathon and avoid their absence. In the following pages, we share some tips we've learned over the years.

1

A hackathon is not only for hackers. Teams participating in an event like this can include marketers, designers, communications and management specialists or even aspiring entrepreneurs! You can set different age and participation limits for the kind of event you want to hold;



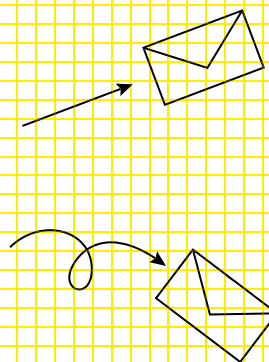
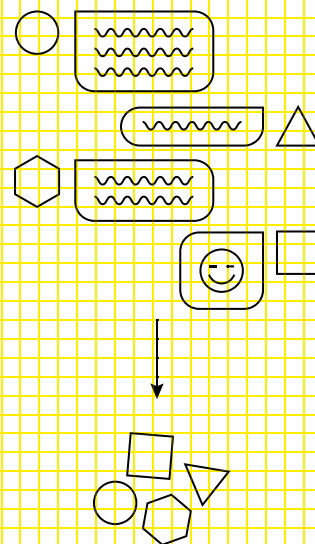
2

Applications can be made by teams or by individual participants. However, it's necessary to create a structure that supports both possibilities;

- A. Hack For Good allows individual participants to apply, but asks all participants to find a team of five to become eligible to join the event;
- B. However, there are hackathons in which participants can apply as individuals and then find other participants to join, though this method contains the risk of having unbalanced teams in terms of profiles (only designers or only programmers), along with those which may not have prepared their ideas and objectives enough for the event.

3

As much as possible, you should encourage those who want to participate but don't have a team, helping them to match up with others in the same situation and meet new people for the hackathon. This can be done through Facebook groups or at on-site sessions where one must encourage brainstorming and networking;

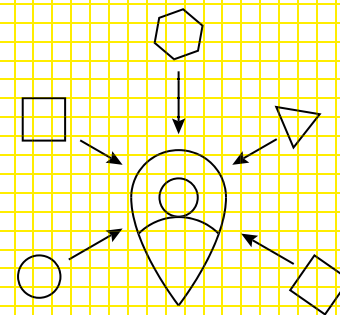


4

You should keep in contact with participants by email to maintain their engagement and commitment to the event. This communication is also important for answering any questions they may have;

5

It's important to have someone responsible for communicating with participants. This is a demanding task, but the only way to have a global understanding of what kind of topics are more frequently asked.





# ▷ THE BIG DAY

## EXAMPLE OF AN AGENDA – HACK FOR GOOD

### SATURDAY →

- 10:00 TEAM CHECK-IN & NETWORKING
- 11:00 WELCOME TO HACK FOR GOOD & GUEST SPEAKER
- 11:30 TEAMS START WORKING
- 12:30 LUNCH
- 14:00 TEAMS START WORKING
- 15:00 MENTORS
- 17:00 SURPRISE FOR THE FOODIES
- 20:00 DINNER
- 21:00 CHECK-POINT
- 00:00 SUPPER
- 02:00 POPCORN TIME
- 05:00 POWER-UP SESSION



### SUNDAY →

- 08:00 BREAKFAST
- 08:30 ENERGIZER
- 09:00 WORKING SESSION
- 10:00 INTERMEDIATE JURY (PRE-SELECTION FOR FINAL PITCH)
- 12:30 LUNCH
- 14:30 PRESENTATIONS DELIVERED
- 15:00 FINAL PITCH
- 17:00 BREAK
- 17:30 ANNOUNCEMENT OF WINNERS & CLOSING PARTY

## CHALLENGE PRESENTATION AND HACKATHON INFORMATION

Every hackathon usually starts with a 'welcome' talk. It's the right moment to establish the tone of the event and explain the course of events. It's important to explain the structure and schedule of the hackathon to the participants and to identify the members of staff that will be there throughout the hackathon. You should also present the jury and the evaluation method at this stage.

## ACTIVITIES

Activities should be distributed in a balanced way across both days of the event and participation in those activities should be optional. Activities should also be planned considering the profile of the participants and the time of day in which they will be held. For example, relaxing activities should be planned at night time, like massages or other forms of physical activity that keep participants relaxed, awake and energised. On the other hand, no activities should be planned in the morning period of the second day, as participants would need time to concentrate on finishing their projects. Put yourself in your participants' shoes and think about what you would like to take away from the experience.

## MEALS

It's very important to think about the details of all the meals. We dare say that this may be one of the most important things to consider when organising a hackathon. Here you have some tips, based on our experience:

There should be plenty of food to ensure no participants go hungry;

You should have information about food allergies and special nutritional requirements of all the participants before the event;

A vegetarian option should be included; it's important to have a lot of vegetarian food because there would always be non-vegetarian people who might just choose this option for a meal;

There should be a permanent coffee station where snacks, fruits, cookies and beverages like water and coffee can be found. It's important to keep the participants energised, and this can't be done with exercise alone - food plays a crucial role in the well-being of participants;

Surprises like the 'Popcorn Time' at 3 am in the morning are always welcomed by participants and can be a great way to keep their morale high.







## PITCH & EVALUATION

The evaluation stage is always tense, even more so if participants didn't sleep the night before! Try to make the hackathon atmosphere relaxed and friendly at all times.

The pitch format should be presented at the beginning of the event and one should maintain regular and clear communication with the participants, always striving to answer their questions so that they can prepare their own teams for evaluation.

It's important that the evaluation criteria and the rules governing the judging process are clear, so as not to disappoint the expectations of the participants.



## THE AWARD CEREMONY

The award ceremony is a very important moment. It brings the event to an end, the moment when every participant (and staff) takes a deep breath and relaxes. The prizes can either be monetary, or something like gadgets. Hackers love gadgets!

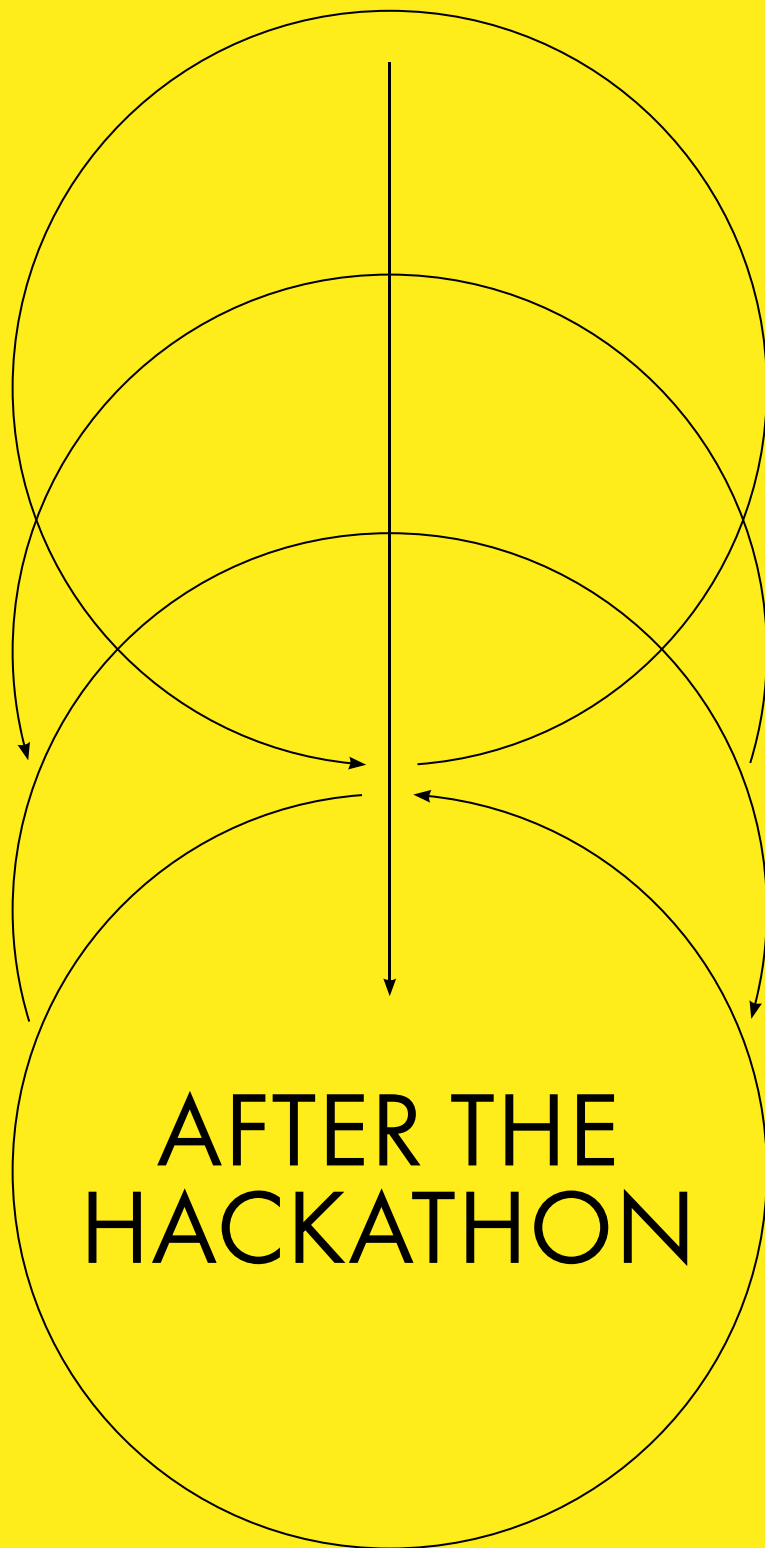
As usual, in this type of event, Hack For Good awarded for its first three winners. A critical issue might arise: when you give prizes to only three teams, other teams that might also have had very good ideas but did not make it to the top 3 might somehow feel that they lost. If they feel this way, they won't be motivated to continue working on their ideas, even though their ideas may have had the potential to become effective solutions to some

social problems. We have learned that you need to give proper recognition to other great ideas as well, and, as much as you can, motivate other teams to continue developing their ideas.

The main point is that hackathons are just the beginning. The winning teams are those which present the strongest solutions on the day, but all projects need their own time to mature and develop.







# AFTER THE HACKATHON

After the hackathon you need to conduct an evaluation of how the event went. There are some metrics of success that allow us to understand whether we did a good job.

1

## POSITIVE FEEDBACK;

Always send a feedback survey to participants after the hackathon. You will learn a lot from it!

2

## WELL-KNOWN FACES OF PARTICIPANTS THAT HAVE PARTICIPATED IN PREVIOUS EDITIONS;

Having participants who keep coming back to your hackathon is a good sign that you did a good job.

3

## MENTORS WHO ASK YOU WHEN YOU ARE ORGANISING THE NEXT HACKATHON;

Mentors generally have great insights regarding how a hackathon turned out. Make sure you ask for their suggestions and feedback.

4

## PARTNERS WHO WANT TO NEGOTIATE A PARTNERSHIP FOR THE NEXT YEAR;

If your hackathon is successful, you can trust that partners will want to make sure, as soon as possible, that they will be involved in the next edition.

While we love to see teams continuing to work on their projects after the hackathon, in our experience many of these projects do not survive. The reason is simple: while teams are interested in continuing to work on the projects they initiate at the hackathon, they lack any structure or routine that can support them.

This was the reality of the first two editions of H4G, and that is why we created the Hack for Good Bootcamp. This bootcamp marks our commitment to keep supporting projects by providing the structure and tools needed to ensure their continuity.

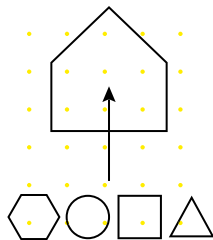
# ▶ BOOTCAMP

The Bootcamp aims to help ideas generated at the hackathon take the next step and grow into real solutions. Evolution is the keyword. We are proud to count on the help of mentors, partners and experts across many different areas.

The Bootcamp schedule included both mentoring and training sessions, two on-site and the others delivered digitally. From May to November, selected participants acquired the knowledge and tools to develop their products. We maintained regular contact with the project teams, managing their needs and activating our networks.

## WHAT COMES AFTER BOOTCAMP? →

Hack For Good has decided to establish partnerships with incubators that could help our projects grow and create partnerships with other organisations within a given ecosystem.



## CRUCIAL POINTS FOR THE PROGRAMME'S SUCCESS →

1

Find a key team member who can centralise the requests, needs and realities of the entire team;

2

Create a CRM to organise all the information of every team at Bootcamp;

3

Activate your network to find mentors who can fit in different areas and who can help teams by both solving problems and also giving them new challenges to overcome, guidance and possibilities;

4

Offer teams training in areas where hackers generally need support. For example, at Hack For Good Bootcamp we offered training in the following topics:

- a. PRODUCT
- b. MARKETING & SALES
- c. PITCHING

5

It's important to define the schedule from the beginning and communicate it to the teams, so that they can get organised and keep the deadlines in mind;

6

Make regular calls with the teams so they feel they are being helped. Thus, the Bootcamp staff can understand the perfect solutions designed to support them;

7

Do not make on-site sessions compulsory. Always try to conduct everything online, as much as possible. Remember that most of the times, participants have their own routine of working or studying. Try to be as flexible as possible.

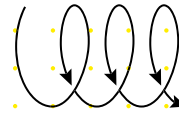


# INCUBATION

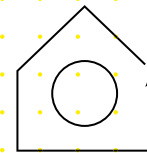
One of the main goals of Gulbenkian Hack For Good is to enable projects created by the entrepreneurs participating in this programme to reach the market and become real solutions with a veritable social impact. Incubation is the final step of this integration programme and aims to facilitate contact with incubators, so that the best projects can keep growing in the national and international markets.

Entrepreneurs usually lack resources and knowledge in many areas relating to the development of a project. Therefore, projects should be integrated into a proper environment to facilitate their growth. We believe that this is the role of incubators.

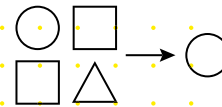
## HOW CAN AN INCUBATOR HELP PROJECTS ARISING FROM A HACKATHON?



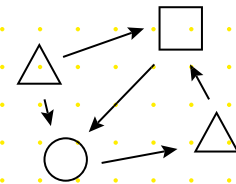
FOLLOW-UP ON BUSINESS DEVELOPMENT;



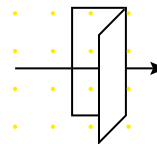
PHYSICAL SPACE;



MENTORING AND ADVISORY SERVICES;



AN ECOSYSTEM OF ENTREPRENEURS, CRUCIAL FOR BUSINESS IDEAS;



ACCESS TO A NETWORK OF PARTNERS WITH VERY IMPORTANT SERVICES (LEGAL, MARKETING, SALES AND MORE).

If Google, Facebook and Apple started their businesses from an even lower base, why can't we use these tools to make our ideas grow? Incubators are definitely the next step in this regard.

TOOLKIT



TAKE A RISK



AND



Now you have (almost) everything you need to organise your own hackathon! But remember, despite the agenda of Hack For Good we have outlined here, not every hackathon has to resemble our assertions. Creativity is king: feel free to explore different models.

With this toolkit, we have explained what a hackathon with a social mission entails.

We have shared our learnings and tips as to what you need to organise and how you can structure your event.

Our work is not finished and we are now building new strategies to inspire and support others in conducting their own Hack for Good. You can continue following our work and obtain more information at [gulbenkian.pt/hackforgood](http://gulbenkian.pt/hackforgood).

What are you waiting for? Challenge your company, organisation or group of friends and start making some calls!

Are you up for the challenge?

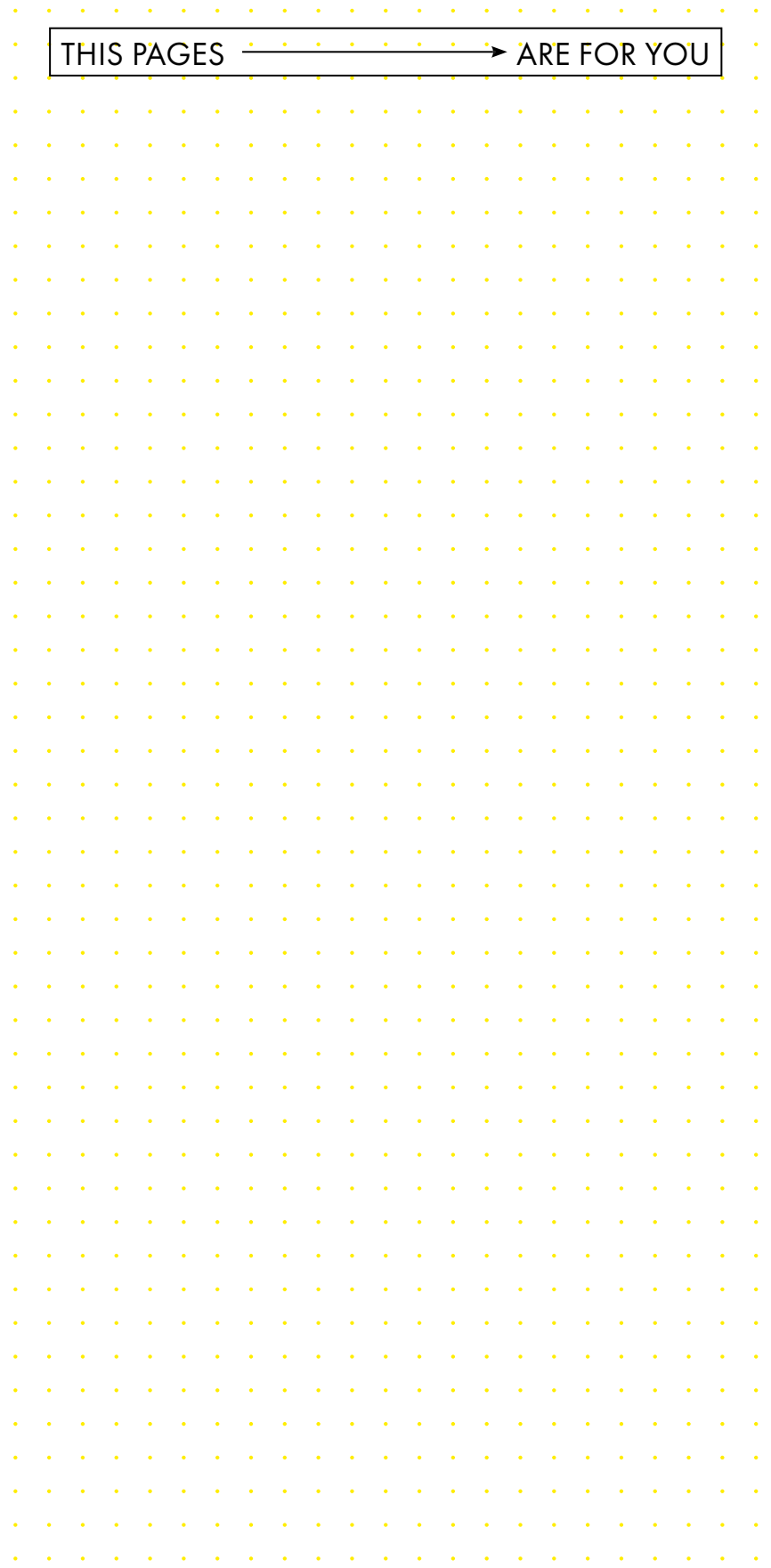
CHANGE  
THE WORLD!

We would like to acknowledge the support of FES Agency and Maze in co-organizing Hack for Good, along with all the sponsors, partners and mentors who have helped Hack for Good, in the last three years, to become a vortex of creativity and a hope for humankind.

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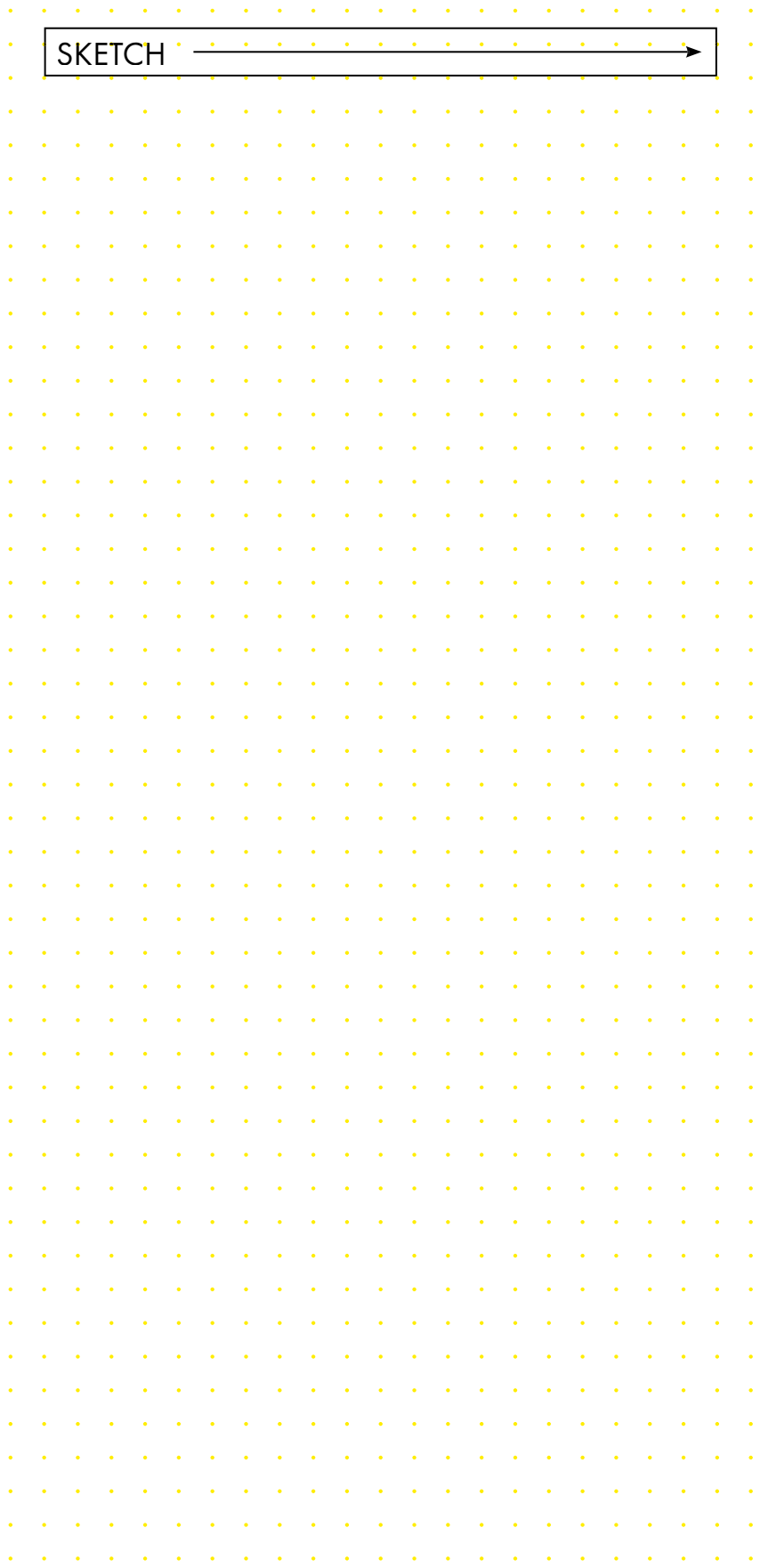



TAKE —————> NOTES

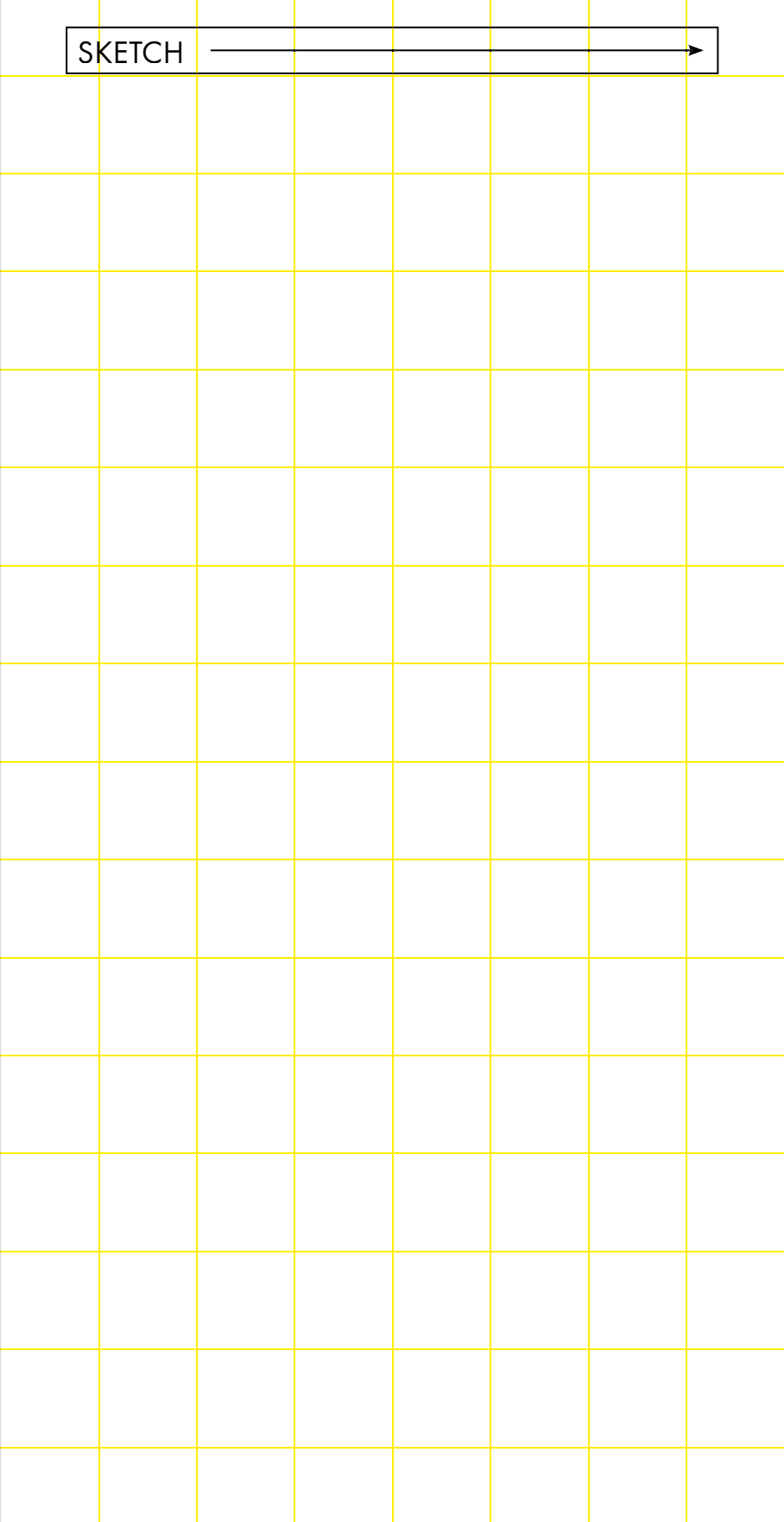
TAKE —————> NOTES



SKETCH 



SKETCH 



TO-DO → LISTS

TO-DO → LISTS

MAKE PLANS →

→ TO CHANGE →

→ THE WORLD



The main aim of Hack For Good is to find technological solutions that can help tackle the problems faced by today's societies. Over the last three years, the Calouste Gulbenkian Foundation has been endeavouring to inspire, develop and support ideas that can change the world. Meanwhile, we have been building an ecosystem comprising people and organizations who see technology as an enabler of innovative solutions to the primary social problems in Portugal and also the rest of the world.

