

Entrepreneurial Toolkit

for Digital Influencer: Trainers' Handbook



Co-funded by
the European Union



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CODE: 2021-2-PL01-KA210-YOU-000049841



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Topic 1: Introduction

Digital influencers have emerged as impactful figures in the online world, possessing the ability to shape opinions, behaviors, and purchasing habits of their followers. With their relatable content, digital influencers become trusted sources of information, entertainment, and inspiration, and for this reason, it is crucial to empower them to thrive in the dynamic digital landscape while fostering their continuous learning.

Trainers can play a vital role in empowering newcomer digital influencers to succeed by equipping them with the necessary knowledge, skills, and strategies. In this trainers' kit, you will delve into various aspects of the professional life of a digital influencer. You will explore digital influencers' profiles, characteristics, learning styles as well as their use of technological tools. By gaining a comprehensive understanding of these topics and applying it to your lesson plan, you can effectively equip young digital influencers with the knowledge and skills needed to succeed in their online endeavors.

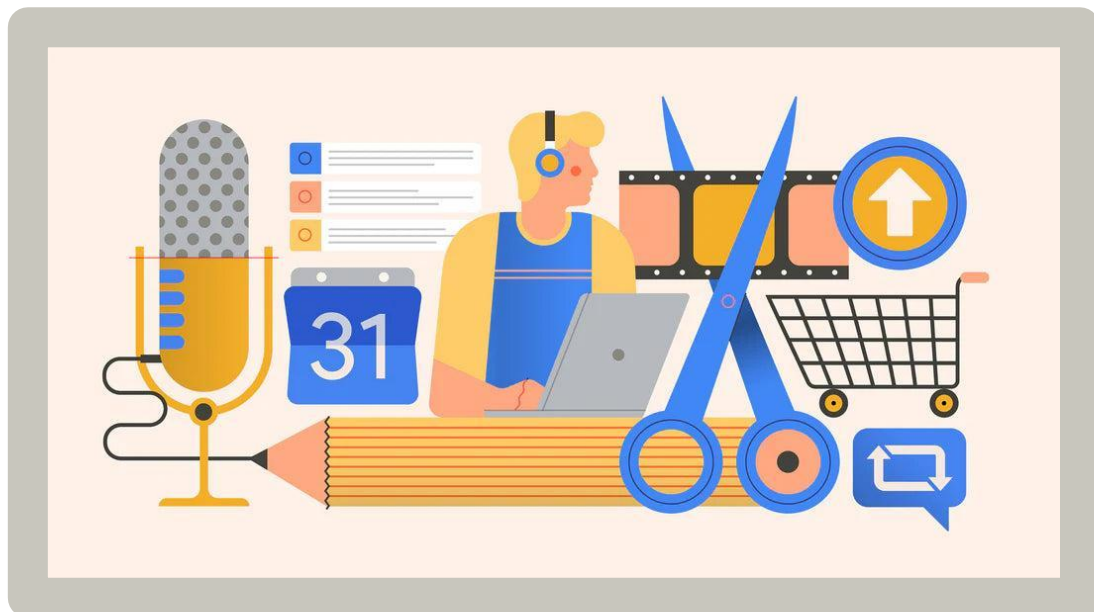
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(a) Profiles of Digital Influencers:

The profiles of digital influencers encompass a diverse range of individuals who have successfully carved out their niche in the digital landscape. They can be bloggers, vloggers, content creators, social media personalities, or domain experts, each with their own unique style and approach. They cover a wide array of interests and industries, including fashion, beauty, fitness, travel, food, technology, parenting, and more.



<https://www.shopify.com/blog/creator-economy-tech-stack>

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Understanding the profiles of digital influencers is essential for trainers aiming to provide effective guidance and support to aspiring influencers. By comprehending their characteristics, trainers can tailor their teaching approaches to cater to the specific needs and challenges faced by digital influencers.

(b) Characteristics of Digital Influencers:

Digital influencers possess a unique set of characteristics that contribute to their success in the online world. Understanding these traits is crucial for trainers aiming to effectively engage and support digital influencers in their learning journey:

- **Creativity:** One of the defining characteristics of digital influencers is their ability to create compelling content that resonates with their audience. Whether it is through informative blog posts, visually captivating images, engaging videos, or live streaming sessions, they must possess a keen understanding of their target demographic and their content to cater to their specific needs and interests.



<https://www.forbes.com/sites/alisonescalante/2020/11/30/creativity-education-is-equally-important-for-careers-in-stem-and-the-arts/?sh=40b1c51d554f>

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- **Authenticity:** Digital influencers should stay true to themselves and their personal brand, building trust and credibility with their followers. By sharing genuine stories, experiences, and opinions, they foster a strong connection with their audience.



<https://www.prdaily.com/how-to-measure-your-organizational-authenticity/>

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- **Strong Personal Branding:** Digital influencers should carefully craft their online personas, ensuring that their brand identity aligns with their values, interests, and expertise.



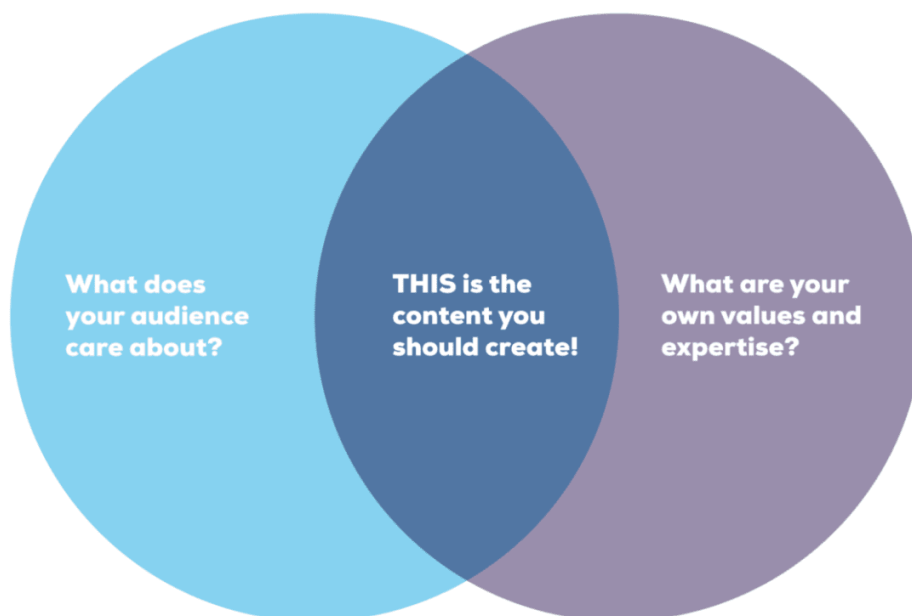
<https://webflow.com/blog/personal-branding-examples>

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- **Audience-Centric Approach:** Digital influencers should prioritize their audience, have a deep understanding of their target demographic and consistently deliver content that resonates with their followers.



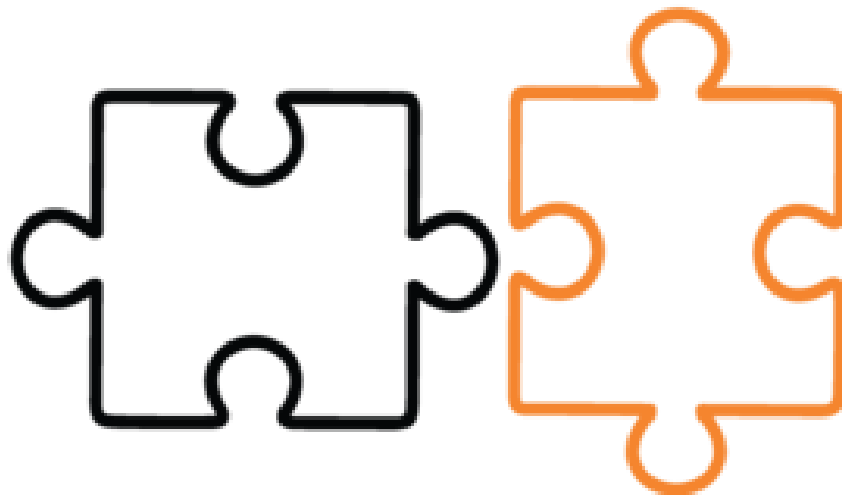
<https://www.campaignium.com/blog/simplify-your-content-marketing-strategy-with-an-audience-centered-approach/>

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- **Adaptability:** The digital landscape is constantly evolving, and so digital influencers should be quick to adapt to new trends, platforms, and technologies. They need to embrace change, experiment with different formats, and stay ahead of the curve. Their adaptability allows them to maintain relevance and seize emerging opportunities.



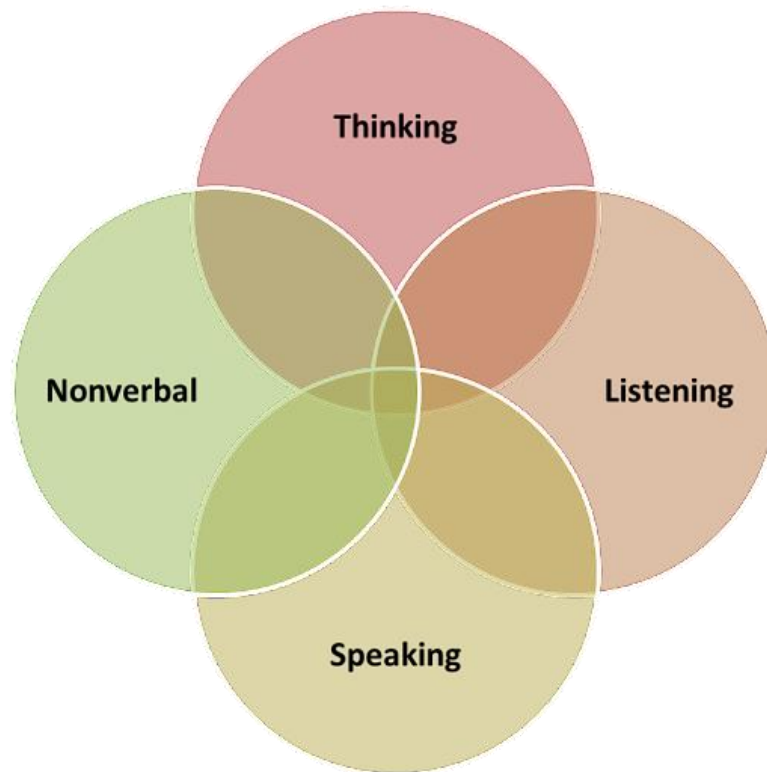
<https://www.peaktcs.com/adaptability>

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- **Strong Communication Skills:** Effective communication is a hallmark of digital influencers. They must excel in crafting compelling messages, engaging captions, meaningful interactions with their audience, know how to tell stories, evoke emotions, and spark conversations through their content.



<https://sites.google.com/site/businessmarketingdh/calendar>

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- **Resilience:** Building a successful digital presence requires perseverance and resilience. Digital influencers face challenges such as algorithm changes, negative feedback, and competition. Nevertheless, they must possess the resilience to overcome obstacles, learn from failures, and persist in their pursuit of success.



<https://researchoninvestment.com/resilience-in-the-face-of-change/>

(c) Learning Styles of Digital Influencers:

As a trainer, you must also know and understand the learning styles of digital influencers to effectively engage and support them in their learning journey. This can help you to tailor your teaching approaches to digital influencers' preferred styles, and create a more impactful and engaging learning experience. Let us explore the learning styles commonly found among digital influencers:

- **Practical and Hands-on Learning:** If your learners prefer practical and hands-on learning experiences, they appreciate opportunities to apply their knowledge immediately, engage in real-world examples, and participate in interactive exercises. On this occasion, trainers can incorporate practical activities, such as case studies and simulations, that allow learners to directly apply the concepts they learn.
- **Visual Learning:** As visual learners, digital influencers might benefit from visually appealing content and respond well to visual aids such as videos, infographics, images, and interactive presentations. As a trainer, you can incorporate visual elements into your teaching materials to enhance comprehension and engagement.
- **Collaborative Learning:** There are learners who value peer collaboration and networking opportunities. They enjoy engaging with others in their industry, exchanging ideas, and learning from each other's experiences. As such, you can incorporate group activities, discussions, and online communities to foster a sense of community and encourage knowledge sharing among students.

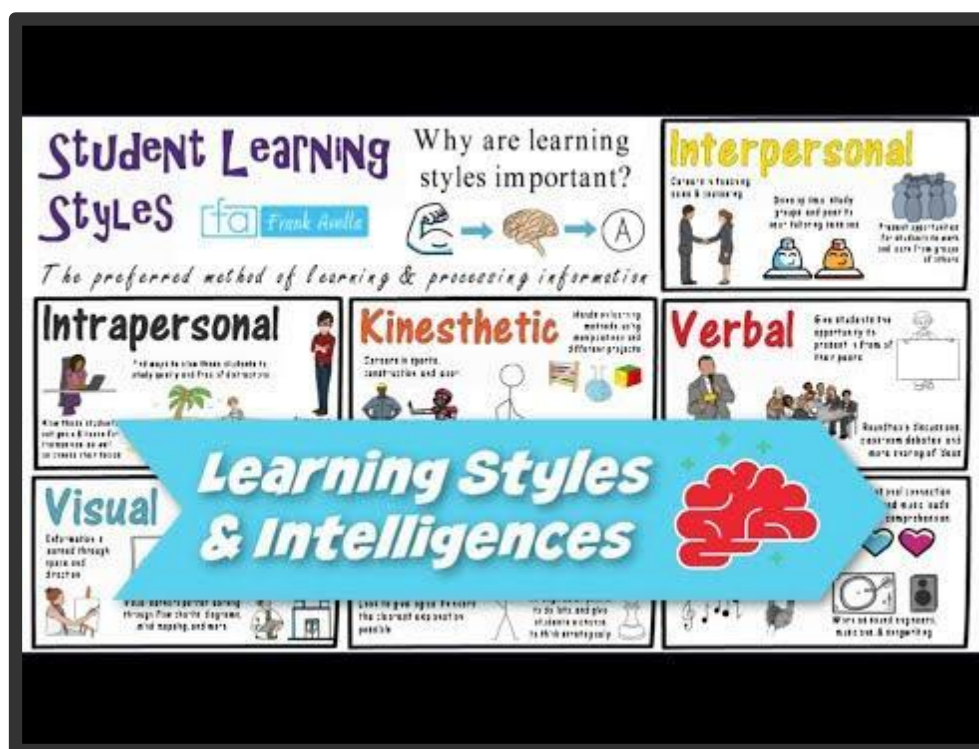
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- **Just-in-Time Learning:** Some students prefer learning that is relevant and immediately applicable to their work. They appreciate targeted and concise information that can be quickly implemented. For these learners, you can provide bite-sized modules, quick tips, and practical resources that address specific challenges or emerging trends in the digital influencer space.

The following short video also helps you to have a view of what learning styles are and which ones you might find among your students.



<https://www.youtube.com/watch?v=FVg9n0lOGf0>

(d) Use of Technological Tools by Digital Influencers

Digital influencers rely on a range of technological tools to create, engage, and connect with their audience. As a trainer, you should be familiar with and understand these tools to effectively support the learning journey of your trainees. The following is a list of some tools commonly used by digital influencers, but take into account that available tools are evolving and not limited to this list.

- 1. Social media platforms:** Platforms like Instagram, YouTube, TikTok, and Twitter to distribute content and engage with the audience.
- 2. Content creation tools:** Tools such as Adobe Photoshop, Premiere Pro, Canva, and smartphone apps enabling digital influencers to create high-quality and visually appealing content.
- 3. Analytics and insights:** Aforementioned social media platforms also provide analytics and insights that help digital influencers measure content performance, track audience engagement, and understand their followers.
- 4. Collaboration and communication tools:** Email, project management software, and messaging apps to facilitate effective communication and coordination among influencers, brands, and content creators.
- 5. Monetization platforms:** Digital influencers leverage monetization platforms like YouTube's Partner Program, sponsored content networks, and affiliate marketing platforms to generate income.
- 6. Website and blogging platforms:** Platforms like WordPress and Squarespace to create personalized websites or blogs to showcase work and engage with their audience.

Topic 2: Teaching methodology and considerations

As trainers, you must adopt specific methodologies and considerations tailored to digital influencers' unique learning needs. In this section, we will explore some key aspects of teaching methodology, including several adult training methodologies, social learning training, and feedback.

(a) New Adult Training Methodologies:

Trainers working with digital influencers can benefit from employing training methodologies that align with the characteristics and preferences of adult learners. Examples can be:

- **Andragogy:** This methodology emphasizes self-directed learning and acknowledges that adults bring their own knowledge and experiences to the learning process. As trainers, you can facilitate active participation, collaborative problem-solving, and learner autonomy by creating opportunities for digital influencers to reflect, discuss, and apply their knowledge in real-world scenarios.

Watch the following video for more information on andragogy and how adults learn:

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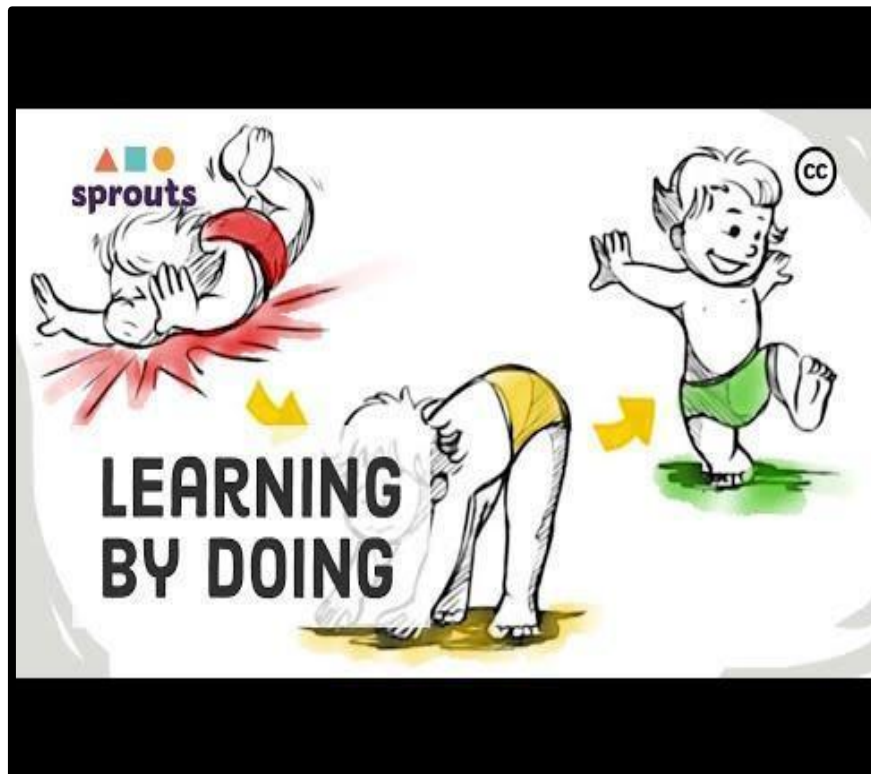
<https://www.youtube.com/watch?v=UgNeWsbKDUY>

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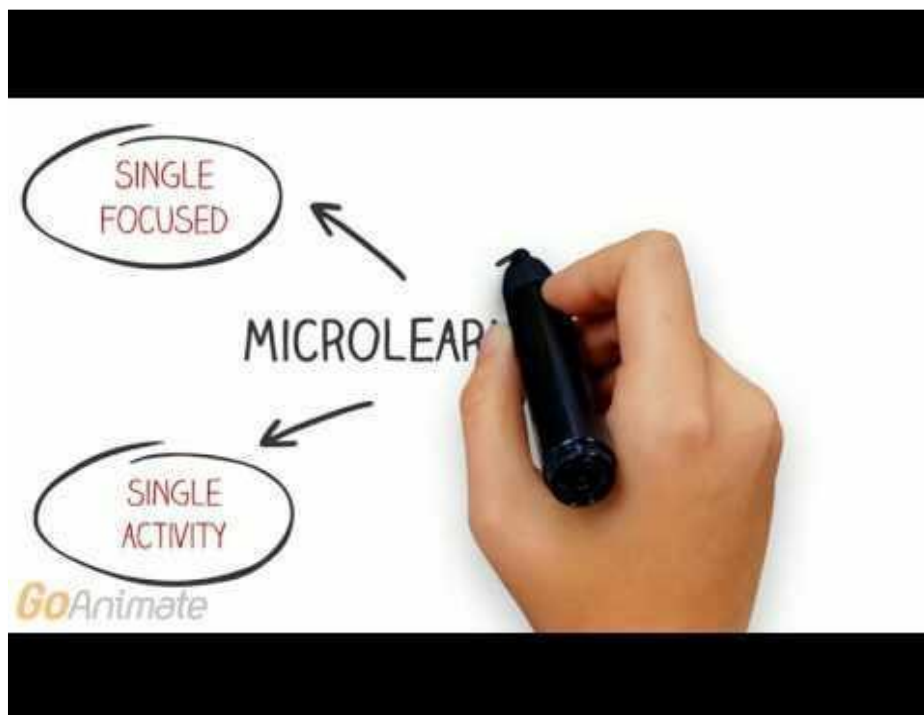
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- **Experiential Learning:** Adults often learn best through direct experience and experimentation, so you can incorporate experiential learning techniques, such as case studies, simulations, and hands-on activities. By encouraging digital influencers to apply concepts in practical situations, trainers facilitate deeper understanding and skill development. The following short video sheds more light on experiential learning:



<https://www.youtube.com/watch?v=aF63HHVbpQ8>

- **Microlearning:** Given the fast-paced nature of the digital influencer world, you can also utilize microlearning approaches to deliver bite-sized and focused learning modules. This allows your trainees to access information in short bursts that can be easily digested and applied in their daily activities. You can leverage online platforms, video tutorials, and concise resources to provide just-in-time learning opportunities. Watch this video to know more about microlearning:



<https://www.youtube.com/watch?v=QIneSsnda8>

(b) Social Learning Training:

Digital influencers thrive in a social- media-driven environment, making social learning an effective training approach. As a trainer, you can incorporate some strategies that leverage the power of social learning. You can try the following, for instance:

- **Collaborative Projects:** Encourage your students to work together on projects; this fosters collaboration, knowledge sharing, and networking. You can design group activities, facilitate discussions, and create opportunities for them to learn from each other's experiences.
- **Peer Feedback and Mentoring:** You can encourage a culture of constructive feedback and facilitate peer mentoring relationships within the training program. This allows your learners to receive guidance, gain different perspectives, and continuously improve their skills.
- **Online Communities:** Create online communities or discussion forums which provides a platform for ongoing interaction, resource sharing, and support. You can moderate these communities to facilitate engagement and knowledge exchange.

(c) Feedback:

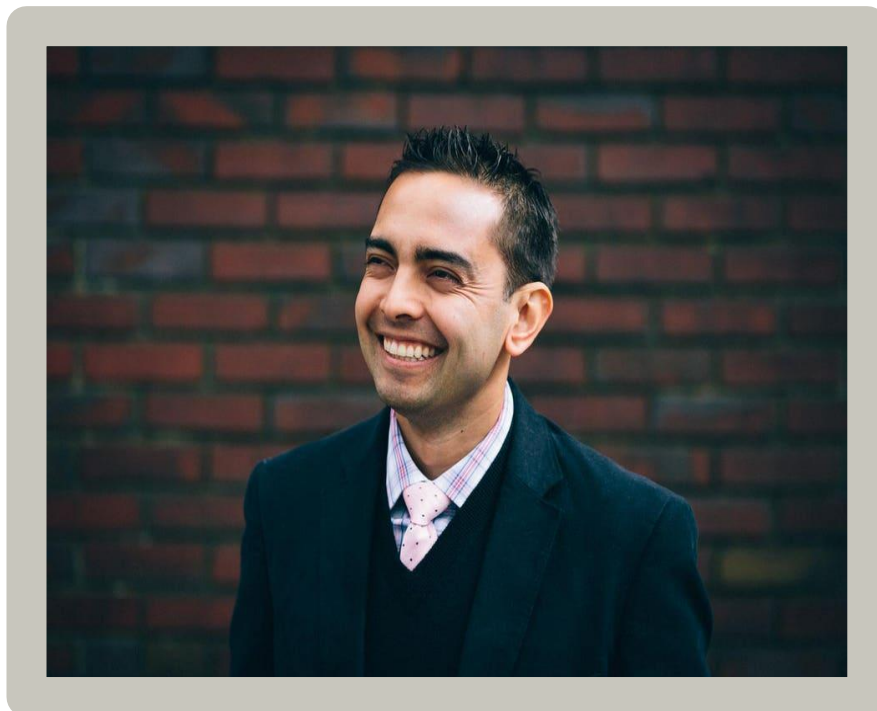
Giving feedback to your trainees is a crucial component of your teaching procedure and determinant of the achievement of your learners. Of the many available assessing approaches, you can consider the following methods as good points:

- **Performance-based Assessments:** Assess your learners based on their ability to apply knowledge and skills in real-world scenarios. To do this, you can design performance-based assessments, such as creating and executing social media campaigns, developing content strategies, or analyzing audience engagement.
- **Self-Assessment and Reflection:** Encourage your trainees to self-assess their progress and reflect on their learning journey, which can promote metacognition and self-awareness. You can provide reflection prompts, self-assessment tools, and structured opportunities for them to evaluate their own growth and identify their areas for improvement.

Topic 3: Digital Influencer / Entrepreneur

To better shape the understanding of your trainees, it is essential to highlight successful profiles that have mastered the art of leveraging their online presence and effectively engaging their audience. In this part, we aim to illustrate an inspiring case of a digital influencer who has achieved remarkable success in their respective niche. Once you examine their strategies, skills, and accomplishments, you can glean valuable insights and apply them in your own training programs for your future aspiring digital influencers.

Pat Flynn: Empowering Entrepreneurs and Building Online Success



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Pat Flynn is a renowned digital influencer, entrepreneur, and educator who is dedicated to empowering individuals in their entrepreneurial journey and helping them build successful online businesses. His transparent and relatable approach has made him a trusted authority in the online business world and an inspirer of thousands of aspiring entrepreneurs.

With a background in architecture and a passion for online business, Pat has brought a unique perspective to his content creation. Having experienced both the highs and lows of entrepreneurship, he has developed knowledge in areas including passive income generation, podcasting, affiliate marketing, and online course creation. His expertise and ability to break down complex concepts into actionable steps has made him a resource for many looking to start or grow their online businesses.

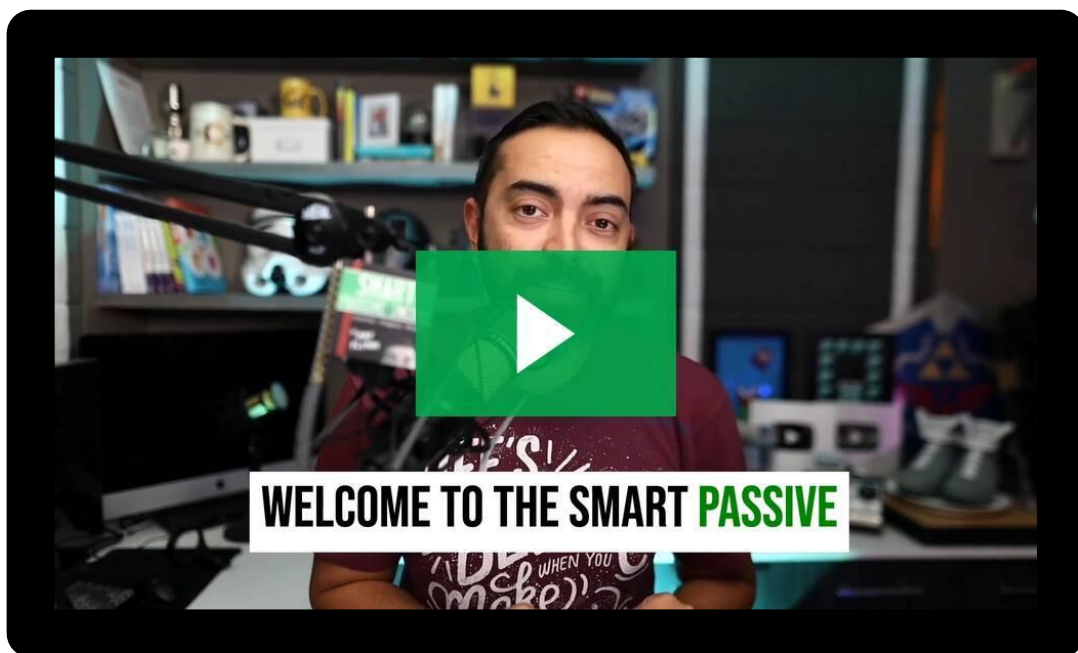
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Content Creation

Pat is a masterful content creator, known for his informative and engaging approach. Through his widely popular podcast, “The Smart Passive Income Online Business and Blogging Podcast,” he shares valuable insights, interviews industry experts, and provides actionable strategies to his dedicated audience.



[All-Access Pass Page Video](#)

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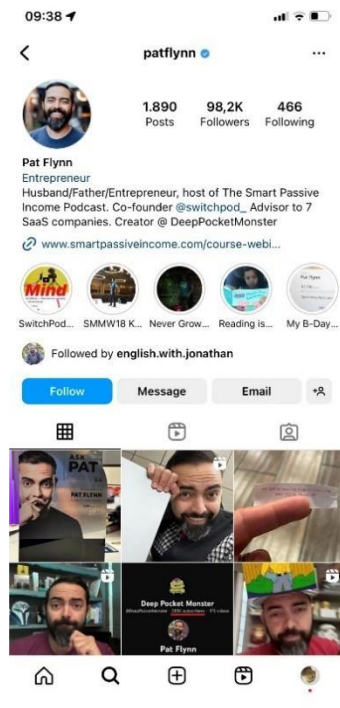
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Pat's website and blog, YouTube channel, and social media platforms also serve as platforms for delivering high-quality content that educates and inspires his followers.

[blog](#)



[YouTube channel](#)



<https://www.instagram.com/patflynn/>

Beyond content creation, he is dedicated to helping others succeed. Through his online courses, workshops, and coaching programs, he provides in-depth education and mentorship to aspiring entrepreneurs. His commitment to providing actionable strategies, personal experiences, and ongoing support is empowering individuals to take their online businesses to new heights.

He has also been collaborating with numerous well-known brands in the entrepreneurial space. His ability to authentically integrate brand partnerships into his content has resulted in successful collaborations that benefit both him and the brands he represents.

Influence and Reach

As a digital influencer, Pat has built an engaged community of entrepreneurs and business owners. His genuine and transparent approach has earned him the trust and loyalty of his audience. He actively engages with his community, answering questions, and providing support, making him a go-to resource for entrepreneurs.

He is not only passionate about entrepreneurship but also about making a positive impact in the world. He actively supports charitable causes and encourages his community to give back. His commitment to social impact and generosity serve as an inspiration for his followers, motivating them to create businesses that both generates financial success and contributes to the greater good.

Having illustrated Pat Flynn as an example of a successful digital influencer, let us now summarize the strategies that a digital influencer adopts and the common tasks they undertake in order to identify their journey. The following table provides a snapshot of the skills, time/task management, and preparations involved in an influencer's activities:

- **Transparent Approach:** A successful digital influencer's greatest strength lies in their transparent and relatable approach to content creation. They openly share their personal experiences, successes, and failures, allowing their audience to connect with them on a deeper level. By being authentic, they build trust and credibility with their followers.
- **Expertise in their Business:** They have a background in their specialization and possess a wealth of knowledge in different aspects of their own business ventures.
- **Value-driven Content Creation:** They consistently deliver high-quality content that provides value to their audience. Via podcast, blog, YouTube channel, and social media platforms, they offer informative advice, and share success stories. Their focus on delivering value ensures that their audience receives practical guidance and stays engaged.
- **Building a Strong Community:** They have successfully built a strong community of audiences. They actively engage with their audience by responding to comments, emails, and social media interactions.
- **Embracing Innovation:** They stay at the forefront of innovation in the digital space. They consistently explore new tools, platforms, and strategies to optimize their content and reach a wider audience.
- **Collaborations and Partnerships:** They establish successful partnerships with well-known brands in the entrepreneurial space, which benefit both themselves and the brands involved.

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- **Educational Mentorship:** In addition to content creation, digital influencers offer various educational resources, including online courses, workshops, and coaching programs. Through these resources, they provide audiences with in-depth guidance, actionable strategies, and ongoing support.
- **Social Impact:** Digital influencers are committed to making a positive impact beyond entrepreneurship. They support charitable causes and encourage their community to contribute to meaningful initiatives. By advocating for social impact, they inspire their followers to build businesses that not only generate financial success but also contribute to the greater good.

Topic 4: Building your personal brand

We would like to promote Chiara Ferragni as a successful digital influencer. She is an Italian fashion blogger, businesswoman, and designer with more than 23 million followers on Instagram.



<https://www.gauravgulati.com/chiara-ferragni/>

We will share her brand in a manageable and understandable way.

1. Topics: Fashion, Lifestyle, Beauty, and Travel.
2. Features: Chiara's brand is characterized by style and originality. She shares her personal life, thoughts, and experiences with her audience, which makes her more relatable and trustworthy.
3. Niche Market: Chiara's niche market is luxury fashion and lifestyle. She works with high-end fashion brands to market her products to her target audience.
4. Preparation: Chiara's success stems not only from her looks and personality but also from her hard work and dedication. She spends time creating content, editing photos and videos, and interacting with her audience.
5. Technology tools and platforms used: Chiara uses many technology tools and platforms, such as Instagram, YouTube, TikTok, blogs, and mobile apps, to manage her brand. She also uses tools like Photoshop, Lightroom, and Final Cut Pro to edit her content.
6. Strengths and weaknesses: Chiara's strengths are her ideas, facts, and truths. She has also built a strong network of followers and partners over the years. Her weakness may be the stress and anxiety of managing a big name and keeping up with her constant need for content.
7. Use of social media: Social media has played an important role in creating and promoting digital influencers like Chiara. Platforms like Instagram and YouTube allow influencers to share their content and connect with their audience in a more personal and direct way.

Case study on work/professional/life balances and how to divide work and leisure:

The best way to maintain a good work/life balance is to set boundaries and prioritize work. Digital influencers like Chiara must balance their content creation, collaboration, and personal lives. They can do this by creating schedules, posting tasks, and scheduling themselves.

Technological platforms that help you build your brand: There are various technological platforms that digital influencers can use to build their brand, such as:

1. Social media management tools like Hootsuite and Sprout Social help manage multiple social media accounts and schedule content.
2. Analytics tools like Google Analytics and Instagram Insights to help track performance and audience engagement.
3. Content creation tools like Canva and Adobe Creative Cloud that help create amazing photos, videos, and other images.
4. E-commerce platforms like Shopify and WooCommerce, help create and manage online stores.



<https://www.ajonoas.it/sanremo-2023-il-body-painting-di-chiara-ferragni-liberate-il-vostro-corpo/>

Trainers tools:

Scenario :

As a case study, Chiara Ferragni is a successful digital influencer and businesswoman who has built a brand around her style and personality. She started her career as a fashion blogger in 2009 and has since grown into a multi-million dollar empire. Let's take a closer look at Chiara Ferragni's journey and how she became one of the most influential designers of our time.

Chiara was born in 1987 in Cremona, Italy. She studied law at Bocconi University in Milan, but she soon realized that her passion was in fashion. In 2009, she launched the fashion blog Blonde Salad, where she shares her style, travels, and fashion secrets. Her blog quickly became popular and she became one of the most popular fashion bloggers in Italy.

In 2010, Chiara began collaborating with Dior, Chanel, Gucci, and other fashion brands and became the head of Guess. Her collaborations and endorsements helped her gain visibility and expand her audience.

In 2013, Chiara launched her e-commerce website to sell her fashion line, Chiara Ferragni Collection. The success of this brand comes from her unique style and ability to connect with her audience on a personal level. Chiara's uniqueness and originality have made her not only a style icon but also a role model and inspiration for young women around the world.

Over the years, Chiara's brand has grown to include a variety of fashion and lifestyle products, such as shoes, accessories, and beauty products. She has also launched her mobile app, which allows her fans to access exclusive content and purchase its products.

Chiara's brand has expanded beyond fashion into other areas as well, including philanthropy. In 2019, she founded the Chiara Ferragni Foundation to support research and initiatives related to health, education, and social justice.

Today, Chiara Ferragni has more than 23 million followers on Instagram and is one of the most influential designers in the world. The success of her brand is based on her style, authenticity, and ability to connect with her audience on a personal level. Chiara's journey is a testament to the power of hard work, dedication, and being honest with yourself.

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Question 1) What did she do correctly?

Question 2) What are her best qualifications that will inspire new digital influencers?

Question 3) What can she do more to protect her brand value?

Note: Trainers can use case studies and incidents to share work in class to identify digital brand names. They may also provide tasks that involve building a brand and tracking its performance using advertising and technology tools. In addition, mentors can provide advice on how to balance work-life balance and use technology effectively.

Topic 5: Using the Digital Influencer Toolkit

The project Digital Influencer targeting young people and youth workers has as its main aim to create educational resources that will help the target audiences to become or select a career as digital influencers. Through the scope of the project, respective training resources have been created to facilitate the educational journey. In particular, a training kit with four modules has been devised, comprising a training programme covering identified training needs from our project's initial research. Moreover, to support the toolkit, an e-trainer's guide has been developed to facilitate the trainers' work in teaching young people on becoming digital influencers.

As per the national research conducted by all partners, it was evident that relevant educational resources are missing from the partner countries' training offers and, moreover, evident that trainers and youth workers are in need of practical resources which can directly be implemented in class.

The training programme, part of the Digital Influencer Toolkit, is comprised of the following modules:

1. **Unit 1:** Digital marketing campaign or strategy development.
2. **Unit 2:** Digital communications for digital influencers.
3. **Unit 3:** Technical skills.
4. **Unit 4:** Digital entrepreneurship.

Each unit contains theoretical and practical information for the target audiences as well as information for the trainers on how to deliver the resource.

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Unit 1: The users can follow presented information on what a digital marketing campaign strategy is and how it can be designed and developed. The unit presents the most important aspects of a digital marketing campaign and the importance of using one as part of a necessary business aspect for a digital influencer. The full unit description is: This unit provides influencers on social media platforms with plans and practices for developing successful marketing strategies. The topics that are covered in this unit include post duration, optimal posting times, adding value to posts, using hashtags effectively, creating high-quality posts, and understanding the target audiences and niche specializations.

Unit 2: Presents the importance of digital communication for influencers as it is a key skill and competence they need to possess in order to make their message heard. As per our research, it is evident that communication and, in particular, digital communication is key for successful influencers. Being able to navigate through the vast availability of digital channels and conduct communication in a clear and understandable voice makes the difference for young people who wish to stand out. The full unit description reads as follows: This unit covers the communication digital tools and digital activities that can be used to extend reach on social media, techniques that will help build effective digital communication. Tools such as Facebook, Twitter, Instagram, LinkedIn, YouTube etc, are presented as well as their optimal usage by influencers, i.e. creating ads. The unit concludes with tips and video storytelling techniques.

Unit 3: Presents the importance of possessing digital competences, i.e. technical skills that will allow you to use technological tools as a digital influencer. As society is becoming more and more technology oriented and younger generations are technologically dependent, having strong technical skills is key to pursuing a career as an influencer. The unit further describes specific tools that can be used for video production, creativity and technical skills as a transversal skill. The full description reads as follows: This module will provide future digital influencers with guidance to help them develop their digital skills. It will specifically explain digital skills, such as video production, creativity, critical thinking, and transferable skills that can be used to enhance content and digital products. The unit is divided into sections for planning, script production, filming and post-production.

Unit 4: The unit presents the importance of creating a business plan, as a career in digital influencing is a career, after all. The unit's full description reads as follows: The unit will provide information for future digital influencers that will help them increase their digital entrepreneurial skills. Specifically, it will describe the following: what digital entrepreneurship is, skills and competences for a digital entrepreneur / influencer marketing professional, digital platforms that can be used for digital marketing as well as how to create a short business plan.

How can trainers use the Digital Influencer Toolkit

It is important to clarify that the units created are considered microlearning units and, thus, their delivery should be offered as part of a blended- learning approach. The structure of the toolkit is modular and allows the user to select a unit based on their own interests and training needs. Similarly, a trainer can design a learning path for their trainees based on their specific needs and build a personalized course based on the units provided.

In addition, the trainer can also use one of the following implementation methods:

1. **Scenario- based learning:** A very effective method to train young and adults alike while actively engaging in a realistic world of work scenarios. The educational scenarios represent and reflect real-life challenges that digital influencers might face when working, and together in class are called to solve and discuss them. For example, one related to the project training scenario can be to ask your trainees to create a digital marketing strategy to increase target audiences and decide which client platform to use. Through the work on the scenario and with the support of the toolkit units, the trainer can work on skills such as problem solving, decision making, critical thinking but also prepare them for practical business skills.
2. **Inquiry- based learning:** Another approach that can be taken by a trainer is to use inquiry-based learning with their trainees. This instructional approach will empower future digital influencers to actively explore and design their knowledge through their own questioning, investigation and asking questions that need to be answered. The trainees are in charge of receiving information based on the inquiries posed, thus, the work of the trainer is to encourage them to ask meaningful questions related to the topic, like, What it really means to be a Digital Influencer? The trainees actively seek information, apply critical thinking and can even work on related assignment projects such as investigating the different social media platforms on audience engagement and how to realistically conduct surveys and analyze data to create their own business strategies. Inquiry- based learning offers several advantages, such as promoting deeper learning and understanding of actual tasks and business activities.

- 3. Flipped Training:** One more interesting approach concerns Flipped Learning. This is an instructional strategy that is particularly beneficial for training future digital influencers. It basically means that the re-organization of traditional learning methods is required. In a flipped learning model, learners work with educational content when not in the classroom, such as watching pre-recorded lectures or tutorials, reading relevant articles, or exploring online resources, before attending class sessions. These resources have to be created and circulated by the trainer. The class time is then dedicated to interacting and collaborating with activities that enhance and deepen trainee understanding, fostering their skill development, and encouraging their critical thinking. For example, when training digital influencers, trainees could watch video tutorials on content creation techniques and social media strategies before attending a class where they collaborate on hands-on exercises, such as creating and analyzing example influencer marketing campaigns. This will empower them to control their learning and allow for more personalized instructions. The result is that they will be in a better position to actively apply their knowledge in practical contexts.

As a trainer, you are invited to overview all Toolkit units and the e-Guide and select the ones most suited to your trainees and target audiences. More information can be found on the project's Facebook page: <https://www.facebook.com/profile.php?id=100087748346660>

Topic 6: Green Digital Europe

How to promote green and ecological values and sustainability as an Influencer?

Some of the world's most famous influencers promoting sustainability have thousands of followers taking lessons from them — going plastic-free, saving food and becoming part of the zero-waste lifestyle movement.

Sustainability influencers give a peek into their own lifestyles, too. They often share recipes of healthy and [tasty dishes](#), best for both humans and the planet. They inform their followers about ethical brands, especially those owned by members of historically oppressed communities. This not only helps promote sustainability but also lends support to the [businesses](#) economically.

Alongside advocating a sustainable lifestyle, these champions of the sustainability movement raise awareness about social issues plaguing society. This is significant because sustainability goals cannot be achieved without addressing issues concerning humanity.

The Digital Europe Programme (DIGITAL) is an EU programme focused on bringing digital technology to businesses, citizens and public administrations.

The net economic benefit of significantly reducing the size of the low-skilled adult population in the EU is estimated at as much as €200 billion per year over a decade, roughly 1% of the EU's GDP. And besides the economic aspects, a more digitally savvy society is key for a more secure, greener, healthier Europe too. We are living through times of looming cyberthreats and the need to make the best use of digital tools to increase energy efficiency in Europe. Laudable EU targets on basic and advanced digital skills by 2030 must lead to concrete, politically motivated measures today. There are far too many benefits in terms of economies of scale and saving of planning resources that come from Member States' coordination on digitally upskilling. They are difficult to ignore.

How to make Europe greener and more digital are the twin challenges for our generation, and our success in meeting them will define our future.

Digital technology and infrastructure have a critical role in our private lives and business environments.

The Digital Europe Programme will provide strategic funding to answer these challenges, supporting projects in five key capacity areas: in supercomputing, artificial intelligence, cybersecurity, advanced digital skills, and ensuring a wide use of digital technologies across the economy and society, including through Digital Innovation Hubs.

(a) GreenComp Framework on sustainability

GreenComp is a reference framework for sustainability competences. It provides a common ground to learners and guidance to educators, advancing a consensual definition of what sustainability as a competence entails.

It responds to the growing need for people to improve and develop the knowledge, skills and attitudes to live, work and act in a sustainable manner. It is designed to support education and training programmes for lifelong learning. It is written for all learners, irrespective of their age and their education level and in any learning setting – formal, non-formal and informal.

Sustainability competences can help learners become systemic and critical thinkers, as well as develop agency, and form a knowledge basis for everyone who cares about our planet's present and future state.

[GreenComp](#) consists of **12 competences** organized into the four areas below:

Embodying sustainability values, including the competences:

- ✓ **Valuing sustainability:** To reflect on personal values, identify and explain how values vary among people and over time, while critically evaluating how they align with sustainability values.
- ✓ **Supporting fairness:** To support equity and justice for current and future generations and learn from previous generations for sustainability.
- ✓ **Promoting nature:** To acknowledge that humans are part of nature, and to respect the needs and rights of other species and of nature itself in order to restore and regenerate healthy and resilient ecosystems.

Embracing complexity in sustainability, including the competences:

- ✓ **Systems thinking:** To approach a sustainability problem from all sides, to consider time, space and context in order to understand how elements interact within and between systems.
- ✓ **Critical thinking:** To assess information and arguments, identify assumptions, challenge the status quo, and reflect on how personal, social and cultural backgrounds influence thinking and conclusions.
- ✓ **Problem framing:** To formulate current or potential challenges as a sustainability problem in terms of difficulty, people involved, time and geographical scope, in order to identify suitable approaches to anticipating and preventing problems, and to mitigating and adapting to already existing problems.

Envisioning sustainable futures, including the competences:

- ✓ **Futures literacy:** To envision alternative sustainable futures by imagining and developing alternative scenarios and identifying the steps needed to achieve a preferred sustainable future.
- ✓ **Adaptability:** To manage transitions and challenges in complex sustainability situations and make decisions related to the future in the face of uncertainty, ambiguity and risk.
- ✓ **Exploratory thinking:** To adopt a relational way of thinking by exploring and linking different disciplines, using creativity and experimentation with novel ideas or methods.

Acting for sustainability, including the competences:

- **Political agency:** To navigate the political system, identify political responsibility and accountability for unsustainable behavior, and demand effective policies for sustainability
- **Collective action:** To act for change in collaboration with others
- **Individual initiative:** To identify own potential for sustainability and to actively contribute to improving prospects for the community and the planet

The four competence areas are tightly interrelated: sustainability as a competence encompasses all four taken together.

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The 12 sustainability competences are also interrelated and interconnected, and should be treated as parts of a whole.

GreenComp implies that sustainability as a competence is made of 12 building blocks.



(b) The EU Green Deal

Climate change and environmental degradation are an existential threat to Europe and the world. To overcome these challenges, the European Green Deal will transform the EU into a modern, resource-efficient and competitive economy, ensuring:

- ✓ no net emissions of greenhouse gasses by 2050
- ✓ economic growth decoupled from resource use
- ✓ no person and no place left behind

The European Commission has adopted a set of proposals to make the EU' s climate, energy, transport and taxation **policies fit for reducing net greenhouse gas emissions by at least 55% by 2030**, compared to 1990 levels.

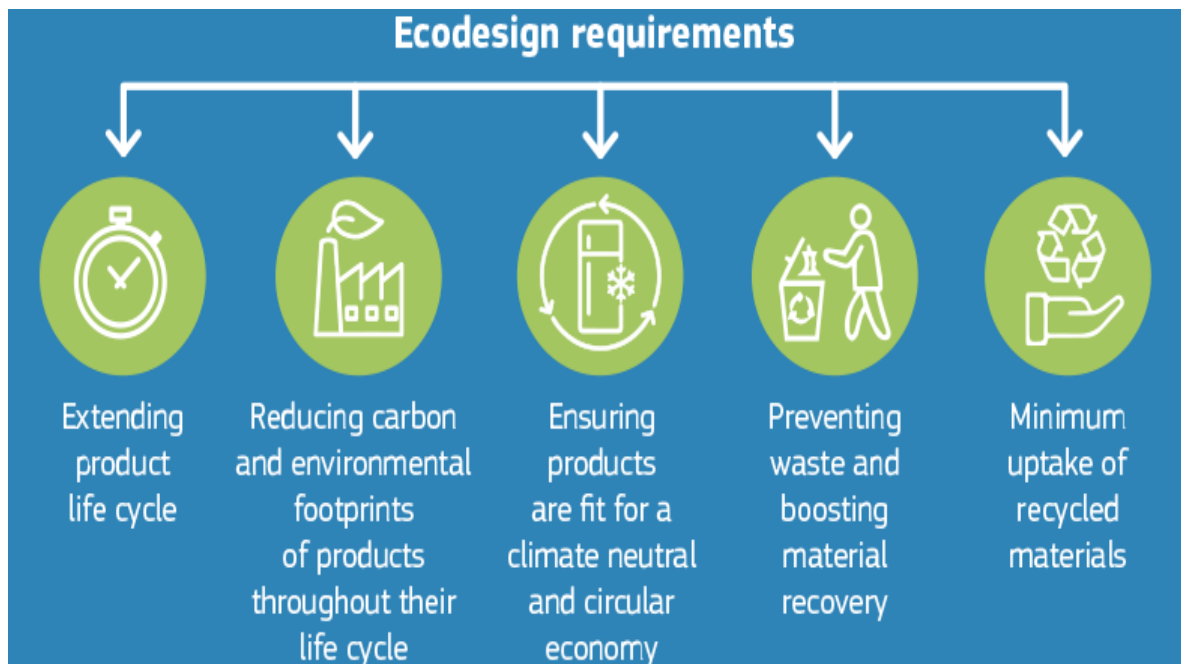
The European Green Deal will improve the well-being and health of citizens and future generations by providing:

- ✓ fresh air, clean water, healthy soil and biodiversity
- ✓ renovated, energy efficient buildings
- ✓ healthy and affordable food
- ✓ more public transport
- ✓ cleaner energy and cutting-edge clean technological innovation
- ✓ longer lasting products that can be repaired, recycled and re used
- ✓ future-proof jobs and skills training for the transition
- ✓ globally competitive and resilient industry

The European Green Deal presents a roadmap for making the EU's economy sustainable by turning climate and environmental challenges into opportunities across all policy areas and making the transition just and inclusive for all. The European Green Deal aims to boost the efficient use of resources by moving to a clean, circular economy and stop climate change, revert biodiversity loss and cut pollution. It outlines investments needed and financing tools available, and explains how to ensure a just and inclusive transition. The European Green Deal covers all sectors of the economy, notably transport, energy, agriculture, buildings, and industries such as steel, cement, ICT, textiles and chemicals.

The European Green Deal provides an [action plan](#) to boost the efficient use of resources by moving to a clean, circular economy and to restore biodiversity and cut pollution. It embraces various policy areas (compare timeline to the right).

The proposal for a Regulation on Ecodesign for Sustainable Products addresses product design, which determines up to 80% of a product's lifecycle environmental impact. It sets new requirements to make products more durable, reliable, reusable, upgradable, repairable, easier to maintain, refurbish and recycle, and energy and resource efficient. In addition, product-specific information requirements will ensure consumers know the environmental impacts of their purchases. All regulated products will have Digital Product Passports. This will make it easier to repair or recycle products and facilitate tracking substances of concern along the supply chain. The new proposal extends the existing Ecodesign framework in two ways: first, to cover the broadest possible range of products, and second, to broaden the scope of the requirements with which products are to comply.



(c) Green skills those are necessary to conduct work/business

Green skills are the knowledge, abilities, values and attitudes needed to live in, develop and support a sustainable and resource-efficient society.

The need to transition towards more environmentally sustainable modes of production and consumption has become imperative, for developed as well as for developing countries.

[Sustainable Development Goal 9](#) includes the target of upgrading infrastructure and retrofitting industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes by 2030.

[Sustainable Development Goal 12](#) includes the target of achieving the sustainable management and efficient use of natural resources by 2030.

The transition to a low-carbon, resource-efficient economy requires systemic changes that will result not only in new products and services but also in changes in production processes and business models.

This greening of the economy will inevitably change the skills required and the tasks involved in many of the existing occupations.

There are three main ways in which the transition to a green economy affects needed skills:

- ✓ structural changes lead to increased demand for some tasks and a decrease for others;
- ✓ new economic activity will create new occupations and there will be a need for new skills profiles, qualifications and training frameworks;
- ✓ many existing occupations and industries will experience greening changes to tasks within their jobs, and this will require adjustments to the current training and qualification frameworks for these occupations.

The [Green General Skill index](#) identifies four groups of work tasks that are especially important for green occupations:

- ✓ Engineering and technical skills: hard skills encompassing competences involved with the design, construction and assessment of technology usually mastered by engineers and technicians. This know-how is needed for eco-buildings, renewable energy design and energy-saving research and development (R&D) projects.
- ✓ Science skills: competences stemming from bodies of knowledge broad in scope and essential to innovation activities, for example physics and biology. These skills are especially in high demand in each stage of value chains and in the utility sector, which provides basic amenities such as water, sewage services and electricity.
- ✓ Operation management skills: know-how related to change in organizational structure required to support green activities and an integrated view of the firm through life-cycle management, lean production and cooperation with external actors, including customers. Such skills are important, for example, for sales engineers, climate change analysts, sustainability specialists, chief sustainability officers and transportation planners.
- ✓ Monitoring skills: technical and legal aspects of business activities that are fundamentally different from the remit of engineering or of science. They refer to skills required to assess the observance of technical criteria and legal standards. Examples are environmental compliance inspectors, nuclear monitoring technicians, emergency management directors and legal assistants.

In addition to these skills, a range of soft skills are also considered to be increasingly important, not only for green skills, but generally for “skills of the future”, including those necessary for the Fourth Industrial Revolution. In particular, skills related to design thinking, creativity, adaptability, resilience, and even empathy, are regarded as critical.

(d) How influencers promote sustainability

Popular sustainability influencers who inspire us to go green

Aditi Mayer

Instagram — [@aditimayer](https://www.instagram.com/aditimayer)

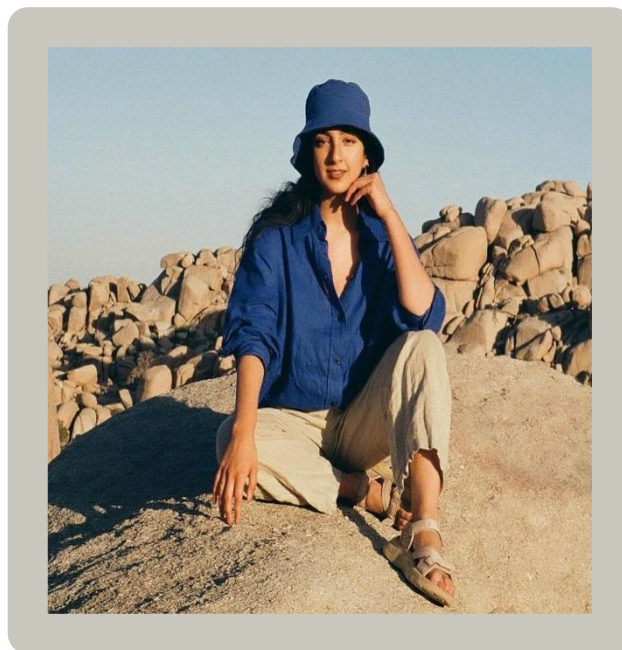


Image: Courtesy of ADITI MAYER/@aditimayer/Instagram

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The Rana Plaza Factory collapse in Bangladesh, killing over 1,100 and injuring over 2,600 workers, triggered Mayer's interest in the world of sustainable fashion movement in 2014.

Since then, the Indian-American has emerged as one of the most vocal advocates of equality, decolonisation and labor rights within the global fashion industry. She is part of the climate justice collective [Intersectional Environmentalist](#) and the State of Fashion council, an international platform connecting fashion to social issues.

In 2022, Mayer became a National Geographic Digital Storytelling Fellow. As part of it, she started covering India's fashion supply chain and its social and environmental impacts.

Besides prominently being a sustainable fashion blogger and journalist, she is also a model. Her [Instagram](#) feed features her work in the industry as well as snippets from her personal life. She often uses her position as a sustainable fashion influencer to draw attention to the work of local brands such as Joskai — an Indian clothing label, working with grassroots level artisans from ethnic communities in Assam.

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Elizabeth Teo

Instagram — [@ZeroWasteCutie](https://www.instagram.com/zerowastecutie/)



Image: Courtesy of Elizabeth/[@zerowastecutie](https://www.instagram.com/zerowastecutie/)/Instagram

The Chinese-Canadian and American is an environmental activist and educator, focusing on slow fashion. Teo graduated from the University of Toronto and uses her Instagram account to promote zero-waste living.

“I started exploring deeper into my journey to sustainability because I was tired of feeling powerless after most of my classes in environmental studies. I wanted to do more than just turn off the lights and take shorter showers,” Teo says in her [Washington Post](https://www.washingtonpost.com/profile/elizabeth-teo/) profile.

“I only buy what I need a few times a year and opt to shop my own closet, borrow from my mom, grandma and brother or buy second-hand or from a sustainable brand if needed,” the 25-year-old adds.

Her account has interesting news, graphics, videos, charts and snapshots of her tweets, directed towards spreading awareness about sustainability, zero-waste, slow fashion, diversity, environmental justice and more. She is a regular blogger too. She writes about social issues in the time of political excesses, such as the women’s movement for rights and freedom, following the 2021 Myanmar coup.

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Leah Thomas

Instagram — [@GreenGirlLeah](#)



Thomas is one of the most prominent Instagram influencers promoting sustainability. She describes herself as an ‘intersectional environmental activist and eco-communicator’ on her [official website](#).

The California native combines environment-related work with social justice, raising her voice for movements like ‘Black Lives Matter.’ In fact, the term ‘intersectional environmentalism’ was coined by her in a May 2020 post on Instagram, during the movement.

As an intersectional environmental champion, she gives her Instagram followers insights on how to live sustainably and glimpses of her personal life too.

She has interviewed prominent people of color, like Betty Reid Soskin, who retired at the age of 100 as the oldest serving park ranger in US history. She also posts about her travels, her thoughts on the environment and ideas revolving around healthy food.

A B.S. in Environmental Science and Policy, with a cluster in Comparative World Religions from Chapman University in 2017, she attended the UN Climate Change Conference in Glasgow (COP26) as a member of the press in November 2021.

Thomas spoke as one of the ‘influential leaders and thinkers’ at The New York Times Climate Hub, held alongside the COP26.

Thomas also writes for LA-based sustainable fashion and lifestyle media brand [The Good Trade](#). She has authored *The Intersectional Environmentalist: How to dismantle systems of oppression to protect people + planet* — a book she started writing at 25.

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Diandra Marizet

Instagram: [@DiandraMarizet](https://www.instagram.com/DiandraMarizet)



Image: Courtesy of Diandra Marizet/[@diandramarizet/Instagram](https://www.instagram.com/diandramarizet/)

Diandra Marizet uses her Instagram platform to advocate for the Latinx community and spread awareness about plastic-free living.

Marizet, who has a background in fashion and community building, is the co-founder and executive director of Intersectional Environmentalist. She focuses on climate activists and other environmental supporters from the Black, Indigenous, and People of Color (BIPOC) communities.

The environmental champion often talks about [books](#), cultural preservation and travels. She also shares write-ups on society and the environment alongside occasional videos of her fun trips.

She frequently hangs out with other like-minded environmental champions like Leah Thomas and Aditi Mayer and counts them as her friends.

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Arti Jalan

Instagram — [@forageandsustain](https://www.instagram.com/forageandsustain)

Image: Courtesy of Arti/@forageandsustain/Instagram

The sustainability influencer is the founder and editor of *Forage and Sustain*, an online platform promoting sustainable living through what it dubs 'spiritual ecology.' This involves learning about the earth and environment through ways like ancestral teachings and storytelling among others.

Before founding *Forage and Sustain* in 2017, Jalan worked as a freelance writer and ran her boutique paperie named Owl and Oak. She has also worked for a Shanghai-based start-up and a Mumbai-based NGO, where she helped daughters of sex workers emerge from the vicious cycle of poverty.

She draws attention to indigenous organizations that need people's support and helps promote sustainable products through giveaways via *Forage and Sustain's* Instagram account. She also promotes unique traditional methods like the Japanese wrapping technique known as Furoshiki, zero-waste tips and shares interesting tricks and quotes.

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Zahra Biabani

Instagram — [@zahranurbiabani](https://www.instagram.com/zahranurbiabani)



Image: Courtesy of Zahra Biabani – Soulful Seeds/@zahranurbiabani/Instagram

Biabani graduated from Vanderbilt University in 2021 with a bachelor's degree in environmental studies. But the Houston native has been very active, as one of the foremost environmental influencers since 2017, when she posted about mental wellness on her blog *Soulful Seeds*.

Subsequently, while researching ways to combat human trafficking, Biabani came across the conscious consumerism movement, which opened her eyes to exploitation within the fashion industry.

In an interview with [*World War Zero*](#), Biabani said that her “huge call to action” came when she saw the destruction caused to communities, especially BIPOC, by Hurricane Harvey in 2017.

Ever since, Biabani has been spreading the message of sustainability and ethics in fashion through her social media accounts, especially Instagram. The uniqueness of her account is that Biabani shares uplifting news about the environment while dancing — which she labels as “weekly wins for Mama Earth.”

There are also funny but important reels and memes about climate justice and ethical fashion. Of course, she also shares glimpses of her own [eco-friendly lifestyle](#).

Since September 2021, Biabani has been serving as the CEO of In The Loop — a rental clothing subscription service, she started with sustainable fashion influencer Megan McSherry.

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Jonathan Levy

Instagram — [@zerowasteguy](https://www.instagram.com/zerowasteguy)



Image: Courtesy of Jonathan Levy/[@zerowasteguy](https://www.instagram.com/zerowasteguy)/Instagram

The environmental consultant from Los Angeles is famous on social media as the [Zero Waste Guy](https://www.instagram.com/zerowasteguy). On his official website, Levy says that he helps brands avoid green-washing and develop sustainable products.

“I work with businesses to systemically root out wasteful practices to maximize profits while minimizing environmental harm,” he says.

Levy came across the idea of sustainable resource management in 2013. Following this, he uses his years of experience in operations and supply chain management in the world of recyclables.

His Instagram account shows how he recycles and reuses on his zero-waste journey. Levy documents his travels and shares his concerns about the lack of waste management in cities like Agra and Delhi in India. At the same time, he praises vegetable vendors who adhere to the single-use plastic ban, like those in Jaipur.

He also showcases his cooking skills and promotes the use of second-hand products like a beautiful Garmin [wristwatch](#) he bought from a friend.

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Louisa Dellert

Louisa Dellert rose to fame on Instagram as a typical fitness and nutrition influencer. Dellert has since also branched out beyond social media as an established artist, expert, and presenter who uses her popularity to promote (eco)political messages and once even took her Instagram community along to a visit to a wastewater treatment plant. She discusses socially relevant issues and encourages her followers to think and act more sustainably. Dellert amplifies these issues by collaborating with relevant brands and recommending their products.

Jonas Winkler

The Studio71 artist Jonas Winkler is a professional carpenter, DIYer, and barbecue expert who emphasizes the importance of sustainable and regional materials. He has collaborated with companies such as NERO, an organically certified charcoal producer – a meaningful and profitable collaboration for both parties because the values of the creator and advertising partner perfectly complemented each other. **In such cases, authenticity is definitely written with a capital A.**

Jean Pierre Kraemer

Successful automobile YouTuber Jean Pierre Kraemer, aka JP Performance, and Formula E racer and YouTuber Daniel Abt both tested the mobility+ app developed by the energy company EnBW (Energie Baden-Württemberg AG) and demonstrated how easy and uncomplicated e-mobility has become – and **how much fun driving electrically can be, even for die-hard combustion engine fans like JP.**

Charlotte Schüler

Charlotte Schüler shares her experiences and thoughts on sustainability on TikTok, Instagram, and her blog to motivate her community to **avoid plastic – for example by driving a campaign for reBuy.** She has released several books and hosts her own podcast “Becoming Green”.

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Madeleine Alizadeh

Madeleine Alizadeh, aka DariaDaria, has made a name for herself as a sustainable influencer and has previously collaborated with E.ON. In addition to topics such as **body positivity, sustainability, and zero waste**, she is also a strong advocate of sustainable and fair fashion and has even launched her own label.

Marie Nasemann

Marie Nasemann is a mom to two children and lives with her husband Sebastian in Berlin. She's not only a model, author, and actress, but also a passionate greenfluencer with a real appreciation for fair and sustainable fashion. **In her blog "FAIRKNALLT" (fairness rocks), she also writes about topics including beauty, fashion, lifestyle, and travel.** Her first book came out last year: "Fairknallt. Mein grüner Kompromiss | Ein Buch für Nachhaltigkeit, Gleichberechtigung, Fair Fashion und das Klima" (Fairness rocks. My green compromise. | A book on sustainability, equality, fair fashion, and the climate).

Saliha "Sally" Özcan

In April 2012, while still studying, Saliha "Sally" Özcan started her YouTube channel "Sallys Tortenwelt" (Sally's world of cakes), where she initially mainly presented cooking and baking recipes. She now also uses her popularity to raise awareness of social issues, whether it be **criticizing the lack of acceptance toward refugees or giving people a wake-up call as a proponent of an energy-saving campaign launched by the German Federal Ministry for Economic Affairs and Climate Action.**

Topic 7: How to organize a Hackathon

A go-to-guide with steps on organizing a Hackathon for skills determination

Through the Hackathon digital influencers can form skills of involving followers in some project and increasing green capacity, forming a green attitude. Also digital influencers in a Hackathon's activity can develop team building and creative skills, and determine skills gaps.

(a) What is a Hackathon?

A hackathon is typically a time-bound competitive event where participants collaborate to build proofs of concept or solve specific pre-defined problems or innovate.

Hackathons have some clear advantages. They are inclusive, agile, promote multidisciplinary collaboration.

Depending on their objective, there are internal hackathons or external hackathons.

External hackathons are divided into onsite and online hackathons.

At onsite hackathons, participants work collaboratively at a physical location. In this format, organizers will need to consider time, geographical, and logistical constraints while designing the event. In onsite hackathons, organizing workshops, hosting knowledge-sharing sessions, and getting the venue, tools, and other aspects of the working environment ready are important.

The aim of online hackathons is to engage followers simultaneously across different geographies and time zones to solve a problem or drive solutions and are used to engage with external audiences of wider geography. They are also used for narrowly-defined coding challenges, which test participants' experience and expertise.

(b) Steps for organizing a Hackathon

Following are the basic steps of an hackathon:

- **Decide the purpose:** Define the goal of organizing a hackathon.
- **Define the problem statement:** What is the exact problem you are trying to solve or what are the opportunities that you want to exploit via skills determination?
- **Set the theme:** Based on your avenue and problem statement, you define the specific theme that you want the participants to work with. Provide as much context and insights as possible for the participants.
- **Keep enough time to plan:** Depending on the scale of the event, it needs anywhere from four to eight weeks to properly plan for the event.
- **Engage people from across levels:** Ensure teams have people with different skills and from all levels to avoid groupthink and encourage networking and teamwork; diverse ideas spell quality.
- **Make time for good breaks in between:** Some engaging games or good food keep up the motivation levels and make sure that a good result is achieved. Robert J. Moore from RJmetrics says that if the times of these breaks are defined, hackers take them as milestones and are inspired to hack through each of them.
- **Have a deployment process in place:** An important metric to measure the success of a hackathon is that it gets deployed in working projects. It is a motivation factor for teams that their projects will be deployed and will be accessible for people. Judge ideas based on novelty, feasibility, simplicity, design, and business value.
- **Decide on prizes or opportunities:** Although the idea is to embed an innovation-driven culture in the organization, prizes (reward points, gift vouchers, incubation) always help.
- **Wrap-up:** After the hackathon is over, showcase your work to the world. Share pictures and videos on your website, do a blog post with the winners and get the story out in the media.

(c) Example of a small-scale hackathon

COMMUNITY HACKATHON

This timeline shows an example of a small-scale hackathon (< 50 participants) which aimed to bring together interested people and form a community around a question of skills determination.

4 months before the hackathon:

- Goal: Formation of a community around a question of skills determination which contains a virtually complete collection of all open source projects around the world.
- Theme: Development of research ideas.
- Competition / cooperation: Decision for a cooperation- style event.
- Duration / breaks: Discussion about and decision for a tentative date.
- Participant recruitment: Identification of key individuals that could benefit from the hackathon and that can support the recruitment of individuals that would be interested in and would benefit from using the hackathon.
- Stakeholder involvement: Discussions with these key individuals as well as developers and maintainers of similar resources about their interest in the hackathon.
- Ideation: Decision to ask participants for initial ideas through the registration form and conduct additional ideation during the hackathon.

3 months before the hackathon:

- Participant recruitment: Invitation of potential participants through previously identified key individuals. Registration through an online form that covers their contact details, open source handle. Selection of participants based on interests.
- Ideation: Ask invitees to propose initial ideas for hackathon projects through the registration form.
- Continuity planning: Invitation of selected participants and key individuals to common communication channel. Creation of an information hub to spread information about the hackathon.
- Mentoring: Identification and invitation of individuals who are familiar with skills determination to serve as mentors. Decision for dedicated mentors that are assigned to individual teams.

1 month before the hackathon:

- Specialized preparation: Development of documentation including sample code for selected project ideas that were submitted through the registration form. Sharing of documentation through communication channel
- Duration / breaks: Decision for a 3-day event starting in the afternoon of the first day and ending in the afternoon of the third day with breaks over night.
- Agenda: Development of a first complete agenda that focuses on hacking during the day with breaks during each day for socializing and networking.
- Ideation: Planning for ideation session at the beginning of the event. Card- based brainstorming.
- Team formation: Decision that teams will form around ideas and that members should come from different institutions.

1 week before the hackathon:

- Specialized preparation: Pre-hackathon webinar to introduce participants to the idea of hackathon.
- Mentoring: Introduction of mentors and their area of expertise at the webinar.

Hackathon day 1:

- Agenda: Welcoming words by the organizers, presentation of hackathon agenda and expected final submission (presentation slides) and reiteration of communication channels and information hub.
- Stakeholder involvement: Introduction of supporting individuals and institutions.
- Mentoring: Introduction of mentors, their area of expertise and their role during the hackathon.
- Agenda: Participants introduce themselves to each other.
- Ideation: Card- based brainstorming. Participants write ideas on cards and share them with the organizers.
- Agenda: Break for participants to socialize and network and for organizers to integrate ideas that were submitted through the registration form and to pre-structure brain-storming cards into thematic clusters that can be the basis for hackathon projects.
- Ideation: Discussion of pre-structured clusters and adjustment based on participant input.
- Team formation: Participants select cluster / project based on their interests while observing the rule that they should be from different institutions. Adjustments to ensure that teams are roughly of equal size.
- Mentoring: Mentors join teams and support them to connect, scope their project and help with technical issues. Mentors focus on their teams but also support others if necessary.
- Agenda: At the end of the day teams introduce their members, share their concrete project ideas and their plans for the next day (1st checkpoint).
- Duration / breaks: Social dinner at the end of the day.

Hackathon day 2:

- Agenda: At the beginning of the day the organizers lay out the agenda for the day and reiterate the expected final submission. Teams explain their project ideas and share their plans for the current day (2nd checkpoint).
- Duration / breaks: Lunch break.
- Agenda: After lunch teams share their progress, problems they ran into and their plans for the rest of the day (3rd checkpoint)].
- Agenda: Social game during the afternoon.
- Agenda: At the end of the day teams share their progress, problems they ran into and their plans for the final day (4th checkpoint).
- Duration / breaks: Social dinner at the end of the day.

Hackathon day 3:

- Agenda: At the beginning of the day the organizers lay out the agenda for the day and reiterate the expected final submission. Teams share their progress, problems they ran into and their plans for the remainder of the time (5th checkpoint).
- Agenda: Final presentations of teams before lunch. Discussions about the content of the presented projects and problems the teams encountered during the hackathon.
- Continuity planning: Teams share presentations through communications channel.
- Duration / breaks: Lunch break, group pictures, end of the hackathon and departure.

After the hackathon:

- Continuity planning: Organizers distribute summary of the event directly.
- Stakeholder involvement: Organizers suggest stakeholders share publications and other outcomes they produce through communications channel.

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TOPIC 1:

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