

WE ARE FUNDAMENTALLY A
PARTICIPATORY
COMMUNITY. IT'S IN OUR
DNA.



Community for marketing
freelancers and independent
creatives



PEOPLE ARE COMMUNITIES
THEY BELONG TO

inspired by New citizenship project

A PLACE TO CONTRIBUTE AND GROW TOGETHER

CAUTION! NOT FOR SILENT LURKERS!

HOW?

TELL STORIES

SHARE CONNECTIONS

CONTRIBUTE IDEAS

GIVE TIME

LEARN SKILLS

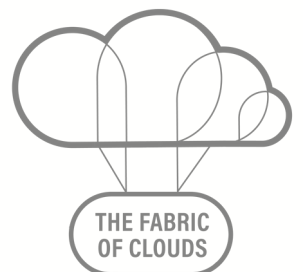
CROWDFUND INNOVATION



TELL STORIES AS STARTING POINTS

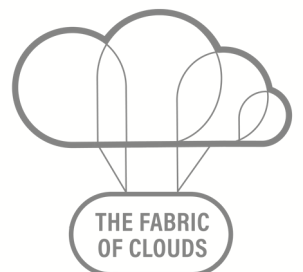
1. What story about your business, craftsmanship should everyone know and why?
2. How could collecting stories help you build confidence, focus, or celebrate what you do?
3. Come up with five positive and generative questions to help uncover great stories (e.g. what's great, what are you most proud of, what is your dream?)
4. Come up with three freelancers you can partner with to crowdsource, tell or celebrate stories that matter to you

For our Freelancers, we offer AMA (ask me anything) days



SHARE CONNECTIONS

1. Encourage and facilitate connections between our members by displaying beneficial contacts or vacancies, inviting people to the events.
2. Come up with creative actions for people to help you increase your reach



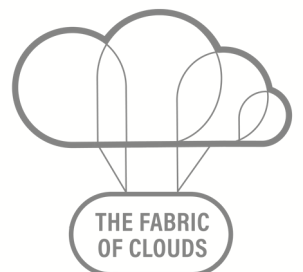
CONTRIBUTE IDEAS

WHAT IS IT?

Sharing the problem or opportunity you are working on with people, and asking for their ideas.

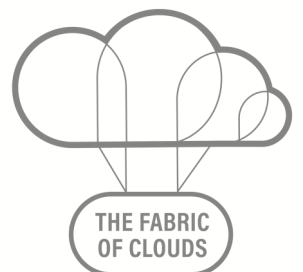
STARTING POINTS

1. Is there a challenge you've had for a while that you could use some collective brain on?
2. Share expertise in trends and best practices in Digital Marketing
3. Create a simple prototype or one not-quite-finished idea and send it out to a sample for testing and feedback



GIVE TIME

1. What simple, short tasks could people do for or with you?
2. What structures or tools allow people to share and celebrate their contributions in a creative way?
3. Create three non-financial thank-yous for those giving time to help create community belonging

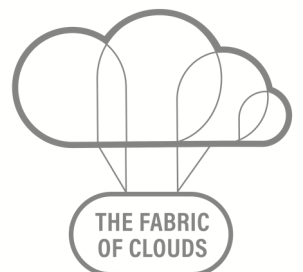


LEARN SKILLS

1. What skills do you have that you can easily share or teach?
2. What can you learn from other freelancers?
3. Suggest a peer-to-peer workshop or conduct yours yourself

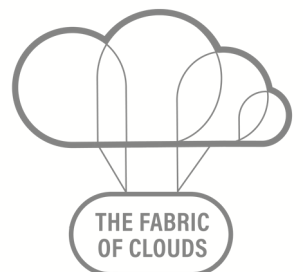
Few examples of the workshops with a high demand for Freelancers:

How to effectively use SEO in your freelance activities,
how to build a website,
physical exercise when working from home,
how to scale your freelance business,
freelance platforms that really work,
contract negotiation and B2B relationship building



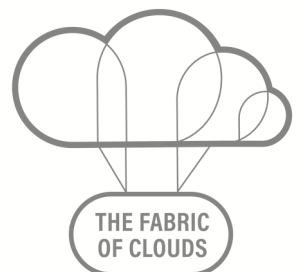
CROWDFUND INNOVATION

1. What's an idea you've been sitting on for a while that others could help make a reality?
2. Whom could you partner with to get a new idea or product going?
3. Come up with three different experiences or non-financial rewards people get for contributing money
4. Create an innovation challenge that's useful to your business cause



REGULAR STAY IN TOUCH ONLINE AND OFFLINE

1. monthly meetups online
2. workshops in Zurich with the people who celebrate the sustainable lifestyle
3. collaboration hub in Slack



We co-create THE TOOLKIT to grow together

What do our members say after the first crea-thon?

The process involved a series of collaborative workshops, with the co-creative experimenting in between.

'Thank you for all. It has been a hard experience for me, not easy to be carried on, because of lack of time, bad English, different methods and styles of work and communication... but here we are! Personally, I've learned something about my limits, my skills, my wants... and I'm trying to decide how to go on and get involved in the project.'

Francesca

'This has definitely been a learning process, something truly new. I'm grateful that I have met you and others through this project.'

Helena

