# The Cooking Covid Recipe

How to make online experiences engaging
and interactive in the age of COVID
and increased digital screen time

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**Cooking Covid Methodology
ONLINE BRAINSTORMING**
During lunch time

# Why

We are all saturated with daily, back-to-back online screen time to not only work but also socialise. **We are all tired of the screen. We all need physical contact.**

We believe the methodology of **Open Design School** can help!

We need creative thinking to find solutions, to identify new ways to communicate, be productive, establish genuine commitment,be inspired and have fun within the virtual world; the *'new normal'*.

We invite you all to invest a couple of hours of cooking, eating, sharing stories, experiences, concerns but also opportunities and desires for the future!

Let's test and shape the **Living Lab methodology** together through the help of a couple of challenges.
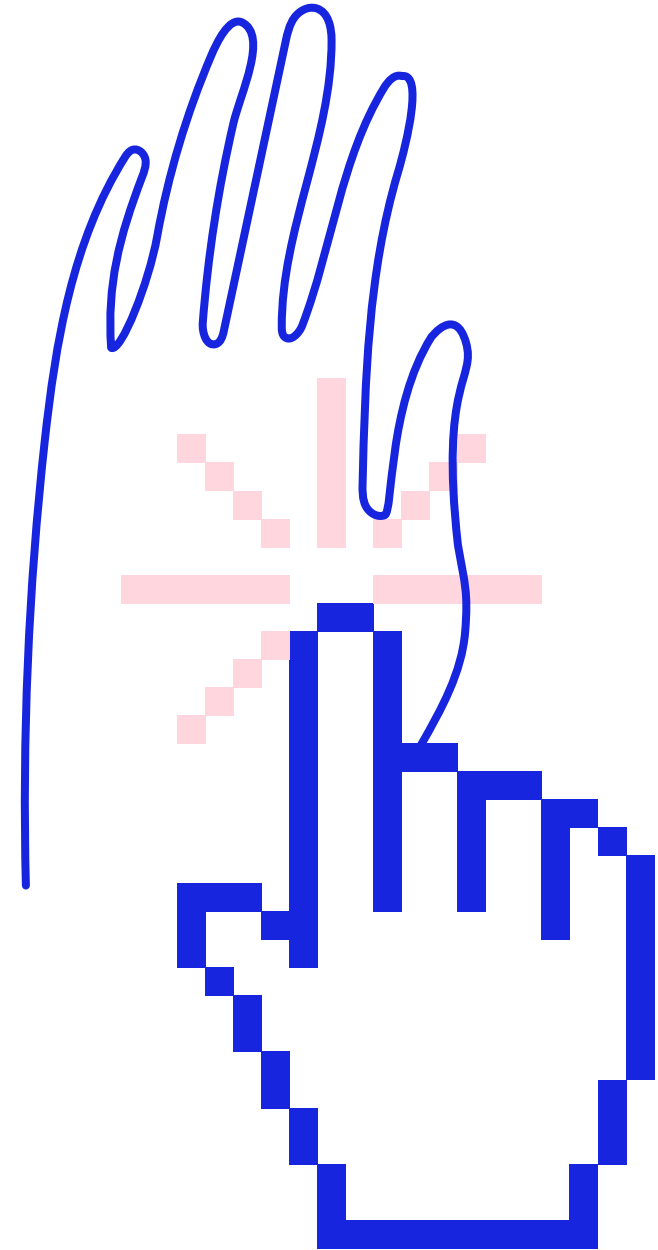
# The Cooking Covid story

The Cooking Covid recipe was born from a real and human need of the team at Materahub together with Foundation Matera - Basilicata 2019, to combat the screen fatigue created by the dependency of screens in COVID times.

The methodology and tools were first tested within **DeuS**, an Erasmus+ Vocational Educational Training (VET), of which **Materahub** is a partner.

Deus Partners together with a wide range of stakeholders from the creative and cultural sectors, with the help of this format, explored the theme and shared ideas and experience in a fresh and stimulating setting.

Like any good recipe, the Cooking Covid methodology will be enriched further with feedback gathered within the **FLIP Ambassadors of Change initiave**.

The toolkit is designed to constantly evolve, reflecting the real needs and experiences of potential beneficiaries, and made possible through peer to peer exchange.

The purpose of the Cooking Covid recipe has also evolved, to help us understand what the new and blended normal may look like in the near future, beyond COVID!
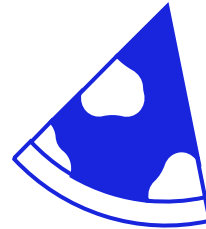
# How

## The tools for brainstorming

### MIRO co-creation maps
→ DeuS Creative Knowledge Platform
→ stimulating online/offline interaction, the methods and tools
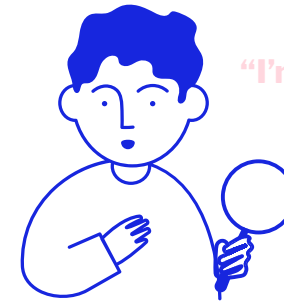
### Zoom

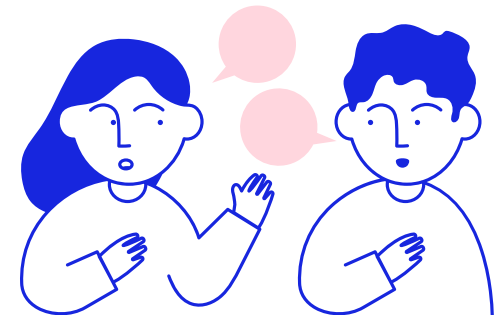## The format

Informal, whilst cooking lunch or eating.

"Hi!"

Icebreaker, participants had one minute to introduce themselves and their lunch (30 min)

"I'm the researcher"

Breakout groups with roleplay of 5 personas for DeuS (60 min)
*The 'Creative' / The 'Entrepreneur' / The 'Educational Provider' The 'Researcher' / The 'Policy Maker'*

Team findings exchange (30 min)

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# What

**the breakout groups that focused on the cooking covid recipe were:**

**1** How to stimulate interaction with online sessions

**2** How to generate offline interaction with Covid restrictions

**The creative professionals
that contributed, beyond
the DeuS team**

Social media experts | Actors / Performer,
Facilitator | CCI Support Organisation manager |
Artistic Curator | Graphic designer | Conservator

Community & Cultural Researcher

Communities & Projects Executive |  Stage director
and Documentarist | Artist | Architect | Designer

The LIVING LAB METHODOLOGY CHALLENGE
presented at the workshop:

"We are sick and tired of living online...
help us find new ways to digitally brainstorm in 2021.

How can we create effective online/offline living labs
using the open design school approach?"

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**Random ideas and inspirations based
on the Open Design School methodology**

# How can I involve online participants during COVID times?

| | small groups to facilitate bonding and exchange | short sessions intense but productive | make it personal (objects/pictures/music/ anecdotes that represent participants) |
|---|---|---|---|
| **ice-breaking** drawing the group mentally into the same room | **talking whilst walking** | **interactives games / tools** | **surveys** |
| **clear agenda** | **multiple sessions** transform groups into teams identify the team with a 'name' | **introduce joint physical activities** | **stimulate performative elements** |
| **informal/hybrid formats** | **competitions** | **after hours** to stimulate an informal setting | |

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**Random ideas and inspirations based on the Open Design School methodology**

How can I involve offline participants during COVID times?

| introduce an activity in advance<br>a letter/a photo | introduce practical activities during<br>make something | make it personal<br>(objects/pictures/music/anecdotes that represent participants) |
|---|---|---|
| use mobile phones to keep distances<br>(no video calls) | walk and talk<br>itinerant | allow easy access to material | outdoor events |
| small gift exchange | socially distanced picnics | 'drive ins' with megaphones | treasure hunts |
| use of large public spaces | small groups<br>(mass is no longer an option) | | |

# Thank you!



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