European Coworking Day 2024

Handbook

#eucoworkingday

Introduction

Welcome to the ECD Handbook!

This handbook aims to be your practical toolkit to help you understand how you can get involved in the ECD either by organizing an event, offering a deal, or supporting our development.

It is meant for coworking spaces all over Europe that share the common spirit of community-based workspaces.

Structure of the Handbook

On the following pages, you will find:

- A short intro to the aims and concept of ECD
- 3 simple ways how you can chip in
- Tips on how to get started with event organization and a list of event types as an inspiration how you can take part in the ECD as a coworking space
- How you can help us by spreading the word on different channels
- A Coworking Code of Conduct Template

This book is constantly evolving, and should be seen rather as a **set of guidelines, ideas and recommendations** that will never be complete. This means you are always welcome to join in and make it better with us!

If you have any unanswered question, do not hesitate to conact us by e-mail to info@coworkingday.eu, or through the social media channels (preferably LinkdeIn or Instagram).

We are looking forward to seeing you at the #eucoworkingday!

Best wishes,

Claudius Krucker, Initiator of the European Coworking Day
and the ECD 2024 team

About the ECD: What, when, who, why?

The European Coworking Day (ECD) is about celebrating community coworking and its impact on the society. It is organized to support the players of the coworking ecosystem and to increase their visibility.

What is the ECD?

The ECD is a **distributed event**: There is no central (physical or virtual) gathering on the day. ECD creates a synergy through all the individual events happening on the same day at the participating coworking spaces all over Europe.

The ECD is a **crowdsourced day of events**: It is characterized by the multitude and plurality of events locally organized by the participating coworking spaces.

The ECD is an **open event**: Any coworking space can propose and host an event to be held anywhere in Europe.

By providing a **communicative framework**, the ECD is a great chance for independent community coworking spaces in Europe to increase their visibility. In addition, the ECD community calls encourage coworking spaces to come together through learning, skill sharing, networking and action.

When is it?

After a premiere on 10 May 2023, the second edition of the ECD is scheduled for **Wednesday, 22 May 2024** and we intend the ECD to return in **spring** every year.

We invite you to register your event on the website *coworkingday.eu* so that the event can be added to our interactive map, making it available for all to see. We also select events to be highlighted on our social media, websites, in publications, and in other forums.

Who can take part?

👉**Any community coworking space in Europe is invited to join!**

Anybody acting in the coworking ecosystem in Europe who is willing to combine the own member acquisition with raising the awareness of coworking in the broader public on a larger scale, and to share knowledge and experience with each other, is welcome to sign up and participate.

Why would I do that? This sounds like a lot of work to me 🤔

The ECD is a **unique opportunity to focus the attention of all the stakeholders in Europe on the value of community coworking in Europe**. It is a chance to engage with society at large and raise our voices together beyond our community – and across Europe. It's a chance for key stakeholders with similar goals to connect and come together in a combined effort that capitalizes on individual successes.

Through your involvement, you will be able to:

- 👍 **co-brand** your event or activity using our visual identity and slogan; be part of a large **network** of individuals and organizations promoting and talking about coworking;
- 👍 receive more **exposure** and interest in the work that you do and the target group(s) you are serving;
- 👍 have your events **promoted** on our map and through our social media.
- 👍 attend our ECD community calls to **meet and exchange** with peers from all over Europe
- 👍 attend our ECD input calls and get new inspiration for developing your space, enriching your coworkers' experience, gaining new community members etc.
- 👍 discover partnership opportunities, new contacts and get inspired by new ideas

How can I contribute? How do I join?

To be part of European Coworking Day, we invite you to:

- 👍 Offer an open day and/or organize events 👉 Read *Organize an ECD onsite event* and register your location and events on *coworkingday.eu*
- 👍 Spread the word about the European Coworking Day within your coworking operator community as an Ambassador 👉 Contact us at *info@coworkingday.eu*
- 👍 Offer special deals to participants 👉 Contact us at *info@coworkingday.eu*
- 👍 Sustain the organization of the European Coworking Day with a financial contribution as a partner or supporter 👉 Contact us at *info@coworkingday.eu*

There are many opportunities to show the power of coworking 💪🏻

1. Put a banner on your website or a header on your social media celebrating the European Coworking Day. Check out the links on the *ECD Cockpit* page (login area).

2. Invite a member of your community as a speaker for an afternoon to talk about a relevant topic for your target group or to tell their personal story of running their business from a coworking space

3. Invite someone from a local entrepreneurs organization to come talk about their work

4. Put up a poster in your coworking space or office, or on your social media

account! We are preparing some of those as well.

...and then tell us so we can tell the whole world about it!

Inclusion and Diversity

Our aim with ECD is for everyone to have a sense of belonging and be able to work together for personal fulfilment and the common good.

We invite you to bring your entire selves to your professional life every day, and allow those around you to do so too.

The European Coworking Assembly has published a Handbook for Inclusion and Diversity in coworking spaces, and ECD aims to be an inclusive and diverse event. So here are some things to think about as you set up your events:

Inclusion

Inclusivity is about committing to creating an authentic, welcoming, safe environment where all people can thrive regardless of age, race, color, cultural background, sexual orientation, gender identities, physical abilities, mental health, physical appearances, socio economic backgrounds, life experiences, nationalities, religions.

Inclusion also covers harassment which may include, but is not limited to, intimidation, bullying, sidelining, stalking, unwanted recording or photography, inappropriate physical contact, use of sexual or discriminatory imagery, comments, or jokes; intentional or repeated misgendering, sexist, racist, ageist, ableist, or otherwise discriminatory or derogatory language; and unwelcome attention.

Business and work-related events tend to reinforce the group by bringing like mined people with shared interests together. Gatherings often re-invent the wheel – it's an opportunity to mix with vetted people you know, like and feel comfortable with in your specialist circle.

Different perspectives and life experiences among speakers and attendees will bring a richer conversation and more meaningful outcomes to events. In addition, widening your scope will create a domino effect by encouraging greater attendee participation from underrepresented and under-estimated communities. Don't rely on your tried (and possibly tiered) and trusted Social Media network. Be brave. Cast a wider net for speakers and attendees.

Resources:

- Code of Conduct Guide by Open Source Guides
- Creating Accessible & Inclusive Meetings or Events (University of Minnesota)
- Create an Accessibility Statement for your event (WAI Initiative)
- Planning Accessible and Inclusive Events (University of Arizona)
- Making your Event Accessible (University of Leeds)

Engagement: How to connect

A key reason to engage with local, marginalized and/or under-represented groups is to give people a voice and create opportunities. Initiating a dialogue will help you find out what's important to people in your community. Don't assume that you know what their issues, interests, or opinions might be. Listen to what the people themselves have to say. A shared understanding will be of long-term benefit to the community as a whole. Engagement can also help empower marginalized groups and build a more prosperous, cohesive community for everyone.

Resources:

- [Reaching out to local communities](#)
- [Indigenous Ally Toolkit](#)

The Coworking IDEA Project

Over the last two decades, the global coworking conversation has drifted from its core values (Community, Collaboration, Accessibility, Openness & Sustainability) towards more financial and corporate interests. Colonialism, systemic racism, sexism and many other disparities in today's society are predictably found within our industry, our events, and our communities as well. The Coworking IDEA Project is committed to re-centering the meaningful human connections, communal care and creative collaboration that coworking was founded upon, and we are committed to making the coworking industry more Inclusive, Diverse, Equitable and Accessible.

Join the Coworking IDEA Project and take part in the monthly IDEA challenges on coworkingidea.org!

Organize an ECD onsite event

💡 Since the main aim of the European Coworking Day is to bring potential coworkers to your space, onsite events make up the majority of ECD events.

What do I need to get started?

1. A group of people willing to learn, share, explore, interact

This can be your coworkers, colleagues, clients, friends, students, or a specific group you want to help. It's not a competition and you don't have to break any attendance records, two is a group already! You don't necessarily need to be the organizer yourself. Think of associations, professional organizations, business clubs etc. where your target audience is already affiliated, and reach out to them for a co-created event.

Or you can consider having an event with people not in your immediate circle. If there are people in your local community you don't have contact with, consider reaching out. Venture beyond your immediate boundaries. Reach outside the bubble.

2. One or more coaches, leaders, or facilitators

The number depends on the type and size of the event. The most important thing is to have a passion for sharing knowledge and supporting each other, and to make sure everyone has what they need to keep things running smoothly.

3. A place to be at, or not…

Well, as a coworking space operator, you probably won't have to think about this aspect for long. Just in case your space is not large enough for the expected size of the event, consider classrooms, libraries, conference rooms or some public spaces in the neighborhood as cooperation partners.

The pandemic was a breakthrough for virtual events for the broader public. Virtual events can be as a simple video call or as complex as a full online event via software. We are seeing interesting variations, such as silent gatherings and no-screen events as well. You are only limited by your imagination!

How to organize an event?

1. Pick a format

This will help you decide what you will do and how. There's a list of inspirations for formats below.

2. Pick a topic

It can be very general ("Tips to improve your freelance career") or specific ("How to deal with taxes and social security"). It can be skills-focused ("Learn how to use X") or simply a meetup ("Get to know other freelancers").

3. Find a venue

If it's possible and responsible where you are, ask your local coworking space to host. If you can't find a location, contact us and we'll try to help.

For online events there are many options from very simple to really high-featured. If you are suffering from choice overload, contact us and we'll try to help there, too! We have a fair amount of team experience with virtual events and we love to share, so do reach out!

4. Invite participants

Ask someone to moderate the event. Invite a speaker (perhaps from a local business association). Or keep it casual without a formal agenda.

5. Promote it

- 👍 Add it to ECD events calendar and map by submitting it on https://coworkingday.eu/cockpit
- 👍 Create a Facebook and/or LinkedIn event and invite your network.
- 👍 Add it to your newsletter and website with ECD banners / overlay graphics
- 👍 Put up a poster in your coworking space and neighborhood, and leave some flyers about the event.
- 👍 Share it on your website, social media and other channels (Slack, WhatsApp, Messenger...).

We will also prepare a press kit that will help you to show your local event in the framework of a European-wide movement.

6. Make it fun

Provide some drinks, or ask participants to bring their own. Put on some music to create some atmosphere. Use a projector to show slides (we'll provide you with some). Greet each participant and introduce them to someone else.

7. Document it

Take photos or videos and share them widely! Use the hashtag **#eucoworkingday** and other hashtags that fit for your event in particular, as well as the hashtag(s) of your coworking space.

You can also @mention us on our various channels Facebook, Instagram, LinkedIn and Mastodon @EuropeanCoworkingDay and X (formerly Twitter) @eucoworkingday so that we can repost it!

Thank you for co-creating European Coworking Day!

Organize an ECD online event

What do I need to get started?

The starting point is pretty much the same as for organizing an onsite event. First you need an audience:

A group of people willing to learn, share, explore, interact

This can be your students, co-workers, colleagues, clients, friends, or a specific group you want to help. It's not a competition and you don't have to break any attendance records, two is a group already!

Or you can consider having an event with people not in your immediate circle. If there are people in your local community you don't have contact with, consider reaching out. Venture beyond your immediate boundaries. Reach outside the bubble.

The best thing about online events is that you are not limited with capacities, thus your audience can be very broad if you do good marketing.

How to organize an event?

Define a topic (or list of topics) that interests your audience

This could be a survey or questionnaire, or interviews that you run with your clients or freelancers. If you can link it to your digital marketing campaign, even better. From this survey it will become clear which topics you need to focus on and who might be speakers.

Online types and formats

There are **4 main types of online events** depending on complexity and the budget (online meeting, online conference, broadcast or virtual reality & metaverse events), but many more formats that can be created within each of the types.

The easiest way is to produce an online meeting (by using Zoom, Google Meet, Webex or any other teleconferencing tools), much more production will be required for an immersive virtual experience.

Online event formats are very similar to physical events, with the exception of not being physically in the same place with other attendees and speakers.

Online Masterclass / Training / Workshops

These are the sessions where participants learn a new skill or listen to an expert sharing experience on a certain subject. The trainer can have one on one interaction with the attendee, solve queries via live Q&A, share content via screen and more. It also enables students to attend online classes that offer instructional videos,

exercises and practice tests. Students can personalize the dashboard and choose subjects and the instructor if the platform allows.

Virtual Meetups

Online meetups are the best medium to connect people you share common interests with, but in real-time. It can be a short 30 mins or longer depending on what you would like to do during the meet up. FYI: cooking, beer tasting etc is absolutely possible during virtual meetups too but need some more preparation time.

Ask me anything (AMA's)

A session with an expert or guest speaker. It's a unique way of interviewing where the guest takes questions from the audience in real-time as well as some pre-submitted questions.

Virtual Summits / Conferences

This is a multi-track or multi-session format of the event taking place during a day or several days. You can invite multiple speakers, host several tracks and sessions, have breakout sessions in between, conduct live polls and surveys. Speakers and attendees can have two-way communication between them over audio/video in real-time**.**

Virtual keynotes

It can be a Webcast or a keynote address by the speaker which is broadcasted LIVE over the internet on a source website. Keynotes can help promote your virtual event as it amplifies the message of the event by storytelling and branding of your event.

Fireside Chat

Hugely popular among the startup community. It is an informal discussion with a guest and the moderator. Its comfortable setting makes it engaging for the audience as it seems like you are listening to your close friend sharing deep insights.

10 creative online events format inspirations

1. Online Birds of a Feather (BOF)

This session can follow a general virtual keynote for example. The event organizer can suggest BOF groups for delegates to join but participants can also create their own. Once suggested topics are recorded and participants make their choice, the organizer produces online breakouts to gather members together. The sessions take place without a preplanned agenda and are designed to encourage discussion and networking.

2. Lightning Talks

As the name suggests, lightning talks give speakers a limited amount of time to make their presentation – no more than 10 minutes. They may or may not include slides, but if they do, the slides usually move forward automatically to keep speakers to time.

Because lightning talks are brief, it requires the speaker to make their point clearly and rid the presentation of non-critical information. This, in turn, helps keep the attention of the audience. It also means many ideas can be presented in a short amount of time. A period of between 30 to 60 minutes is usually allotted to lightning talks, allowing for up to 12 speakers to be heard.

3. Ignite Session*

A form of "lightning talk", Ignite Sessions give speakers five minutes to talk on a subject accompanied by 20 slides. Each slide appears for 15 seconds and is automatically advanced. The speaker must not read the details included in the slides.

4. PechaKucha (20×20)*

Also falling in the "lightning talks" category, PechaKucha 20×20 is a simple presentation format where every speaker shows 20 slides, each for 20 seconds. The images advance automatically and speakers talk along the images.

5. World Café

The World Café format is a simple, effective, and flexible format for hosting large group dialogue. The process begins with the first of two or more rounds of discussion for groups of 4-6 seated around a table or in a virtual breakout room. Each round is prefaced with a question.

6. Online Soapbox

Including an online soapbox at your event can provide delegates with a platform to have their ideas heard. Individuals can submit proposals to participate and, if they are chosen, will be given a short time on stage to present an issue that is important to them.

7. Online Hyde Park Corner Debate

This format takes a central theme or question and has two speakers debate for and against. At the outset, the participants are polled to measure their opinion on the topic. Following the debate, they are polled again to see how many are now in favour or against. The winner of the debate is the speaker who caused the most audience members to change their votes.

8. Online Talent Show

The talent show format is ideal for presenting projects, demonstrating technology or pitching ideas. Participants have 3-5 minutes to demo their concepts and, ideally, this is done visually with props to create a "show". Between 5-7 "acts" perform before the audience is asked to vote on their favorite. A presenter helps to introduce the acts and keep the audience engaged.

9. Online Storytelling

Storytelling sessions invite speakers to tell stories that help illustrate or enhance themes in the conference tracks. They should reflect the authentic experience of an individual, a team, or a community, but be told like a traditional story. The narrative should contain a beginning, middle, and end, characters and themes that hold interest, like adversity and triumph. Stories should be about 15 minutes long, with 10 minutes provided for Q&A afterwards.

10. Online Braindates

Braindates help delegates learn from one another through one-on-one or small group sessions (otherwise known as "dates"). Participants make offers and requests for knowledge on topics of interest and are then matched together (this can be done manually or via an app). Matched individuals can then schedule meetings with one another, aiding both learning and networking.

You can make the use of online facilitation tools such as polls, quiz, white walls, quests.

* Please note that some of these formats, like Ignite and PechaKucha, are licensed formats and need a contract with the global event format owner.

Find a technology that can support your goals

Market it

Create an appealing event website or a landing page with the registration. For online events, it is important that the registration confirmation e-mail allows to add the event to the calendar. Nothing can be worse than to miss an event if it is not booked in your diary.

Invite participants

In your email communication and event invitations be very specific, brief and to the point. No one has time for noise.

Promote it

- 👍 Add it to ECD events calendar and map by submitting it on https://coworkingday.eu/cockpit
- 👍 Create a Facebook and/or LinkedIn event and invite your network.
- 👍 Add it to your newsletter and website with ECD banners / overlay graphics
- 👍 Put up a poster in your coworking space and neighborhood, and leave some flyers about the event.
- 👍 Share it on your website, social media and other channels (Slack, WhatsApp, Messenger...).

We will also prepare a press kit that will help you to show your event in the framework of a European-wide movement.

Event legacy

Record the event and have it available for replay. You can add this to your digital marketing campaign as well. Use the event content to produce one or several blog posts to drive traffic to your website. Thank speakers and attendees and invite them to your place (or to read more articles, etc.) or to your next event.

Share your success

Take photos or videos and share them widely! Use the hashtag **#eucoworkingday** and other hashtags that fit for your event in particular.

You can also @mention us on our various channels Facebook, Instagram, LinkedIn and Mastodon @EuropeanCoworkingDay and X (Twitter) @eucoworkingday so that we can repost it!

Thank you for co-creating European Coworking Day!

Coworking Code of Conduct

We are committed to maintaining an atmosphere of creativity and inclusion at all ECD events.

Therefore, we propose the **Coworking Code of Conduct** for ECD events and a **template** from the website coworkingcodeofconduct.org maintained by Cobot "with the intention to provide useful resources for running welcoming, safe, and inclusive events for the coworking community."

You can **use and modify** the template for your ECD events and **join** to events, communities, and companies which have adapted this **Code of Conduct**.

Event format ideas

Meetup: to meet other experts in your field, learn and exchange knowledge

Speed Date, Matchmaking Session or Fair: to connect businesses to clients, business partners, or prospective employees

Networking Breakfast, Lunch or Dinner: eat, drink and meet some interesting people

P2P (Peer-to-Peer)**, DIY** (Do It Yourself) **or DIWO** (Do It With Others) **Workshop or Webinar:** to share skills, tips & tricks and insights or to co-create

Consultation: in a group or one-on-one

Support or Solution Session: to discuss problems and to brainstorm how to fix or improve something

Hackathon: to ideate and produce concrete solutions

Round table, Discussion Panel or Debate: share your views, exchange ideas, make conclusions and recommendations

Hacktivist Action, Rally or Protest: to make a political stand or fight for a cause

Live Interview: with coworkers, organizations and/or experts

Portfolio or Case Study Reviews: to promote your work and get feedback

Online Hangouts: forget physical borders and reach out to international community

Open Doors / Open Day / Open House + free coworking for the day: to share your everyday routine and environment and invite people to check out the experience of coworking

Jam session, Artistic Performance or Exhibition: to experience unique ways of expressing thoughts or emotion

Pop Up Store / Makers Market / Local producers or service providers market: to promote the work of your coworkers and/or to bring in local businesses that fit with your mindset and target group

Fundraiser Party: to benefit your local freelance organization, community or fellow freelancer in need

Festival or Conference: one theme, multiple formats

Or any other – do tell us what we forgot!

Spread the word

Help us spread the word by following our channels and sharing our posts on social media, or **write your own post** using **#eucoworkingday** and mention **@europeancoworkingday**!

ECD accounts on social media

Facebook   https://facebook.com/europeancoworkingday

Instagram   https://instagram.com/europeancoworkingday

LinkedIn   https://linkedin.com/company/europeancoworkingday/

Mastodon   https://mastodon.social/@europeancoworkingday

X / Twitter   https://twitter.com/eucoworkingday/

Website key links to share

You can share the following shortlinks to ECD website pages:

Website   https://coworkingday.eu

Register   https://coworkingday.eu/register

ECD Cockpit   https://coworkingday.eu/cockpit (once you have registered as user)

Sample posts

Looking forward to this year's European Coworking Day on Wednesday, 22 May! Have you submitted your event yet? @europeancoworkingday #eucoworkingday #coworking #community https://coworkingday.eu/

Sharing, commenting and retweeting crucial posts

- 👍 Events submission
- 👍 Facebook post
- 👍 Instagram post
- 👍 LinkedIn post
- 👍 Mastodon post
- 👍 Twitter post