Create and animate a community

Canvas

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Canvas - Creating a community

" If you want to go fast, go alone.
If you want to go far, go together..”
(african proverb)

This document is intended for any betoobe member who wishes to gather other members around a project or an idea, thus playing the role of Community Booster. This outline describes the overall approach to creating and animating a community, and will help you to ask yourself the right questions about how to encourage collective action around your project.

A community is defined as a social group whose members have common interests and share a common environment. Bringing a group of people together around an idea or project, or bringing together members of the same discipline, is creating a community that shares a common vision, culture and intention. The members of the community interact to achieve common goals they have set for themselves.

From movement to community

A community mobilises its members in a lasting commitment, to create a real and evolving impact, and thus move from the ephemeral to the sustainable.

Why building a community?

Gathering members around your project will allow you to develop it with the support and expertise of the group.

This means dedicating time and resources to animating your community, enhancing the value of its members, adopting open governance and a high level of transparency.

The 4 components of community building

Identity	Connection	Learning	Recognition & Engagement
Members share a sense of **belonging**.	Members can easily **connect** with each other and carry out actions together towards a common goal.	The members' experience is constantly enriching in terms of **learning**.	Members can build their **reputation** through their contributions to the community.

These 4 major iterative stages are constantly evolving. The challenge is therefore to ensure their consistency over time.

Example : Wikipedia

A common mission: to make knowledge accessible to all // **Interactions**: mechanisms for interaction and dialogue between members of the community, editors of articles // **Actions**: writing articles, correcting, improving // **Recognition**: starred articles, membership of a restricted circle of contributors.

« **He who has a why to live for can bear almost any how** »
(Friedrich Nietzsche)

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Identity

A clear and transparent identity is the first brick to generate a real sense of belonging within your community, and to involve members in the co-construction of the group.

What is your project?

Why do you want to create a community around this project?

Who are the (future) members of your community?
Scope of the community

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Why are they mobilising?
Objectives for each group of actors

What identity elements enable them to identify themselves as members of the community (for example, a symbol, a visual that can be appropriated by all, distinctive signs, etc.). Co-create the identity elements with the members of your community.

Connection

The community must be equipped with easy-to-use online and/or offline tools to enable members to identify, connect, exchange and take action.

What connections and conversations do you want to create in the community?

What tools allow members to connect with each other (online and offline)?

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Learning

A community is based on two essential pillars: a common **passion** and continuous **learning** for its members. Once connected, they will make a long-term commitment if their experience is constantly active, enriching and progressively empowered.

Collective actions: what actions bring community members together? (e.g. workshops, meetings, participation in joint events)

How does the learning process materialise (what content do your members have access to, skills development, opportunities for professionalisation, etc.)?

Recognition et engagement

Within a sustainable and active community, members are able to build their reputation through their contributions.

What types of contributions are valued within the community (e.g. knowledge sharing, networking, co-construction of solutions, etc.)?

How are/should members' contributions be valued within the community? (tools, mechanisms, aim for simplicity)

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Member journey and '*community booster*' role

"The Why is a good story.
The Who is the lived experience."

Digital platforms facilitate the launch of communities. But digital is not enough. Your role, as a **community booster**, is to mobilise the community, to break the inertia; you are the point of connection for the community and you are the guarantor of the objective to be reached by your community.

Understand and integrating each member

what are his/her needs and expectations?

His/her motivations?

His/her roadblocks?

Member journey	Role of the Community Booster
IDENTIFY ITSELF	Challenge: Fostering a sense of belonging to your community
PARTICIPATE AND CONNECT TO OTHERS	Challenge: Creating connections between members and encouraging action
LEARNING	Challenge: offer a constantly enriching experience
BE RECOGNISED	Challenge: encouraging contributions and valuing them

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