What is community engagement?

“Democratising economies through design...”

“I need a website for my business, but can’t afford a designer...?“

“I have a degree in LAW and INT. ECONOMICS but I’m without a job...!“

“How can I contribute to my community and receive financial aid...?“
How is community engagement done?

**Maria (25)**

"The reason I am part of the Impact Hub in Milton Keynes is that it is the perfect, informal, workplace for the private design sector. Even though most of my collaborations are based on personal connections, I have been engaged in other projects with members, where the most valuable component was UI design. I usually offer my services for free or as a time exchange. I have been affected by the crisis in the same way and I have little difficulty in working as a freelance designer.

I absolutely think that a complementary currency system in a co-working space such as the Hub would have potential. I would be happy to exchange my skills for credits or hours spent for a specific task in a way to further build my reputation in the network, especially since I do not have many years of experience. The potential exchange definition in my case would be knowledge gained through past projects."

**David (33)**

"Even though I am full-time employed with a software engineering company, I am a member of the Google campus in London where I am happy to work on additional projects that I truly believe in. I have been involved in a few startup projects that focus on the sustainability hybrid sector, meaning there are projects both for profit and not for profit.

For the most part, my projects, collaborations and contracts derive from personal recommendations through a collaboration model usually based on the exchange of mutual services defined according to market prices. The most sought-after component is that I seek to use my management of open data for coding augmentation.

In my job so far, I have not been affected at all by the crisis, but regardless of this fact, I do believe that a complementary currency system could have potential at the Google campus. I think that an alternative currency model could work if converted in national currency at a certain rate, maybe with a different value. In that case, I would use such a service model offering my knowledge as the potential exchange definition."

- **Personas**
  - Maria: User Experience Designer, Freelancer, Member of Impact Hub Milton Keynes, Employment less than a year, Team 2-6 persons
  - David: Software Engineer, Company Employee, Employment 1-5 years, Team 2-6 persons, Member of Google London, Founded a startup, Sustainability Sector
How do we know when engagement is effective?

- Collaboration
- Power
- Impact
- Co-design
- Decentralised/democratised
- Shifting paradigms