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THE DIGITAL INCLUSION JAM

ONLINE

VET design

1. AT A GLANCE

Activity title	*The Digital Inclusion Jam: Co-Designing for the Unreached*
Format	*Online*
Duration	*150 mins. (2.5 hours)*
Group size	*10–30 participants (broken into teams of 4–5)*
Challenge	*Reaching Underrepresented Learners: Designing VET for migrants, NEETs, and other underrepresented adult learners.*
Setting	*Virtual meeting platform (e.g., Zoom/Teams) with a shared collaborative whiteboard (e.g., Miro/Mural).*
Method / framework	*EDUckathon (Educational Hackathon) / 1-2-4-All / Design Thinking.*

WHAT TEAMS WILL HAVE AFTERWARDS

- At least 3 prioritised digital barriers for migrants and NEETs
- A 3-step “Minimum Viable Prototype” of an inclusive digital entry journey
- One zero-budget idea you can implement on Monday morning

DESIGN THINKING STAGE

Empathise | Define | **Ideate** | **Prototype** | Test

2. DESCRIPTION

This intensive online session utilizes the EDUckathon methodology—a unique blend of education and hackathons—to move from theoretical empathy to practical digital prototyping. Participants are grouped and assigned a "Marginalized Learner Persona" (e.g., a rural NEET with limited data or a migrant with high skills but low local language proficiency). The "Jam" uses Gamified Constraint Cards (e.g., "Must be mobile-only," "Zero-text allowed," "Offline-accessible") to force VET professionals to abandon standard, jargon-heavy institutional approaches. Teams use rapid 1-2-4-All cycles to empathize with "wicked problems," ideate creative outreach solutions, and build a "Minimum Viable Prototype" of a digital entry journey that respects the learners' socio-geographical and cognitive barriers.

2.1 LEARNING OUTCOMES

- Analyze and prioritize at least 3 critical digital barriers (e.g., data poverty, digital anxiety, or linguistic gatekeeping) currently hindering VET access for migrants and NEETs.
- Master the EDUckathon strategy as an innovative planning and management tool for designing learner-centered VET offerings.
- Co-design a 3-step digital outreach prototype that utilizes Non-Formal Education (NFE) principles (e.g., gamification or micro-learning) to increase learner motivation.
- Evaluate digital tools based on their "Inclusion Score," prioritizing accessibility features like Open Dyslexic fonts and "Easy-to-Read" formatting.
- Synthesize cross-sectoral insights to bridge the gap between theoretical inclusion goals and practical labor market transitions.



- Use background music during "Silent 1" ideation and keep the "Hackathon" timer visible at all times to maintain a sense of urgency.
- Send a 2-minute "How-to-Miro" video 48 hours in advance to ensure technical hurdles don't become exclusionary barriers during the activity.
- When participants feel "stuck" by the gamified constraints, remind them that these constraints represent the real-world reality of their learners.

3. PREPARATION

Pre-set the Miro board with frames for Empathy Mapping, Ideation (1-2-4-All), and Prototyping.

Prepare 4 distinct "Digital Personas" based on the project's Needs Analysis (e.g., one from Germany's rural areas, one from Romania's IT-gap regions).

Prepare a set of "Digital Disruption" cards (e.g., "Phone screen is cracked," "No Wi-Fi available") to introduce during the prototype stage.

3.1 MATERIALS NEEDED

- ☐ High-speed internet and webcam
- ☐ Miro/Mural board link
- ☐ "Constraint Card" PDF/Images
- ☐ Digital "Inclusion Diary" for individual notes
- ☐ Countdown timer app

3.2 PREPARATION TIMELINE

📅 1 WEEK BEFORE

- Set up the Miro frames (Empathy, 1-2-4-All, Prototype)
- Write the 4 Digital Personas
- Prepare Constraint & Disruption cards

📨 48 HOURS BEFORE

- Send the 2-min "How-to-Miro" video
- Share the board link and agenda
- Ask about access needs (devices, language)

⏱️ 30 MIN BEFORE

- Open the board and breakout rooms
- Test the countdown timer
- Queue background music for "Silent 1"

✅ AFTER THE JAM

- Export the board and prototypes
- Share the "Inclusion Patterns" summary
- Remind teams of their Monday action

4. STEP-BY-STEP INSTRUCTIONS

Step	Time	What the facilitator does
1	*15 mins.*	*Welcome & Frame: Explains the EDUckathon methodology and the "Inclusion First" goal.*
2	*20 mins.*	*Empathy Sync: Groups use the "Learner Friction Log" on Miro to map the digital hurdles of their assigned persona.*
3	*10 mins.*	*1 (Silent Ideation): Individuals place sticky notes with radical ideas to bypass identified hurdles.*
4	*15 mins.*	*2 (Pairs): Breakouts of two merge their ideas into a single "Disruptive Solution."*
5	*25 mins.*	*4 (Teams): Groups build a "Low-Fi Digital Journey" (e.g., a storyboard for a WhatsApp-based orientation).*
6	*15 mins.*	*The Constraint Twist: Facilitator draws a "Wild Card" (e.g., "Zero Text Allowed") and teams must adapt their prototype.*
7	*30 mins.*	*Gallery Walk & Pitch: Teams present; others leave "I Like / I Wish / What If" sticky notes on the board.*
8	*20 mins.*	*Synthesis: The facilitator leads a group discussion on common "Inclusion Patterns" found across all prototypes.*

5. DEBRIEF QUESTIONS

- Which "Gamified Constraint" most challenged your existing institutional bias, and why?
- Looking at your Friction Map, what is the single biggest "Digital Gatekeeper" your organization currently maintains?
- How did the EDUckathon's fast-paced nature change your approach to "Curation" versus "Creation from scratch"?
- How did your team ensure the final prototype supported the learner's "Motivation to Learn" and "Self-concept" as an adult learner?
- What was the most "Minimum Viable" inclusive innovation you saw today that could be implemented with zero budget on Monday morning?



5.1 KOLB EXPERIENTIAL LEARNING CYCLE

Concrete experience	*Participants engage in a high-speed, online co-creation sprint (The Inclusion Jam) to solve specific digital barriers for marginalized learners.*
Reflective observation	*Groups use a "Gallery Walk" and "I Like/I Wish" feedback loops to observe how constraints sparked creative solutions in other teams.*
Abstract conceptualisation	*Participants synthesize their experiences into a set of "Digital Inclusion Principles" (e.g., mobile-first, pictogram-heavy, NFE-integrated).*
Active experimentation	*Every participant identifies one specific digital outreach tactic or tool (e.g., WhatsApp bots or Easy-to-Read redrafts) to test in their own VET context.*

6. WORKSHEET

Name: ..... Team / persona: ..... Date: .....

6.1 OUR PERSONA CARD

Fill in during the Empathy Sync – one card per team.



Name & age: ..... Lives in: .....

Device & data: □ smartphone only □ shared laptop □ limited data □ no Wi-Fi

Language level: ..... Wants to learn: .....

Biggest digital fear: .....

6.2 FRICTION → FLOW

🔴 FRICTION – where our persona gets stuck

1. .....
2. .....
3. .....

🟢 FLOW – what already works for them

1. .....
2. .....
3. .....

6.3 OUR LOW-TECH PROTOTYPE

✏️ *Sketch it here – a WhatsApp message, a poster, a 3-step flow, a voice note script…*

🃏 DISRUPTION CARDS OUR PROTOTYPE SURVIVED

□ Cracked phone screen □ No Wi-Fi available □ Low reading level □ No laptop

🔁 Bring this sheet to your next team meeting and share your prototype.

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