# Code Week Event / Hackathon Design & Toolkit

Deliverable 2.7

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| **2** | European Alliance to Save Energy ASBL | EUASE | Belgium |
| **3** | CityLab IKE | CityLab | Greece |
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| **5** | Latvian Information and Communication Technology Association | Likta | Latvia |
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| **23** | ATHINA – Erevnitiko Kentro Kainotomias stis Technologies tis Pliroforias, ton Epikoinonion kai tis Gnosis | Athena RC | Greece |
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| 35 | Cisco Systems Belgium | Cisco | Belgium |
| 36 | Bulgarian Ministry of Innovation and Growth | MIG | Bulgaria |
| 37 | Accenture SA | Accenture | Belgium |
| 38 | CoderDojo Belgium | CoderDojo | Belgium |
| 39 | Digitale Wolven | Digitale Wolven | Belgium |
| 40 | Terawe Technologies Limited | Terawe | Ireland |
| 41 | Simplon.Co | Simplon | France |

| No | Partner | Acronym | Country |
|----|-----|-----|-----|
| 1 | Global Alliance for Youth | GA4Y | Switzerland |
| 2 | HP Inc Belgium | HP Inc Belgium | Belgium |
| 3 | SAP SE | SAP SE | Germany |
| 4 | Junior Achievement of Albania | JA Albania | Albania |

# What is EU Code Week?

EU Code Week is an initiative funded by the European Union that aims to inspire learners and equip them with the digital skills necessary for future careers in technology. It aims to mainstream coding, computational thinking, and digital literacy, while bringing motivated individuals together in celebrating creativity and innovation. The goal is to make programming more visible, to show young, adults and elderly how to bring ideas to life with code, to demystify coding and digital skills and bring motivated individuals together to learn.

Every year, two weeks in October are specifically dedicated to celebrating EU Code Week. However, the initiative is much more than that, it is a year-round celebration of coding and digital skills activities. EU Code Week engages individuals of all ages, educators, and organisation to learn and teach digital skills in engaging, inclusive ways, anytime throughout the year.

EU Code Week emphasises the importance of digital literacy, promotes the use of emerging technologies like AI and robotics, encourages hands-on learning through activities such as workshops, training opportunities and meeting with others who share the same enthusiasm. It provides a welcoming space for anyone who shares a passion for coding and innovation to learn, teach, and grow.

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## Why should you join?

EU Code Week enables millions of people across Europe and beyond to learn, create, innovate and have fun with digital technologies. This grassroot initiative is driven by a passional community of volunteers dedicated to coding and innovation, making a meaningful impact that extends beyond the official October celebration.

Anyone – schools, educators, libraries, code clubs, universities, companies, public authorities can organise an EU Code Week event or activity and add it to the codeweek.eu map.

Participating in or organising an EU Code Week event is an opportunity to empower your local community with essential digital skills, foster creativity, and inspire problem-solving through technology.

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# EU Code Week 2025 Toolkit

## Introduction

The EU Code Week 2025 Hackathons Toolkit is designed to support organisers in planning and delivering successful hackathons. Within this resource, you will find step-by-step guidance, practical tips, and inspiring examples to help you create dynamic and impactful events that engage young people and promote digital creativity.

As part of this initiative, **three additional toolkits** and **Guidelines on Diversity and Inclusion** have been developed to further empower educators, organisers, and learners across Europe with inclusive and forward-thinking educational resources.

The **Careers in Digital Guide** introduces students aged 13-18 to the wide range of opportunities in the digital sector. Featuring interactive quizzes, role model videos, and certification advice, the guide helps students identify where their interests and skills align with high-demand digital careers—encouraging them to explore, stay curious, and take their first steps towards a future in tech.

The **Girls in Digital Activity Guidelines** are designed to foster gender inclusion in digital education. Originally developed for Girls in Digital Week, these guidelines are equally suitable for mixed-gender initiatives. They provide educators with practical strategies to create inclusive and engaging activities for young people aged 11-19, supporting equity in STE(A)M education by encouraging collaboration, allyship, and the empowerment of underrepresented groups.

The **Training Materials for VET Teachers Toolkit** offers a rich collection of resources to support vocational education and training for students aged 13 to 18. Grounded in the Creative Learning approach, this toolkit equips educators with tools to build students' digital and socio-emotional skills, while sparking motivation and interest in digital careers. It serves as a practical, adaptable framework for integrating innovation, inclusivity, and hands-on exploration into VET classrooms across Europe.

The **Guidelines on Diversity and Inclusion** provide essential recommendations for ensuring all EU Code Week content and activities are accessible, equitable, and representative. These guidelines address key aspects such as inclusive language, diverse visual representation, and accessibility features for learners with disabilities. Covering dimensions of gender, age, culture, and ability, they offer concrete checklists and best practices to help educators and organisers foster truly inclusive learning environments that celebrate and reflect Europe's diversity.

Together, these materials form a comprehensive suite of resources that equip the EU Code Week community to inspire, educate, and include every learner, ensuring that digital transformation is accessible and empowering for all.

## What is an EU Code Week Hackathon?

A hackathon is an event where participants with diverse skills collaborate to tackle global challenges. Participants form teams to brainstorm, design and code, aiming to produce a working solution or prototype by the event's conclusion. Beyond fostering innovation and teamwork, EU Code Week hackathons offer a platform for young enthusiasts to learn, develop their coding and problem-solving skills, showcase their talents, and be inspired by peers and mentors.

# Inside the Toolkit

## Central Theme

The theme for EU Code Week 2025 is **From Code to Community: Bridging Digital Skills and Social Impact**. Having a central theme fosters a sense of connection and belonging among participants across different countries and inspires careers in digital.

The theme focuses on decoding possible risks and future challenges (climate change, sustainability, food security, health issues, AI and its implication, digital inclusion, migration, access to education) and preventing them by finding digital solutions. The theme enables participants to develop a broad range of digital and transversal skills needed to thrive in a changing world.

**While the overarching theme remains the same in all participating countries, challenges are adapted to address local needs and issues**. This approach encourages participants to engage more deeply by identifying and tackling problems that are directly relevant to them or their communities, promoting the development of innovative, locally grounded solutions within the broader context of the EU Code Week 2025.

To guide participants, we have created several challenge questions which are authentic challenges different industries are grappling with and where digital solutions could make significant impact. However, each local organiser has the flexibility to design their own unique challenge.

# Suggestions for Challenge Questions

This toolkit includes a set of challenge questions to inspire critical thinking and problem-solving. Each question is designed not only to explore how digital and AI technologies can address pressing issues across key sectors, but also to reflect this year's theme: "**From Code to Community: Bridging Digital Skills and Social Impact.**" Participants are encouraged to think beyond technical solutions and consider how their ideas can strengthen communities, promote inclusion, and drive positive societal change.

## Future of Work
How can digital or AI technologies be used to support inclusive workplaces by promoting an equitable access to career opportunities, particularly for underrepresented groups?

## Healthcare
How can we design digital systems that not only deliver accurate and safe medical support but also increase access to quality healthcare and promote well-being for all?

## Agriculture
How can we leverage digital technology for a transformation in the agriculture sector in ways that support small-scale farmers, address food insecurity, and help local communities adapt to climate change and resource scarcity?

## Sustainability
How can we harness the power of digital and AI technologies to drive environmental sustainability while building more resilient, inclusive communities that can thrive in the face of social and ecological challenges?

## Education
How can we leverage technology to create a personalised, engaging and inclusive educational platform that adapts to diverse learner needs, empower educators, and promote equal access to education?

## Your Choice
Develop an innovative technical solution that addresses a pressing social or environmental challenge of your choice, focusing on how it can empower communities and generate meaningful, lasting social impact.

# Running a Hackathon

## Step-by-Step Guide

1. Decide the scope of the target groups. As a guidance: each hackathon should involve **at least 30 participants** that are **15 to 19 years old**. Each team should ideally have **4 to 6 participants**.

2. Coordinators need to **register the hackathon** on the chosen platform and ensure that participants create their profiles and join **the right hackathon**. More info will be shared soon.

3. **Appoint Mentors.** Mentors play a crucial role in hackathons and can facilitate the success and learning experience of participants. It is advisable to select mentors with diverse expertise, technical skills, teaching experience or experience of working with young people e.g. programmers, designers, pitching experts, business developers. One mentor could **support two or three teams**. Important: ensuring gender balance is crucial for fostering diverse perspectives and promoting inclusivity.

4. Engage at least **4 Jury Members** with your final evaluation to ensure the diversity of expertise needed to fairly evaluate the entries.

5. **Plan any useful workshops** or resources ahead of time e.g. teamwork, pitching skills, research skills, design thinking.

6. **Plan the Opening Ceremony** e.g. slides with info about Code Week, challenge questions, code of conduct, suggested timings, how to submit the solution.

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7. **Agree the prize,** consider sponsors/company involvement.
8. **Add your hackathon event** to the **EU Code Week map of events.**

## Additional Tips – Hackathons organisation

- Hackathons should start with an opening ceremony.

- Challenges should be defined and announced to all teams at the same time.

- There are no restrictions on the use of technology, programming languages, or software; however, **if AI is utilised, proper attribution is required**.

- If there is a need for workshops or some additional mentoring sessions, it is advisable to organise these in advance and record them. In that way, these additional workshops will not interrupt the idea development during the hackathon day. By recording them, you can ensure that the teams have access to the content as they see fit. Ideas for topics of the workshops: how to prepare a good pitch, how to manage teamwork, etc.

- Each hackathon should have a pitching session where each team will pitch their idea (either live or pre-record the pitch) followed by a short Q&A session per team to answer jury's questions.

- Each hackathon should finish with an award ceremony.

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# Timeline

| Hackathons 2nd round announced during EU Finals | Organisation of local Hackathons and trainings | EU Finals: pitch to international Jury and winners celebrated! |
|---|---|---|
| **APRIL 2025** | **MAY - DECEMBER 2025** | **JANUARY - FEBRUARY 2026** |

EU Code Week 2025 Hackathons are to take place **by 31st December 2025, preferably during EU Code Week 2025, which runs from 11 to 26 October 2025**. Each local organiser and National Hub has the flexibility to select the timing for their hackathons based on their specific needs. This means that they should consider factors such as local holidays, exam schedules and other relevant dates to determine the most suitable timing.

The duration of the hackathon is **up to 24 hours** which can be distributed depending on the preference of each organiser (i.e. during school hours, the weekend, school holidays). Each organiser should ensure that participants have enough time to develop their ideas and prepare the pitch, jury has the time to review all proposals, pitching sessions, Q&A, and awards ceremony.

# Example of a 4-days Hackathon

This is just an example of a possible structure that can be adapted. Participants are free to organise a hackathon lasting one day or choose a different format. The key point is that the hackathon should not exceed 24 hours in duration.

**Day 1** – approximately 6 hrs

- Morning: Hackathon Opening Ceremony including announcing Challenge options.

- Work with your team to define the challenge you want to work on.

- Do the North Star exercise- see Appendix A.

- Ask Tips: Does technology solve a human pain point? Why? How will your solution impact them (small or large scale)?

- Review any useful workshop content to support your ideation phase e.g. teamwork, design thinking.

- Afternoon: Create a fully thought-out problem statement you want to solve and start outlining must have features.

- Discuss team roles.

**Day 2** - approximately 6 hrs

- Define team roles and responsibilities.

- Research your idea. What technologies, methods, platforms and innovations will you use to deliver a solution for a better future?

- Start building out your idea demonstration. This may include coding or a demonstration of the research you have done to show it is feasible.

**Day 3** - approximately 6 hrs

- All day – continue building out your demo.

- Start working on your story for your pitch. Describe issue and why it is an issue, your North Star and what you are solutioning for, a vision of how your idea will improve the world, a description of the solution bearing in mind the criteria. Remember to prepare answers for questions around feasibility, cost, reach, ethics and promotion.

- Test Demo and story together ahead of pitch.

- Practice your pitch.

**Day 4** – approximately 6 hrs

- Practice your pitch.

- Get ready to pitch!

- Pitch the jury (offline or online); if online, record your presentation (5 mins max) & upload it on the shared repository.

- Attend your local Hackathon final and present to panel of judges.

## EU Hackathon Finals

The **Europe Hackathon Finals** will take place **between January and February 2026**, with the exact date to be confirmed at a later stage.

- After the national hackathons, the winning teams will be invited to the EU-level finale.

- Finalists will present their submissions (maximum 5 minutes) and participate in a live Q&A with an international panel of judges.

- Videos of the presentations will be shown, and judges will ask questions in real-time.

- The event will be held online, providing finalists with the opportunity to showcase their solutions to an executive jury.

- Be prepared to answer questions during the Q&A session.

- The potential available **prizes** are:

- **Remote internship** with UnyoCorp: opportunity of a remote internship where the winners will implement and publish the project they have created. The internship will be fully mentorship-based, offering one-on-one guidance on how to take the project from concept to launch. Following this internship, there could be a potential job following or investment in the developed product.
- **Personalised mentorship** with Matrix Internet: 12 people, 2 teams.
- **Printable official certificate** issued by All Digital that can be framed on their wall with signatures from partners, logo, stamps and their name.
- **Tailored recommendation letter** issued by All Digital for applying to tech programmes, Erasmus+, etc.
- **Personalised coaching** from CEO of All Digital, former CEO of Euractiv, and seasoned entrepreneur: 1h video call to sharpen ideas, explore next steps, and grow network, including a LinkedIn recommendation and open door to inspiring contacts across tech, media, and policy in Europe.
- **Spotlight, visibility and promotion** of the winning team on the EU Code Week website and social media channels
- Additional prizes may be announced depending on partner contributions.

## Hackathons Participants

As a guidance each hackathon should involve **at least 30 participants** that are **15 to 19 years old**. Each team should **ideally have 4 to 6 participants**.

All team members should help develop the idea and participate in the building of the pitch/presentation, but you might consider the following leads in your team to ensure success: **Developer**, **Designer** (UX designer), **Pitcher**. Beyond these, participants can also choose different roles, such as **Project Manager**, **Research Lead**, **Marketing or Communications Lead** - please see **Appendix B** for descriptions of the various roles.

## Hackathons Platform

We truly value the feedback that we gathered from National and Regional Hubs, which offered valuable perspectives on various aspects of the overall process. We are committed to implementing the lessons learned from the first round. Key points raised included the registration experience, the method for selecting countries and assigning participants to teams,

and the functionality and clarity of the communication channels. An important concern was also raised regarding licensing, specifically, the challenge of managing multiple hackathons with only a single available license. These insights are crucial as we work to refine our processes and create a more efficient and accessible experience for all involved. We are currently still validating a few platform options and will get back to you as soon as we have selected the best one.

## Mentors

Mentors play a crucial role in hackathons and can significantly impact the success and learning experience of the participants. When identifying the mentors, it is important to keep in mind their expertise and how they can support the participants. It is advisable to select mentors with diverse expertise, technical skills, teaching experience or experience of working with young people. Depending on the specific local challenge, different profiles might be needed to provide the well-rounded support for the participants. Here are some suggestions for the mentor profiles: programmes, designers, pitching experts, value proposition experts, business developers, topic-specific mentors.

One mentor could **support two or three teams;** this can be further adapted to each local context depending on the actual needs.

## Overarching Evaluation Criteria

When organising hackathons across various national contexts, it is essential to establish clear and consistent evaluation criteria.

The overarching evaluation criteria for EU Code Week 2025 Hackathons are:

**1. Social Impact (20 points)**

How effectively does the solution addresses community needs? How does it solve the problem? (20 points)

**Clear understanding of the needs (10 points)**

- Poor understanding or complete misinterpretation of community needs (3 points)
- Partial understanding, with limited connection to real community impact (7 points)

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- Deep understanding of the problem and clear, meaningful response to community needs (10 points)

**Problem-solving (10 points)**

- Does not address the main problem of the challenge (3 points)
- Partially solves the problem but lacks focus (7 points)
- Fully addresses the main problem and meets the challenge objectives (10 points)

## 2. Innovation & Creativity (20 points)

Has the team developed a strong, ready-to-use solution for the problem or challenge? Do they employ an innovative approach, or are they relying on established patterns and solutions? (20 points)

**Strength and readiness of the solution (10 points)**

- Inapplicable solution or no practical value (3 points)
- Potentially applicable but requires significant further development (7 points)
- Fully ready and adaptable solution (10 points)

**Innovative approach (10 points)**

- No new ideas, familiar approach (3 points)
- Partial novelty or fresh approach (7 points)
- Completely innovative and original solution (10 points)

## 3. Feasibility & Sustainability (20 points)

Is the solution technically feasible and well-designed? Is the demo user-friendly? How effectively do they plan to develop and scale their idea? (20 points)

**Technical feasibility (10 points)**

- Unrealistic or technically unfeasible proposal (3 points)
- Partially feasible with significant limitations (7 points)
- Fully feasible with available technologies (10 points)

**User-friendliness and design (6 points)**

- Intuitive and easy to use solution (3 points)
- Demo (or the idea of the demo) is well designed and appealing (3 points)

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**Future potential (4 points)**

- No plan for further development (0 points)
- Vague development plan (2 points)
- Clear and convincing plan for development or scaling (4 points)

## 4. Collaboration & Teamwork (20 points)

Did the team work well together? How was the synergy between the members of the team? How fast did they work? (20 points)

**Team synergy (evident from the pitch) (10 points)**

- Poor collaboration, evident communication issues (3 points)
- Occasional collaboration, but lacking cohesion (7 points)
- Excellent synergy with clear task distribution (10 points)

**Efficiency (8 points)**

- Poor time and resource management (2 points)
- Partial efficiency with visible delays (5 points)
- Excellent time and resource management (8 points)

**Communication (2 points)**

- Lack of clear communication (0 points)
- Clear and constructive communication throughout (2 points)

## 5. Presentation & Soft Skills (20 points)

How well has the team presented their ideas and solutions using tools and mediums at their disposal? (20 points)

**Clarity of presentation (10 points)**

- Disorganised presentation, difficult to follow ideas (3 points)
- Partially organised presentation with minor flaws (7 points)
- Very clear, professional, and well-structured presentation (10 points)

**Use of tools and mediums (10 points)**

- No or poor use of presentation tools (3 point)
- Partial use of tools that somewhat support the presentation (7 points)

- Effective use of visual and digital tools (10 points)

As mentioned, an additional criterion will be included for the EU Finals.

## Jury Members

Jury Members need to be informed about the evaluation criteria and expected results. Our suggestion is to organise a brief training for Jury Members to give them the overview of the hackathon format, evaluation criteria, and how to give constructive feedback to participants.

**How to select Jury Members?**

- Experience and expertise: the jury should consist of professionals with expertise relevant to the hackathon's theme and local challenge. It is important to consider technical and non-technical expertise.

- Diverse perspectives: the jury should involve individuals from different fields and be diverse themselves in terms of gender, ethnicity, and background

- Previous hackathon experience: involving jury members that were participants or mentors at hackathons may support their decision as they have been through similar processes themselves

In school context, the jury members could be teachers from relevant subjects, senior students who participated in similar events, industry experts (such as local professionals or parents who work in relevant fields), and school administrators (such as principals)

**How will the Jury Members vote?**

- Jury Members will cast their votes based on the official evaluation criteria, using different tools depending on the hackathon stage.

- For National Hackathons, voting will take place through the chosen platform, where projects are submitted and assessed.

- For the EU Finals, Jury Members will use an **Excel scorecard** developed by All Digital, based on the overarching evaluation criteria outlined always at **page 23-25**. An **additional criterion will be included** to encourage participants to creatively adapt their pitches to the Finals, making the competition more dynamic and engaging. Each criterion is scored out

of 20 points, ensuring a transparent and consistent evaluation process across all participating countries.

## Hackathon Solution

- In EU Code Week 2025 Hackathons, all teams are required to submit a **PowerPoint presentation as their main deliverable**. This presentation should clearly outline the challenge addressed, explain the concept behind the proposed solution, and demonstrate how it could be implemented and scaled in the real world.

- In addition, each team will need to **pitch the jury as a second deliverable**, allowing for flexibility based on local context. Teams can either:

    - Record a **5-minute video presentation** of their pitch, which will be uploaded to a shared repository (to be created at a later stage) and reviewed by the jury.

    - Pitch the jury **offline in person**.

    - Criteria will be the same in both instances.

- While some teams may have the capacity to develop an app or prototype, this is not a requirement. What matters most is the clarity and impact of the idea presented.

## National Hackathon Prizes

Each participating team will get a certificate of participation, and the winners should get the winning certificate, this applies to the national hackathons, but also to the EU-level finale.

The closing of the hackathon and award ceremony depends on the hackathon organiser and the involvement of local sponsors (such as tech companies, universities, educational centres). Organisers, project partners and local sponsors will be encouraged to provide additional rewards for the winners, such as mentorship opportunities, tech tools, or access to various learning opportunities.

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## EU Code Week Hackathons Code of Conduct

Hackathons are a fun, enjoyable activity and should be a safe space for everyone involved (the organisers, participants, mentors, jury, and everyone else). To make sure that there will be safe space for everyone, it is important to establish a code of conduct that participants agree upon registration. **Code of Conduct is a set of norms, rules and responsibilities outlining how to behave when joining the hackathons.**

- Treat everyone involved (participants, hackers, mentors, jury, organisers, sponsors, partners) with utmost respect and kindness.

- Embrace diversity and be considerate of different backgrounds, perspectives and experiences.

- Harassment, discrimination or any form of inappropriate behaviour will not be tolerated. This includes racist, sexist, or exclusionary jokes.

- The consumption of alcohol, narcotic or psychotropic substances is strictly prohibited during the event.

- Respect the intellectual property rights of others and ensure that the work submitted is original.

- Immediately report any behaviour that compromises the safety or well-being of participants to the organisers. All reports will be handled confidentially and taken seriously.

This Code of Conduct needs to be included in the registration, along with the information that pictures and/or videos might be taken during the event for promotional purposes and documentation and how participants can exercise their right not to be photographed.
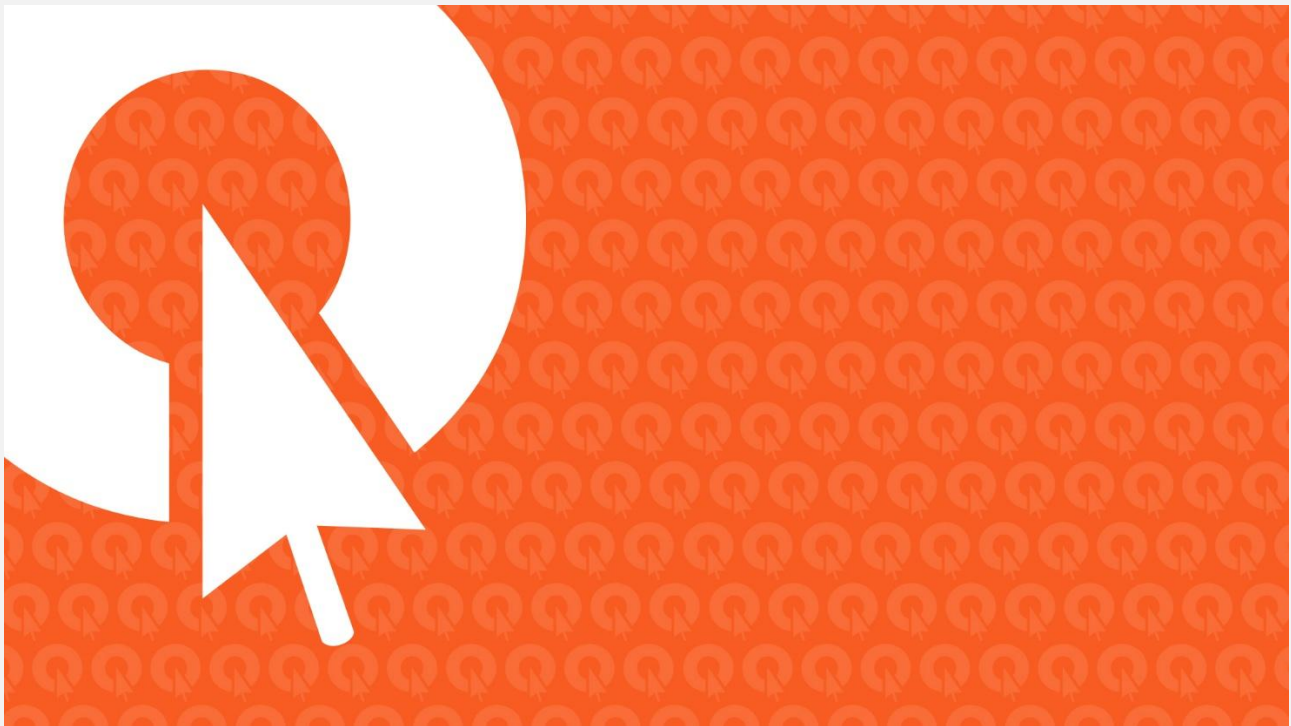
## Your Hackathon!

This toolkit is meant to guide you through the organisation of the hackathon, and you are welcome to use it as if best fits your hackathons, and there is no need to follow exactly what is

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written in the toolkit, apart from the central theme, hackathon platform and the overarching evaluation criteria.

In **Appendix A** you will find ready to use templates and checklists. Note that these contain general information about hackathons, but you can adapt it and use as it best fits your hackathon and its timeline.

In **Appendix B**, you will find descriptions of the various hackathon personas. These can help you divide roles, guide team dynamics, and support participants throughout the event. Feel free to adapt the descriptions to suit the specific context and needs of your hackathon.
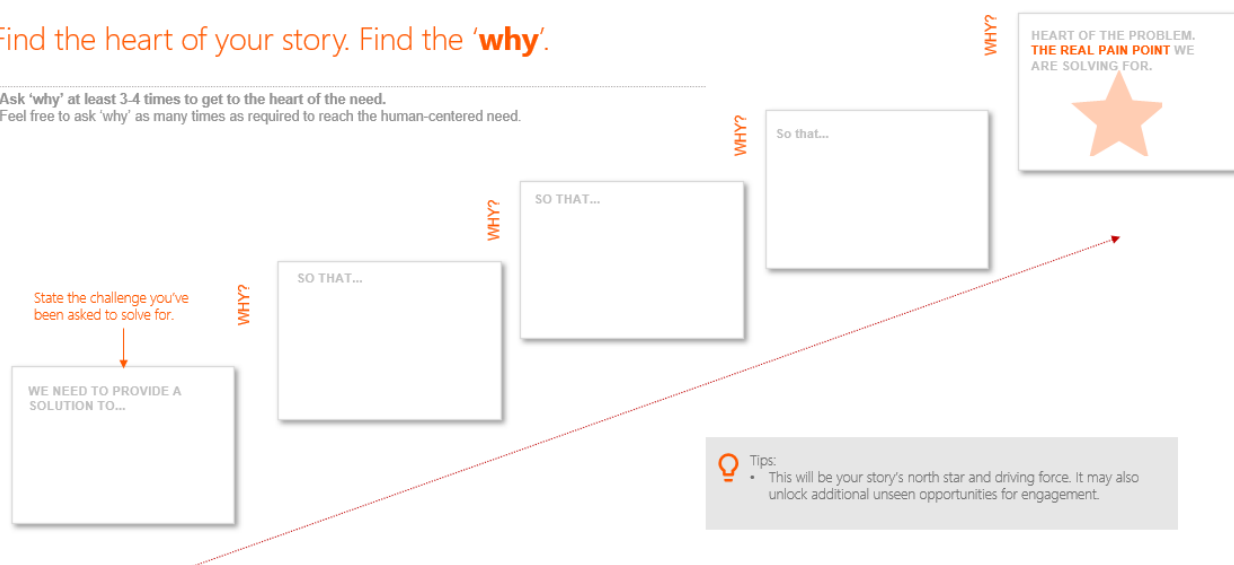
# Appendix A

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## Useful Planning Templates



**Find your north star**

Find the heart of your story. Find the '**why**'.

Ask 'why' at least 3-4 times to get to the heart of the need.
Feel free to ask 'why' as many times as required to reach the human-centered need.

WHY?
HEART OF THE PROBLEM. **THE REAL PAIN POINT** WE ARE SOLVING FOR.

WHY?
So that...

WHY?
SO THAT...

WHY?
SO THAT...

WHY?
State the challenge you've been asked to solve for.

WE NEED TO PROVIDE A SOLUTION TO...

Tips:
• This will be your story's north star and driving force. It may also unlock additional unseen opportunities for engagement.

## Hackathon Planning Template

### Planning Timeline Template

| Task | Responsible person(s) | Start date | End date | Comments |
|---|---|---|---|---|
| Define date and time | | | | |
| Define challenges | | | | |
| Event platform setup | | | | Make sure all information relevant to your local hackathon is available on the chosen platform |
| Virtual conferencing tool setup (if relevant) | | | | If you want to use a virtual conferencing platform where participants could pitch their ideas, make sure to set it in advance and share it with the participants, mentors and jury (and general public, if relevant) |

| | | | | |
|---|---|---|---|---|
| **Contact potential sponsors (if relevant)** | | | | |
| **Hackathon promotion & participants outreach** | | | | |
| **Mentors & Jury recruitment** | | | | |
| **Participants review on chosen platform** | | | | Make sure that all participants from your local context chose the right challenge |

## Pre-hackathon Checklist

☐ Define the target group and format (duration, rounds).

☐ Define hackathon challenge(s).

☐ Reach out to stakeholders and see if they can support with organisation, promotion, mentors, or prizes.

☐ Platform setup

☐ Set up Zoom / Google Meet / Teams (or similar) online event (if relevant).

☐ If participants will join the online hackathon from the same space, make sure there is good internet connection.

☐ Register the event on EU Code Week website.

☐ Event promotion (social media, newsletter, emails, etc).

☐ Open registration to participants.

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☐ Mentors selected and briefed.

☐ Jury selected and briefed.

☐ Finalise the event agenda.

☐ Plan the facilitation of the event (is there a specific Master of Ceremony?) Virtual or F2F?

☐ Prepare resources for participants (guidelines, FAQs, challenge descriptions, etc).

☐ Ensure all technical infrastructure is in place.

## Post-hackathon Checklist

☐ Contact the winners with information about their prize and invite them to participate in the EU-level finale.

☐ Send thank-you messages to all participants, mentors, jury members, other stakeholders.

☐ Share photos and videos of the event on social media. If any photos or videos include minors, ensure that a privacy consent form has been signed by their parents or guardians before posting.

☐ Prepare the winners to participate in the EU-level finale.

☐ Collect feedback from different groups (participants, organisers, mentors, jury).

☐ Add how to register the number of participants on EU Code Week website.

## Event Overview

- Hackathon name: [EU Code Week 2025 Hackathon]
- Central theme: [From Code to Community: Bridging Digital Skills and Social Impact.]
- Local challenge(s): [list of local challenge(s)]
- Date & Time: [start date and time – end date and time]
- Duration: [up to 24 hours]
- Location: [Chosen platform + any other conferencing tools, if you decide to use any]

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- Target audience: [youth: 15 – 19 years old]

- Number of participants: [number: ideally between 4 and 6 participants]

## Event Agenda Template

| [Time] | Registration and welcome |
|---|---|
| [Time] | Introduction to EU Code Week Hackathon<br><br>• Timeline<br><br>• Theme & Challenges<br><br>• Evaluation criteria<br><br>• What is expected?<br><br>• Platform overview<br><br>• Code of Conduct |
| [Time] | Mentor's introduction |
| [Time] | Keynote speech / workshops (if applicable) |
| [Time] | Hacking sessions |
| [Time] | Submission deadline |
| [Time] | Pitching session |
| [Time] | Pitch and presentations review by jury, selection of the winning idea |
| [Time] | Award ceremony & closing |

# Appendix B

## Hackathon Roles Descriptions

### Pitcher

The project pitch is a crucial part of the hackathon, as it involves presenting the team's idea and work to a group of people who can help make the group's idea a reality.

The Pitcher is responsible for communicating the team's idea and solution to the jury and potential users.

The pitch must address all the evaluation criteria: the challenge and relevance of the solution, the innovative aspect (or what's new and unique about the proposed solution), the technical part covering the technical choices made by the team, and finally the creative part with the chosen design.

- **Responsibilities:**
    - Develop a clear, understandable pitch that highlights the challenge and the solution and its importance.

- Collaborate with the team members to understand the technical and design aspects of the solution.

- Practice and deliver the pitch within the time limit (3 to 5 minutes).

- Answer the jury's questions.

- **Skills:**

  - Strong communication and presentation skills.

  - Ability to explain complex ideas in simple language.

  - Confidence in public speaking.

  - Time management.

- **Tips for the Pitcher:**

  - Know the audience.

  - Grab attention of the jury and the audience by bringing them straight into the story.

  - Practice the pitch to make sure that the pitch does not overrun the timing.

  - Your enthusiasm counts – make sure to express clearly why you believe in the proposed solution.

  - Be prepared for the Q&A session: think about possible questions that jury might ask and investigate weaknesses of the solution. Take a moment before answering the questions.

## Developer

The Developer is responsible for building the technical solution of the project, whether it is a website, app, or another type of digital solution. This might include writing code, testing, debugging, and implementing key features.

- **Responsibilities:**

  - Write clean, efficient, and maintainable code to build the solution.

  - Collaborate with the UX designer and other team members to ensure the user interface is user-friendly and functional.

- o Troubleshoot to ensure smooth functionality.

- o Test the final solution to make sure it functions before the presentation.

- **Skills:**

- o Strong proficiency in relevant programming languages (e.g., JavaScript, Python, etc.).

- o Familiarity with front-end and/or back-end development tools and frameworks.

- o Problem-solving skills.

- **Tips for the Developer:**

- o Start with a basic version of the solution and gradually add features.

- o Work closely with the designer to ensure that the interface and functionality align.

- o Test frequently to catch and fix bugs early.

- o Keep notes on your code and development process.

## Designer (UX Designer)

The UX Designer is responsible for creating the user experience and interface of the solution. They make sure that the solution is user-friendly, intuitive, and visually appealing, creating prototypes, and final design assets.

- **Responsibilities:**

- o Design user interfaces that are visually appealing, and intuitive.

- o Create mock-ups and prototypes to demonstrate the user flow.

- o Collaborate with the developer to ensure the design is implemented correctly.

- o Gather quick feedback from team members or classmates to improve the design.

- o Ensure that the final product is easy to navigate and provides a positive experience for users.

- **Skills:**

- o Basic skills in design software or tools (e.g. Canva or drawing tools).

o Understanding of user-centred design principles.

o Creativity and attention to detail.

o Ability to create designs that are functional and visually appealing.

- **Tips for the Designer:**

o Conduct quick user research to design with the end user in mind. Consider their need, preferences, and challenges.

o Focus on creating clean and intuitive design.

o Familiarise yourself with design tools.

o Share design with team members to get feedback and make improvements.

## Project Manager

The Project Manager oversees the planning, execution, and delivery of the solution within the hackathon timeline. They coordinate tasks, keep everyone on track, and make sure everything is running smoothly.

- **Responsibilities:**

o Set clear goals and timeline for the team.

o Organise tasks and delegate responsibilities based on team members' strengths and roles.

o Monitor progress and ensure the team is meeting deadlines and hackathon requirements.

o Facilitate communication between team members and manage conflicts or challenges.

o Ensure the solution is submitted on time with all required elements (pitch, code, visual presentation, etc.).

- **Skills:**

o Strong organisational and time management skills.

o Leadership and decision-making abilities.

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- o Clear and effective communication.

- o Problem-solving skills and flexibility.

- **Tips for the Project Manager:**

  - o Break down the project into clear, achievable goals and milestones.

  - o Be ready to adapt to unexpected challenges and changes.

  - o Keep the team informed about progress and communicate regularly.

  - o Use tools like to-do lists of project management apps to track task.

  - o Foster a collaborative environment where team members feel comfortable sharing ideas and providing feedback.

## Research Lead

The Research Lead gathers information that helps the team better understand the problem they are solving, as well as potential users or communities who will benefit from the project. They ensure that the project is based on real-world needs and facts.

- **Responsibilities:**

  - o Conduct research to validate the problem.

  - o Identify key user needs and potential use cases for the product.

  - o Look into existing solutions or similar projects for inspiration.

  - o Provide insights and data to guide the design and development process.

  - o Collaborate with the team to ensure the product addresses real-world problems.

- **Skills:**

  - o Strong research and analytical skills.

  - o Ability to gather and organise data from variety of sources.

  - o Critical thinking and attention to detail.

  - o Ability to present research findings in a clear and helpful way.

- **Tips for the Research Lead:**

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- Start the research as soon as possible to have enough time to gather and analyse collected information.

- Use reliable sources and make sure that your research is up to date.

- Prioritise information that directly impacts your project's goals and objectives – try to ignore irrelevant details.

- Present your research in a clear and simple way.

## Marketing or Communications Lead

The Marketing or Communications Lead oversees creating the narrative and promotional materials for the solution. They ensure that it is explained in a way that engages the community and communicates its importance. They will create content, develop messaging, and work on strategies to promote the solution during and after the hackathon.

- **Responsibilities:**

  - Develop clear, simple and engaging messaging that explains the project's purpose and benefits.

  - Create content (e.g., social media posts, presentations, posters, etc.) to promote the solution.

  - Support the pitcher in developing talking points or strategies for the pitch.

  - Gather and respond to feedback to refine messaging and promotional efforts.

- **Skills:**

  - Strong writing and communication skills.

  - Creativity in preparing messages and promotional materials.

  - Basic skills in design or content creation tools (e.g. Canva).

  - Understanding the target audience and how to engage them.

- **Tips for Marketing or Communications Lead:**

  - Tailor your messaging to resonate with the target audience.

- Use engaging and creative visuals and catchy phrases to get attention.

- Use feedback to refine messages and promotional materials.

- Work closely with the pitcher and other team members.

![CodeWeek — Build your digital future]

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