

CO-CREATION FOR DIGITAL EQUITY: REPLICABLE MODEL OF DIGITAL CIVIC CO-CREATION AND METHODOLOGICAL GUIDE - LACOTT OPEN LAB¹

Programme and institutional framework

- Programme: *CIVIS Open Labs - Rolling Call 2024* (Stream 1 - Civic Engagement and Challenge-Based Education, Local to Global Civic Engagement).
- Laboratory: *LaCoTT Open Lab - Languages, Communication, Translation and Technologies*.
- Project title: *Co-Creation for Digital Equity: Civic Technologies and Multilingual Communication in Service-Learning Projects across Europe and Africa*.
- CIVIS themes (hubs): Hub 2 “Society, Culture, Heritage” and Hub 5 “Digital & Technological Transformations”.

Coordination and academic partners

- Coordinating university (host Open Lab): Universidad Autónoma de Madrid (UAM) - Faculty of Philosophy and Arts, Department of French Philology.
- CIVIS partner universities:
 - Aix-Marseille Université (France)
 - National and Kapodistrian University of Athens (Greece)
 - Université Libre de Bruxelles (Belgium)
 - University of Bucharest (Romania)
 - Universidad Autónoma de Madrid (Spain)
 - Université de Sfax (Tunisia)
 - Université Hassan II de Casablanca (Morocco)

Civic partners and target audiences

- Main partners: associations, NGOs and civic organisations in Sfax (Tunisia) and Casablanca (Morocco) facing challenges in terms of digital visibility and multilingual communication.

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- Direct beneficiaries:
 - 8-10 civic organisations involved in the co-creation of digital tools.
 - 50-80 students (undergraduate and postgraduate) from the partner universities.
 - 15-20 teaching and technical staff (mentoring, training, monitoring).
- Indirect beneficiaries: local citizens (young people, migrant families, women in vulnerable situations, etc.) who gain access to improved digital services and information.

Main objectives

- To equip civic organisations with multilingual websites and applications tailored to their real needs, accessible and compliant with accessibility standards.
- To embed a full service-learning cycle (diagnosis, co-creation, implementation, reflection, evaluation, dissemination) in a transnational Europe-Africa framework.
- To strengthen and sustain university-society cooperation through the LaCoTT Open Lab as an international laboratory for digital civic co-creation.
- To produce a replicable model of digital civic co-creation (guides, templates, indicators, replication kit) that can be transferred to other CIVIS Open Labs.

Key deliverables

- 8-10 co-designed multilingual websites and applications.
- User guides and training materials for civic partners.
- An open final report describing activities, impacts and recommendations.
- “Replication Kit - LaCoTT Open Lab”: methodological framework, content templates, accessibility checklists, university-association protocols and impact indicators.

STRUCTURE OF THE PROJECT PHASES

Duration: 5 months

1. Phase 1 - Diagnosis, identification and framing of needs
2. Phase 2 - Co-design of digital solutions and content strategies
3. Phase 3 - Multilingual localisation, development and accessibility of tools
4. Phase 4 - Communication, digital marketing and dissemination of the platforms

Phase 1 - Diagnosis, identification and framing of needs

This phase covers the identification of civic partners, the analysis of their needs and the establishment of the co-creation framework (teams, rules, timetable).

Duration: 1 month

1.1. Context and justification

- Reminder of the digital and linguistic inequalities affecting NGOs and associations in Sfax and Casablanca.
- Positioning of the project within the CIVIS Open Labs strategy (civic engagement, local-to-global, digital equity).

1.2. Methodology for mapping and selecting civic partners

- Process for identifying and mapping associations (criteria: social mission, digital needs, capacity to participate in co-creation).
- Tools used: pre-diagnosis questionnaires, exploratory interviews, local kick-off workshops.
- Selection criteria (diversity of publics, local anchoring, motivation to maintain the tools).

1.3. Analysis of digital and communication needs

- Needs analysis grid: online visibility, internal management, multilingual communication, accessibility, sensitive data.
- Typical diagnostic results (examples: no website, fragmented use of social media, manual management using Excel / paper, etc.).
- Identification of functional priorities: showcase site, event management, forms, resource repository, etc.

1.4. Pedagogical framing: service-learning and allocation of roles

- Role of students (participatory diagnosis, data collection, analysis, feedback).
- Role of teaching and technical staff (tool design, methodological support, transnational coordination).
- Role of associations (joint definition of needs, validation, co-facilitation of workshops).



1.5. Expected results and contribution to the replicable model

- Production of profile sheets for each civic partner (context, publics, needs, constraints).
- Development of a standardised LaCoTT diagnostic template (to be included in the annex as a replicable tool).
- Identification of a set of scenario types (cultural association, youth association, social inclusion NGO, etc.) that will feed into the replicable model.

Phase 2 - Co-design of digital solutions and content strategies

This phase corresponds to the creation / co-design stages and to the discourse and content strategy within the project.

Duration: 2 months

2.1. Principles of digital civic co-creation

- Co-creation as a participatory design practice: working “with” and not “for” partners.
- Balancing technical constraints, accessibility requirements and the expectations of local communities.

2.2. Service design and information architecture workshops

- Description of formats: in-person workshops in Sfax/Casablanca, transnational online sessions, paper and digital prototyping.
- Content:
 - Personas and user journeys for the different publics of the associations.
 - Definition of the information architecture (sections, menus, taxonomies).
 - Selection of priority functionalities (membership management, events, contact forms, resource library, etc.).

2.3. Editorial and communication strategy

- Development of editorial charters for each partner (tone, languages, registers, formats).
- Definition of editorial workflows: who drafts, who reviews, who publishes, and on which channels.
- Integration of issues relating to ethics, personal data and GDPR (inspired by the FSEGS specifications: traceability, confidentiality, etc.).

2.4. Integration of service-learning in co-design

- Role of students in producing prototypes, preparing content and mediating between technical teams and civic needs.
- Organisation of cross-feedback sessions between universities (Madrid, Bucharest, Brussels, Athens, Aix-Marseille) and African partners.

2.5. Expected results and elements of the replicable model

- Production of functional mock-ups (wireframes, clickable prototypes) for each organisation.
- Development of a methodological co-design guide: workshop sequences, facilitation scripts, exercise materials, validation checklists.
- Identification of transferable solution patterns, such as:
 - Platform for clubs/associations with back office, showcase site, mobile app and administrative interface (model inspired by the FSEGS specifications).
 - “Showcase + document repository + forms” site for NGOs.

Phase 3 - Multilingual localisation, development and accessibility of tools

This phase brings together the translation/localisation stages, technical development and compliance with accessibility and legal frameworks.

Duration: 1 month

3.1. Multilingual localisation strategy

- Working languages (French, Arabic, English, Spanish and possibly others) and choice of combinations for each partner.
- Application of the GILT framework (Globalisation, Internationalisation, Localisation, Translation) to civic digital products.
- Organisation of collaboration between students specialising in translation/localisation and technical teams.

3.2. Localisation process for websites, software and applications

- Typical workflow: extraction - translation/localisation - reintegration - linguistic testing - functional testing.



- Management of formats (HTML, resource files, interface texts, editorial content, metadata).
- Principles to be detailed in the guide:
 - terminological consistency
 - cultural adaptation (examples, images, colours, references)
 - character limits and interface constraints.

3.3. Digital accessibility and legal frameworks

- Reference to WCAG 2.1 standards for the accessibility of websites and applications.
- Legal frameworks: EU Directive 2016/2102, the French 2005 law, and Moroccan and Tunisian frameworks on the rights of persons with disabilities and digital accessibility.
- Translation into concrete practices: contrast, keyboard navigation, alternative texts, content structuring, page language, etc.

3.4. Technical architecture and security (model perspective)

- Example of an overall architecture model inspired by the FSEGS clubs platform:
 - back-office web application for management
 - front-office showcase website
 - mobile interaction app
 - shared administrative back office
 - central database and API.
- Security and data protection requirements: authentication, roles, logging, protection against common attacks (SQL injection, XSS, etc.).

3.5. Quality assurance and testing

- Distinction between QA and QC, terminology control, segment checking, interface consistency.
- Use of quality control tools (e.g. Xbench) and functional / user testing.
- Construction of a LaCoTT quality checklist to be included in the replicable model (linguistic, technical, accessibility and UX).



3.6. Expected results and replicable components

- Production of stable multilingual versions of websites and applications for each partner.
- Documentation of a reusable localisation workflow (diagram, roles, tools).
- Development of templates and checklists to be included in the LaCoTT Replication Kit (“Localisation” and “Accessibility” sections).

Phase 4 - Communication, digital marketing and dissemination of the platforms

This phase focuses on visibility, outreach and strategic dissemination of the multilingual websites and applications, combining online communication, offline actions and CIVIS-wide campaigns.

Duration: 1 month

4.1. Positioning strategy and identity of each platform

- Defining the positioning of each site or application: mission, priority publics, value proposition (what the organisation brings to its community).
- Building a coherent visual and editorial identity: logo or adaptation, colour palette, tone of messages, choice of visuals.
- Articulating local identity (Sfax, Casablanca) with visibility within the CIVIS / Open Labs ecosystem.

4.2. Multichannel communication plan (online / offline)

- Developing a communication plan for each organisation: objectives (visibility, mobilisation, donors, volunteers, etc.), targets, key messages, channels, timetable.
- Combining digital channels (website, social media, newsletters, CIVIS platforms) and offline actions (posters, neighbourhood meetings, public events).
- Using multilingual materials (flyers, posters, infographics) to connect non-connected publics to the new digital tools.

4.3. Digital marketing: SEO, social media and campaigns

- Implementing basic search engine optimisation (SEO): titles, meta descriptions, readable URLs, content structuring, internal and external links.



- Defining an appropriate social media strategy: main platform (Facebook, Instagram, etc.), posting frequency, formats (short videos, carousels, stories), systematic links back to the website.
- Designing targeted campaigns (for example: launch of a new service, volunteer recruitment, awareness-raising campaign) with objectives, messages and success indicators.

4.4. Multilingual communication and adaptation to publics

- Adapting messages to different languages and publics (French, Arabic, English, Spanish, etc.), avoiding literal translations and taking into account local registers and norms.
- Providing example formats: short bilingual announcements, abridged social media posts, simplified information sheets.
- Embedding accessibility principles in communication (plain language, comprehensible visuals, subtitling of videos, etc.).

4.5. Monitoring, indicators and optimisation of communication actions

- Defining performance indicators specifically related to communication:
 - website traffic (visits, page views, session duration)
 - social media engagement (likes, shares, comments)
 - participation in events (registrations via online forms)
 - dissemination of materials (flyers distributed, resources downloaded).
- Scheduling regular review meetings with students and partners to analyse data, identify what works and adjust the strategy.
- Documenting good practices and pitfalls in order to feed into the “replicable model” dimension.

4.6. Contribution to the LaCoTT replicable model

- Formalising a “digital communication and marketing kit” for future projects:
 - communication plan template
 - sample posts and campaign models
 - examples of multilingual flyers
 - basic SEO checklist

- indicator sheet and monitoring table.
- Describing how this kit can be used by other CIVIS Open Labs or by new associations in subsequent editions of the project.

Conclusion

- Synthesis of the key lessons learned on digital civic co-creation and multilingual communication.
- Placing these findings in the wider context of digital equity and digital democracy in the Europe-Africa space.
- Outlook: avenues for future iterations (new cities, new domains - health, environment, etc.) within the CIVIS Open Labs framework.