



# HUMAN CENTERED DESIGN FOR ADULT EDUCATORS

**A GUIDE ON HOW TO ADD VALUE  
TO YOUR PROJECTS**

[www.creative-change.eu](http://www.creative-change.eu)



Co-funded by the  
Erasmus+ Programme  
of the European Union



"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

# THE WHY AND HOW OF THE GUIDE

## THE CREATIVE CHANGE PROJECT

The pace of change in our society and in the world of work is accelerating and posing new challenges. The speed at which working conditions can change - especially in education and educational projects - has been dramatically demonstrated during the past 1.5 years of the Covid19 pandemic.



## BUT HOW CAN WE REACT ON THESE NEW CHALLENGES?

We all have to further develop our skills to embrace the use of creative project methodologies, digital tools and collaborative strategies. This is aim of the Creative Change project. Through this project, we wish to bring awareness to an approach to project management that is more people-centered and impact-oriented, most

particularly within EU projects, such as Erasmus+. This guide is for anyone involved in the creation, management, or monitoring of a project that is EU- funded, creative, artistic, and that benefits adult education.

## WHO IS THE PROJECT FOR?

This project, and this guide, couldn't exist without the active involvement of project managers, trainers, creatives, and artists who represent the people who can help us stir its development to the right direction- while directly benefiting from it. This symbiotic relationship is based on the human-centered approach, which is at the core of our project.

## FROM OUR INTERVIEWS AND RESEARCH ACTIVITIES, HERE IS WHAT THESE PEOPLE SHARED WITH US:

I am looking for **innovative practices for multi-partner participation** in the most efficient way.

I'm relatively inexperienced at EU project management but I would say that due to the **transnational nature of EU projects, engaging in user-centered design is best carried out** when all partners are on board. This ensures that the scope and market fit of the project design is correct

Since I am working in the CCS I am very **eager to innovate with impact indicators for cultural initiatives** and related projects- it is difficult to measure.



I find proposal writing extremely challenging. Translating ideas into tangible work packages and methodologies is so far outside of my comfort zone, **I find the proposal writing process very stressful.**

I think we need **more innovative measures of impact, capitalisation and sustainability of EU funded projects.** Very often projects tick the boxes as they did what they said they would do...but these are just the basics. Monitoring user-centric aspects and long-term success would show the real success of funded projects

I believe that having the possibility of **configuring oneself with innovative metrologies is useful** today, considering the wide presence of online tools that actually replace team coordination and management, as well as evaluation and monitoring.

Project managers are key to the Creative Change project as their knowledge in management lays the foundation for change. They are the ones in most need of innovative collaborative tools and methodologies, especially in the dynamic of EU-funded projects, where transnational collaboration is essential. They are looking for effective ways to communicate with multiple partners while also managing the increasing workload that is required from them.

In the structured framework that project managers have to follow, there is little space for innovation, and creativity. This is why creatives and artists are also crucial to the Creative Change project. Their creative skills are valuable in looking

for new designs and approaches. Creatives and artists often do not see their connection with project management and are often not aware of their role as creative entrepreneurs.

Yet, they are very much connected to the project management world through the designing and conducting of their own creative projects, and are often in need of developing those skills, especially in terms of structuration and time management. With their unique perspective, they can bring innovative designing methodologies to projects like the Creative Change.

**Click here** to watch Creative Change team member **Laurence** explain why we created the Creative Change Guide



Do you recognise yourself in one of these profiles?

Then this project and this guide are made for you!





## THE GUIDE'S INSPIRATION



**ADULT EDUCATION**



**HUMAN-CENTERED DESIGN (HCD)**



**THE THREE PILLARS OF PROJECT MANAGEMENT**



**DIGITAL TOOLS**



**THE CREATIVE CHANGE'S GUIDE TO HUMAN CENTERED DESIGN IN ADULT EDUCATION PROGRAMMES**



## ADULT EDUCATION

The methodology used to develop this Guide starts from the idea of supporting adult educators who provide services to learners' new needs. Taking into consideration the rapidly changing social and professional environments that you all face as managers, designers, and educators, the guide's methodology is inspired from the context of transnational collaboration that promotes innovative education services,

such as EU-funded projects. One of the first steps taken to create this guide was to bring together people from different sectors who are confronted with similar challenges and express similar needs in the development of their projects. Based on their diverse stories, experiences and perspectives, the guide has put together tools and strategies that can contribute to the expansion of their roles as active educators.



## HUMAN-CENTERED DESIGN (HCD)

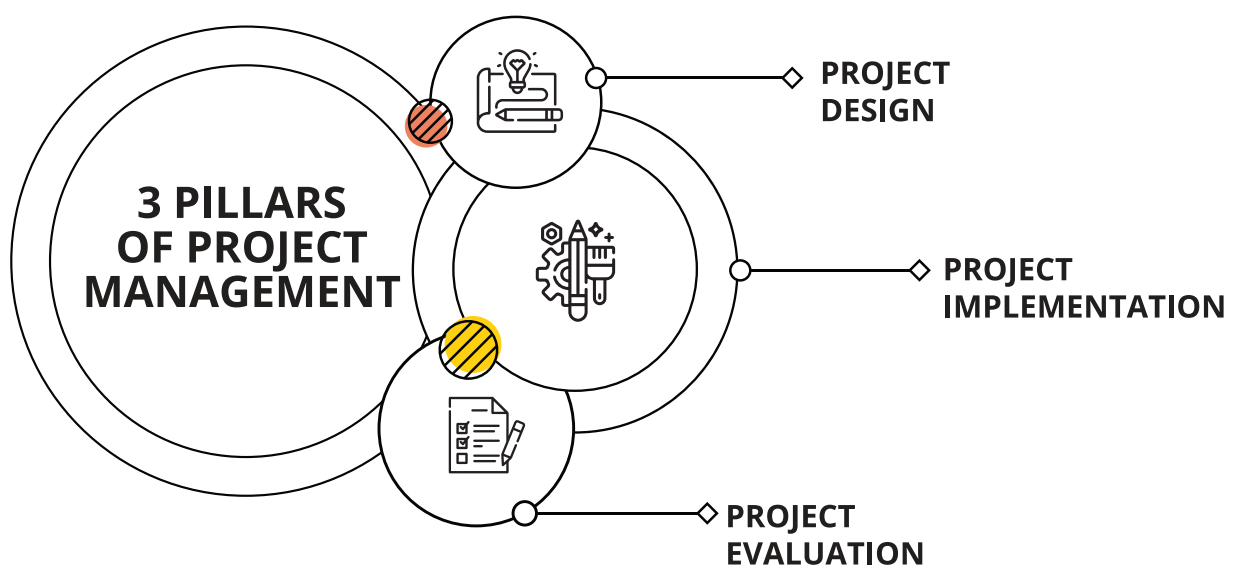
All project activities in Creative Change are based on the approach of "Human Centered Design": a creative approach to problem solving in which the human being with his or her wishes, ideas, doubts, etc. stands at the beginning and new solutions emerge at the end that are tailor-made to meet

the needs of a specific target group. In the development of this guide, we applied these principles - using participative methods in its creation process, through interviews, surveys, group discussion, shared story time, and research, to create its content.



## THE THREE PILLARS OF PROJECT MANAGEMENT

Inspired by the common challenges faced in the life cycle of the project, the Creative Change project focuses on three main project phases which in this guide will be referred to as 'pillars'.





## THE THREE PILLARS OF PROJECT MANAGEMENT

**1. Project design**, which is the first phase of a project. This phase involves idea generation, planning, and proposal making. This is where the project is defined, its purposes are established and actions are being planned. The challenges of this phase have been identified by the difficulty to generate innovative ideas that have a real impact, as well as writing proposals. The guide focuses on innovative ideation and needs identification strategies to support this pillar.

**2. Project implementation**, which is when the ideas are put into action, and the strategies are implemented. This execution phase requires great coordination and collaboration, therefore effective collaborative and communication tools are needed for this pillar.

**3. Project evaluation**, which is the last phase of a project. It involves monitoring the impact of the project before its closure. This phase is considered the most challenging as it requires effective tools for evaluating impact, which can be very abstract.

Those three phases constitute the foundation of our guide's and of our project's methodology, therefore all strategies, tools, and initiatives mentioned can be related to one of the phases of a project life cycle.



## DIGITAL TOOLS

Digital tools are the main instruments used by project managers and designers since the start of the digital transition, and even more so since the transition to distanced working. Online learning and collaboration are more needed than ever, and inspire Creative

Change to embrace digital technology as a way to drive innovation and improvement in adult education by providing a guide in a digital format with a collection of digital tools that boost skills development and inclusion through creativity and arts.



## THE CREATIVE CHANGE'S GUIDE TO HUMAN CENTERED DESIGN IN ADULT EDUCATION PROGRAMMES

This Guide offers you an engaging introduction to the role of creative methodologies, especially those based on the principles Human Centered Design. We invite you to embark on a journey of generation of innovative and inclusive ideas

for the design and delivery of educational projects, but also to share your learning experience. With practical examples and case studies in this guide, we want to point out how Human Centered Design and Design Thinking can provide an added value to your projects and how applying them, can make you actors of change for the creation of more responsive strategies!



[www.creative-change.eu](http://www.creative-change.eu)



"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."