

TECHNO-SOCIAL PLATFORM FOR SUSTAINABLE MODELS
AND VALUE GENERATION IN COMMONS BASED PEER PRODUCTION IN THE FUTURE
INTERNET

Programme: FP7-ICT-2013-10 Project: 610961

Start date: 2013-10-01 Duration: 36 months



Deliverable 5.3

Two audiovisual animated short movies introducing the P2Pvalue platform (month 30)

Submission date: 2016-04-04

Organisation name of lead contractor for this deliverable: P2P Foundation

Dissemination Status

| | | |
|----|---|---|
| PU | Public | X |
| PP | Restricted to other programme participants (including the Commission Services) | |
| RE | Restricted to a group specified by the consortium (including the Commission Services) | |
| CO | Confidential, only for members of the consortium (including the Commission Services) | |

License

This report (and all its contents and images unless otherwise specified), are released under a license Creative Commons Attribution 4.0 International (CC BY 4.0). The authors (all belonging to the P2Pvalue project) are specified in the following pages. The full license text can be found in <https://creativecommons.org/licenses/by/4.0/>



Document Information

| Author(s) | Organisation | E-mail |
|-------------|----------------|-------------------------|
| James Burke | P2P Foundation | james@p2pfoundation.net |

| Contributor(s) | Organisation | E-mail |
|------------------|-----------------------------------|---------------------------|
| Keith Harrington | Shoestring videos for non-profits | keith.harring82@gmail.com |
| Danny Spitzberg | Peak Agency | danny@peakagency.co |
| James Burke | P2P Foundation | james@p2pfoundation.net |

Document history

| Version(s) | Date | Change |
|------------|------------|--|
| V1.0 | 04-04-2016 | Approved version to be submitted to EU |
| V1.1 | 05-01-2017 | Revised following Review |

Document data

| | |
|---------------------|-------------------------|
| Keywords | p2pvalue, |
| Editor address data | james@p2pfoundation.net |
| Delivery date | 04-04-2016 |

Distribution list

| Date | Issue | E-mail |
|------|--------------------|-------------------------------|
| .. | Consortium members | members@p2pvalue.eu |
| .. | Project officer | Loretta.Anania@ec.europa.eu |
| | EC archive | CNECT-ICT-610961@ec.europa.eu |



Film 1: A promotional explainer video on TEEM

Peak Agency helped the Madrid software team with creating a current product vision. They did this by producing an animated short film which helped bring to life the value proposition of the software package which they could test with community owners, inform the development team to inspire themselves as well as communicate to a wider audience. Using this initial film as inspiration, the TEEM group ultimately chose to create a new final pitch movie which can be seen on their website.

The film Peak Agency created tells the story of how TEEM might support community spaces run by volunteers with a new visual way to get people involved. It uses an animated sketch-style and storytelling to convey the problem that community owners have when organizing their communities. They then present TEEM as a tool to help them better organize their community spaces as well as discover other projects by other communities. It does this by presenting a variety of tools such as to-do's, details, links to documents and social media to spread the word on each project.

The film can be found [here](#). It did feature on the TEEM home page, yet has been replaced by a more current version.

This was part of wider support of the TEEM project by Danny Spitzberg, who helped the Madrid team with user testing and prototyping, a slide deck to guide a product pivot and a current product vision as seen in the film.



Film 2: A film promoting P2P Value as a single project

Keith Harrington of Shoestring productions created a video explaining P2P Value project. The video can be found on the P2P Value website <https://www.p2pvalue.eu>. It enables people of non-academic backgrounds to also be engaged with the material of P2P Value. We also have used social media to spread the project across our networks.

In this film, we present how the world is driven by commodity trading and capitalism and then contrasts this with introducing exchange, sharing and the Commons. It outlines different kinds of Commons that exist and their benefits including natural (water, genetic) and technology (Wikipedia) and the principles behind them. This leads into Commons Based Peer Production and that if we want more Commons innovation we need to understand how value is created in communities through peer production and how their members remain motivated.

It outlines three key challenges to expanding the Commons, researching which institutions and behaviors define successful communities, rules for good governance and right economic and technical ground work. P2P Value exists to determine best practices for communities to thrive and succeed. It goes on to show how P2P Value is also exploring the motivations of communities if economic payment is not in currency. Which kinds of reward systems work for different projects and communities?



The film then introduces the software tools have developed as well as best practice for public policy makers to introduce guidelines to encourage innovators in this field. Lastly it points to our web archive to find further information on P2P Value and associated projects.