



atuvera
Learning Experiences

Experience Lab – I am Human

A case study about a life-changing workshop

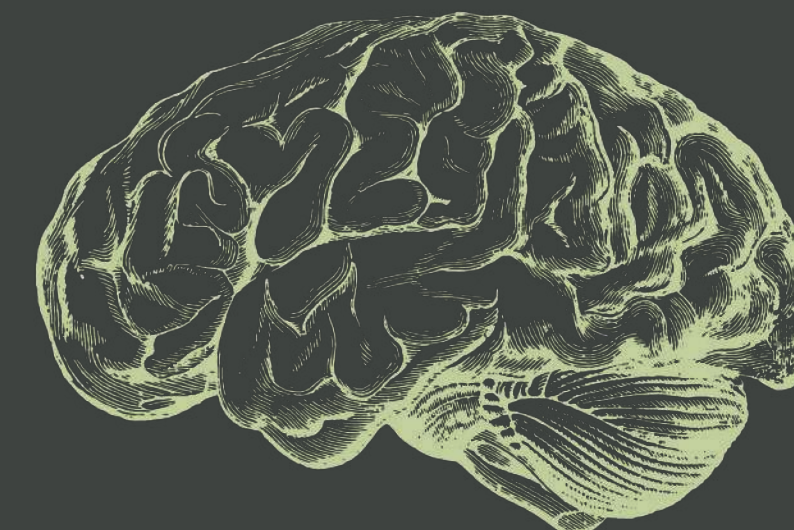
Welcome!

At **atuvera** we specialise in carefully-designed and thoughtfully-guided immersive learning workshops.

We believe that when people are excited, they learn better and more profoundly. When there is no emotional connection, the brain is incapable of thinking deeply or remembering information.

We start with this...

...and add in a lot from these two.



Let us take you on a creative journey!



Concept

Our client at Digital Future Society wanted to gather part of their team, together with special guests and experts. The aim was to raise awareness about Digital Humanism, fostering dialogue and ideating solutions to be applied in the important work that the participants carry out on a daily basis.

Sounds lovely but what is Digital Humanism???

Digital Humanism is the current of thought that promotes putting technology at the service of the human condition. The aim is for responsible use, cultivating innovation guided by ethical principles. This in turn facilitates the individual development of human beings, our coexistence in society, and the sustainable progress of humanity.

You are currently here...



**We need to
get all the
way up here!**



Problem

Digital Humanism is a wide-ranging and highly abstract concept. In many sectors there are no clear and unified criteria. Through the “I am Human” workshop, we needed to open dialogue regarding this new reality and seek solutions.

These are just a few of the questions we created to start:

- What are the profiles of the participants?
- What do the participants need?
- What impact are we aiming to provoke?
- What are the context and constraints?

- What is the goal?
- What is the purpose?
- What outcomes are we aiming for?
- What are the desired results?
- How do we want people to feel?
- Will there be a tangible takeaway?

- What are the challenges surrounding digital humanism?
- How will the solutions or conclusions be put into practise?



**Argh! Abstract
conceptualisation!**

A composite image featuring a woman's profile in grayscale. Overlaid on her head is a yellow line-art illustration of a human brain. Overlaid on her chest is a yellow line-art illustration of a human heart. The word 'PROCESS' is written in large, bold, orange capital letters across the bottom left of the image.

PROCESS

1 – Briefing stage

- ✓ Questions and research
- ✓ Profiles and needs of participants

2 – Creativity

- ✓ Configure goal + purpose + outcomes + results
- ✓ Brainstorming and ideation
- ✓ Conceptualisation
- ✓ Manage components of the workshop
- ✓ Iterations

3 – Approval

- ✓ Final proposal

4 – Nitty gritty

- ✓ Logistics and production
- ✓ Details
- ✓ Rehearsals + tests + tweaking
- ✓ **Workshop day!**

5 – The aftermath

- ✓ Post-experience analysis



**Welcome to
life in colour!**

Create a Welcome Pack for participants, to start engaging with them before the workshop experience. Ideate a structure and flow to ensure that the desired outcomes and results would be possible.

Divide participants into smaller groups and create four workstations that act as a journey through different challenges within Digital Humanism.

Include restful moments for food and drink that further enhanced dialogue and underscored the contrasts between technology and humans by using different textures and flavours.

Decide on a personalised time capsule as the anchor object for the participants' journey, to be filled throughout the experience at each workstation. The time capsule would then travel home with each person.

Solution

I am Human – A digital humanism workshop experience

A black lamb is captured mid-jump in a lush green field. Above the lamb, a white speech bubble with a black outline contains the word "Yay!" in a bold, black, sans-serif font. The background is a soft-focus green field under bright, natural light.

Yay!



Structure

This is actual flow of the experience

Arrival and intro: 45 minutes

Digital Humanism concept & theory: 45 minutes

Inspirational talk – hope for the future: 10 minutes

Replenish with food and drink: 20 minutes

Workstations: 90 mins

- Digital divides
- Areas with no network coverage
- Algorithmic biases
- Future technologies

Group dialogue & closing: 35 minutes

Group lunch

First of all, let's define outcomes:

An outcome is the result of change, normally affecting real-world behaviour and/or circumstances. Outcomes are difficult to measure as they tend to be intangible.

Outcomes are different from results, which are based on the goals that have been achieved, which lead to something tangible. Both are important and extremely necessary.

**Explore concepts and
make discoveries
without constraints**

**Experiment with
curiosity and joy
within a safe space**

**Challenge
perceptions and
beliefs**

**Cultivate a sense
of responsibility
and belonging**

**Collaborate
with people you
just met**

Activate awareness

Foster critical thinking

Outcomes

An emotional learning experience

We saw the joy, how much people enjoyed experimenting. We saw the tears when people shared their stories.

Participants as co-creators

We made sure that the dynamics of each workstation were open-ended, allowing for a diverse range of outcomes individually and as a group.

A digital document

An extensive framework report was created after the workshop to document the journey. [You can see it here](#) although it is only in Spanish.

Amazing feedback

We gathered answers to specific questions to learn more about the participants and their experience during the workshop.

A special anchor object

Each person had a personalised time capsule. Each workstation revealed a new piece to be introduced into their time capsule.

Takeaway

And most importantly, aside from any measurable result, is the human connection and learning experience that these 22 people were able to enjoy.



Results

Digital Future Society is an initiative of the Ministry of Economic Affairs and Digital Transformation of the Government of Spain and Mobile World Capital Barcelona. A transnational non-profit initiative that connects policy makers, civic organisations, academic experts and entrepreneurs to explore, experiment and explain how technologies can be designed, used, and governed to create the right conditions for a more inclusive and equitable society.

www.digitalfuturesociety.com

Workshop creation, production, and logistics: **atuvera**

Facilitator and ideation of dynamics: Javier Tejedor

Social issues and content development: Inés Alarcón

Workstation coaches:

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Inés Alarcón

Cris Muñoz

Paola Ruíz

AV Production: AV Life

Catering: La Viandateca

Venue: Ca L'Alíer

Photos: Jean Marc Joseph



Thanks

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The power of learning through experiences



www.atuveralab.com