

Reimagining hackathon as a Macromarketing methodology for community-based co-operative social entrepreneurship

The purpose of this paper is to explore how a hackathon-based methodology can be utilised to stimulate socially innovative thinking and ideation that can inspire changemakers to tackle and solve some of societies 'grand challenges' and 'wicked problems' (Kennedy, 2015) from the meso level up, through a lens of social entrepreneurship.

Hackathons have evolved from being the preserve of the tech industry, drawing together programmers and coders to accelerate project development, to developing a broader application in health, civic, and educational settings. Thus, recently the hackathon has been reimagined as a fora that can produce multiple outcomes, based around innovation, networking, and product design and development (Cobham et al. 2017).

This research will investigate how the hackathon model has been reframed and reimagined to engage young people and communities in the design of new, innovative, social ventures/social enterprises within various Welsh communities and regions. The reframing of this model has involved the transposition of hackathons from a tech setting to a broader community environment where the context of ideation resulted in a "Hack of Kindness" methodology. The paper will demonstrate the applicability of the methodology to macromarketing methods and social value systems building (Layton, 2007; Kadirov 2018) . As such it aims to make a potential contribution to shortfalls in macromarketing studies that have empirically explored 'novel' meso level marketing systems that attempt to disrupt existing or replace failed marketing systems (Peterson 2015) to favour social, and environmental good above the profit motive.

The paper will draw on qualitative interview data with event organisers, key stakeholders and participants, both during and post event, to thematically develop what have been considered the key success factors of the approach, namely:

- A co-operative and non-competitive ethos reflecting the values of the social enterprise sector;
- Bespoke programme planning and delivery dependent on community needs and social issues;
- A pedagogy of action learning and the creation of immediate and potential value in the genesis of new,
- The development of socially innovative ideas that can then be tested post-event;
- The involvement of key community stakeholders such as funders, social entrepreneurs, and senior business support figures within the delivery of the events;
- The continuity of partnerships and relationships between participants, business support agencies, enterprise hubs, enterprise educators, and academic staff.

These findings will also highlight how a non-competitive approach has stimulated social innovation when compared to the standard competitive hackathon environs.

Finally, the paper will recognise how this methodology can be firstly applied in the content of future macromarketing studies and secondly in wider community participation and co-production as the world recovers socially and economically from the Covid 19 pandemic.

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