



## Evoca Builds Knowledge Sharing Platforms for Their Clients Using MindMeister and G Suite



Manel Heredero, Founder

Manel Heredero is the founder of [Evoca](#), a consultancy that helps organisations develop **knowledge maps** in order to tap into their collective intelligence, build institutional memory, become more efficient, agile and adaptable, and stimulate creativity and innovation. Manel is currently building one such system for [OuiShare](#), a non-profit think-tank and community dedicated to the sharing economy. Among other things, OuiShare organizes large-scale conferences called *OuiShare Fests*.

### The Challenge

Because OuiShare members are spread around the world, the community operates exclusively in the cloud. Their big challenge was to find tools that would let them create an easy-to-navigate knowledge environment for all their resources, in such a way that they could be accessed from anywhere and could also be used collaboratively.

### The Solution

Manel proposed a combination of **MindMeister** and **G Suite**, both of which are completely web-based, integrate with each other, and can be accessed using the Google login.

“The map system I am working on stores the collected knowledge needed to organize the annual *OuiShare Fest Barcelona*. It holds everything from design resources to sponsor decks, from presentation templates to marketing materials,” explains Manel. “The goal of my work is to **simplify the organizational process**, give everybody involved in the event **access** to the files they need, and ensure that the resources and knowledge gathered for this particular conference can be **reused efficiently** for future events.”

While the maps themselves are only stored in MindMeister, all other resources are stored on **Google Drive**.

“We originally considered simply uploading attachments to the branches in the mind maps,” says Manel. “While they would have been easy to find and download, there was no way for the volunteers to **collaborate** on the uploaded files. Another problem was that many files were supposed to be accessible from different branches, and that would have made keeping them all updated a nightmare.”

A solution to the problem was quickly found: Instead of physically attaching files to branches in the mind maps, Manel simply used tools from G Suite such as **Google Docs**, **Sheets** and **Slides** to create the resources, and stored them on **Google Drive**. Each resource has a **unique link**, which Manel was able to add to the branches in the maps.

### At a Glance...

- ★ Easy-to-navigate organization of knowledge assets
- ★ Collaborative environment that promotes a culture of knowledge sharing
- ★ Affordable and scalable solution, ideal for non-profits

## Case Study

Business

### Website

[www.evocaproject.com](http://www.evocaproject.com)

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**Organization:** Evoca

**Region:** Europe

**Size:** 1-10 employees

**Industry:** Consultancy

**Client:** OuiShare

**Region:** Worldwide

**Size:** 1,000s

**Industry:** Sharing Economy,  
Think Tank

“Once a member finds what they’re looking for in the mind map, all they have to do is click on the link, which opens the document, spreadsheet or presentation that’s stored in Drive. **Multiple members can access those files at the same time, collaborate in them and update them easily.**”

*“After using MindMeister in combination with G Suite for some months now I can honestly say I’m impressed. Collaboration is truly at the heart of these tools.”*