

co-creation brainstorm kit



waag society

WHY A CO-CREATION BRAINSTORM KIT?

Co-creation describes joint or partnership-oriented creative approaches between two or more parties.

A co-creation process can enable organizations to find a connection between groups that would normally not collaborate; raise awareness and sensitivity towards important issues with certain groups/individuals; build relationships between groups and individuals that exist well beyond the scope of a project.

Contribution, collaboration, co-creation, participation: no one model is better than the others or a progressive step towards a model of “maximal participation.

But until you try things out, co-creation remains a bit of a black box.

To design how you want to work with your stakeholders, this toolkit lets you playfully explore what it means to work in co-creation.

The kit facilitates a structured brainstorm with your team and helps establish the scope of your ambition.

TOOLKIT ELEMENTS

Practically the toolkit will help you to critically look at your own organisation, explore the skills you need, identify potential stakeholders and clearly define the impact you want to have.

The toolkit consists of **5** elements:

1. Game master instructions, that will guide you through the session.
2. A printable mat with three (coloured) circles, helping you to physically 'lay out' your conversation on the table.
3. Collaborative exercise cards, containing instructions for the brainstorm.
4. Canvasses, helping to visualize or storyboard your ideas.
5. Method cards, illustrating our favourite co-creation methods to choose from.

Depending on your own discussion and number of participants your brainstorm session takes approximately 3 hours.

HOW TO PREPARE A SESSION

1. Print the map. Put the map in the middle of the table. Print the cards and canvasses needed in the session.

2. Three roles need to be assigned within your team to smoothly guide you through the session:

a. The game master facilitates the process.

Beware that a good facilitator however is less involved in the discussions itself...

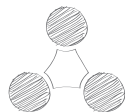
b. The time keeper keeps track of time and prevents (too) lengthy digressions. Bring your alarm clock!

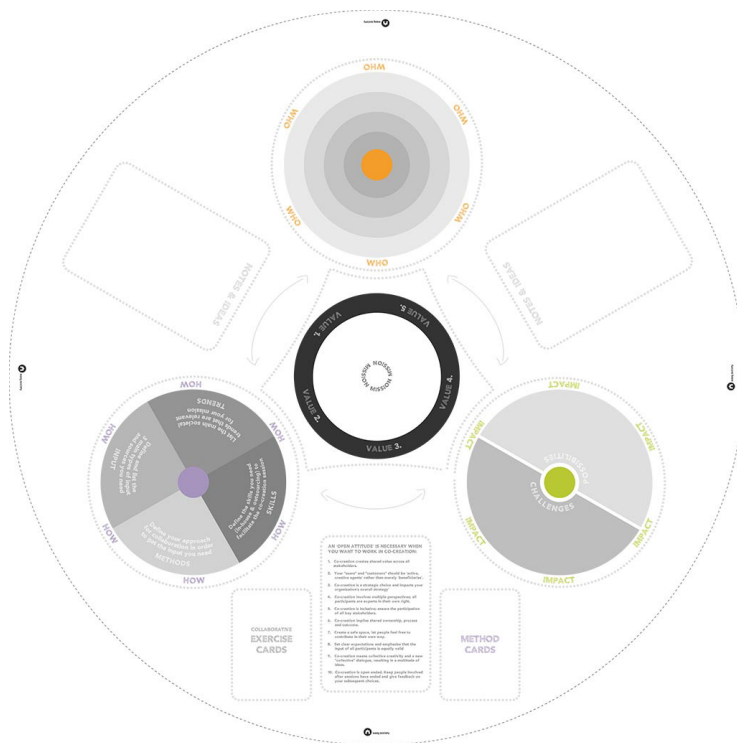
c. The 'inquisitor' keeps asking 'why' when the conversation becomes complacent and parks discussions you can't solve there and then. You're allowed to be stingy!

3. Bring felt markers and post it notes to the session.

Tip: Come prepared. As game master you've read the instructions before the start of the session.

Tip: There is no maximum of participants, but between 3 and 8 people seems to work well. Make sure your participants represent multiple disciplines and backgrounds within your organisation.





The Co-Creation Brainstorm Mat

INSTRUCTIONS GAME MASTER - FLOW OF THE SESSION

1. Start the session by defining your co-creation mission: define a long term goal that is strategic for your organisation and which you would like to achieve in co-creation.

Examples of missions are: to enrich your collection, enhancing relationships with local communities or specific groups, or to improve the visitor experience. Write the mission in the centre of the mat. *Max 10 minutes.*

2. Good teamwork starts with sharing personal values. Use the collaborative exercise card to define your values. Write the final five values in the centre of the mat. *Max 30 minutes.*

3. Choose the entry point for your discussion today. Do you want to start with the **WHO**, the **HOW** or with the **IMPACT** you want to achieve?

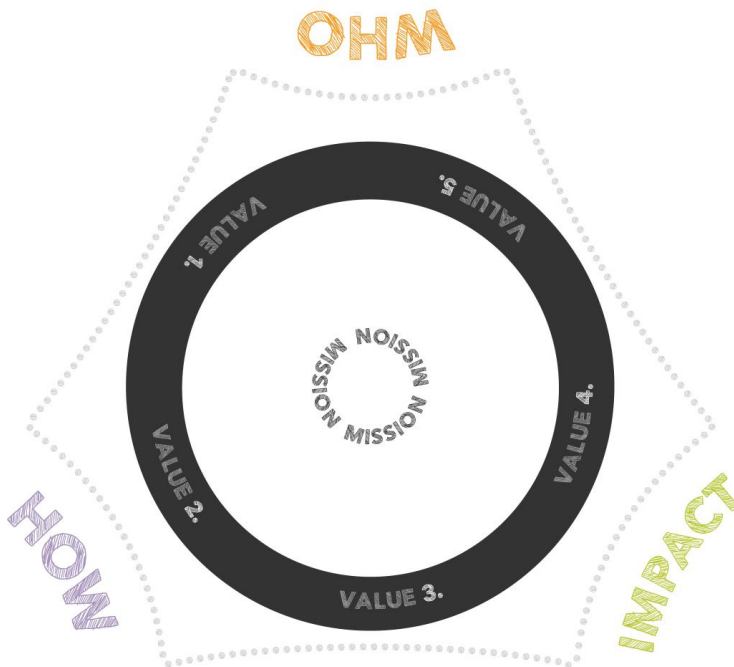
Answer the questions per main circle collaboratively with your team. Some are open questions, some are supported by method cards, exercise cards and canvasses. Always answer in line with your mission.

4. Wrap up your session, together you have defined the conditions to start working on your mission.

The session ends with your final decision on employing co-creation: is it go or no go? If you say 'go': the canvases you have created will help you summarise your session and form the initial roadmap to put things forward.

Tip: Revisit or move iteratively between the circles during your brainstorm.

Tip: Feel free to write and draw on the mat throughout the session to keep track of important points of the conversation.



The starting point of the toolkit: Mission and Values

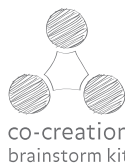
INSTRUCTIONS GAME MASTER - PER CIRCLE (1)

YOU HAVE CHOSEN 'WHO' -> GO ORANGE

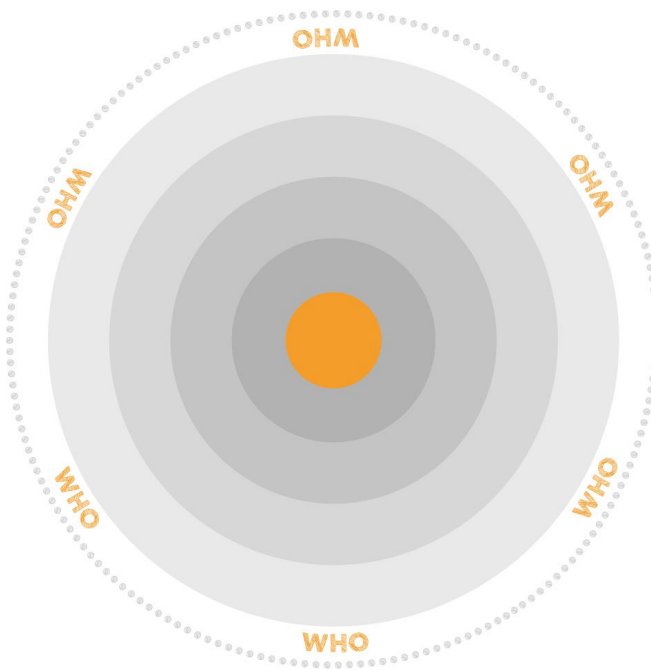
Who do you want to reach in co-creation?

The orange circle helps to map stakeholders, triggers and ownership in proximity to your organisation and its mission (the orange centre).

1. Define 5 stakeholders in your mission (including your own organisation): who needs to be part of the co-creation process? who will benefit? who can help?
2. Draw a personal portrait. Define the strategic position per individual in relation to the mission by placing them on the circle; how close are they to your organisation or mission? Use the exercise card 'Portraits'. *Max 10 minutes.*
3. Act out the conversation with stakeholders. What is their intrinsic motivation? How do you engage them? What would happen if you share ownership with them? Use exercise card 'Role play'. *Max 10 minutes.*
4. List the triggers, efforts and rewards emerging from your roleplay with the Stakeholder canvas. *Max 10 minutes.*



Tip: The Inquisitor could challenge whether you have the right stakeholders: who or what is missing there? Don't do too much wishful thinking.



WHO / stakeholder canvas

Nr:

PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA
PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA
PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA
PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA
PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA
PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA
PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA
PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA
PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA
PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA	PERSONAL TRIGGER AREA



STAKEHOLDERSTAKEHOLDERSTAKEHOLDERSTAKEHOLDERSTAKEHOLDER

TRIGGER	EFFORT	REWARD
List the main triggers you discovered for your stakeholders to get involved.	List the effort you will undertake to get them involved.	List the reward everyone gets from participating.

'WHO' circle, stakeholder portrait templates and action canvas

INSTRUCTIONS GAME MASTER - PER CIRCLE (2)

YOU HAVE CHOSEN 'HOW' -> GO PURPLE

What does it take to co-create your mission? The purple circle helps you map your process: what input are you asking for? what skills do you need?

1. What do you want to learn through co-creation? Name types of input and sources of input. Max 10 minutes.

2. Co-creation can exist of different methods. Exploring them will help define your approach for collaborations. Distribute the method cards among your participants and ask them first to individually:

- a. Choose 1 method they feel comfortable with.
- b. Choose 1 method they think your stakeholders would feel comfortable with.

Then as a group to:

- c. Add three methods that are interesting to explore together.
- d. Add methods your group might be aware of or have experience with.

This way you instantly have a surprising, challenging and creative set up. Max 10 minutes.

3. What skills do you need (in-house and outside) to engage in such a dialogue? do you have them? *Max*

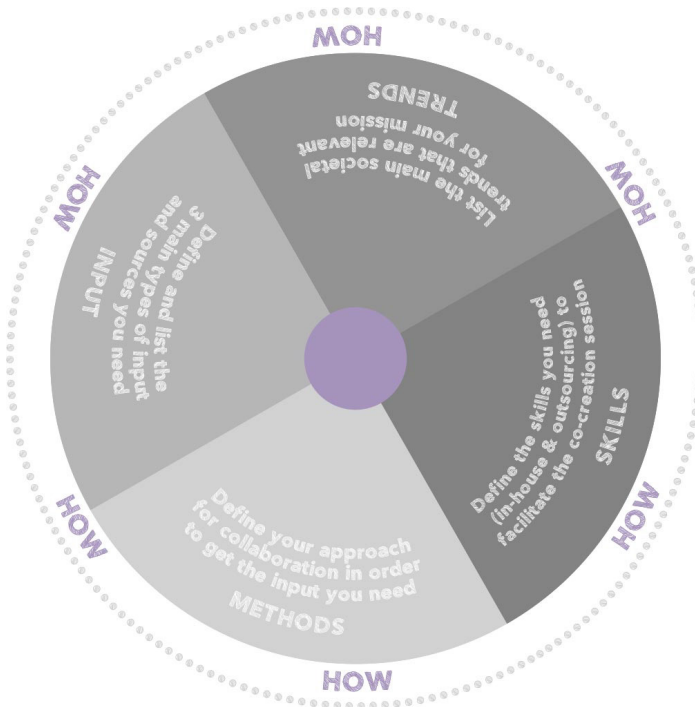


10 minutes.

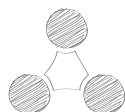
4. Probably there are (societal) trends that you could relate to to help you achieve your mission. Write them on the mat. Max 5 minutes.

5. Translate your conversation in an actionable format with the Action canvas. Max 10 minutes.

Tip: The Inquisitor could ask to revisit your mission statement when discussion calls for it. Is it still valid? You are allowed to tweak or adapt your mission...



'HOW' circle





Some method cards and the 'HOW' action canvas

INSTRUCTIONS GAME MASTER - PER CIRCLE (3)

YOU HAVE CHOSEN 'HOW' -> GO GREEN

The green circle helps you map the challenges for your organisation: who are you? what's holding you back? truth or dare!?

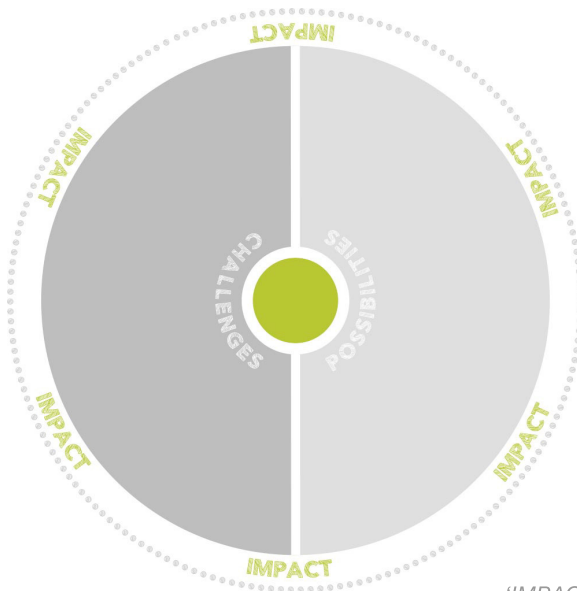
1. What type of organisation are you? Bottom up or top down? Open or closed? Choose from 5 images that suggest a different nature of organisations or draw your own image of your organisation. *Max 10 minutes.*
2. List the challenges you see in relation to your mission. *Max 5 minutes.*
3. List the opportunities you see in relation to your

mission. *Max 5 minutes.*

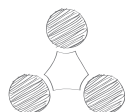
4. Decide what you are really exploring now: new visions, new products, new services, new relationships or new ways of working? Put the right card next to your mission. *Max 5 minutes.*

5. Story board the outcome of the co-creation process. Imagine what you have gained when you have achieved your mission. Use the exercise card 'Storyboarding' and the Storyboard canvas. *Max 15 minutes.*

Tip: The Inquisitor can ask to revisit the values. Has the order changed? Did something else become more important?



'IMPACT' circle





Title:

Clockwise: Organisational identities, Transformations and 'IMPACT action canvas

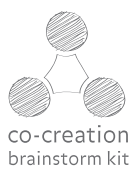
GO / NO GO?

After you and your group answered all questions collaboratively you have an outline of your potential co-creation strategy. You have an understanding of the conditions to start working on your mission.

Will you go ahead?

If you say 'go': the canvases you have created help you summarise your session and form the initial roadmap to put things forward.

If you say 'no go': you have a clearer understanding of what it would mean for you organisation to work in



co-creation and where potential challenges lie.

In both cases: WELL DONE! You can finish the session.

CONTEXT OF THIS TOOL KIT

The co-creation toolkit is developed by Waag Society within the RICHES project (short for: Renewal, Innovation and Change: Heritage and European Society). The kit is aimed at practitioners and allows them to strategize a co-creation project in terms of stakeholders, aims and long term planning, before diving into the project headfirst.

Based on research into co-creation practices and on the designers' own experience, focus is on practical support for practitioners to outline their work involving communities for co-creation, to be used very early on in setting up a co-creation process. In the preparatory stage of a co-creation process is very important, to exchange world views of all people involved early on in the process, to talk about the impact you aim for, to realize the consequences of what your getting into and to be realistic about the skills you need. The kit facilitates a structured brainstorm with an organisation's internal team and helps establish the scope of their ambition.



The toolkit has been designed and developed by Robin van Westen, Janine Huizenga and Dick van Dijk. Evaluation sessions were carried out between October 2015 and March 2016.

More information on the context of the toolkit:

waag.org

co-creation.waag.org

resources.riches-project.eu

The RICHES project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 612789.

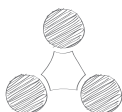


waag society



RICHES

RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY



co-creation
brainstorm kit