waag society

co-creation brainstorm kit

WHO

WHO

WHO

WHO

WHO

NOTES & IDEAS

NOTES & IDEAS

VALUE 1.

VALUE 5.

MISSION

VALUE 2.

VALUE 4.

VALUE 3.

HOW

HOW

HOW

HOW

HOW

List the main societal trends that are relevant for your mission

TRENDS

Define and list the 3 main types of input and sources you need

INPUT

Define the skills you need (in-house & outsourcing) to facilitate the co-creation session

SKILLS

Define your approach for collaboration in order to get the input you need

METHODS

IMPACT

IMPACT

IMPACT

IMPACT

IMPACT

POSSIBILITIES

CHALLENGES

AN 'OPEN ATTITUDE' IS NECESSARY WHEN YOU WANT TO WORK IN CO-CREATION:

1. Co-creation creates shared value across all stakeholders.
2. Your "users" and "customers" should be 'active, creative agents' rather than merely 'beneficiaries'.
3. Co-creation is a strategic choice and impacts your organisation's overall strategy'
4. Co-creation involves multiple perspectives; all participants are experts in their own right.
5. Co-creation is inclusive; ensure the participation of all key stakeholders.
6. Co-creation implies shared ownership, process and outcome.
7. Create a safe space, let people feel free to contribute in their own way.
8. Set clear expectations and emphasise that the input of all participants is equally valid
9. Co-creation means collective creativity and a new "collective" dialogue, resulting in a multitude of ideas.
10. Co-creation is open ended. Keep people involved after sessions have ended and give feedback on your subsequent choices.

COLLABORATIVE

EXERCISE CARDS

METHOD CARDS

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