1. Define and list the main societal trends that are relevant for your mission.
2. Define your approach for collaboration in order to get the input you need.
3. Define the skills you need (in-house & outsourcing) to facilitate the co-creation session.

**METHODS**

**SKILLS**
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.