Start a MOVEMENT

a Co-Creation JOURNAL

BigPicnic
Train-the-trainers meeting Leiden - Amsterdam
10-12 October 2016

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Start a Movement

Co-creation is an important part of BigPicnic. Through co-creation we want to create a movement. A movement has no end. It is in constant flux and adapts to new circumstances. It enables people to act. For this to happen, we need to design what we call an enabling environment. Enabling environments are the optimal circumstances for acting in favour of the movement.

Process

A movement, by definition, is not static. So designing an enabling environment for the movement is an iterative process. You can revisit each stage. It depends on how long you want to stay with the movement how often you want to re-iterate.

Stages

1) Open your mind
Start with sensitizing yourself to the context and topic.
This is important both for the change agent (the entity that wants to start a movement) and the target audience (those who ‘need’ to be moved).

To be able to introduce a new topic/cause/theme, you need to make sure that everybody involved has an open and emphatic attitude, and a flexible and creative mind.

2) Enabling environment exploration
Try to get a sense of what enabling environments could be by researching and experimenting with small cases (not necessarily in your own context) to get a sense of what is possible.

By doing this, you will get an understanding of what influences audiences, what inspires them to act and which environments you can control or influence. In this way, you create your own guidelines for what an enabling environment should contain.

3) Movement mission, stakeholders and audiences
Work on your position, identify your audiences and stakeholders, recruit the right co-creators, define the mission and focus, and work on your first draft of your (co-creation) strategy:
• what is it you want to achieve?
• who are you targeting?
• what are you focussing on?
• who are your allies in your mission?

4) Co-creation with users and stakeholders
Create ownership and sustainable involvement by involving various co-creators, in different stages of your movement design. Get to know your audiences, understand what their needs are, use knowledge outside of your expertise, get input from your peers and partners and be open about your process.

5) Enabling Environment Design
Design enabling environments for your audience(s), using the insights, input and design results of cocreative process.

Your journey through these stages of co-creation are documented in this workbook: a co-creation journal. It includes various templates for tools, documentation and publications.
Check in DAY 1: Roller coaster

Where are you on the rollercoaster and why?
The Lego exercise is a way to reveal team work dynamics and communication practices. It helps a group of people quickly come to collective understanding of what it means to work together.

Your assignment (handed to you by the facilitator):

To what extent were you able to complete the task? (mark the line with an X)

Space to write / draw / take notes
Open Your Mind: Listening levels

There are 3 levels of listening:
1. Internal – inner dialogue
2. Focused – to help someone else understand himself, without judging.
3. Global – listening to all the signals out there, which transmits into curiosity.

These levels translate into three roles: storyteller, interviewer and observer.

3 Questions

What does Food Security mean to you?

What are challenges for you in relation to the BigPicnic project?

What do you want to take away from this training and process?
Open Your Mind: Listening levels

- What if...?
- Why is this important?
- What is needed right now?
- What more do you need?
- What is stopping you?
- What is important to you?
- Where do you want to go?
- Can we all work with that?
- How can this group help you?

Round 1
- Storyteller
- Interviewer
- Observer

Round 2
- Storyteller
- Interviewer
- Observer

Round 3
- Storyteller
- Interviewer
- Observer

Space to write
Open Your Mind: 2 minute design challenge

Team up in pairs. One of you has one minute to present a ‘problem’ you faced that day (it can be very small, like ‘my water bottle did not fit under the tap’). In the second minute you design a solution for that particular problem. Together.

Problem:

Solution:

Space to write / draw / take notes
2 Enabling environments exploration

Environment 1:  

Space to visualise the environment

What the environment does:

Environment 2:

Space to visualise the environment

What the environment does:
Enabling environments are the optimal circumstances for acting in favour of the movement.
What is your goal? What movement do you want to start? And who is going to help you achieve your ambition?

What is the topic you want to start a movement around?

Food security...

What is kind of organisation are you? Who are your organisation’s competitors and partners? What does your network look like?

What are the (five) shared values in your organisation, in relation to the topic?

Movement mission

What do you want to achieve with the movement?
3 Movement mission: audiences

Who are the people you want to reach? What do you want them to do?

- Learn: Have information about the cause
- Engage: Have conversations about the cause
- Continue: Keep momentum; Pay forward
- Change: Act in favor of the cause
- Situate: Know about abilities; Limitations
3 Movement Mission: Stakeholders

Who are your allies in your movement? What do you want them to do?

- Learn
  - Have information about the cause

- Continue
  - Keep momentum
  - Pay forward

- Engage
  - Have conversations about the cause

- Change
  - Act in favor of the cause

- Situate
  - Know about abilities and limitations
Findings of the day

↑ inspiring

😊
Notes on speakers

expert
3 Movement mission: Movement outline first iteration

Position organisation
Do you see any new partners/competitors/allies that you did not see before? Maybe some new connections?

Audience and stakeholders
Are your audiences and allies still the same? How are they connected to you?

Movement mission
Do you have some adjustments to what you want to achieve with the movement?
Where are you on the rollercoaster and why?
3 Movement mission: feedback on Movement outline

On your network

On your values

On your mission

New insights
An empathy map is a collaborative tool that you can use to better understand your audiences. It consists of an image of the audience member connected to six sections: think & feel, hear, see, say & do, pain and gain.

**General profile (age, sex, family, income, residence, etc.):**

- What do they dream of?
- What is their ambition?
- What makes them feel bad or good?
- What do they want to change?
- What frustrates or motivates them?
- What do their friends say?
- What influences them?
- Which media do they use?
- Who gives them challenges?
- What kind of attitude do they have?
- What do they do in their spare time?
- What does their day look like?
- What does their environment look like?
- Where do they work?
- Which media do they use?
- How do they contact their surroundings?
- What does the target audience want to reach, how do they measure success?
- Desires, needs, measure of success?
- What are the fears, frustrations and obstacles or challenges that the target audience faces?
3 Movement mission: empathy map

general profile (age, sex, family, income, residence, etc.):

think & feel

hear

say & do

see

pain

gain
3 Movement mission: empathy map

general profile (age, sex, family, income, residence, etc.):

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think & feel

say & do

hear

see

pain

gain
3 Movement Mission: Empathy Map

general profile (age, sex, family, income, residence, etc.):

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think & feel

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hear

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say & do

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see

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pain

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gain
general profile (age, sex, family, income, residence, etc.):

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think & feel

hear

say & do

see

pain

gain
3 Movement Mission: Circles of Connection

How would you reach your intended audiences? Visualise your ‘6 handshakes’ - who do you already have in your network that you can connect?

This is you

This is your target audience
4 Co-creation Case: Movement outline

What is the case you have chosen to work on?

Team

Network

Who are audiences, competitors, partners, stakeholders and allies?
What has already been done on this topic?
Values

*what are the (five) shared values in your team, in relation to the case?*

Movement mission

*(What do you want to achieve with the movement?)*

First requirements and limitations

*What do you already know the enabling environment needs to have and what are your limiting factors?*

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4 Co-creation case: audiences & stakeholders

Audiences

Who are the people you want to reach / include? What do you want them to do?

Stakeholders

Who are the people you want to involve? What do you want them to do?
Each team will receive 1 to 4 cards with guidelines or restrictions that help shape the cocreation process.
4 Co-creation Case: Sketches for a Co-creation Session

Space to write / draw
4 Co-creation Case: Session Outline

Goal:

Activity:

Duration:

Participants:

Roles for team:
4 Co-creation: Notes
Insights you got based on the set requirements, first assumptions and the input from the co-creation session.
5 Enabling environment design

Movement goal:

Type of environment (app/exhibition/event/educational programme/website/etc.):

How it works:

Space to visualize the environment
5 Enabling environment design

Space to visualize the environment
5 Co-creation case: Feedback on design
Notes on transformation and after care
Position organisation

What is kind of organisation are you? What are your organisation’s competitors and partners?

Organisation values

What are the (five) shared values in your organisation, in relation to the topic?

Movement mission

What do you want to achieve with the movement?

Movement focus

What are you zooming in on, in relation to your mission?
3 Movement Mission: Audiences & Stakeholders

Audiences

Who are the people you want to reach/include? What do you want them to do?

Stakeholders

Who are the people you want to involve? What do you want them to do?
How will you get to your audiences? Who are you including in your effort?
DAY 3: feed back on movement outline 3 strategy
Train the trainers meeting

Start co-creation group 1:
Edinburgh (RBGE)
Leiden (UL)
Madrid City (CSIC)
Kroussia (HAO-BBEE)

May 1st 2017

Start co-creation group 2:
Madrid University (UAM)
Berlin (BGBM)
Warsaw (UNIWAR)
Tooro (TB6)
Méise (APM)

Start co-creation group 3:
Oslo (UiO)
Bergamo (BERG)
Lisbon (ULisboa)
Vienna (UNIVIE)
Hannover (SBZH)
Sofia (UBG)

Co-Creation process

Learning Community

Science cafes

May 1st 2018

November 1st 2017

November 1st 2016

Draft partner strategy for co-creation
Expertise in my learning community

What I learned is

What we have in common is

I think we can collaborate on
Expertise in my learning community

Most remarkable
Expertise in my learning community

Secret talent

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Expertise in my learning community

Most remarkable
Expertise in my learning community

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Secret talent
Expertise in my learning community

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Expertise in my learning community

Most remarkable
Expertise in my learning community

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Expertise in my learning community

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favourite plant
The aim of co-creation is to create shared value – together with your stakeholders.

It's about people, not about users or customers. Think of participants as 'active agents' rather than 'beneficiaries'.

Co-creation is a strategic choice and has strategic consequences.

Co-creation invites multiple perspectives. Everyone is an expert in their own right – by balancing professional and experiential expertise, a level playing field is created.

Co-creation is inclusive, or rather: should be non-exclusive. Think about the representation you aim for, don’t (only) go for the obvious.

Co-creation is an open and constructive process, where (process and/or outcome) control is shared. In some cases the motto 'Community voices, Curatorial Choices' is used, but if you are not comfortable sharing control don’t do it.

Have an open attitude, create a safe space, let people feel free to contribute in their own way. Be clear on what you expect from participants and how their efforts will be visible.

It's about collective creativity - in a creative process a different dialogue between people is started. It's not about finding the right idea, it's about finding a multitude of ideas.

Co-creation thrives with shared ownership - in both results and process.

Co-creation is open ended. Keep people involved after sessions have ended, give feedback on the choices you make afterwards.