EDEN

Community Collaboration Concept

Creating Ideas and activities

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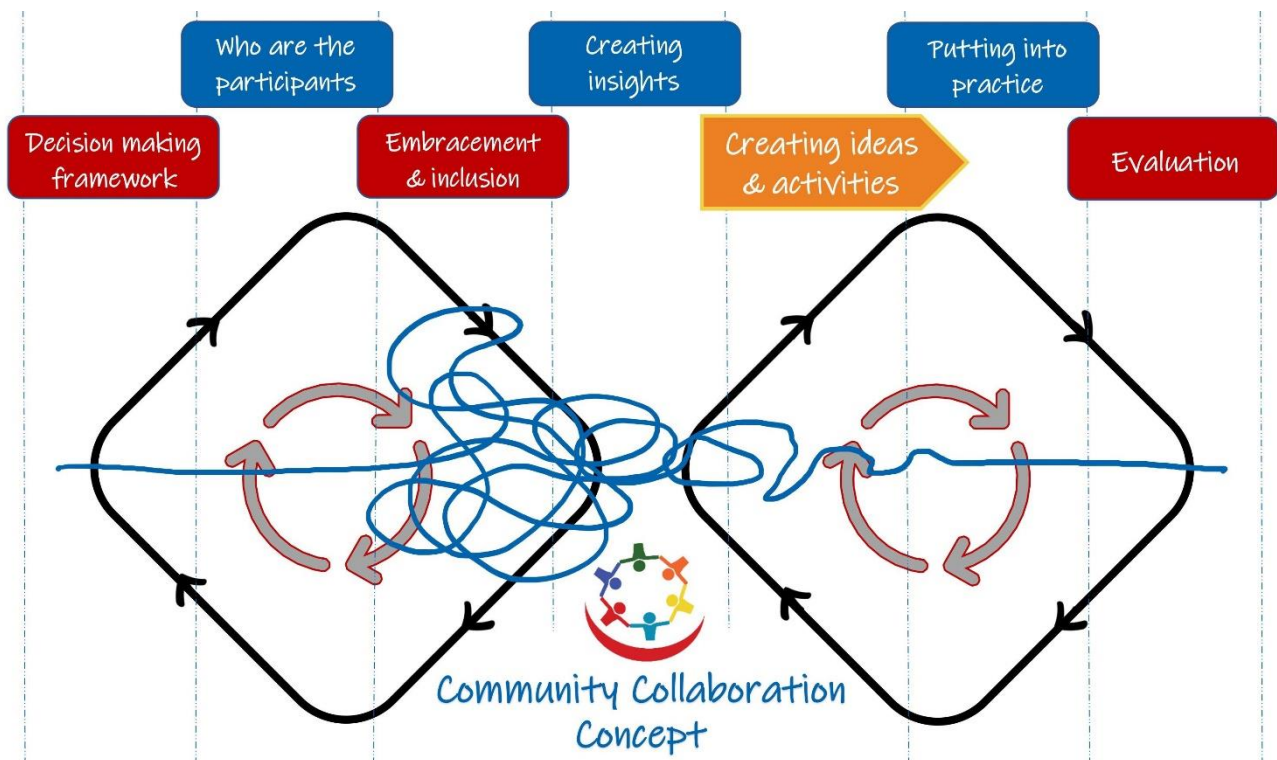Allette Snijder   Sara Marsillas   Natalia Allegretti   Álvaro García

Creating Ideas and Activities

Community Collaboration Concept

When creating ideas and activities, it is important to take the starting point in the insights that were gathered in the section just before. Based on the challenges and possibilities that were described in the 'creating insights' section, this part is devoted to co-create ideas and activities together with the relevant participants.

It is highly recommended to use co-creation approaches, and these were explained in section 3.1.3, so in the following, only the overall benefits of co-creation is summarised.

Key-points of co-creation

- End-users; seek and value their experience.
- Mutual development of solutions / identification of problems.
- Based on Participatory Action Research (PAR) methods.
- Appears to be messy but it is a process.
- Central to solution development.
- Applicable to product, service, organisation, urban design… etc.

Aims of co-creation

- Gather people with a shared goal.
- Share different approaches product development and services.
- Explore new ways of working within existing constraints.
- User-centred; seen through the user's eyes.
- All end-users are involved in creative activities.
- Create physical artefacts to represent ideas.

- A process, not a snap-shot of user experience.

Advantages of participating in co-creation

- Experience makes users, the 'expert'.
- Inclusive – all users participate and have their say.
- Empowering.
- Relaxed, informal environment with playful atmosphere.
- Better understanding of other's problems and solutions (as well as one's own).
- Efficient process.

Outcomes of co-creation

- Better understanding of user needs, leads to successful result.
- Development of a product/service that users truly want.
- Empathy for user relationship with products, services.
- Persuasive - data gives powerful words and pictures.
- Allows innovation in the right direction.
- Avoids taking too many wrong turns.

There are many different kinds of workshops that can be organised to create ideas together, and if you want to find inspiration to organise workshops, we invite you to visit these websites;

www.ccw-project.eu

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You can use the following 1 activity card to formulate the ideas which are developed in the co-creation process as well as to formulate an implementation plan.

What are the possibilities?
Creating Ideas Together

Ideas to Implement

- Which wishes & needs are the most important?

- What gives the most energy?

- What is difficult?

- What does the caregiver need?

- How can we change things more according to the wishes and achieve this together?

What are we going for?
Actions!