

Co-creation
State-of-the-Art Report
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Definitions of co-creation

- Co-creation has evolved as the goal to include citizens in decision-making has increased
- Different terms are used to express different concepts which vary on the role of citizens and organisations
- Co-creation is citizens and professionals sharing power and responsibility to work together in equal, reciprocal, and caring relationships
- Based on trust; not about persuasion

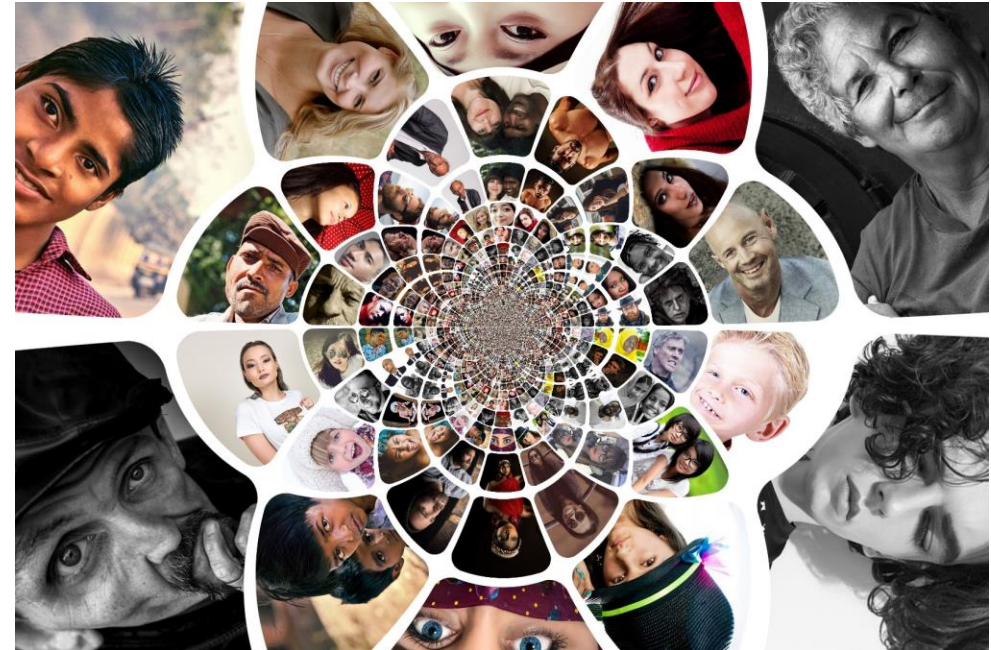
co-creation new governance
co-production co-innovation
volunteering

Defining the vocabulary

collaboration co-management
co-governance social innovation
collaborative governance

Citizens in co-creation

- In co-creation citizens take over tasks traditionally delegated to organisations
- Citizens are considered as a valuable and critical partners in projects
- Working together means:
 - focusing on outcomes
 - exploring how sharing power and responsibility can help technology development



Understanding context

- Co-creation acknowledges the connection between society, technology and culture
- Provides a means of exploring shared responsibilities for change
- Understanding priorities of everyone involved means greater focus on topics needing attention, and solutions more likely to be adopted



Critical risks in co-creation

- Three critical risks in co-creation:

1. The Expectations Gap

Different agendas and definitions inform expectations. These need to be discussed openly.

1. Power

Power is shifted in terms of resources and/or knowledge.

Unequal shifts in power risks disempowering citizens and stakeholders

1. Values

What do different groups value?



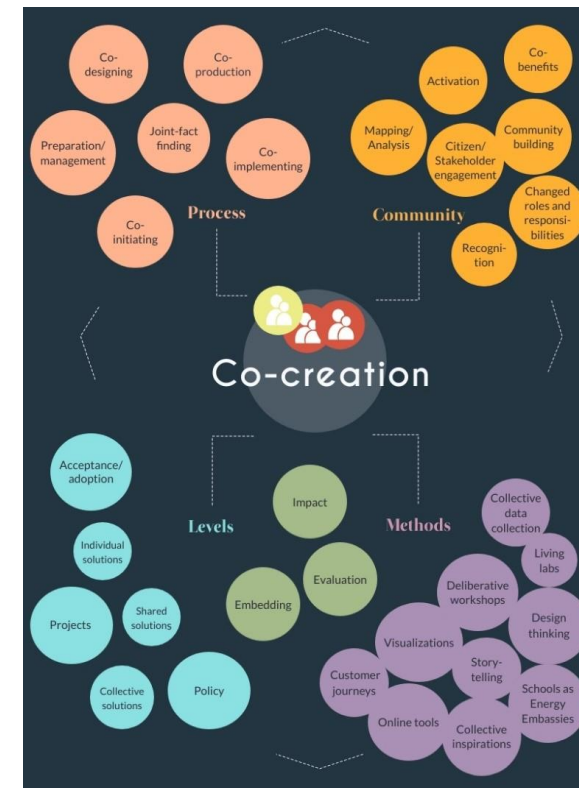
Critical limits in co-creation

- Validity
 - What do we mean when we say that a fact or opinion is valid?
 - Being aware of multiple and different perspectives arising through co-creation
 - Role of stakeholders is to stay objective
- Pragmatism
 - Organisations have limited capacity for co-creation
 - What is 'good enough' to be acceptable?
 - What compromises have to be made?



Co-creation guidelines

- Process: joint fact-finding, co-initiating, co-designing, management
- Community: exploring co-benefits, community building, responsibilities
- Level of application: individual, collective, shared solutions; project, policy
- Methods: storytelling, customer journeys, online tools, visualisations
- Evaluation: impact, embedding



Sustainable heating technologies

Technology	Level and site/location	Actors	Implications
Heat pumps Solar thermal Geothermal Biogas, biomass Insulation	Individual (home and building owners) Co-designing customer journeys	Private homeowners Local businesses Electricians Local media	Increasing trust in novel technical solutions Voluntary installation may complement, not replace, existing system → sub-optimal system
Shared storage Electric or pump solutions	Shared (owners and tenants) Co-writing feasibility studies	Investors Developers Housing contractors	Complex model of actors and aligning interests
District heating networks	Collective (urban, city, neighbourhood) Co-initiating thematic workshops	Energy utilities Local politicians Distribution system operator	Freedom of choice reduced if there is a mandatory connection requirement

Monitoring and evaluation

Co-creation is not a one-size-fits-all approach

Monitoring and evaluation are ongoing aspects of co-creation

Some of all of the parties involved participate in designing, doing, and interpreting evaluation

- Conduct interviews with stakeholders to find out how they feel about the process and their involvement
- High-level snapshot of what's happening and compare it to objectives



Evaluating co-creatively

Ask questions in three areas:

1. Experience
 - How are participants liking the overall experience?
2. Motivation
 - What were the motivations to participate?
3. Suggestions for improvement
 - What kinds of improvements would they prefer if they were to participate again?
 - Was the setting ok or would something else be preferable?

